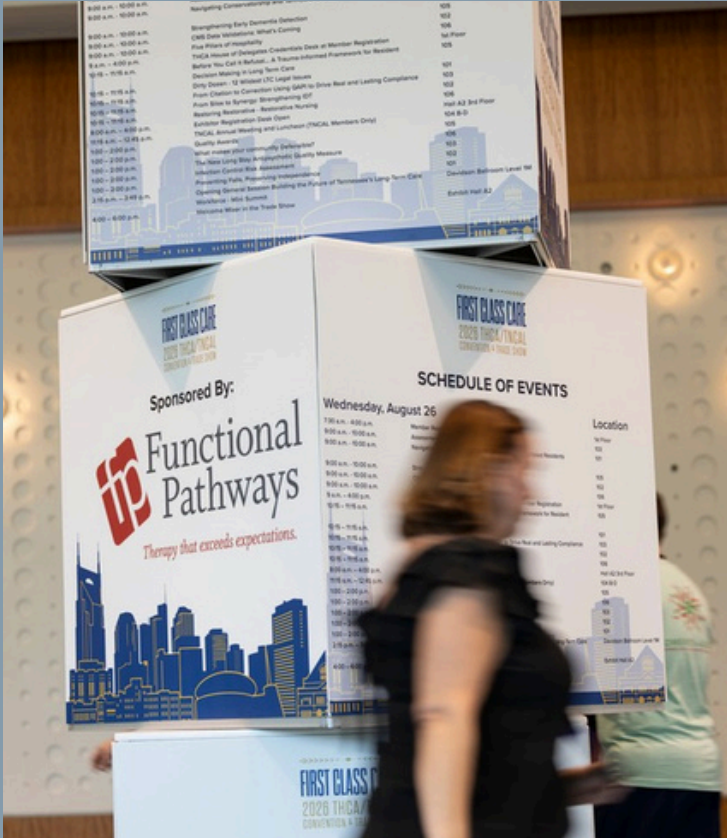


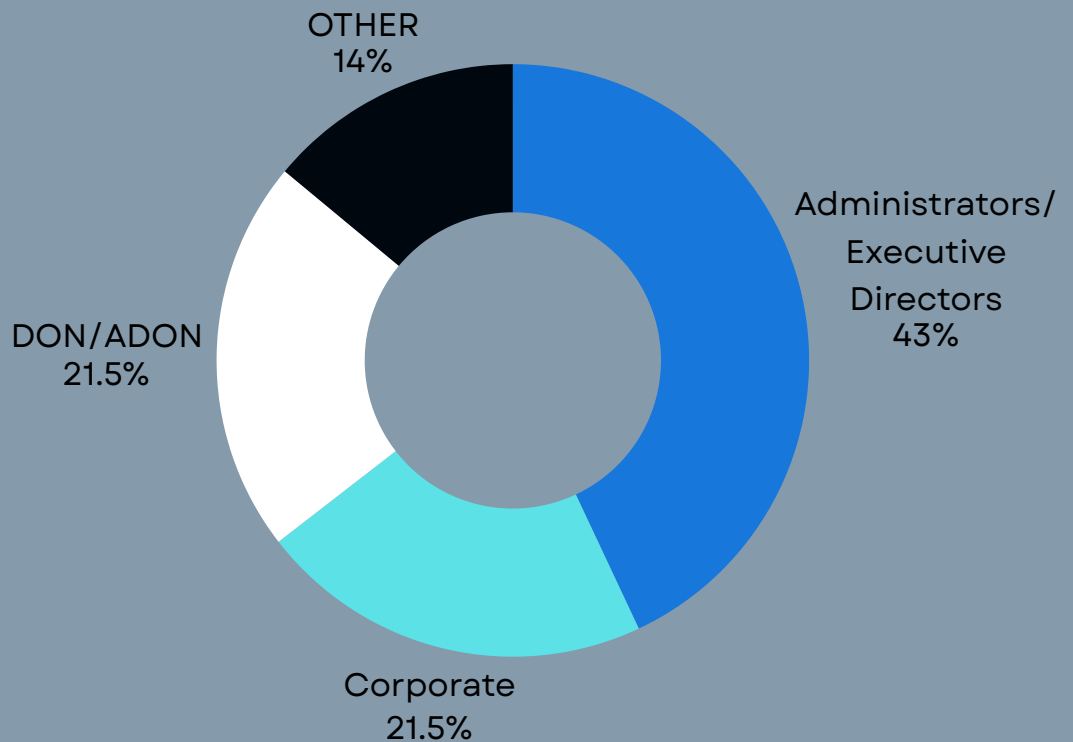
EXHIBITOR PROSPECTUS

20
27



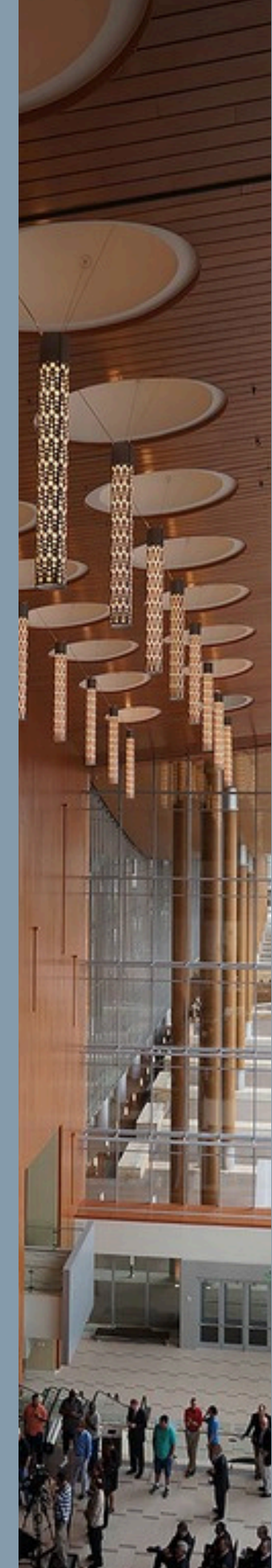
THCA | TNCAL ANNUAL CONVENTION & TRADE SHOW
AUGUST 11-13, 2027
MUSIC CITY CENTER

THCA|TNCAL ATTENDEE PROFILE



JOIN US IN 2027

The THCA/TNCAL Convention & Trade Show brings together more than 500 long-term care leaders from across Tennessee to enjoy high quality education, networking with peers and exploring cutting-edge supplies and services provided by more than 200 exhibiting companies. We invite you to exhibit with us and learn more about your customers' needs while showcasing your products, building brand awareness, visiting with current customers and collecting new leads.



Who Should Exhibit

Companies that offer innovative products and services to the long-term care industry such as:

- Clinical and healthcare consulting
- Clothing & Textiles
- Food Service Management
- Financial Services
- Furnishings
- Information Systems/Services
- Insurance
- Medical Supplies & Equipment
 - Pharmaceuticals
 - Specialized Training
 - Therapy Services
 - Telecom & Security Services
- Other Products & Services utilized by skilled nursing and assisted living facilities

WHY EXHIBIT

01

Showcase and
Introduce new
products and/or
services

02

Strengthen relationships
with existing customers
through face-to-face
interactions

03

Discover new
customers in the
Isenior living
industry

04

Network with peers and
stay up-to-date on current
trends and developments
within the seniur living
industry

BOOTH FEE INCLUDES:

- 10' x 10' booth
- 8' high draped backdrop curtain, 3' draped side walls
- (1) 6' x 30" draped table
- (2) folding chairs
- (1) wastebasket
- (1) exhibitor ID sign
- (4) complimentary exhibitor badges per 10x10 booth
- Company listing in convention brochure and program (provided contract submitted prior to publication deadlines)
- Company profile in the exhibitor directory featured in Perspective magazine
- Mobile App listing
- Pre- and Post-Attendee list



