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# EXHIBITOR & SPONSOR PROSPECTUS



Kentucky Home Care Association

## Conference & Trade Show

### August 14-15, 2024

Embassy Suites Lexington/UK Coldstream  
1801 Newtown Pike, Lexington, KY 40511

**Kentucky Home Care Association**  
6320-G Rucker Road, Indianapolis, IN 46220  
T: (317) 775-6675 ♦ F: (317) 775-6674

Included in this Prospectus:

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- *Exhibitor Information*
  - *Advertising Opportunities*
  - *Sponsorship Opportunities*
  - *Registration Form*
  - *Trade Show Floor Plan*
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Kentucky Home Care Association

August 14-15, 2024 • Embassy Suites Lexington/UK Coldstream • Lexington, KY

## EXHIBITING INFORMATION

### Exhibit table includes the following:

- Draped table exhibit space, two chairs & wastebasket
- Electrical outlets or other amenities may be arranged with the Embassy Suites Lexington/UK Coldstream with prior notice
- Identification sign with exhibitor name & table number
- Company listing on the KHCA website
- Company listing & description in the conference program, **deadline July 12, 2024**
- Admission for two (2) employees to staff the exhibit table (additional staff are **\$100/person/day**)
- Access to all conference sessions
- May request a list of pre-conference marketing contacts and will receive a final attendee list after the conference
- If electric is needed, please bring extension cords and power strips to cut down on your cost. These items may be rented from the Embassy Suites Lexington/UK Coldstream for a fee.

## PRICING

**KHCA Members: \$800**

**Non-Members: \$1,000**

**Tables will be assigned on a "1<sup>st</sup> paid, 1<sup>st</sup> assigned" basis.**

## EXHIBITOR SCHEDULE (Subject to change)

### Exhibitor Registration & Set-up

Wednesday, August 14th 8:00 am - 9:00 am

### Trade Show Hours

Wednesday, August 14th 12:15 pm - 1:45 pm (Lunch)  
 3:15 pm - 3:30 pm (Break)  
 5:00 pm - 6:30 pm (Welcome Reception)

Thursday, August 15th 7:30 am - 8:30 am (Breakfast)  
 10:00 am - 10:15 am (Break)  
 11:45 am - 1:15 pm (Lunch)

**Exhibitor Teardown** 1:15 pm

*\*For more information regarding membership, membership benefits, and to sign up as a member, contact Tori at tori@khca.net.*

### Registering/Selecting Your Table

Exhibitors will select their top three (3) preferred table choices. Table assignments will be made once payment is received on a first come, first served basis. Every effort will be made to award your preferred choice. If none of your choices are available, we will contact you to select an alternative table.

**Exhibitor Registration Deadline** Registration deadline for exhibitors is Friday, July 12, 2024. On and after July 12<sup>th</sup> contact Katie Ociepka (317) 775-6673 for availability.

### Cancellation Policy

Should an exhibitor need to cancel their booth registration on or before Friday, July 12, 2024, the exhibit fee will be refunded. You will be charged a \$250 cancellation fee. After July 12<sup>th</sup>, the entire exhibit fee will be retained.

### Conference Theme

The conference theme is TBD. We will let you know the conference theme as soon as possible.

### Trade Show Floor Plan

Floor plan is subject to change. Please see the last page of this prospectus to choose your booth.

### Don't miss the Welcome Reception!

Join us with the conference attendees on Wednesday, August 14th. This is a great opportunity for exhibitors and attendees to meet in a relaxed setting. Don't miss out on this wonderful event!



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## PROGRAM ADVERTISING

### ***Free advertising!***

**All exhibitors** receive a *complimentary* line ad which includes the company contact information, 50 -word description and logo in the conference program. Sponsors receive up to a full-page ad based on their sponsorship level. ***Deadline Friday, July 12, 2024.***

### ***Purchase additional advertising!***

Your company's name will leave a lasting impression in the conference program, which also serves as the exclusive guide to daily education sessions and events. Market your products and/or services by utilizing this cost-effective advertising opportunity. Space is limited; reserve your advertising today!

