
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:

-
- *Exhibitor Information*
 - *Registration Form*
 - *Advertising Opportunities*
 - *Trade Show Floor Plan*
 - *Sponsorship Opportunities*
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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 "1st paid, 1st 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 12th 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 12th, 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 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"	\$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.



Kentucky Home Care Association

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

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



Kentucky Home Care Association

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



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

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



Kentucky Home Care Association

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

REGISTRATION

Page 2

Pricing

KHCA Member	Non-Member
<input type="checkbox"/> \$800	<input type="checkbox"/> \$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 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	SOLD
<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	SOLD
<input type="checkbox"/> Welcome Reception Sponsor	\$2,000
<input type="checkbox"/> WiFi Sponsor	\$2,000
<input type="checkbox"/> Attendee Giveaway Sponsor	\$1,500
<input type="checkbox"/> General Session Speaker Sponsor	\$1,000
<input type="checkbox"/> Hotel Key Card Sponsor	\$1,000
<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	\$ _____
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 _____

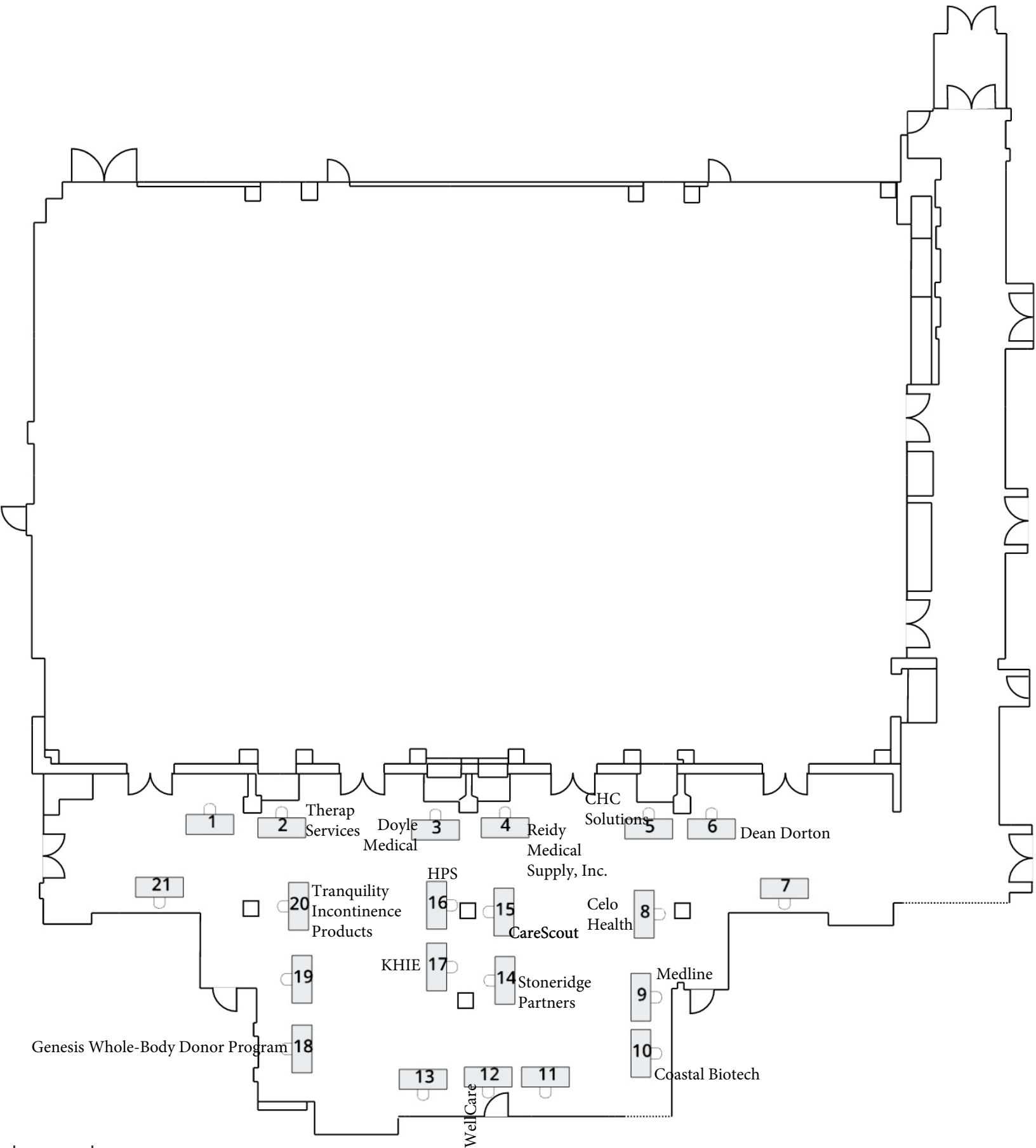
Name on Card _____

Signature _____

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

Address _____

City _____ State _____ Zip _____



Coldstream Ballroom + Pre-function for Test - November 25, 2019 at 12:00 PM