Trade Show Schedule (tentative)

Tuesday, August 10 Exhibitor Move-In - 11am-4pm

Wednesday, August 11

Exhibitor Registration & Move-In 8:00 AM - 3:30 PM

Exhibit Hall 4:00 PM - 6:00 PM

Opening Welcome Cocktail Reception in the exhibit hall

Thursday, August 12

Exhibitor Hours 8:00 AM - 10:00 AM

Trade Show Open to All 10:00 AM - 1:00 PM

Lunch Served in Exhibit Hall 11:00 AM - 12:30 PM

Exhibitor Move Out 1:00PM - 6:00 PM

BOOTH PRICING

THCA Associate Members - Discounted Fee

- **INLINE BOOTH PACKAGE: \$1,100**
(\$100 discount on more than one booth)

THCA Non-Members - Regular Fee

- **INLINE BOOTH PACKAGE: \$1,950**

Booth Upgrades/Traffic Builders

Corner	• Add \$50 per booth
Premium Location	• Add \$150 per booth (outlined in red on floorplan)
Game Ticket Space	• Add \$100 per booth (shaded in pink on floorplan)
Grand Prize Ticket Space	• Add \$150 per booth (shaded in gold on floorplan)
Discounted Carpet Rate	• Add \$200 per booth

Discounted Carpet: THCA|TNCAL offers standard carpet at a discounted rate to exhibitors. Colors to be selected prior to show dates.

FLOORPLAN

- Premium Booth
- Game Ticket Booth
- Grand Prize Ticket Booth



THCA/TNCAL
TRADE SHOW,
AUGUST 11-12,
2027

SET-UP ON
AUGUST 10-11

MUSIC CITY
CENTER,
NASHVILLE, TN

How to Reserve Exhibit Space



visit <https://2027floorplan.thca.org/>

View available spaces and complete the
online booth reservation form

No deposit required. Full payment due by
March 31, 2027.



Email: mthompson@thca.org

Questions? Marla Thompson: 615.346.7115

ASSOCIATE MEMBERSHIP



Associate membership is designed to keep you informed of industry happenings, improve communication and networking between business members and member facilities, and provide a channel for building business relationships. Associate members are an integral part of the long-term care community and we value your support and participation.

BECOME A MEMBER

Benefits Include:

- Discounted member rate to exhibit
- Company listing in online Member Directory of the THCA website
- Electronic copy of THCA|TNCAL member facilities, including administrator contact information
- Subscription to Perspective magazine, THCA's bi-annual publication
- Company listing on the "Welcome Member" page in Perspective magazine
- Subscription to Associates Monthly, an e-newsletter to keep Associate members informed of critical long-term care issues
- Subscription to Week In Review e-newsletter, a weekly compilation of news related industry articles
- First option for advertising and sponsorship opportunities

☒ THCA Associate Membership dues for 2027 are \$600 for a full year

☒ Apply online thca.org

BECOME AN ANNUAL CORPORATE PARTNER

Annual Sponsorship partners participate in all of THCA's major vendor programs throughout the year and receive special recognition, including a corporate sponsors only event at the annual trade show and convention.



SPONSORSHIP LEVELS



PLATINUM
\$7,500

Minimum commitment level



GOLD
\$4,500

Minimum commitment level



CONVENTION SPONSORSHIPS

Title Sponsor \$10,000 +
Premier Sponsor \$5,000 +
Champion Sponsor \$3,000 +
Visionary Sponsor \$2,000+
Supporting Sponsor \$1,000+

A great way to show your support of the association

Options include:



LTC Mixer
Photo Booth
Silent Auction

Convention Tote Bags
Cup/Coffee Sleeve Sponsor
Convention Schedule Boards
Seated Massage
Entertainment Sponsor



Drink Tickets at Mixer
Ribbon Wall



Trade Show Aisle Signs
Mobile Event App
TNCAL Luncheon
Refreshment Break in Exhibit Hall



