

**Nebraska Health Care Association
Nebraska Assisted Living Association**
Serving Those Who Serve



**2010
ANNUAL CONVENTION
AND TRADE SHOW**

**VENDOR EXHIBIT
INFORMATION**

Set-Up: September 21, 2010
Trade Show: September 21-22, 2010

The Cornhusker Marriott
Lincoln, Nebraska

INSTRUCTIONS

1. Complete all sections of this form: (A) EXHIBIT SPACE RESERVATION FORM and (B) ADVERTISING AGREEMENT.
2. Return the entire set of application forms **with payment** to
(Please retain a copy for your records):

NEBRASKA HEALTH CARE ASSOCIATION

Vicki Hancock

3900 NW 12th St Ste 100

Lincoln, Nebraska 68521

3. Your advertising copy may be returned with your application forms or you may wish to mail it separately. Please note the deadline of July 30, 2010. Your advertising copy, set up according to the enclosed specifications, must be in the office by July 30 to appear in our 2010 Annual Convention Book. Ad copy received after the cut-off date will not appear in the convention book. No refunds will be issued.

EXHIBIT SPACE RESERVATION FORM INFORMATION

1. **Exhibit Space Fees:**

Premiere Booth Member	\$1,225.00	Location: Ballroom #301-303
Premiere Booth Non-member	\$1,525.00	Ballroom #301-303
Junior Premiere Booth Member	\$ 775.00	Ballroom #201-214 and Atrium #215-226
Junior Premiere Booth Non-member	\$1,075.00	Ballroom #201-214 and Atrium #215-226
Standard Booth Member	\$ 625.00	Ballroom #101-139 and Atrium #140-151
Standard Booth Non-member	\$ 925.00	Ballroom #101-139 and Atrium #140-151
Lower Level Standard Booth Member	\$ 500.00	Lower Level Lobby # 1-10
Lower Level Standard Booth Non-Member	\$ 800.00	Lower Level Lobby # 1-10
2. It is understood that as an Exhibitor, you will be entitled to the following benefits:
 - * One exhibit space, to include one 6' table, two chairs, and an identification sign for display at the 2010 NHCA/NALA Annual Convention. Due to limited space, there will be no discount on additional exhibit space.
 - * A listing in the official 2010 NHCA/NALA Annual Convention/Buyer's Guide. Reservations and payment must be received by July 30, 2010, for company name to appear in the Convention/Buyer's Guide.
 - * Two copies of the 2010 NHCA/NALA Annual Convention/Buyer's Guide including a listing of all NHCA/NALA current members.
 - * Complimentary lunch for two on Wednesday.
 - * A listing of Administrator, DON, and Dietary Manager attendees at the end of the Trade Show.
3. Acceptance of this application does not constitute an endorsement of the products or services of the applicant. Members will be encouraged to avail themselves to the applicant's products or services providing that quality and price are acceptable in each case.
4. The Cornhusker Marriott strictly prohibits the distribution of gummed stickers or labels.

2010 ANNUAL TRADE SHOW GENERAL INFORMATION

Exhibit space available in the following areas:

- * Three **16' x 10' Premiere Booths** located in the Grand Ballroom,
- * Twenty-six **10' x 8' Junior Premiere Booths** located in the Atrium and the Grand Ballroom,
- * Fifty-one **8' x 8' Standard Booths** located in the Atrium and Grand Ballroom, and
- * Ten **8' x 8' Standard Booths** located in the Lower Level Lobby.

Exhibitor Drawings

- * Exhibitors must tell the Trade Show Coordinator what prize they have to donate when the exhibitor checks in.
- * Exhibitors will register convention attendees in their booths. You must provide your own registration forms and box or basket.
- * The Trade Show Coordinator will draw and announce the winner's name from the Exhibitors' drawing box in front of the Exhibitor's booth.
- * Prizes will be drawn for and announced on Tuesday and Wednesday. **Winners must be present to win.**

Exhibitor Schedule

Tuesday, September 21	Large Equipment Exhibit Set-up	10:00 am — 12:00 pm
Tuesday, September 21	Exhibit Set-up	1:30 pm — 3:00 pm
Tuesday, September 21	Trade Show Open	3:00 pm — 7:00 pm
Tuesday, September 21	Exhibitor Mixer	4:30 pm — 6:30 pm
Wednesday, September 22	Trade Show Open	7:30 am — 12:30 pm
Wednesday, September 22	Exhibit Tear-down	12:30 pm — 2:30 pm

THE CORNHUSKER MARRIOTT—THE BURNHAM YATES CONFERENCE CENTER LINCOLN, NEBRASKA

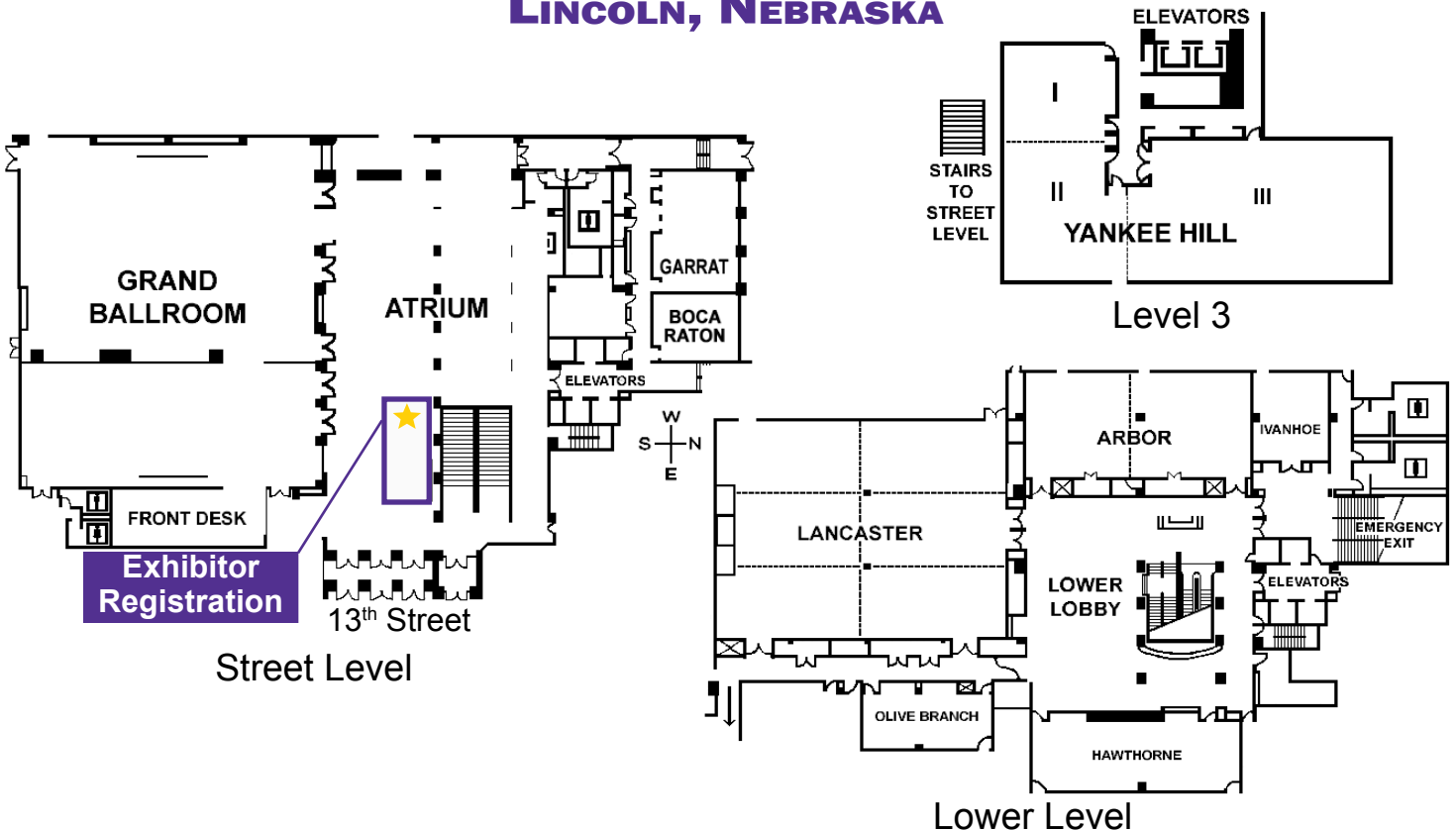


EXHIBIT SPACE RESERVATION FORM

The Nebraska Health Care Association is hereby authorized to reserve space for our use in the exhibit area of the NHCA/ NALA Annual Convention Trade Show, The Cornhusker Marriott, Lincoln, Nebraska, September 21-22, 2010. We agree to mail designated payment for the use of specific space(s). ADDITIONALLY, WE AGREE TO ABIDE BY ALL REQUIREMENTS, RESTRICTIONS, AND OBLIGATIONS EXPLAINED IN THE PROMOTIONAL MATERIAL. IT IS UNDERSTOOD THAT ALL EXHIBITS ARE SUBJECT TO APPROVAL BY NEBRASKA HEALTH CARE ASSOCIATION.

COMPANY NAME: _____

ADDRESS: _____
(Address) (City) (State) (Zip)

TELEPHONE NUMBER:(_____) **FAX:**(_____) _____
(Area Code) (Area Code)

CONTACT NAME: _____

E-MAIL ADDRESS: _____

APPLICANT'S SIGNATURE: _____

EXHIBIT SPACE LOCATION:

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

NHCA will try to assign exhibit space as requested. If all of your denoted preferences have been previously assigned, NHCA reserves the right to assign space as equitably as possible. Exhibit space selection is guaranteed only if payment accompanies contract. Exhibit space will be assigned on a first come/first paid basis.

NHCA will do its best to locate competing companies away from each other.

Please be SPECIFIC when describing your goods or services and list those companies which you do not want to be next to. _____

NHCA is not responsible for placement near a competitor due to insufficient or misleading information.

I will have **large equipment** to move in: Yes, *move in 10:00 a.m.-noon* No, *move in 1:30 p.m.-3:00 p.m.*

COMPANY SIGN

Your identification sign will read: _____

BUYER'S GUIDE

The person's name and address and the products or services listed below will appear in the Buyer's Guide.

Name: _____ Title: _____

Address: _____
(City) (State) (Zip)

Telephone Number:(_____) Fax:(_____) _____
(Area Code) (Area Code)

Web Site: _____

Product or Service Statement to be Printed in Buyer's Guide: _____

NAME BADGES

Three complimentary name badges will be provided for each paid exhibit space. ONLY PRE-REGISTERED REPRESENTATIVES WILL RECEIVE NAME BADGES. Please print or type.

1. _____ 2. _____
3. _____

SHIPPING AND STORAGE OF EXHIBITS

AAA Rents & Events Services is the official decorator for the trade show; information regarding their services will be e-mailed 6-8 weeks prior to the show. For questions on shipping and handling, contact AAA Rents & Events Services, 2700 N 27th St, Lincoln, NE 68521. Phone: 402-467-4151. You must use AAA Rents to ship your exhibits. Do not ship exhibits directly to the hotel.

ELECTRICITY

Electricity is available in close proximity to all Standard Booths, Junior Premiere Booths, and Premiere Booths. There is a \$30.00 hotel charge for the use of a standard 110 electricity and a \$200.00 hotel charge for the use of 220 electricity. **You must sign up in advance for electricity.**

Yes _____ I will need electricity. 110 or 220 No _____ I will not need electricity.

ADDITIONAL MEAL/EVENT TICKETS

If you would like drink tickets, additional meal tickets, or wish to participate in any of the additional meal functions of the convention, please indicate the number of extra tickets desired (**two complimentary lunch tickets will be provided for the lunch on Wednesday**):

Tuesday, September 21	Drink Tickets	\$85/10 tickets
Wednesday, September 22	Exhibitor Luncheon	\$22.00 Each
Wednesday, September 22	Banquet	\$55.00 Each
Thursday, September 23	Awards Luncheon	\$32.00 Each

PRIZE DRAWINGS

Exhibitors will register convention attendees in their booth for the prizes that have been donated. The Trade Show Coordinator will draw and announce the names of the winners in front of the Exhibitor's booth. **Winners must be present to win.**

Yes _____ I will be donating a door prize. No _____ I will not be donating a door prize.

