

45th Annual Convocation & Exposition



Photo by: Jean-Paul Gisclair, NewOrleansOnline.com



ACHCA
American College of Health Care Administrators

April 29-May 3, 2011
Hilton New Orleans Riverside
New Orleans, LA

Exhibitor-Sponsor Prospectus

ABOUT THE COLLEGE

Founded in 1962, the American College of Health Care Administrators is the only professional association devoted solely to meeting the professional needs of today's long term care administrator. The College's mission focuses on advancing leadership excellence in long term care through the provision of leadership education, promotion of professional advancement programs such as fellowship and professional certification, and facilitation of leadership development. The College's diverse membership includes administrators and executives of assisted living communities, nursing homes, subacute facilities and retirement communities, as well as academics and other industry leaders. For more information about The College, call the National Office at (202) 536-5120 or visit www.achca.org.



1321 Duke Street, Suite 400
Alexandria, VA 22314
(202) 536-5120
www.achca.org

Reach decision makers in Long Term Care by exhibiting at the ACHCA Annual Convocation and Exposition.

- 400 Attendees
- Dedicated Exhibit Hours – No Competing Events
- Meals and Reception in the Exhibit Hall
- Opportunities for One-on-One Networking and Relationship Building Throughout the Convocation

Attendee Demographics

Reach the individuals who make and approve purchase decisions for their facilities and corporations:

- Administrators: 49%
- CEO, President, Owner, Director: 36%
- Assistant Administrator/Director of Nursing: 6%
- Administrator-in-Training/Student: 7%
- Other: 2%

ACHCA is the professional society representing individual long term care administrators and executives.

ACHCA's 2,500 members represent a variety of care settings and services:

- Adult Day Care
- AIDS Care
- Alzheimer's Services
- Assisted Living Communities
- Behavioral Health Services
- Geriatric Centers
- Home Health Care
- Hospice Care
- Intergenerational Care
- Pediatric Services
- Rehabilitation Care
- Senior Centers
- Skilled Nursing Centers

Refer an Exhibitor!

Tell your business associates about exhibiting at the ACHCA Annual Convocation & Exposition. For each referral that contracts for a booth, you will receive \$100 off your exhibit fee. The referrals must be "new," which is defined as companies that have not exhibited at a national ACHCA conference in the last 3 years.

Booth Pricing:

- 20' x 20' booth \$7,580
- 10' x 20' corner booth \$3,990
- 10' x 20' in-line booth \$3,590
- 10' x 10' corner booth \$1,995
- 10' x 10' in-line booth \$1,795

Add a Models of Excellence session for only \$500 with your booth commitment!

Reserve your space by March 31, 2011.
Pricing and schedule subject to change.

Discount

Submit contract by December 1, 2010 and receive a 10% discount.

As an Exhibitor, You Receive:

- Exhibit space with back and side drapery and company sign
- Convocation and Exposition non CEU registration for two company representatives including access to education sessions, and two admittance tickets to Awards Banquet. Additional registrations, tickets and continuing education credit processing can be purchased at discounted prices.

Models of Excellence

Monday, May 2, 2011

A unique opportunity to present to attendees for CEU credit. Models of Excellence (MOE) sessions spotlight creative solutions to challenges in long term care. Presenters have the opportunity to speak to four groups of attendees during this 90-minute, roundtable session. Each presentation lasts 20 minutes; then attendees switch to a different table and topic. CEUs are awarded to session attendees, so all presentation content must be strictly educational. Due to the nature of the roundtable format, handouts are encouraged. No audio-visual equipment may be used. Reserve your spot by March 31, 2011.

Pricing:

\$700 for MOE only
\$500 with booth commitment

Exhibitor Move-In

Friday, April 29, 2011 2:00 pm – 7:00 pm
Saturday, April 30, 2011 8:00 am – 4:00 pm

Show Dates

Saturday, April 30, 2011
Reception in Exhibit Hall 5:00 pm – 7:00 pm

Sunday, May 1, 2011

Lunch served in Exhibit Hall 12:15 pm – 2:15 pm
Reception in Exhibit Hall 5:00 pm—7:00 pm

Exhibitor Move-Out

Sunday, May 1, 2011, after exhibit hours through
Monday, May 2, 2011, at 1:00 pm.

**For more information or to secure your space,
contact Ginger Walker at (214) 724-3879 or ginger.walker@achca.org**

Event Sponsorship Opportunities

Keynote Speaker - \$25,000

Put your company's name in lights with the high profile keynote speaker sponsorship.

