

**NEW YORK CHAPTER
AMERICAN COLLEGE OF HEALTH CARE
ADMINISTRATORS
43RD ANNUAL CONVENTION
EXHIBITOR APPLICATION**



Teamwork

**PROFESSIONAL LONG TERM CARE
LEADERS COMMITTED TO CORE
VALUES AND QUALITY**

**VILLA ROMA RESORT
MARCH 18TH THROUGH MARCH 21ST, 2012**

The New York Chapter of the American College of Health Care Administrators cordially invites you to exhibit at our 43rd Annual Convention to be held at Villa Roma Resort, Callicoon, New York, March 18th through March 21st, 2012.

The Villa Roma Resort will accommodate all exhibitors in the Exhibition Hall, which allows for proper exposure to all attendees of the Convention. Upon completion of the attached application, and remittance of full payment, you will receive a Convention information packet and hotel reservation form.

The exhibit is for firms offering equipment and services which are related to the interests and educational values of nursing home and health care professionals. Unlike other conventions, the New York Chapter of the American College of Health Care Administrators has all aspects of its Convention designed by exhibitors for exhibitors. This is accomplished through a program which allows the Administrator to have personal contact with the representatives of exhibiting companies, for more than six hours per day and during meal hours, and evening hours as well. This year's program will feature for the eighteenth straight year, the co-sponsorship of the New York Association of Homes and Services for the Aging, and the New York State Health Facilities Association.

RESERVATION PROCEDURE

Exhibit space may be reserved by a fully paid application only. Booth assignments will be made in the order in which the reservations are received, allowing early registrants to be given the most desirable locations in the exhibit hall. Due to the limited space available, the Convention will only allow seventy (70) companies to participate. Once registration is received, hotel and supporting Convention documentation will be sent to you. For all information, call or write:

Larry I. Slatky

American College of Health Care Administrators
A. Holly Patterson Extended Care Facility
875 Jerusalem Avenue
Uniondale, New York 11553
TEL. (516) 572-1403 - FAX (516) 572-1762

PLEASE REGISTER EARLY TO ASSURE AN EXHIBIT SPACE

IMPORTANT: No telephone reservation will be held for longer than one (1) week unless confirmed as follows:

1. Complete and return to the New York Chapter of the American College of Health Care Administrators, the attached application for exhibit booth(s).
2. Applications must be accompanied by a check or money order for the total amount of requested space, payable to:

New York Chapter - ACHCA.

All applications must be submitted by December 1st, 2011.

NOTE: No cancellations or refunds after December 1st, 2011 unless space is resold. Any cancellation will be assessed a \$350.00 administrative fee from booth space payment.

STANDARD 10' x 8' BOOTH

Booth includes eight foot high back wall and three foot high dividers covered with drapery materials. Each exhibitor will be furnished with a uniform two-line booth sign. This sign will carry the booth's number and the exhibitor's firm name.

To maintain uniformity and to prevent obstruction of view of adjoining booths, displays must not be higher than eight feet in back of the booth and four feet along dividers and aisle. No organization or company name or advertising shall be displayed above the permissible height of the background for any exhibition. No walls, partitions, decoration, or any other obstructions may be erected which in any way interfere with the view of any other exhibitor. Operation of sound equipment is permitted if the exhibitor complies with the restrictions on volume. Exhibitors desiring to use other than standard booth equipment or any signs, decorations, or arrangements of display material conflicting in any way with these rules and regulations must submit two (2) copies of a detailed sketch of the proposed layout with application and receive written approval of the New York Chapter. Furnishings such as draped tables, telephone lines and chairs are not included in the fee and will be supplied by Nationwide Expo, if ordered. An information packet will be sent sixty (60) days prior to the Convention.

INSURANCE

The management of the Villa Roma Resort and the American College of Health Care Administrators exercise reasonable care for the protection of exhibitor's materials and displays beyond which they, separately or collectively, can accept no responsibility for the loss of, damage to, any of the said materials or displays. Exhibitors who desire to carry insurance on their exhibits must place it at their own expense. The New York Chapter will provide sixteen (16) hours of security service each day throughout the Convention. During the balance of the time, the hotel's normal security will be present.

LIMITATIONS OF LIABILITY

The Convention Chairman reserves the right to alter the location of the exhibits or booths if deemed advisable in the best interest of the Convention. Exhibitors agree to make no claim against the New York Chapter of the American College of Health Care Administrators or its committees, members, agents, servants, employees or the Villa Roma Resort for failure to hold to the Convention schedule.

EQUIPMENT

Equipment required for exhibitor's use will be furnished at the exhibitor's expense. Example: table, chairs, carpet, etc.