ADVERTISING

Please fill out the enclosed submittal form and return with your ad copy. Please check the appropriate space below so NHCA may be aware of your advertising status. The deadline for your advertising copy to be received in the NHCA office is July 30, 2010.

_____ Advertising included with application _____ Advertisement to be sent separately _____ I do not wish to advertise

CANCELLATIONS & PAYMENT

If cancellations are required, the information must be submitted in writing to the NHCA Office by July 22, 2010. No refunds will be issued for cancellations received in the NHCA office after July 22, 2010, (60 days prior to the show).

****Full payment for exhibit space (\$500.00-\$1,525.00) must be received with the exhibit space application. EXHIBIT SPACE WILL NOT BE RESERVED WITHOUT PAYMENT. If payment is not received by August 20, 2010, your exhibit space will be made available to those on the waiting list.****

I am paying by:

CHECK CREDIT CARD NAME ON CREDIT CARD: _____

BILLING ADDRESS: _____

Include Address, City, State, Zip

CREDIT CARD NUMBER: _____

EXP. DATE: _____ SECURITY CODE FROM BACK OF CARD: _____

_____ VISA _____ MASTER CARD _____ DISCOVER _____ AMERICAN EXPRESS

Your signature will authorize this transaction. If you have any questions, please call the NHCA Office at 402-435-3551.

SIGNATURE: _____

FEES

Exhibit Space Fee	\$500.00—\$1,525.00	\$ _____
Extra Exhibit Space	\$500.00—\$1,075.00	\$ _____
Electricity	\$30.00—\$200.00 per Exhibit Space	\$ _____
Advertising Fee	\$50.00—\$300.00	\$ _____
Extra Tickets:		\$ _____

___ Drink Tickets \$85/10 tickets ___ Lunch \$22.00 ea. ___ Banquet \$55.00 ea. ___ Awards Luncheon \$32.00 ea.

Federal Tax ID# 47-0488922

TOTAL PAYMENT DUE \$ _____

Set-up Times:

Tuesday, September 21
 Large Equipment Set-Up
 10:00 am – 12:00 pm
 Set-Up
 1:30 pm – 3:00 pm



Trade Show Times:

Tuesday, September 21
 All Exhibits
 3:00 pm – 7:00 pm
 Exhibitor Mixer
 All Exhibits
 4:30 pm – 6:30 pm

Wednesday, September 22
 All Exhibit
 7:30 am – 12:30 pm

Tear-down Times:

Wednesday, September 22
 12:30 pm – 2:30 pm

Premiere Booths

#301-303:
 Size: 16' x 10'
 Cost:
 Business Members: \$1,225
 Non-Members: \$1,525

Junior Premiere Booths

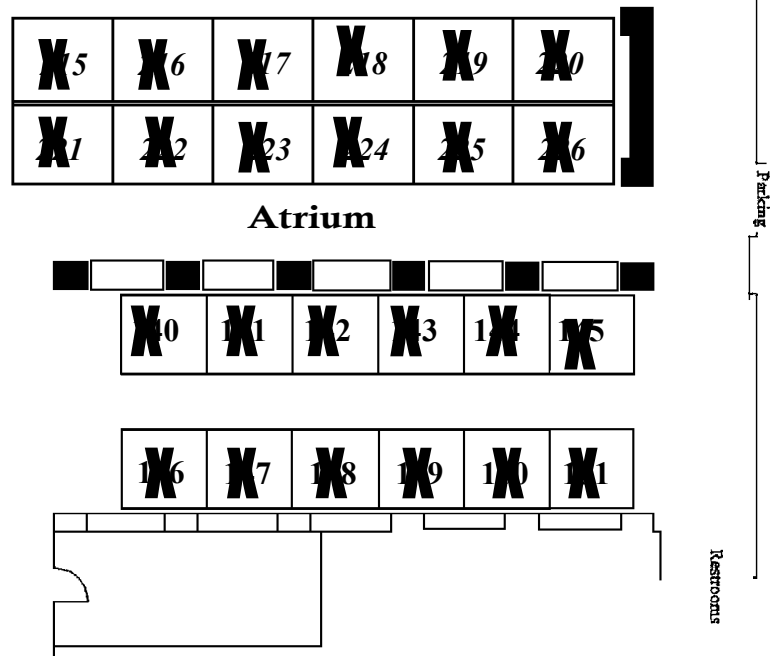
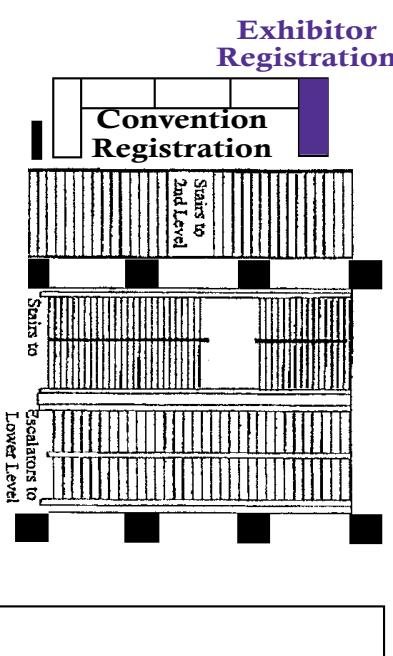
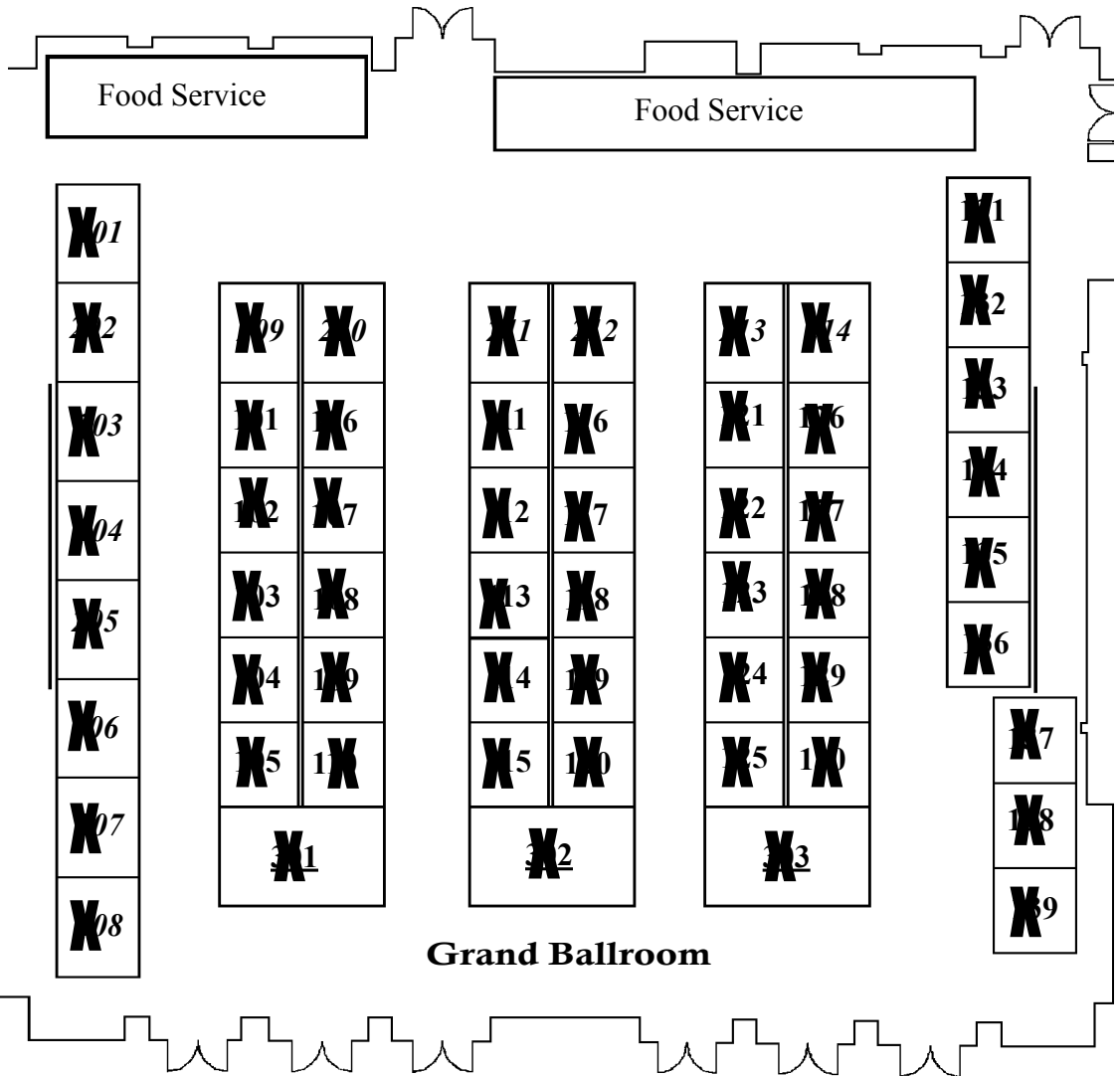
#201-226:
 Size: 10' x 8'
 Cost:
 Business Members: \$775
 Non-Members: \$1,075

