EXHIBITOR & SPONSOR PROSPECTUS

Kentucky Home Care Association

Conference & Trade Show

August 24 - August 25, 2027

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



Included in this Prospectus:

- *Exhibitor Information*
- *Advertising Opportunities*
- *Sponsorship Opportunities*
- *Registration Form*
- *Trade Show Floor Plan*

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

Kentucky Home Care Association

August 24 - August 25, 2027 • 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 30, 2027***
- 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 "1st paid, 1st assigned" basis.

EXHIBITOR SCHEDULE (Subject to change)

Exhibitor Registration & Set-up

Tuesday, August 24th 8:00 am - 9:00 am

Trade Show Hours

Tuesday, August 24th

12:15 pm-1:45 pm (Lunch)
3:15 pm - 3:30 pm (Break)
5:00 pm - 6:30 pm
(Welcome Reception)

Wednesday, August 25th

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

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 30, 2027. On and after July 30th contact Katie Ociepka (317) 775-6673 for availability.

Cancellation Policy

Should an exhibitor need to cancel their booth registration on or before Friday, July 30, 2027, the exhibit fee will be refunded. You will be charged a $250 cancellation fee. After July 30th, the entire exhibit fee will be retained.

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 Tuesday, August 24th. This is a great opportunity for exhibitors and attendees to meet in a relaxed setting. Don't miss out on this wonderful event!

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

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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 30, 2027.***

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 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".

Ad Size	Width	Height	Cost
Full-page	7½"	10"	$500
Half-page	7½"	5"	$300
Quarter-page	3¾"	5"	$250
Business Card	3½"	2"	$200
Participant Bag Stuffer (1 item)			$200
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 the 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.

Grand Sponsor — $4,000

- Exhibitor Table
- Full-page ad in the conference program
- Sponsorship signage
- Special recognition and speaker introduction privileges

Keynote Speaker Sponsor — $2,500

- Exhibitor Table
- Full-page ad in the conference program
- Sponsorship signage
- Special recognition and opportunity to introduce the Keynote Speaker

Lanyard Sponsor — $2,500

- Half-page ad in the conference program
- Name and/or logo on the conference lanyard
- Discounted sponsorship cost: $2,250 if lanyards are provided by the sponsor

Program Sponsor — $2,000

- Half-page ad in the conference program
- Logo on the conference program cover

Cell Phone Charging Station Sponsor — $2,000

- Table near the Cell Phone Charging Station
- Half-page ad in the conference program
- Sponsorship signage near the charging station
- Company Name/Logo/Ad on the Cell Phone Charging Station (provided by sponsor)

Continental Breakfast Sponsor — $2,000

- Exclusive sponsor table near the breakfast set-up
- Half-page ad in the conference program
- Sponsorship signage during breakfast
- Special recognition and opportunity to speak during breakfast

Day One or Day Two Lunch Sponsor — $2,000

- Exclusive sponsor table near the lunch set-up
- Half-page ad in the conference program
- Sponsorship signage during lunch
- Special recognition and opportunity to speak during lunch

Welcome Reception Sponsor — $2,000

- Exclusive sponsor table near the Welcome Reception
- Half-page ad in the conference program
- Sponsorship signage, special recognition and opportunity to speak during the Welcome Reception
- Opportunity to take part in the Drink Ticket Sponsorship****

Sponsorships Continue on Next Page

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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
- Logo on the 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.

WiFi Sponsor $2,000

- Exhibit Table
- Sponsors name as the Network Password
- Name and/or logo on the WiFi signage

Attendee Giveaway Sponsor $1,500

- Half-page ad in the conference program
- Name and/or logo on the conference giveaway

General Session Speaker Sponsor $1,000

- Half-page ad in the conference program
- Sponsorship signage, special recognition, and speaker introduction privileges

Hotel Key Card Sponsor $1,000

- Half-page ad in the conference program
- Company Name/Logo/Ad on hotel key cards

Breakout Session Speaker Sponsor $500

- Quarter-page ad in the conference program
- Sponsorship signage and speaker introduction privileges

Door Drop Sponsor $500

- Opportunity to have a promotional item slid under the door of the conference attendees staying at the Embassy Suites Lexington/UK Coldstream
- Opportunity to have a promotional item placed at breakfast/lunch/welcome reception tables

Drink Ticket Sponsor $500

- Special mention in the conference program and on the exhibitor card
- Special signage during the Welcome Reception
- Opportunity to pass out drink tickets to attendees during the Welcome Reception
- Drink Ticket Sponsorship is only available when paired with the Welcome Reception Sponsorship****

Refreshment Break Sponsor $500

- Quarter-page ad in the conference program
- Sponsorship signage during the break

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REGISTRATION

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 30, 2027*** 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.

_____

_____

_____

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Hotel Information: Overnight Rooms

Embassy Suites Lexington/UK Coldstream - 1801 Newtown Pike, Lexington, KY 40511
Start Date: Monday, August 23, 2027
End Date: Wednesday, August 25, 2027
Last Day to Book: Saturday, July 24, 2027
Room Rate: $149/night
Book Your Room:
https://www.hilton.com/en/attend-my-event/khca-annual-conference-2027/

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REGISTRATION

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.

1st Choice _____

2nd Choice _____

3rd 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 30, 2027***

☐ Full-page Ad	$500	☐ Quarter-page Ad	$250	☐ Participant Bag Stuffer	$200
☐ Half-page Ad	$300	☐ Business Card Ad	$200	☐ Weblink (non-members)	$150

Sponsorship Opportunities

☐ Grand Sponsor	$4,000
☐ Keynote Speaker Sponsor	$2, 500
☐ Lanyard Sponsor	$2,500
☐ Program Sponsor	$2,000
☐ Cell Phone Charging Station Sponsor	$2,000
☐ Continental Breakfast Sponsor	$2,000
☐ Day One or Day Two Lunch Sponsor	$2,000
☐ Welcome Reception Sponsor	$2,000
☐ WiFi Sponsor	$2,000
☐ Attendee Giveaway Sponsor	$1,500
☐ General Session Speaker Sponsor	$1,000
☐ Hotel Key Card Sponsor	$1,000
☐ Breakout Session Sponsor	$500
☐ Door Drop Sponsor	$500
☐ Drink Ticket Sponsor	$500
☐ 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	$ _____
Total Amount Enclosed	**$ _____**

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 ___ ___ ___

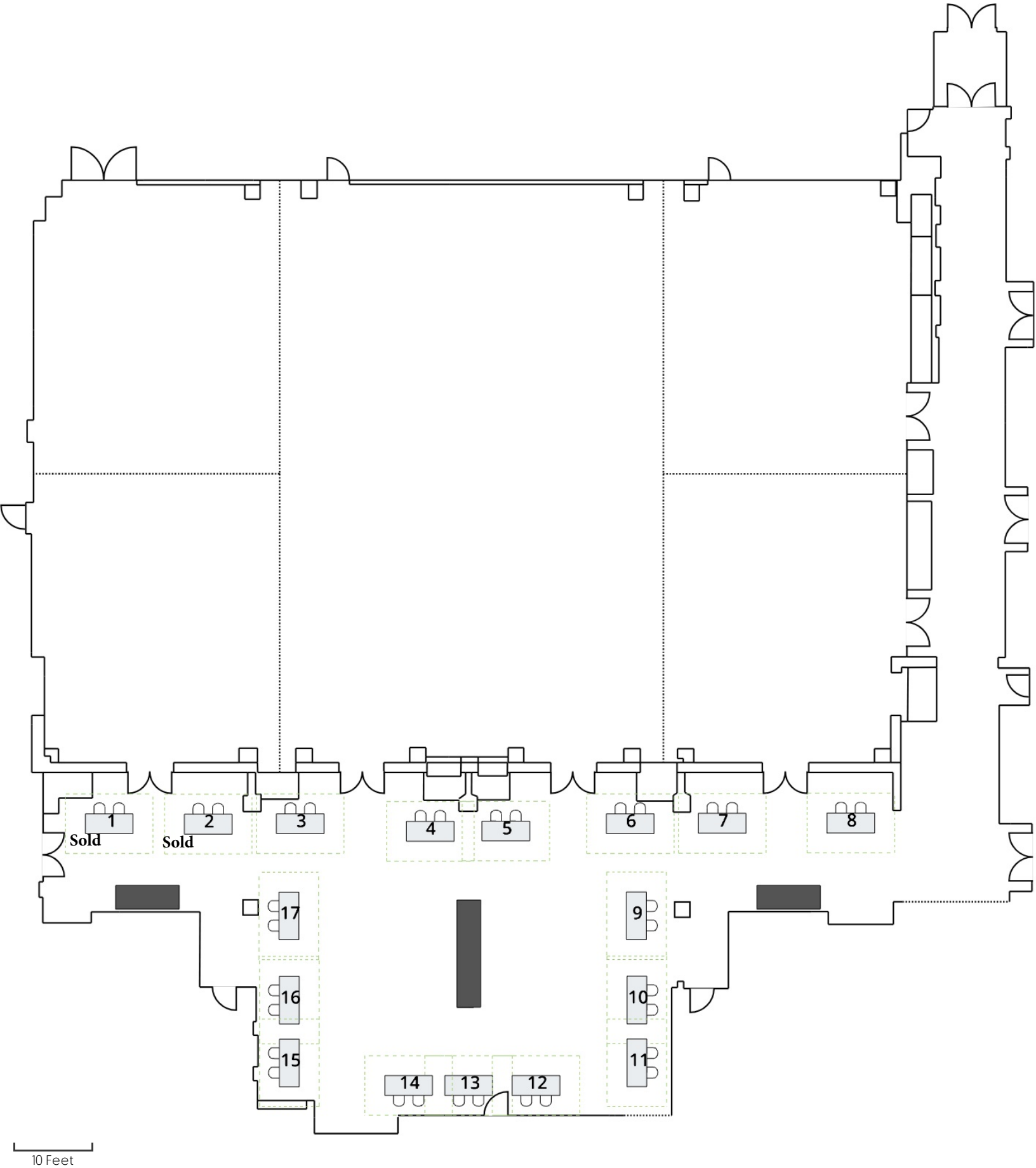
Name on Card _____

Signature _____

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

Address _____

City _____ State _____ Zip _____


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