DEFAULT IN OCCUPANCY

Any exhibitor failing to occupy space contracted for, is not relieved of its obligation of paying the full rental of such space as provided in the signed application. If not occupied by the time set for completion of installation of displays, such space may be possessed by the Convention Chairman for such purposes as he sees fit, in which case the exhibitor will be charged the full rental for space.

PROTECTION OF HOTEL PROPERTY

Exhibitors must not tape, thumb tack, or otherwise affix signs or posters to the walls and if any signs or posters are leaned against the wall they must be properly padded so as not to cause damage.

JOURNAL ADVERTISEMENTS

The New York Chapter of the American College of Health Care Administrators creates each year an informative and useful journal for the Convention. This journal allows any exhibitor or company to advertise.

Any company reserving a booth will receive a complementary quarter page journal advertisement. A fee schedule for journal advertising is located on the attached application form. Journal documentation must be clear and exact to prevent error in duplication.

Every company will receive a journal ad.

COMMUNICATIONS

All questions and comments concerning the New York Chapter of the American College of Health Care Administrators 43rd Annual Convention should be addressed to:

Larry I. Slatky

New York Chapter

American College of Health Care Administrators

A. Holly Patterson Extended Care Facility

875 Jerusalem Avenue

Uniondale, New York 11553

TEL. (516) 572-1403 – FAX (516) 572-1762

E-mail: lslatky@numc.edu

EARLY REGISTRATION

Early registration saves time and money, therefore, an exhibitor registering before October 31, 2011 will pay a discounted registration fee.

EXHIBITORS SERVICES

The following services will be provided to the exhibitors at no additional charge.

- A booth sign showing exhibitor firm name and booth number.
- Eight foot high back wall and thirty-two inch high side rails of fabric. Good general lighting.
- A listing in the official 43rd Annual Convention Journal
- Admission to all Chapter functions

***Any additional equipment will be furnished through: Nationwide Expo
214 MacArthur Avenue, Unit B
New Windsor, New York 12553
(845) 561-0832 • Fax: (845) 561-6137***

LIGHT AND POWER

Sufficient light is provided for adequate general illumination of the entire area. Any additional electrical needs must be submitted to Nationwide Expo Services and the Villa Roma Resort.

ADVANCE WAREHOUSE (SHIPMENTS) DRAYAGE SERVICES

Nationwide Expo will be the official drayage services contractor. They offer a variety of services to accommodate the needs of every exhibitor. Their services are based on a per one hundred (100) pound weight. This information will be sent in your Nationwide Expo packet.

NO MATERIALS OR MERCHANDISE CAN BE SHIPPED DIRECTLY TO THE VILLA ROMA RESORT.

OFFICIAL EXHIBIT HOURS

The exhibit area must be fully staffed during exhibit hours. The exhibit area will be closed at all other times. The Convention Chairman reserves the right to adjust, in any manner whatsoever, the Convention hours in the best interest of the New York Chapter of the American College of Health Care Administrators. All exhibitors must be dressed in proper attire.

Exhibit Hall hours officially commence on Sunday, March 18th at 8:30 p.m. Exhibits must be set up no later than 5:00 p.m. on that day. Each day of the Convention will provide the exhibitor with no less than six (6) hours of direct exposure to the administrators. This is accomplished during coffee breaks, meals, evening exhibit hall cocktail parties and designated Exhibitor/Administrator program time. Dining and entertainment programs will be mutually attended by the American College of Health Care Administrators and the Exhibitors.

Exhibitor's Registration will take place in the North Room just down the hall from the Hotel Lobby from 2:00pm – 6:00pm on Sunday March 18, 2012.

EXHIBITOR'S DRAWING

The New York Chapter of the American College of Health Care Administrators will supply gifts to the Administrators who visit all of the exhibitors' booths. This system will encourage all attendees to visit with you. By doing so they will increase their chances of winning. Drawings will take place Tuesday evening and you must be present to win.

INSTALLATION AND DISMANTLING OF EXHIBITS

The exhibit area will be available from **10:00 a.m. Sunday March 18th, 2012** for installation of exhibits. Exhibits must be set up by 5:00 p.m. of that day.

Exhibits cannot be dismantled until 6:00 p.m. on March 20th. **Dismantling must be completed by March 21st at 10:00 a.m.** The final cocktail party and banquet will be held in a separate area. All exhibitors are encouraged to participate in these functions.

NOTICE: Any exhibitor who dismantles their exhibit prior to 6:00 p.m. on March 20th will not be permitted to participate in the 2013 Convention.

EXHIBITOR'S REPRESENTATIVE

Each person assigned to staff their exhibit booth must wear a Convention badge. With each booth reserved, an exhibitor may designate a maximum of two (2) official representatives to receive exhibitor's badges.