Opening Session Speaker
Closing Session Speaker



Attendee Badge Holders
Board of Directors Pre-Convention
Dinner

THCA | TNCAL
TENNESSEE HEALTH CARE ASSOCIATION
TENNESSEE CENTER FOR ASSISTED LIVING

Contact Marla Thompson
615.346.7115 or
mthompson@thca.org
for a customized package

CONVENTION SPONSORSHIP LEVELS & BENEFITS

	Title Sponsor \$10,000 +	Premier Sponsor \$5,000 +	Champion Sponsor \$3,000 +	Visionary Sponsor \$2,000 +	Supporting Sponsor \$1,000+
Host Hotel One room, one night stay at the host hotel.					
E-Blast (Pre-Convention) Logo with a link to your web site included in one e-blast to THCA/TNCAL members, administrators and corporate personnel.					
Association Press E-Newsletter (Pre-Convention) Your company spotlighted in one pre-Convention issue of Association Press e-newsletter sent to all THCA/TNCAL member administrators and corporate personnel.					
Convention Program Advertising Half page, color ad in the Convention program. Subject to production deadlines.					
Perspective Magazine Sponsor Page (Pre-Convention) Your logo, sized by sponsor level, included on a sponsor page in the summer issue.					
Convention Program Sponsor Directory Your company information & logo published in directory of sponsor companies.					
Website Your logo, sized by sponsor level, on Convention page of THCA/TNCAL website.					
Perspective magazine (Post-Convention) Company profile with product description and logo in the fall issue.					
Announcement/Signage Recognition through announcements and/or signage at sponsored event.					
Main Event Recognition Company logo, sized by sponsor level, periodically displayed on large media screens during the Keynote and Closing Sessions. Sponsor ribbons for staff badges					
Recognition in official THCA Convention app	Exhibit/Sponsor profile to include description, logo, external link to website, external link to sales rep email, internal link to floor plan	Exhibit/Sponsor profile to include description, logo, external link to website, external link to sales rep email	Exhibit/Sponsor profile to include logo, external link to website, external link to sales rep email	Exhibit/Sponsor profile to include logo, external link to sales rep email	Exhibit/Sponsor profile to include logo

EXHIBITOR ADDITIONAL INFORMATION

Convention Mobile App

A list of exhibitors, sponsors, and speakers along with a full schedule are available to help you connect with attendees.



Lead retrieval is available through MTS badge tracking.

Lead Retrieval

Prizes & Prize Announcements

Prize boards will be available in the exhibit hall for exhibitors to list the names of winners.



Each confirmed exhibitor will be emailed a list of conference attendees in an Excel format.

Pre- and Post- Conference Attendee Lists

Hotel Reservations

THCA will notify exhibitors of the special room rate in June.



Each booth receives four complimentary badges.

Additional badges can be purchased for \$200 each.

Name Badges

JOIN US

2027 THCA/TNCAL CONVENTION & TRADE SHOW

AUGUST 11 - 12

MUSIC CITY CENTER NASHVILLE, TN

About THCA/TNCAL

Founded in 1947, the Tennessee Health Care Association (THCA) is dedicated to maintaining the high standards of licensed long-term care facilities through education, advocacy and leadership. THCA develops programs that advance care quality and strives to improve the public's understanding of long-term care's role in the health care system.

In 2009, THCA launched the Tennessee Center for Assisted Living (TNCAL), a separate organization under the THCA umbrella that is dedicated to the interests of Tennessee's assisted care living facilities. THCA/TNCAL serves 98% of Tennessee's skilled nursing facilities and over 165 assisted care living facilities.



Address

P.O. BOX 440548, Nashville, TN 37244-0548

Mailing Address

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Office Address



Telephone

615.834.6520



Website

thca.org

Social



Tennessee Health Care
Association/Tennessee
Center for Assisted Living



@thcatncal



thcatncal