- Signage at the event with your company logo at the event and on stage
- Your brochure or other literature at presentation
- Listing in the onsite program and on the ACHCA website
- A brief opportunity to highlight your company while introducing the speaker
- Opportunity to insert one-page promotional piece in attendees' registration packets
- A special invitation to the Chair's Opening of the Exhibit Hall Reception



Opening of the Exhibit Hall Reception (Saturday evening) - \$12,000

Make a stellar first impression on Convocation attendees by sponsoring the Opening Reception in the exhibit hall.

- Signage at the event with your company logo
- Listing in the onsite program and on the ACHCA website
- Acknowledgement from the podium at General Sessions
- Opportunity to insert one-page promotional piece in attendees' registration packets

Lunch in the Exhibit Hall - \$12,000

Treat your customers and prospects to lunch in the exhibit hall!

- Signage at the event with your company logo
- Your brochure or other literature near lunch tables
- Listing in the onsite program and on the ACHCA website
- Opportunity to insert one-page promotional piece in attendees' registration packets

Plenary Session Speaker - \$10,000

This is a great way to link your company's image with the high quality plenary sessions presented at the meeting.

- Signage at the event
- Listing in the onsite program and on the ACHCA website

- A brief opportunity to highlight your company while introducing the speaker
- Opportunity to insert one-page promotional piece in attendees' registration packets

Welcome Reception (Friday evening) \$10,000

Your company will stand out by welcoming attendees to the Convocation on Friday evening!

- Signage at the event with your company logo
- Listing in the onsite program and on the ACHCA website
- Acknowledgement from the podium at General Sessions.
- Opportunity to insert one-page promotional piece in attendees' registration packets.

Certified and Fellows Luncheon - \$5,000

Highlight your company in front of a high-powered group of both certified long term care administrators and seasoned ACHCA fellows at this special recognition luncheon.

- Signage at the event with your company logo
- Listing in the onsite program and on the ACHCA website
- Opportunity to briefly highlight your company during the luncheon.

Past President's Luncheon - \$5,000

Showcase your company in the presence of influential leaders of ACHCA at this special luncheon.

- Signage at the event with your company logo
- Listing in the onsite program and on the ACHCA website
- Opportunity to briefly highlight your company during the luncheon.

CEU Booklets - \$5,000

Put your company's name on the most important documents at the conference!

- Your company logo on front of CEU booklet
- Listing in the onsite program and on the ACHCA website
- Acknowledgement from the podium at General Sessions
- Opportunity to insert one-page promotional piece in attendees' registration packets.

Attendee Registration Bags - \$5,000

See your logo everywhere at the conference by sponsoring the attendee registration bags. You'll receive additional exposure when attendees use the bags at their facilities.

- Listing in the onsite program and on the ACHCA website
- Acknowledgement from the podium at General Sessions

Act now! Don't miss these unique sponsorship opportunities.

Contact Ginger Walker at (214) 724-3879 or ginger.walker@achca.org to confirm your sponsorship.

Event Sponsorship Opportunities

Certificate Program Tracks - \$4,000/track

Sponsor a certificate track that complements your products or services. Excludes MDS track.

- Signage at the event
- Listing in the onsite program and on the ACHCA website
- A brief opportunity to highlight your company while introducing the speaker
- Opportunity to insert one-page promotional piece in attendees' registration packets

MDS Certificate Program Track - \$4,000

Sponsor the MDS certificate track presented by Leah Klusch, RN, BSN, FACHCA; 3 available

- Signage at the event
- Listing in the onsite program and on the ACHCA website
- A brief opportunity to highlight your company while introducing the speaker
- Opportunity to insert one-page promotional piece in attendees' registration packets

Poster Session - \$3,500

Reach future leaders in long term care by sponsoring the student poster session.

- Signage in the poster area
- Listing in the onsite program and on the ACHCA website
- Acknowledgement from the podium at General Sessions
- Opportunity to insert one-page promotional piece in attendees' registration packets

Coffee Break - \$3,000/each

Help attendees keep their energy levels high with a coffee break!

- Signage at the break station
- Listing in the onsite program and on the ACHCA website
- Acknowledgement from the podium at General Sessions
- Opportunity to insert one-page promotional piece in attendees' registration packets

Attendee Registration List - \$2,500

Put your company logo on the cover of this highly coveted list!

- Your company logo on front of the attendee list
- Listing in the onsite program and on the ACHCA website

Bingo Sponsor - \$2,500

Display your company logo on bingo cards given to every full registrant.

- Your company logo on the front of the bingo card
- Listing in the onsite program and on the ACHCA website

Concurrent Educational Sessions - \$2,000/session

Choose the session that is most appropriate for your products or services.