***All other persons must preregister and pay the appropriate registration fee. Outside representatives, other than those employed by the company will not be permitted on the premises. (See terms and conditions.)**

*** \$40.00 additional per person over two (2) representatives per booth.**

HOTEL RESERVATIONS

Villa Roma Resort reservation form will be mailed after booth reservation has been paid in full, by December 2011. Exhibitors are required a minimum two (2) night stay at Hotel to participate in the Convention.

APPLICATION FOR EXHIBIT BOOTH AND JOURNAL

41st ANNUAL NEW YORK CHAPTER- AMERICAN COLLEGE OF HEALTH CARE ADMINISTRATORS CONVENTION
MARCH 18TH THROUGH MARCH 21ST, 2012
VILLA ROMA RESORT, CALLICOON, NEW YORK

Date: _____

We hereby make application for exhibit space at the 2012 New York Chapter – American College of Health Care Administrators Convention to be held at the Villa Roma Resort, Callicoon, New York.

It is our understanding that the NYC-ACHCA will endeavor to assign us the exhibit booth requested providing that our exhibit meets standard requirements and complies with the regulations set forth in the statement which accompanies this application.

Exhibit space will rent for \$1250.00 per booth, double booth \$2,400.00 for the two-and-one-half day period. Applications received after October 31, 2011 will be subject to the new rate structure, rent for single booth \$1,350, double booth \$2,500.00.

PLEASE PRINT ENTIRE APPLICATION

Firm Name: _____ Telephone : () _____

Address: _____ Fax Number: () _____

City: _____ State: _____ Zip : _____ E-mail: _____

If materials are to be forwarded to other than the main office, please inform us.

Description of Product or Service: _____

Per : _____
(PRINT NAME) (SIGNATURE OF FIRM REPRESENTATIVE)

Names to appear on pre-printed name badges. Please complete accurately to avoid registration delays and to receive large print identification.

1. _____
(PRINT FIRST) (LAST)
2. _____
(PRINT FIRST) (LAST)
- *3. _____
(PRINT FIRST) (LAST)
- *4. _____
(PRINT FIRST) (LAST)

*Each additional person registered will be required to pay a \$40.00 surcharge with initial registration.

JOURNAL ADVERTISEMENT - attach a copy of requested advertisement to application or state any instructions.

- Full page Gold Advertisement.....\$500.00
- Full page Silver Advertisement.....\$250.00
- Full page Advertisement.....\$100.00
- Three quarter page Advertisement.....\$ 75.00
- Half page Advertisement.....\$ 50.00
- Quarter page Advertisement..... \$ 25.00

I am enclosing a check for the following:

- Booth Reservation \$ _____
- + Additional Registrants \$ _____
- + Journal Reservation \$ _____
- = Total \$ _____

NOTE: Exhibitors who acquire a booth will receive a quarter page advertisement in the journal (please attach to application), or a twenty-five (\$25.00) credit towards a larger advertisement.

Please make checks payable to the:
**New York Chapter American College
of Health Care Administrators**
and mail to:
Larry I. Slatky
A. Holly Patterson Extended Care Facility
875 Jerusalem Avenue
Uniondale, New York 11553

CUT ALONG DOTTED LINE

TERMS AND CONDITIONS

1. All exhibitors must be employees of the company that is registered to exhibit. Consultants for companies will not be permitted to register.
2. Spouses of exhibitors must be registered and cannot be an employee of another company. If they are, they cannot solicit in any manner.
3. Only one (1) company per exhibit space will be permitted. If a corporation/company has three (3) subsidiaries, they must take three booths if they want to exhibit all three companies.
4. All exhibitor attendees must be pre-registered with the College. If a change is to take place, it must be made in writing through the Convention Chairman. There is a mandatory two (2) night stay at the hotel.
5. Companies and/or their representatives may not register with the hotel during the Convention, without having reserved a booth.
6. There shall be no site inspections for companies to view the show, to attend education, or to visit an exhibitor who might have invited them up for the day. Company representatives who do not have a booth, may not be on site.
7. All exhibitors must set up and break down as per the College's time schedule.
8. Representatives of a product being sold by another company who is exhibiting, are not permitted to attend the show unless they have their own booth.
9. Administrators, Nurse Directors, Food Service Directors, and Financial Directors who are registered to attend education programs are not permitted to sell services or products, including consulting services, during the Convention unless they have a booth.
10. Booth assignments are made according to date of payment, exhibitors only have the right to request a specific booth space or location. Final placement rests with the Convention Chairperson.
11. Associate College members are not permitted to attend the Convention unless they have a booth space reserved.

New York Chapter
American College of Health Care Administrators
875 Jerusalem Avenue
Uniondale, New York 11553



To: