EXHIBITOR & SPONSOR PROSPECTUS



Kentucky Home Care Association

Conference & Trade Show

September 30 - October 1, 2026

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:

- Exhibitor Information
- Adveresing Opportunities
- Sponsorship Opportunities
- Registration Form
- Trade Show Floor Plan



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 August 28, 2026
- 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

Wednesday, September 30th 8:00 am - 9:00 am

Trade Show Hours

Wednesday, September 30th

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

Thursday, October 1st 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

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, August 28, 2026. On and after August 7th contact Katie Ociepka (317) 775-6673 for availability.

Cancellation Policy

Should an exhibitor need to cancel their booth registration on or before Friday, August 7, 2026, the exhibit fee will be refunded. You will be charged a \$250 cancellation fee. After August 7th, 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 Wednesday, September 30th. 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.



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, August 28, 2026.*

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 S	\$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.



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

\$2,000

- ◆ 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

\$2,250

- ◆ Half-page ad in the conference program
- ◆ Name and/or logo on the conference lanyard
- Discounted sponsorshipcost:\$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

- 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



SPONSORSHIP OPPORTUNITIES CONTINUED

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- ♦ Weblink logo on www.khca.net
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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



REGISTRATION	Page 1
Company	
Contact	
Address	
City	State Zip Code
Phone	Fax
Email	Website
2 3	Email
50 words will be edited. Submission deadline	Email Email e printed in the official program of <i>no more than 50 words</i> . Descriptions over <i>is Friday, August 28, 2026</i> In addition to your description, your company name, I two company representatives with email addresses will appear in the conference

Hotel Information: Overnight Rooms

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

Start Date: Tuesday, September 29, 2026 **End Date:** Thursday, October 1, 2026

Last Day to Book: Tuesday, September 8, 2026

Room Rate: \$149/night Book Your Room:

https://www.hilton.com/en/attend-my-event/khca-annual-conference-2026/



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REGISTRA	TION					Page 2
Pricing KHCA Member \$800	Non-Member \$1,000			Every atter request. He made on a 1 st Che	your first three (3 mpt will be made owever, table assigned basis.	to honor your
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				3'" Cho	oice	
If you are attending if you are unable to a □ Full-page Ad □ Half-page Ad	\$300	rence and wan the official con arter-page Ad siness Card Ad	ference program. \$250 \$200	Deadline for A ☐ Partic ☐ Webli		\$200 \$150
Sponsorship O Grand Sponsor Keynote Speaker S Lanyard Sponsor Program Sponsor Cell Phone Chargin Continental Breakf Day One or Day Tw Welcome Receptic WiFi Sponsor Attendee Giveawa General Session Sp Hotel Key Card Spot Breakout Session S Door Drop Sponso Drink Ticket Spons Refreshment Break	ponsor \$ g Station Sponsor \$ fast Sponsor \$ for Lunch Sponsor \$ gy Sponsor \$ geaker Sponsor \$ ge	4,000 pro 2,500 The	Amount Exhibit Tabl Add'l Staff Program Ad EPS File Cre Sponsorship	not have EPS on be sent back Due e Fee x \$100/dake e vertising ation	\$s sy/person \$s \$s \$s	te your logo. khibitor for
katie2@khca.ne Fax registration f (317) 775-6674	orm & payment to: form & payment to	Card Expir Name	iture	le to KHCA 	American Expre	
Questions: (317) 775-6673	-or- katie2@khca.net	Addr	ess			