- Signage at the event
- Listing in the onsite program and on the ACHCA website
- A brief opportunity to highlight your company while introducing the speaker

Tables at the ACHCA Awards Banquet \$500/Table

This sponsorship entitles the sponsor to two paid banquet tickets allowing up to eight additional registered attendees reserved premium seating.

- Signage with your company logo on your reserved table
- Acknowledgement from the podium during the banquet

Onsite Program Advertising

Your ad will make a lasting impression on attendees. Our research indicates most of them will take the program back to their offices and use it for reference. Ads must be submitted by **March 31, 2011**.

- Outside back cover - \$2,000
- Inside front cover - \$2,000
- Inside back cover - \$1,500
- Full page - \$975
- Half page - \$750
- Business Card - \$400

Reserve your sponsorship by March 31, 2011. Pricing and schedule subject to change.

Hotel Accommodations

Hilton New Orleans Riverside

Two Poydras Street | New Orleans, LA 70130

Once registered, please secure your hotel reservations. Your commitment as an exhibitor DOES NOT guarantee your hotel accommodations.

Be sure to request the ACHCA group rate. Please make your reservations by **March 29, 2011** to receive the special rate.

Reserve online at www.achca.org or call the hotel directly at (504) 561-0500

For more information on these promotional opportunities, contact Ginger Walker at (214) 724-3879 or ginger.walker@achca.org to confirm your sponsorship.



2011 ACHCA ANNUAL CONVOCATION & EXPOSITION

April 29 - May 3, 2011 | New Orleans, Louisiana | Hilton New Orleans Riverside

Exhibitor and Advertising Contract - Submit by March 31, 2011

For check payments, mail contract with payment to: ACHCA, PO Box 75060, Baltimore, MD 21275-5060
For credit card payments, fax contract and credit card information to our secure fax at 866-874-1585

We are a new exhibitor referred by: _____

Company Name _____

Authorized Representative _____

Title _____

Mailing Address _____

City/State/Zip _____

Product/Service Type _____

Phone _____ Fax _____

Email Address _____

Website Address _____

Booth Identification Sign

Company Name _____

Program Listing

Please provide a brief product description (25 words or less) to be listed in the Onsite Program. Please include the website you wish to have published as part of your exhibitor listing.

Exhibitor Name Badges

Included with your exhibit fee are two conference registrations. Exhibit staff are welcome to attend educational sessions, receptions and the awards banquet. Please provide the names of your exhibit staff exactly as they should appear on the name badges. *Additional exhibitor badges may be purchased for \$75 each.*

Company Representative _____

Email Address _____

Company Representative _____

Email Address _____

Additional Company Representative/Email Address @ \$75 _____

Additional Company Representative/Email Address @ \$75 _____

Booth Rental Rates (Please check choice)

- 20' x 20' booth \$7,580
- 10' x 20' in-line booth (corner) \$3,990
- 10' x 20' in-line booth \$3,590
- 10' x 10' corner \$1,995
- 10' x 10' in-line \$1,795

Exhibit Selection

To confirm availability of your exhibit selection, please contact Ginger Walker at (214) 724-3879 or ginger.walker@achca.org.

Booth Number(s)
1st Choice _____ 2nd Choice _____ 3rd Choice _____

Competing companies you do NOT wish to be near.

1. _____ 2. _____ 3. _____

Bingo Participation

- We want to opt-out of Bingo
- We want to donate the following prize for bingo: _____

Contract/Payment Information

Applications for booth space must be accompanied by full payment.

- Booth Rental (checked above) \$ _____
- Additional Exhibitor Badges \$75 x _____ (qty) \$ _____
- Models of Excellence without booth @ \$700 \$ _____
- Models of Excellence with booth @ \$500 \$ _____
- Program Advertising (Ad Type: _____) \$ _____

Total Amount Due: \$ _____

- Check Enclosed (Payable in U.S. Dollars to ACHCA)
- Please charge my Visa MasterCard American Express

Card Number _____ Expiration _____

Name as it appears on card _____

Signature of Cardholder _____

FAX your completed form and credit card payment to (866) 874-1585
MAIL check payments to: ACHCA Exhibits Department
PO BOX 75060 | Baltimore, MD 21275-5060

Contract rules and regulations are a part of this contract. In accordance with the rules and regulations outlined in this contract, and governing the ACHCA Exposition to be held at the Hilton New Orleans Riverside the undersigned understands and accepts all terms and hereby applies for exhibit space. Upon acceptance by ACHCA, this document constitutes a contract.