Email your camera ready artwork to [tori@khca.net](mailto:tori@khca.net) in an EPS format.

Rates below are for exhibitors wishing to increase their ad space and for companies who are unable to attend the conference.

The conference program is 8½" x 11".

<b>Ad Size</b>	<b>Width</b>	<b>Height</b>	<b>Cost</b>
Full-page	7½"	10"	\$500
Half-page	7½"	5"	\$300
Quarter-page	3¾"	5"	\$250
Business Card	3½"	2"	\$100
Participant Bag Stuffer (1 item)			\$100
Weblink*			\$150

\*All exhibitors will be listed on the conference website. Only **KHCA Member** exhibitors will have their website linked via their company name.

\*An extra charge of \$75 will be included if a non EPS logo file is provided. If you do not have an EPS file, we will recreate your logo. The EPS file will then be sent back to the sponsor/exhibitor for future use.



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## SPONSORSHIP OPPORTUNITIES

Sponsorships offer you opportunities to gain valuable visibility to build better relationships in the home care industry. All sponsors of the KHCA Annual Conference receive the following great promotional benefits:

- ◆ Recognition in the KHCA Annual official conference program
- ◆ Special mention on the KHCA website
- ◆ Weblink logo on www.khca.net
- ◆ Logo on conference banner
- ◆ Pre-show and post-show participant mailing list

Below are the sponsorships available. All sponsors will receive the above listed benefits plus the additional benefits listed below.

<p><b>Grand Sponsor</b> <span style="float: right;"><b>\$4,000</b></span></p> <ul style="list-style-type: none"> <li>◆ Exhibitor Table</li> <li>◆ Full-page ad in conference program</li> <li>◆ Logo on participant bags</li> <li>◆ Sponsorship signage, special recognition, and speaker introduction privileges</li> </ul>	<p><b>Continental Breakfast Sponsor</b> <span style="float: right;"><b>\$2,000</b></span></p> <ul style="list-style-type: none"> <li>◆ Exclusive sponsor table near the breakfast set-up</li> <li>◆ Half-page ad in conference program</li> <li>◆ Sponsorship signage during breakfast</li> <li>◆ Special recognition and the opportunity to speak during breakfast</li> </ul>
<p><b>Keynote Speaker Sponsor</b> <span style="float: right;"><b>\$2,500</b></span></p> <ul style="list-style-type: none"> <li>◆ Exhibitor Table</li> <li>◆ Full-page ad in conference program</li> <li>◆ Sponsorship signage</li> <li>◆ Special recognition and opportunity to introduce the Keynote Speaker</li> </ul>	<p><b>Day One (SOLD) or Day Two Lunch Sponsor</b> <span style="float: right;"><b>\$2,000</b></span></p> <ul style="list-style-type: none"> <li>◆ Exclusive sponsor table near the lunch set-up</li> <li>◆ Half-page ad in conference program</li> <li>◆ Sponsorship signage during lunch</li> <li>◆ Special recognition and the opportunity to speak during lunch</li> </ul>
<p><b>Lanyard Sponsor</b> <span style="float: right;"><b>\$2,500</b></span></p> <ul style="list-style-type: none"> <li>◆ Half-page ad in conference program</li> <li>◆ Name and/or logo on conference lanyard</li> <li>◆ Discounted Sponsorship cost: \$2,000 if lanyards are provided by sponsor</li> </ul>	<p><b>Welcome Reception Sponsor</b> <span style="float: right;"><b>\$2,000</b></span></p> <ul style="list-style-type: none"> <li>◆ Exclusive sponsor table near the Welcome Reception</li> <li>◆ Half-page ad in conference program</li> <li>◆ Sponsorship signage, special recognition and the opportunity to speak during the Welcome Reception</li> <li>◆ Opportunity to take part in the Drink Ticket Sponsorship****</li> </ul>
<p><b>Program Sponsor</b> <span style="float: right;"><b>\$2,000</b></span></p> <ul style="list-style-type: none"> <li>◆ Half-page ad in conference program</li> <li>◆ Logo on conference program cover</li> </ul>	
<p><b>Cell Phone Charging Station Sponsor</b> <span style="float: right;"><b>\$2,000</b></span></p> <ul style="list-style-type: none"> <li>◆ Table near Cell Phone Charging Station</li> <li>◆ Half-page ad in conference program</li> <li>◆ Sponsorship signage near charging station</li> <li>◆ Company Name/Logo/Ad on Cell Phone Charging Station (provided by sponsor)</li> </ul>	<p><b>Sponsorships Continue on Next Page</b></p>