Standard Booths

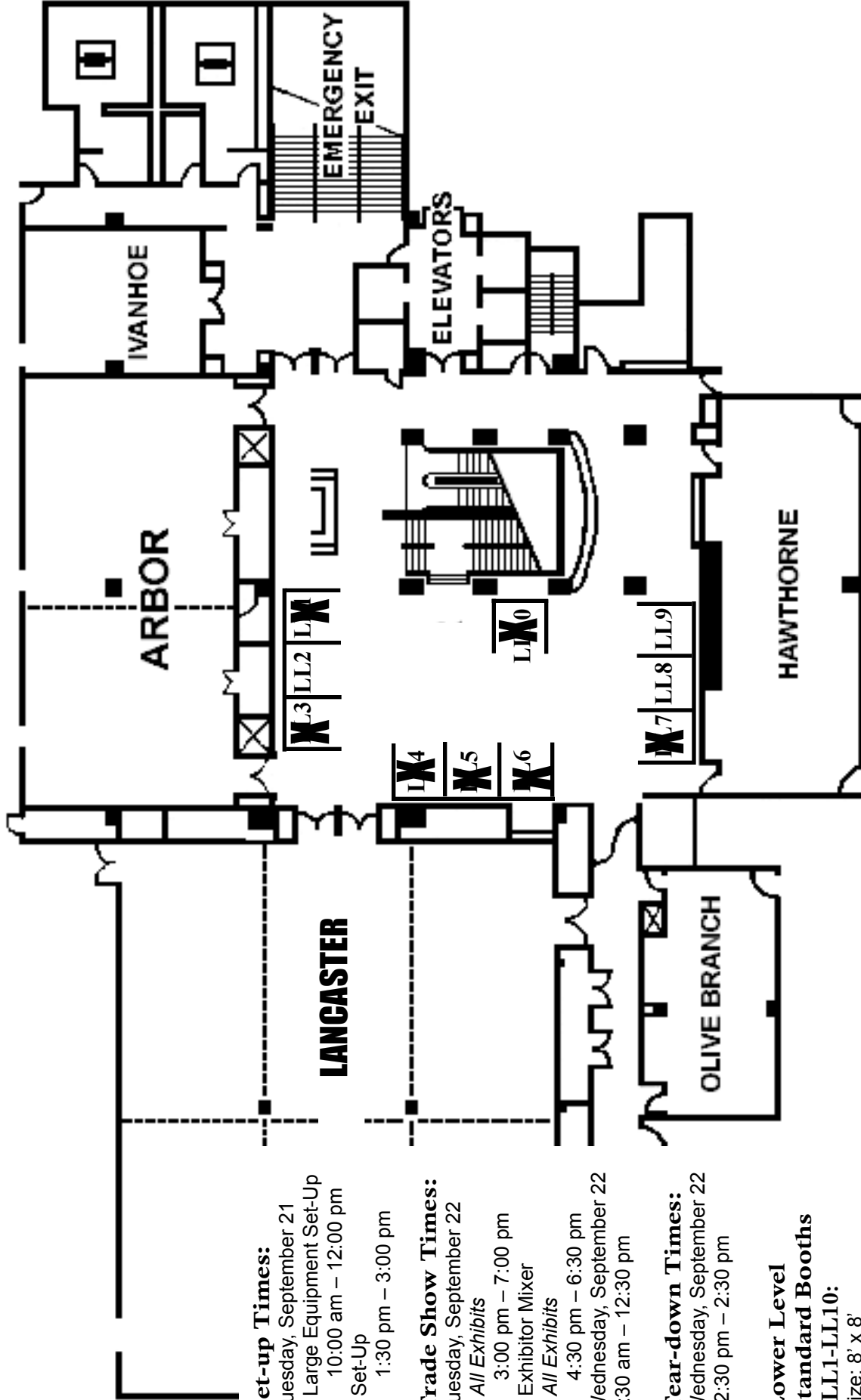
#101-151:
 Size: 8' x 8'
 Cost:
 Business Members: \$625
 Non-Members: \$925