Acceptance:

Signature _____

Cancellation Policy: Cancellations must be submitted in writing to ACHCA. After December 1, 2010, 50% of the booth cost will be refunded. After February 15, 2011 there are NO refunds.

ACHCA USE ONLY

Booth(s) Assigned _____ Date Confirmed _____ Total # Booths _____ Total Cost \$ _____



2011 ACHCA ANNUAL CONVOCATION & EXPOSITION

April 29 - May 3, 2011 | New Orleans, Louisiana | Hilton New Orleans Riverside

Sponsor Contract and Levels - Submit by March 31, 2011

SPONSOR CONTACT INFORMATION

Company Name

Product/Service Type

Authorized Representative

Title

Mailing Address

City/State/Zip Code

Phone

Fax

Email Address

Website Address

Please select the sponsorship(s) that you'd like to purchase below.

Descriptions of each sponsorship opportunity are available in the Convocation Prospectus at www.achca.org. Sponsorships are on a first come, first served basis. ACHCA cannot guarantee your selection will be available; we will contact you if your selection is not available. If you have questions, please contact Ginger Walker at (214) 724-3879 or ginger.walker@achca.org

SPONSOR OPPORTUNITIES

- Keynote Speaker (\$25,000) \$ _____
- Opening Reception (\$12,000) \$ _____
- Plenary Speaker (\$10,000) \$ _____
- Welcome Reception (\$10,000) \$ _____
- Lunch in Exhibit Hall (\$12,000) \$ _____
- MDS Certificate Program Track (\$4,000; 3 available) \$ _____
- Certified and Fellows Luncheon (\$5,000) \$ _____
- Past President's Luncheon (\$5,000) \$ _____
- CEU Booklets (\$5,000) \$ _____
- Registration Bags (\$5,000) \$ _____
- Certificate Program Tracks (\$4,000 Per Track; excludes MDS) \$ _____
- Poster Session (\$3,500) \$ _____
- Coffee Break (\$3,000 Each) \$ _____
- Attendee Registration List (\$2,500) \$ _____
- Bingo Sponsor (\$2,500) \$ _____
- Concurrent Educational Sessions (\$2,000 Per Session) \$ _____
- Tables at ACHCA Awards Banquet (\$500 each) \$ _____

Total Amount Due: \$ _____

Sponsorships represent vital support for the American College of Health Care Administrators, plus they're a great way to market your company's name. Many leading companies catering to long term care are ACHCA sponsors. Partnering with ACHCA is a true value added opportunity. We hope that your ACHCA sponsorship commitment becomes an important part of your company's marketing efforts year after year!

ACHCA welcomes you to join our ranks!

SPONSOR LEVELS

Exhibit booth, Models of Excellence and program advertising are not included when calculating sponsor levels.

Platinum Sponsor - \$10,000 and above

- Full page ad placement in Convocation Program
- Listed as Platinum sponsor on trade show and event signage
- Listed as Platinum sponsor on "No-Show" event tickets, flyers and all collateral

Gold Sponsor - \$7,500 - \$9,999

- Half page ad placement in Convocation Program
- Listed as Gold sponsor on trade show and event signage
- Listed as Gold sponsor on "No-Show" event tickets, flyers and all collateral

Silver Sponsor - \$5,000 - \$7,499

- Quarter page ad placement in Convocation Program
- Listed as Silver sponsor on trade show and event signage
- Listed as Silver sponsor on "No-Show" event tickets, flyers and all collateral

Bronze Sponsor - \$2,500 - \$4,999

- Business card size ad placement in Convocation Program
- Listed as Bronze sponsor on trade show and event signage
- Listed as Bronze sponsor on "No-Show" event tickets, flyers and all collateral

Questions? Please contact Ginger Walker at (214) 724-3879 or ginger.walker@achca.org

PAYMENT INFORMATION

Payment must accompany sponsorship form.

Check Enclosed (Payable in U.S. Dollars to ACHCA)

Please charge Visa MasterCard American Express

Card Number

Expiration Date

Name as it appears on card

Signature of Cardholder

MAIL check payments to: ACHCA Exhibits Department
PO BOX 75060 | Baltimore, MD 21275-5060

FAX your sponsorship form and credit card payment to (866) 874-1585



2011 ACHCA ANNUAL CONVOCATION & EXPOSITION

April 29 - May 3, 2011 | New Orleans, Louisiana | Hilton New Orleans Riverside

Sponsor Selection - Certificate Program Track / Concurrent Educational Session

Company Name

Please select the certificate program and/or education session that you wish to sponsor and return this form with you sponsor contract by **March 31, 2011** via fax to (866) 874-1585 or email to ginger.walker@achca.org.

