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Virginia Health Care Association
Virginia Center for Assisted Living

Trade Show

Tuesday, September 25, 2018

Hotel Roanoke and Conference Center

110 Shenandoah Avenue NW

Roanoke, VA 24016

Register online at http://tradeshow.vhca.org/

Together 2018

Be Part of the Largest Long Term Care Trade Show in Virginia

Make your plans now to exhibit at the VHCA-VCAL Trade Show on September 25, 2018! Take advantage of the opportunity to meet with decision makers, purchasing officers, and others who work in Virginia's nursing centers and assisted living communities.

Each year the VHCA-VCAL Convention and Trade Show draws hundreds of long term care professionals from across Virginia and beyond. The VHCA-VCAL Trade Show is the largest and most comprehensive trade show of its kind in Virginia.

Get Your Booth Now!

To see the Trade Show Floor Plan and book your booth visit **http://tradeshow.vhca.org**. This webpage includes up-to-date information on booth availability and quick links to reserve your booth. You can set up a free profile featuring your company name, product information, contact name, links to your company's website, and an email link for users to ask questions or to set up appointments.

Schedule of Events

Tuesday, September 25

8:00 am – 12:00 pm	Exhibitor Set-Up
12:15 pm – 1:15 pm	Lunch
1:15 pm – 4:30 pm	Trade Show Hours
3:45 pm – 4:30 pm	Reception (During the Trade Show)
4:45 pm – 8:00 pm	Exhibitor Breakdown

No other events are scheduled during the Trade Show to ensure show attendance.

Accommodations

Hotel Roanoke and Conference Center
Reservations: 866-594-4722

The guest room rate for the VHCA-VCAL room block is $172/night (+ taxes and fees). Book your room by August 27, 2018.

Questions?

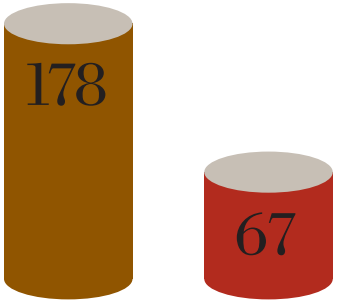
Contact: Doran Hutchinson
Vice President of Member Services and Education
Virginia Health Care Association –
Virginia Center for Assisted Living
804-212-1692 | doran.hutchinson@vhca.org

The 2018 Trade Show – What You Need to Know

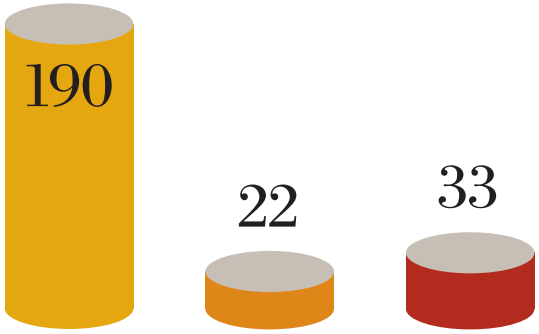
Who will be there?

Long term care professionals representing both nursing centers and assisted living communities will be in attendance. These professionals include facility administrators, nurse managers, department heads, senior corporate staff members – the team members that make high-quality long term care services a reality in Virginia.

Facility by type



Facility by services



Attendee Profile

What's this year's Trade Show theme?

Roanoke and the Blue Ridge Mountains offer us a spectacular backdrop for the 2018 Trade Show. Celebrating fall is a great way to enjoy all the wonderful things this season has to offer. There are countless ways to evoke autumn:

- Plan to decorate your booth with leaves, pumpkins, and fall colors.
- Get creative with how you'll award your booth prizes by having a candy corn or pumpkin seed guessing contest.
- Don a jersey and set up your booth to tailgate for your favorite football team.
- Head to the Old World for Oktoberfest in your dirndl and lederhosen.

VHCA-VCAL will sponsor a Best Booth contest to recognize exhibitors for outstanding creativity and use of the theme for booth decorations, games, and prizes. The winner will be announced during the Trade Show cocktail reception; winner must be present to win.

What are the booths like?

All booths are 8' wide by 10' deep. Each booth includes:

- One eight foot high pipe and flame resistant fabric backdrop
- Three foot high pipe and flame resistant fabric side rails
- Carpeting
- Booth sign with your company name
- One six foot draped table and two chairs
- Support service from VHCA-VCAL staff and trade show committee members
- Lunch for two exhibitors. You must pre-register to reserve your lunches. (Additional lunches may be purchased.)