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## SPONSORSHIP OPPORTUNITIES CONTINUED

Sponsorships offer you opportunities to gain valuable visibility to build better relationships in the home care industry. All sponsors of the KHCA Annual Conference receive the following great promotional benefits:

- ◆ Recognition in the KHCA Annual official conference program
- ◆ Special mention on the KHCA website
- ◆ Weblink logo on [www.khca.net](http://www.khca.net)
- ◆ Logo on conference banner
- ◆ Pre-show and post-show participant mailing list

Below are the sponsorships available. All sponsors will receive the above listed benefits plus the additional benefits listed below.

<b>WiFi Sponsor</b>	<b>\$2,000</b>	<b>Drink Ticket Sponsor</b>	<b>\$500</b>
<ul style="list-style-type: none"><li>◆ Exhibit Table</li><li>◆ Sponsors name as the Network Password</li><li>◆ Name and/or logo on the WiFi signage</li></ul>		<ul style="list-style-type: none"><li>◆ Special mention in conference program and on the exhibitor card</li><li>◆ Special signage during the Welcome Reception</li><li>◆ Opportunity to pass out drink tickets to attendees during the Welcome Reception</li><li>◆ Drink Ticket Sponsorship is only available when paired with the Welcome Reception Sponsorship****</li></ul>	
<b>Attendee Giveaway Sponsor</b>	<b>\$1,500</b>		
<ul style="list-style-type: none"><li>◆ Half-page ad in conference program</li><li>◆ Name and/or logo on the conference giveaway</li></ul>			
<b>General Session Speaker Sponsor</b>	<b>\$1,000</b>	<b>Refreshment Break Sponsor</b>	<b>\$500</b>
<ul style="list-style-type: none"><li>◆ Half-page ad in conference program</li><li>◆ Sponsorship signage, special recognition, and speaker introduction privileges</li></ul>		<ul style="list-style-type: none"><li>◆ Quarter-page ad in conference program</li><li>◆ Sponsorship signage during the break</li></ul>	
<b>Hotel Key Card Sponsor</b>	<b>\$1,000</b>		
<ul style="list-style-type: none"><li>◆ Half-page ad in conference program</li><li>◆ Company Name/Logo/Ad on hotel key cards</li></ul>			
<b>Breakout Session Speaker Sponsor</b>	<b>\$500</b>		
<ul style="list-style-type: none"><li>◆ Quarter-page ad in conference program</li><li>◆ Sponsorship signage and speaker introduction privileges</li></ul>			
<b>Door Drop Sponsor</b>	<b>\$500</b>		
<ul style="list-style-type: none"><li>◆ Opportunity to have promotional item slid under the door of conference attendees staying at the Embassy Suites Lexington/UK Coldstream</li><li>◆ Opportunity to have promotional item placed at breakfast/lunch/welcome reception tables</li></ul>			



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## REGISTRATION

Page 1

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

### Employee(s) Staffing Exhibit (2 staff are included with table fee; each additional person is \$100/person/day)

1. \_\_\_\_\_ Email \_\_\_\_\_

2. \_\_\_\_\_ Email \_\_\_\_\_

3. \_\_\_\_\_ Email \_\_\_\_\_

4. \_\_\_\_\_ Email \_\_\_\_\_

Provide a company/product description to be printed in the official program of **no more than 50 words**. Descriptions over 50 words will be edited. **Submission deadline is Friday, July 12, 2024**. In addition to your description, your company name, address, phone, website, logo (if provided) and two company representatives with email addresses will appear in the conference program.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Hotel Information: Overnight Rooms

**Embassy Suites Lexington/UK Coldstream** - 1801 Newtown Pike, Lexington, KY 40511

**Start Date:** Tuesday, August 13, 2024

**End Date:** Thursday, August 15, 2024

**Last Day to Book:** Sunday, July 23, 2024

**Room Rate:** \$134/night

**Book Your Room:**

<https://www.hilton.com/en/book/reservation/rooms/?>

ctyhocn=LEXES&arrivalDate=2024-08-13&departureDate=2024-08-15&groupCode=9  
2p&room1NumAdults=1&cid=OM%2CWW%2CHILTONLINK%2CEN%2CDirectLink



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## REGISTRATION

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### Pricing

**KHCA Member**

**Non-Member**

\$800

\$1,000

### Table Request

Please list your first three (3) table choices. Every attempt will be made to honor your request. However, table assignments will be made on a first paid basis.

1<sup>st</sup> Choice \_\_\_\_\_

2<sup>nd</sup> Choice \_\_\_\_\_

3<sup>rd</sup> Choice \_\_\_\_\_

### Program Advertising Opportunity

If you are attending the KHCA Annual Conference and want another opportunity to reach our attendees, or if you are unable to attend, then advertise in the official conference program. **Deadline for Ads: July 12, 2024**

<input type="checkbox"/> Full-page Ad	\$500	<input type="checkbox"/> Quarter-page Ad	\$250	<input type="checkbox"/> Participant Bag Stuffer	\$100
<input type="checkbox"/> Half-page Ad	\$300	<input type="checkbox"/> Business Card Ad	\$100	<input type="checkbox"/> Weblink (non-members)	\$150

### Sponsorship Opportunities

<input type="checkbox"/> Grand Sponsor	\$4,000
<input type="checkbox"/> Keynote Speaker Sponsor	\$2,500
<input type="checkbox"/> Lanyard Sponsor	\$2,500
<input type="checkbox"/> Program Sponsor	\$2,000
<input type="checkbox"/> Cell Phone Charging Station Sponsor	\$2,000
<input type="checkbox"/> Continental Breakfast Sponsor	\$2,000
<input type="checkbox"/> Day One or Day Two Lunch Sponsor	\$2,000
<input type="checkbox"/> Welcome Reception Sponsor	\$2,000
<input type="checkbox"/> WiFi Sponsor	\$1,500
<input type="checkbox"/> Attendee Giveaway Sponsor	\$1,000
<input type="checkbox"/> General Session Speaker Sponsor	\$1,000
<input type="checkbox"/> Hotel Key Card Sponsor	\$500
<input type="checkbox"/> Breakout Session Sponsor	\$500
<input type="checkbox"/> Door Drop Sponsor	\$500
<input type="checkbox"/> Drink Ticket Sponsor	\$500
<input type="checkbox"/> Refreshment Break Sponsor	\$500

\*An extra charge of \$75 will be included if a non EPS logo file is provided. If you do not have EPS file, we will recreate your logo. The EPS file will then be sent back to the sponsor/exhibitor for future use.

### Amount Due

Exhibit Table Fee	\$ _____
Add'l Staff ___ x \$100/day/person	\$ _____
Program Advertising	\$ _____
EPS File Creation	\$ _____
Sponsorship	\$ _____
<b>Total Amount Enclosed</b>	<b>\$ _____</b>

### Email registration form & payment to:

katie2@khca.net

### Fax registration form & payment to:

(317) 775-6674

### Send registration form & payment to:

KHCA  
6320-G Rucker Road  
Indianapolis, IN 46220

### Questions:

(317) 775-6673 -or- katie2@khca.net

### Method of Payment

Check, made payable to KHCA       Visa       MasterCard  
 American Express

Card Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Expiration Date \_\_\_\_ / \_\_\_\_      Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Billing Address, if different than listed on the first page of the Registration Form

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