Sponsorships are available on a first come, first served basis. ACHCA cannot guarantee the availability of your selection. In the event your selection is not available, we will contact you for an alternate selection.

For questions, please contact Ginger Walker at (214) 724-3879 or ginger.walker@achca.org.

Certificate Program Track Selection

Please select the certificate program that you'd like to sponsor below:

MDS 3.0 Review & Competency (11 CEU/CNE)

Leah Klusch, BSN, RN, FACHCA; 3 available @ \$4,000

Saturday, April 30

8:30-10:00 am - MDS 3.0 Review & Competency I

10:15-11:45 am - MDS 3.0 Review & Competency II

4:00-5:00 pm - MDS 3.0 Review & Competency III

Sunday, May 1

8:45-9:45 am - MDS 3.0 Review & Competency IV

10:00-11:00 am - MDS 3.0 Review & Competency V

4:00-5:00 pm - MDS 3.0 Review & Competency VI

Monday, May 2

8:30-10:00 am - MDS 3.0 Review & Competency VII

10:15-11:45 am - MDS 3.0 Review & Competency VIII

3:00-4:00 pm - MDS 3.0 Review & Competency IX

Social Media Certificate Program (4 CEU/CNE)

Valerie VanBooven, RN, BSN; 1 available @ \$4,000

Saturday, April 30

8:30-10:00 am - Social Media Marketing I-Sites, Blogs, & Facebook

10:15-11:45 am - Social Media Marketing II-Marketing & Family Communication

4:00-5:00 pm - Social Media Marketing III-Ethical Considerations

Strategies to Maximize Resident Census (3 CEU/CNE)

Luke Fannon; 1 available @ \$4,000

Sunday, May 1

8:45-9:45 am - Strategies to Maximize Resident Census I

10:00-11:00 am - Strategies to Maximize Resident Census II

4:00-5:00 pm - Strategies to Maximize Resident Census III

ACHCA Leadership (3.5 CEU/CNE)

Friday, April 29

8:30 am-5:00 pm - Board of Directors Meeting

Saturday, April 30

7:00-8:15 am - ACHCA Leadership Invitational Breakfast

1:15-2:45 pm - Welcome/Annual Business Meeting

2:45-3:45 pm - Virtual Chapter Forum/Bylaws Forum

Sunday, May 1

11:15 am-12:15 pm - Annual Business Meeting/Academy Meeting

12:15 -2:15 pm - Chapter Meetings

Monday, May 2

8:30-10:00 am - Participating in the ACHCA Mentoring Program

3:00-4:00 pm - ACHCA Chapter Growth: Exemplary Practices

Concurrent Education Session Selection

Please select the educational session that you'd like to sponsor below:

Saturday, April 30

8:30-10:00 am

Managing the Leadership Gap - Wagner

Implementing Acuity Based Staffing - Fullaway

Innovation in Senior Care Programs - Grindrod

10:15-11:45 am

Media Management in a Crisis Situation - Pratt

Developing a Strategic Marketing Plan For Nonprofit Organization

Strategies to Manage a Client with Dementia - Lozano

4:00-5:00 pm

Process Based Leadership: Stick to the Basics - Smikle

The Cost of Staff Turnover - Castle

Partnering for Person Center Care - Gil & Lepore

Sunday, May 1

8:45-9:45 am

Developing a Practicum Site Quality Profile - Olson

Social Media: Legal & Other Issues for Employers- Belt

10:00-11:00 am

Managing Overwhelmed: Time Management Strategies for Health Care Professionals - Markovitz

Online Marketing to Savvy Baby Boomers- Fineman

Professional Certification Readiness I - Knapp

4:00-5:00 pm

Criminal Landscape in LTC- Marsella

Using Advancing Excellence to Meet QAPI - Benner

Professional Certification Readiness II - Knapp

Monday, May 2

8:30-10:00 am

Change Management - Cisco & Richmond

Strategic Approach to Recruiting & Retaining Staff - Gilster

Using Translation Services - McSweeney-Feld & Molineri

10:15-11:45 am

Coaching People to be their Best - Cisco

Salesmanship for the Reluctant LTC Professional - Stackpole

Strategic Planning Initiative - Wolf

Dealing with Medicare Denials - Morgan-Lee & St. Jacques

3:00-4:00 pm

Crucial Conversations that Yield Results - Cisco

Linking Staff Satisfaction to Organizational Performance - Farrell , Brady, Frank

MDS 3.0 & RUGs - Mastrangelo & Pettis

Tuesday, May 3

8:30-10:00 am

Evaluating Your Disaster Plan Disaster-Miller

Cost Effective and Efficient Employee Orientation - Adams

Transitional Leadership: Connecting Theory to Practice - Wolf

10:15-11:45 am

Do You Have the Right Mix in Your Clinical Staff - Fleschner

Advancing Evidence Based Care - Sheridan

RUG IV: First Look Back - Zimmert



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Models of Excellence - Submit by March 31, 2011

DIRECTIONS:

- Models of Excellence (MOE) sessions spotlight creative solutions to challenges in long-term care. These presentations are strictly educational in content, and may not be product demonstrations
- Models of Excellence attendee participants have the opportunity to select up to 4 segments during the 90-minute session of round table presentations. The tables change every 20 minutes during the course of the session.
- Due to the nature of the roundtable format, no audio-visual equipment can be used. Please plan on providing handouts for the attendees. If you would like to use a laptop for your presentation, please be sure it is completely charged and has a battery life of at least 90 minutes.
- MOE presenters will receive the conference attendee list both before and after the conference, for promotional purposes and follow up.
- The Models of Excellence session awards 1 CEU to participants.
- Send completed Segment Descriptions to Janet Spence at jspence@achca.org no later than **March 31, 2011**

Please direct questions about the format or educational requirements of the Models of Excellence to Janet Spence at jspence@achca.org.

ROUND TABLE SEGMENT DESCRIPTION

Title of Session: _____

Presenter Name: _____ Presenter Credentials: _____

Company Name: _____

Learning Objectives (1-3)

- 1.
- 2.
- 3.

Segment Description (up to 100 words):

Presenter Bio (up to 75 words):

Presenter Contact Information:

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Please complete this form and email to jspence@achca.org by March 31, 2011.

Exhibition Center Booth Layout

Exhibition Center

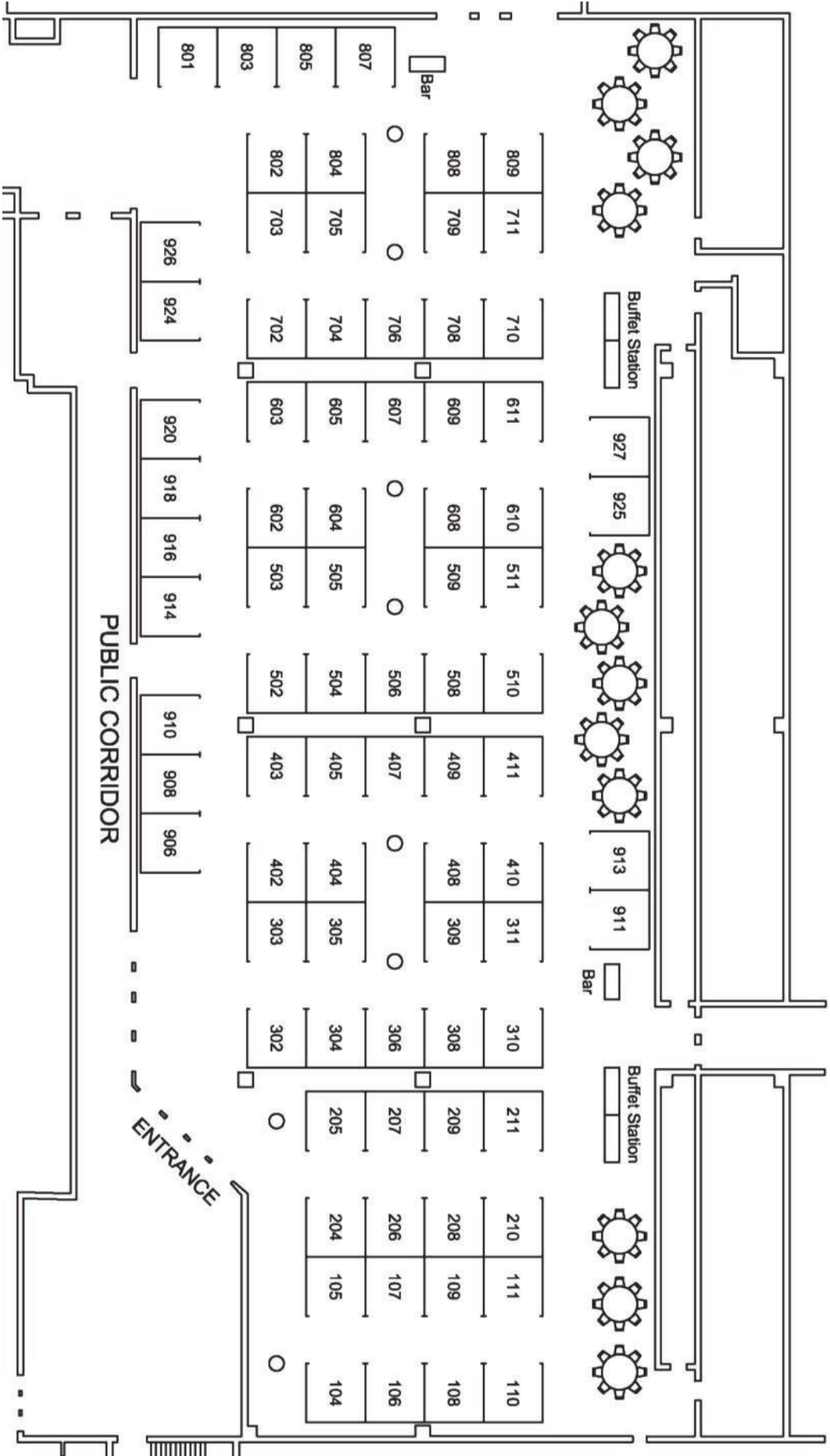


Exhibit Rules and Regulations

General Information

1. Contract. The signed application and acknowledgment with the American College of Health Care Administrators (ACHCA) and/or its agent constitutes a contract between ACHCA and the exhibitor. The rules contained herein are part of this contract. Any and all matters not specifically covered in these articles are subject to final decision by ACHCA.

2. Eligibility. Any exhibitor whose proposed exhibit is in keeping with the educational intent of the ACHCA Convocation may apply for space. ACHCA reserves the right to reject any application which, in its judgment, does not meet the criteria.



Space Rental

1. Assignment of Space. Priority in booth selection is given to ACHCA Convocation sponsors and exhibitors, previous years exhibitors have first option, and all other booth spaces are assigned based on the date the application and payment are received, requested preferred location, and specifications outlined in the application.

2. Floor Plan. ACHCA reserves the right to make such modifications as may be necessary to the floor plan to meet the needs of ACHCA, the exhibitor and the program.

3. Terms of Payment. Full payment of the total rental is required with the application. Any applications received without the accompanying payment will be held for five (5) business days. After five days the requested space(s) may be sold to another qualified applicant. No space will be considered definite unless accompanied by the payment.

4. Failure to Pay. Failure to pay in full by the appointed dates specified in the prospectus will result in cancellation of contract and loss of assigned space.

5. Cancellation. No request for cancellation shall be acknowledged unless received in writing at the National

Office by the dates listed as follows. Refunds will be made based on all fees paid by the exhibitor. After December 1, 2010, 50% of total deposit will be assessed. There are NO refunds after February 15, 2011.

Exhibit Booth Provisions

1. Standard Booth: Standard booths are 10' x 10', and are provided with 8' high back wall drapery, 36" high side rails with drapery, a booth sign with the exhibitor's name and booth number, 24 hour security, and aisle cleaning.

2. Furnishings: Tables, chairs, additional draping or signs, carpet, accessories, electrical outlets, etc., are the responsibility of the exhibitor and are not included in the booth fees paid to ACHCA. Any booth furnishings not covered in (1) or (2) must be ordered in advance from the official service contractor.

3. Construction of Exhibits: Exhibits may not exceed a back wall height of 8' and must not be farther than 3' from the back wall. In the forward portion of the booth, no part of the exhibit or equipment may exceed the height of the 36" side rails. Peninsular exhibits must consist of at least two adjoining booths. The back wall of any peninsular must be no more than 8' high, and no more than 8' wide, centered on the backline of the booth. The above restrictions on use of equipment apply. Requests for island exhibits must be made to ACHCA and additional fees will apply. In the event of approval, requests for island exhibits are restricted to the height of 9' 6" including the company sign. Islands and multiple booths may not block visibility into adjacent booths. ACHCA reserves the right to direct adjustments to any booth, on-site, which fails to comply with these specifications at the exhibitor's expense.

4. Installation and Dismantlement of Exhibits: Installation and dismantlement of exhibits must occur during the dates specified in the prospectus. No exhibit may be installed after the exhibition opens, unless approved by Show Management. Exhibit booths may not be dismantled until the official close of the show, unless approved by Show Management. Failure to observe this rule may jeopardize the exhibitor's right to exhibit at future ACHCA exhibitions - All empty crates must be properly labeled with company name and booth number and removed by the official contractor from the exhibit floor.

5. Failure to Occupy Space: Any booth not set and/or occupied by the close of the installation period is subject to forfeiture by the exhibitor and loss of refund. If the exhibit is available, but not erected by the specified deadlines, ACHCA may assign labor to erect the display and bill the exhibitor for any labor charges incurred. Exhibit booths must be maintained by at least one company representative at all times during show hours.

Exhibit Rules and Regulations

6. Use of Space: Exhibitors are not permitted to sublet or share space. All activities must be confined to the limits of the rented space. ACHCA may evict exhibitors who through conduct, method of operation, or other distraction detract from the educational nature of the exhibit. Should the eviction occur, exhibitor forfeits all monies paid and are not entitled to a refund.

7. Appearance of Exhibits: Unfinished side or end panels must be draped at the exhibitor's expense. ACHCA reserves the right to fix exhibits which detract in any way from the overall appearance of the exposition, and will bill the exhibitor accordingly.

8. Labor: Exhibitors must employ only accredited labor for all work other than that properly handled by their own personnel in accordance with local labor regulations. If a contractor other than the official service contractor is used, ACHCA must be notified six weeks prior to the official move-in date and must be provided with a general insurance certificate, or the contractor will not be permitted to service the exhibit.

9. Rules, Laws, Fire and Safety Regulations: Exhibitors shall comply with all applicable laws and with the rules of the Convocation and Exposition facility. Each exhibitor agrees to be knowledgeable of and in compliance with all ordinances and regulations pertaining to health, fire prevention, and public safety codes established by the city in which the exposition is held. No combustible material may be stored in or around the exhibit. In addition, fire regulations require all decoration material to be flameproof.

Security Liability/Insurance

1. Security: ACHCA will provide 24-hour security from installation to dismantlement and will endeavor to protect exhibit property during the closed hours of the exhibit. However, full responsibility for the protection of exhibit equipment, signs, and all other materials in the booth remains with the exhibitor. After exhibit hours, only properly identified exhibit personnel with ACHCA permission may enter the exhibit areas.

2. Liability: The exhibitor agrees to fully protect, indemnify, defend and save ACHCA, the Hilton New Orleans Riverside, the city of New Orleans, the state of Louisiana, its employees and agents harmless against all claims, losses, or damages to persons or property, governmental charges or fines and attorney fees arising out of or caused by ACHCA's installation, removal, maintenance, occupancy or use of the exhibition premises or any part thereof, excluding any such liability caused by the negligence of ACHCA, Hilton New Orleans Riverside, the city of New Orleans, the state of Louisiana, its employees and agents.

3. Insurance: Exhibitors acknowledge that ACHCA and the Hilton New Orleans Riverside do not maintain insurance covering exhibitor property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage covering such losses by the exhibitor.

4. Protection of Exhibit Facility: Exhibitors shall not deface any part of the exhibit facility. Nothing may be posted, nailed, affixed or otherwise attached to any part of the walls, floors, ceiling, furniture, or other property of the facility. Any costs arising out of negligence on the part of the exhibitor, its agents, or employees will be the sole responsibility of the exhibitor.

Cancellation of Exhibit

In the event the Exhibit Show is cancelled due to circumstances not within the control of ACHCA such as fire, acts of God, labor strikes, picketing, civil disturbances, shortage of materials, curtailment of transportation facilities, or governmental intervention which materially affect either ACHCA or the facility to hold the exhibit show, then a refund of fees paid to ACHCA will be remitted to the exhibiting company less a \$150 processing fee, and less any actual expenses incurred by ACHCA if the cancellation is made 60 days or fewer prior to the installation date specified in the prospectus.

Bingo Rules

To promote exhibit hall traffic at ACHCA's Conference & Exposition, each full conference registrant will receive a bingo card at registration. The numbers on the cards will randomly correspond to exhibit booth numbers. All booth numbers will be reflected on at least some of the cards.

The cards will be potential tickets to valuable grand prize drawings. Registrants must go to the booths represented by the numbers on their cards. Once each number is marked at its corresponding booth, registrants may submit their cards to the ACHCA Booth which will have a set up near the Conference registration area, for entry into the drawings.

The drawings will be in the exhibit hall at 6:30 PM Sunday, May 1, 2011. Only full conference registrants can enter the drawings and they must be present for the drawings to win.

Prior to the opening of the exhibit hall Saturday, April 30, 2011, ACHCA will distribute materials at all exhibit booths for marking registrants' bingo cards.