Note: *Additional furnishings and services will be available, at an additional charge, if desired. The Exhibitor Service Kit, which will be sent to contracted exhibitors no later than July, will include the forms for these services.*

In Their Own Words: What exhibitors and attendees like best about the Trade Show

Exhibitors:

- *How interactive all participants are — they truly take interest in the vendors*
- *Compact exhibitor focused format*
- *We had great traffic*
- *Renewing and strengthening relationships with clients*
- *Friendly people around to make sure the vendors were taken care of*
- *Overall, it was well run and well organized*

Attendees:

- *The number and variety of vendors*
- *Opportunity to see different vendors and network*
- *I enjoyed all the vendors and the products*
- *The variety of vendors*
- *A good mix of companies*
- *I loved the interactions of all the vendors*

Important Notes:

- Every exhibitor who contracts for booth space prior to August 30 will be profiled in the VHCA-VCAL Buyer's Guide. The Buyer's Guide is a great advertising supplement to our Membership Directory. Those in charge of purchasing or decision-making reference the Buyer's Guide throughout the year.
- We encourage exhibitors to offer at least one prize to encourage greater booth traffic. In addition to the exhibitor booth prizes, VHCA-VCAL holds cash prize drawings approximately every half hour during the event for attendees.
- The use of sound devices, megaphones, loudspeakers, or undignified methods of attracting attention is prohibited where such methods interfere with other exhibitors. VHCA-VCAL retains the right to ask you to discontinue or prohibit any such activity.
- Non-exhibiting vendors and non-registered attendees may not walk the Trade Show floor. VHCA-VCAL retains the right to require any individuals discovered violating the policy to vacate the Trade Show floor.
- Are you interested in sponsorship opportunities as an additional way to interact with VHCA-VCAL members? Contact Doran Hutchinson at 804.212.1692 for more information.

About VHCA-VCAL

The Virginia Health Care Association – Virginia Center for Assisted Living (VHCA-VCAL) is a member-driven organization dedicated to advocating for and representing the interests of over 300 Virginia nursing centers and assisted living communities and the over 90,000 residents and patients they serve annually through the selfless efforts of nearly 50,000 dedicated care-giving staff. Our mission is *Collaborating to Enrich Lives*. We are proud of our role as the Commonwealth's largest association representing long term care. VHCA-VCAL's diverse membership includes proprietary, non-profit, and government-operated centers.

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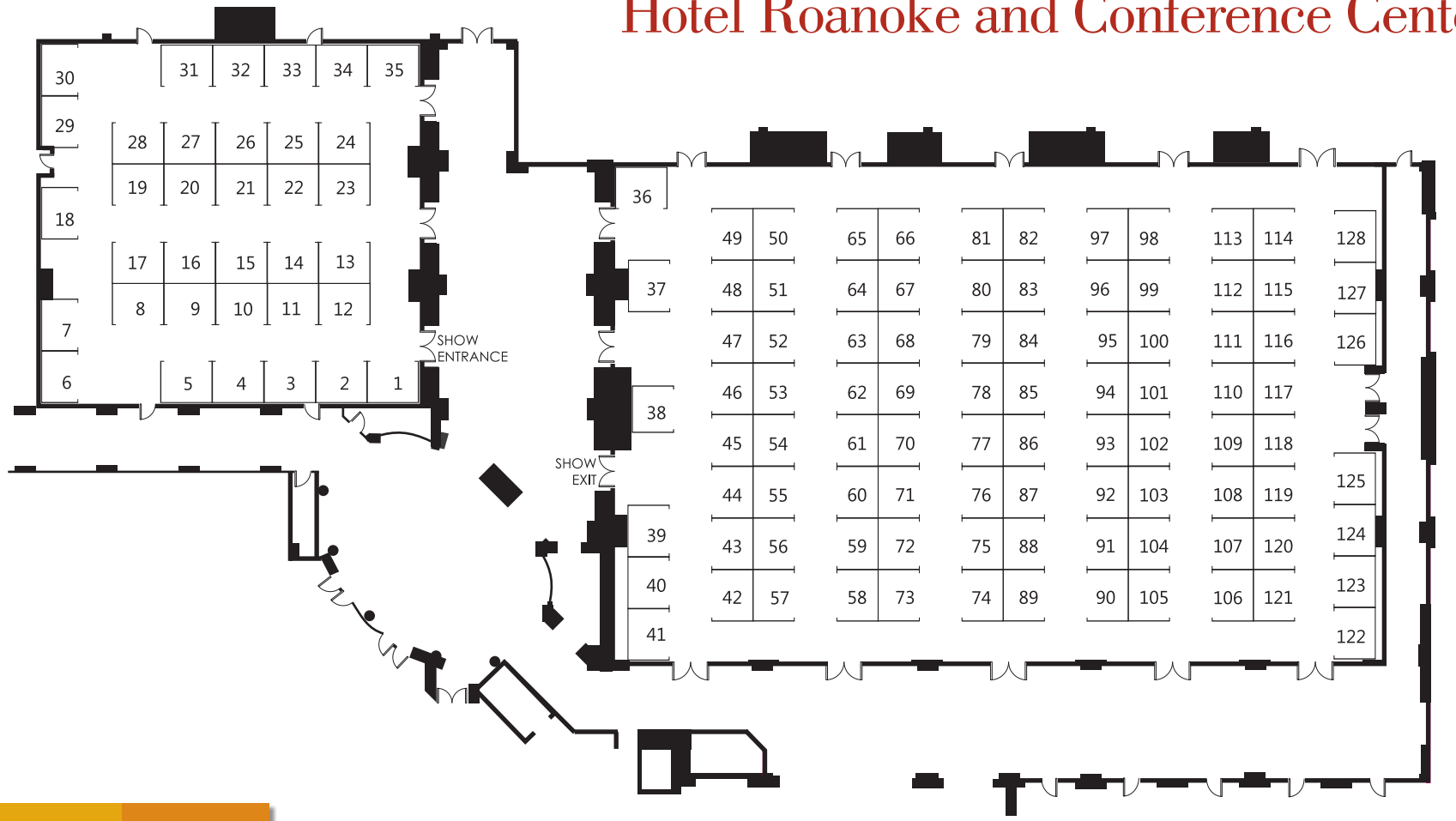
Virginia Health Care Association
Virginia Center for Assisted Living
2112 W. Laburnum Avenue, Suite 206
Richmond, VA 23227

Hotel Roanoke and Conference Center



Together 2018

VHCA-VCAL Trade Show Floor Plan

Check out the Virtual Floor Plan at **tradeshow.vhca.org** for the most up-to-date information on booth availability and online registration.

Together 2018

Contract to Buy Exhibit Space

Virginia Health Care Association | Virginia Center for Assisted Living

2018 Trade Show | Tuesday, September 25, 2018

Hotel Roanoke and Conference Center | Roanoke, VA

The Undersigned, Representing:

Company: _____
(Please print)

Address: _____

City: _____ State: _____ Zip: _____

Telephone: ( ) _____ Fax: ( ) _____

Email: _____

Website: _____

Contact Person: _____ Title: _____
(Please print name)

Agrees to purchase Exhibit Booth Space at the 2018 VHCA-VCAL Trade Show at the cost of:

Early Bird Pricing before July 1, 2018		After July 1, 2018	
Circle one		*Circle one*	
Member $700	**Non-member $1,300**	**Member $800**	**Non-member $1,400**

Payment in Full must be received with this contract.

This contract entitles you to a 8' x 10' exhibit booth including: 8' high pipe and flame resistant fabric backdrop; 3' high pipe and flame resistant fabric side rails; carpeting; a booth sign with your company name; one six foot draped table and two chairs. Additional furnishings will be available, at an additional charge, through Exhibits Inc., (EI) if desired. Electrical service, water, and internet access for your booth are available, at an additional charge, through the Hotel Roanoke and Conference Center. Order forms for EI and the Hotel Roanoke and Conference Center will be sent to contracted exhibitors.

Neither the Virginia Health Care Association and its representatives or employees of the Hotel Roanoke and Conference Center and their representatives will be responsible for any injury, loss or damage that may occur to the exhibitor or the exhibitor's employees or property from any cause whatsoever. The exhibitor, or his representative, on signing this contract expressly releases the foregoing named Association, individuals, decorator and convention center from any and all claims for such loss, damage or injury.

Cancellation Policy: No refunds after July 1, 2018

Signature: _____

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Tuesday, September 25

Exhibitor Needs

Print Company name for booth sign:

Primary product or service:

Booth preference (based on availability): 1st Choice: 2nd Choice: 3rd Choice:

For booth availability, view online trade show floor plan at tradeshow.vhca.org before selecting.

Booth Payment Options

Payment in Full must be received with this contract. Reserve your booth online at tradeshow.vhca.org.

Check Enclosed:

MC/Visa/AmEx/Discover Account # Security Code:

Expiration Date: Print Name of Cardholder:

Signature:

Card Holder's Billing Address:

City: State: Zip Code:

Email Address:

Make checks payable and mail to:

Virginia Health Care Association
2112 West Laburnum Avenue, Suite 206
Richmond, Virginia 23227

Non-members: To join VHCA-VCAL before July 1, complete the enclosed Membership Application and return with your $600 dues payment or, as a non-member, you may exhibit at the non-member price of $1,300. (Booth fees increase by $100 after July 1.)

Cancellations for credit card payments subject to 10% service fee.

Failure to Occupy Exhibit Space: If space is not occupied 30 minutes prior to the opening of the Trade Show, Tuesday, September 25, 2018, this will be considered a no-show and the space will be forfeited by the exhibitor. This forfeited space may be resold, reassigned or used by VHCA-VCAL without obligation.

Hotel Information: Hotel accommodations are available at the Hotel Roanoke and Conference Center. The guest room rate for the VHCA-VCAL room block is $172 per night (plus taxes and fees). Guest room reservations can be made by calling 866.594.4722. The hotel reservation deadline is August 27, 2018.

Important Notices: By registering for and/or attending this event, I acknowledge and agree that photographs, video, and other recordings of the event may be taken by VHCA-VCAL or parties acting on behalf of VHCA-VCAL, and that these photographs, video, and other recordings may be used by VHCA-VCAL in any media now known or later invented for any purpose related to VHCA-VCAL's mission, including education, promotional, and awareness related use. I give VHCA-VCAL unlimited permission to use my name, likeness, image, statements, and other information I may give to VHCA-VCAL, whether through registration, at the event, or otherwise, that may be necessary for VHCA-VCAL to make use of its rights in the photographs, video, and other recordings.

Contact Information:

Doran Hutchinson | VHCA-VCAL
doran.hutchinson@vhca.org | Phone: 804-212-1692 | Fax: 804-353-3098