Lower Level

Standard Booths
 (See map on next page)
 #LL1-LL10:
 Size: 8' x 8'
 Cost:
 Business Members: \$500
 Non-Members: \$800



LOWER LEVEL TRADE SHOW



Set-up Times:

Tuesday, September 21
 Large Equipment Set-Up
 10:00 am – 12:00 pm
 Set-Up
 1:30 pm – 3:00 pm

Trade Show Times:

Tuesday, September 22
 All Exhibits
 3:00 pm – 7:00 pm
 Exhibitor Mixer
 All Exhibits
 4:30 pm – 6:30 pm
 Wednesday, September 22
 7:30 am – 12:30 pm

Tear-down Times:

Wednesday, September 22
 12:30 pm – 2:30 pm

Lower Level Standard Booths

#LL1-LL10:

Size: 8' x 8'

Cost:

Business Members: \$500

Non-Members: \$800

ADVERTISING AGREEMENT

<u>RATE SCHEDULE</u>	<u>COMMERCIAL</u>	<u>MEMBER FACILITIES</u>	<u>BUSINESS ASSOCIATE MEMBER</u>
Sold Front Cover	\$275	\$250	\$225
Sold Back Cover	\$300	\$275	\$250
Inside Back Cover	\$275	\$250	\$225
Divider Front or Back (4)	\$250	\$225	\$200
Double Page	\$225	\$200	\$175
Full Page	\$150	\$125	\$100
One-Half Page	\$125	\$100	\$ 75
One-Quarter Page	\$100	\$ 75	\$ 50

Company Name: _____

Address/City/Zip: _____

Authorized By: _____

Phone Number: _____ E-Mail: _____

AD SIZE AND PLACEMENT

Cover _____ Full Page _____ Half Page _____ Quarter Page _____
 Divider Front _____ Divider Back _____
 Dividers Available:
 Buyer's Guide _____ *NHCA Membership Directory* **Sold** _____
 NALA Membership Directory _____ Resources _____

FULL PAGE PRINTED LAYOUT NOT TO EXCEED 5" X 8"
See layout dimensions on reverse side.

Enclose camera-ready copy or indicate how copy is to appear on the back side of this sheet. Our ad pricing is based on camera-ready ad copy. If it is not camera-ready, a set-up fee of \$25.00 will be charged for time and materials. For this cost, we can set lettering but you must enclose originals of artwork, logos, letterheads, and photographs (do not send printed digital photos). These must be in black and white. Please make sure that you mail your ad flat—do not fold. Ads may also be e-mailed to vickih@nehca.org. Please send e-mailed ads as a high resolution .pdf, .jpeg, or .bmp. We have PCs (not Macintosh) and use InDesign CS4. If you have any questions, please call Vicki at 402-435-3551.

NHCA is authorized to insert in the 2010 Annual Convention/Membership Directory/Buyer's Guide a _____ page advertisement. It is mutually understood and agreed that verbal agreements will not be accepted. The right to reject any advertisement is reserved by the publisher. **ADVERTISEMENT COPY MUST BE IN THE NHCA OFFICE NO LATER THAN JULY 30, 2010.**

ADVERTISING LAYOUT

NEBRASKA HEALTH CARE ASSOCIATION
3900 NW 12th St Ste 100
Lincoln, Nebraska 68521
(402) 435-3551
e-mail: vickih@nehca.org

Quarter Page – Thin Line to top line – 5" x 2"

Half Page – Dash Line to top line – 5" x 4"

Full Page – Bottom Line to top line – 5" x 8"