

Missouri Association of Homes for the Aging

Exhibitor Prospectus

The Future of Aging Services

MoAHA Annual Conference | September 22-24, 2010 | Lake Ozark

**Who
Decides?**



MoAHA Annual Conference & Exposition

September 22-24, 2010
Lodge of Four Seasons
Lake Ozark, Missouri



2010 Exhibitors Prospectus, Sponsorship & Advertising Opportunities

The Missouri Association of Homes for the Aging invites you to exhibit at our **41st Annual Conference and Exhibition**. The conference will be held at The Lodge of Four Seasons Resort, Lake Ozark, MO on **September 22-24, 2010**.

MoAHA understands how valuable vendors are to the success of our Annual Conference. Therefore, as a commitment to our exhibitors, we are making changes to this year's show by **expanding your exposure to attendees**. Conference attendees will have the opportunity to view the latest products, services, and technologies across the continuum of aging services. This annual meeting offers you a chance to reinforce your current customers and will provide you with opportunities for new target marketing.

This is your invitation to meet a select group of key-decision-makers. A variety of healthcare professionals will be in attendance. They include:

Administrators	Housing Managers	CEO's
Directors of Nursing	Department Directors	Support Staff
Community Service Providers	Executive Directors	

Where else could you meet so many qualified buyers on a single sales call? Save time and energy by meeting your target market in a one-on-one, face-to-face setting.

NEW SCHEDULE – The Exhibit Hall will open at 7:45 a.m. on Thursday morning, September 23rd with a breakfast for all attendees. The trade show will then re-open in the exhibit hall at 12:30 p.m. with lunch for all attendees. Also new this year, MoAHA will be offering a “Poolside Networking Reception” in appreciation of our exhibitors and sponsors. All registered attendees will be invited to attend. The reception will take place on Thursday evening, September 23rd from 5:30 p.m. – 7:30 p.m. giving you an opportunity to meet and mingle with attendees in a casual manner (*NOTE – no displays or handouts will be allowed – business cards only*). This reception is contingent upon sponsorship of the event.

Booth Details

Standard booths are 8' deep x 10' wide; *multiple booths may be purchased*. The backdrop of the booth is 8' and the side dividers are 36" high. The floor is carpeted and the ceiling is 15' high. 110-volt electrical outlets and additional supplies are available through Page & Brown Convention Services for an additional fee and must be ordered in advance. Order information will be sent with confirmation of booth payment.

To really make an impression to those who visit your booth, join our prize competition for best use of the masquerade-inspired conference theme “*The Future of Aging Services - Who Decides*”. Decorate your booth accordingly to catch the eye of those passing by!

Booth includes:

- Pipe and draperies
- 8 foot table draped and skirted
- Two chairs & one wastebasket
- Identification sign



Attendance

The exhibit hall is limited to individuals, business firms, manufacturers and dealers who have contracted and paid for space assignment. Representatives of non-exhibiting firms will not be admitted to the exhibit floor or conference site without payment in full of the Thursday non-exhibiting fee.

No admittance will be given to any person not officially registered for the MoAHA Annual Conference and Exposition. No guests of exhibiting companies will be admitted on the exhibit floor.



Booth Assignments

It is understood and agreed that all space will be assigned on a first-come, first-served basis determined by the date of receipt of contract and full payment. MoAHA reserves the right to change the booth floor plan and booth locations at any time. MoAHA reserves the right to assign exhibitors the best alternate space in the event that the first three choices are already reserved, and to make reasonable shifts in location. Each exhibiting company is required to insure itself against property loss or damage and against liability for personal injury.

Booth Fees & Cancellation Policy

Booth rental fee includes:

- Payment of the booth
- Booth furnishings
- Exhibit hall passes for two booth workers
 - o Breakfast and Lunch in exhibit hall
 - o Invitation to evening Exhibitor/Sponsor Reception



Exhibit hall passes for additional booth workers may be purchased for \$40.00 each.

The entire booth rental fee must accompany the contract. A refund will be made, **less a 10% handling fee**, if the cancellation is received in writing prior to August 13, 2010. **Cancellations after this date or failure to participate in the show will result in forfeiture of the entire fee.** Non-payment of space after this deadline will be interpreted to mean that the exhibiting company no longer wishes to reserve space and MoAHA reserves the right to sell this space to another company.

Member fee for exhibiting is \$535.00 and non-members fee is \$960.00 for an 8' x 10' booth space. You will receive a 10% discount if you reserve multiple booths.

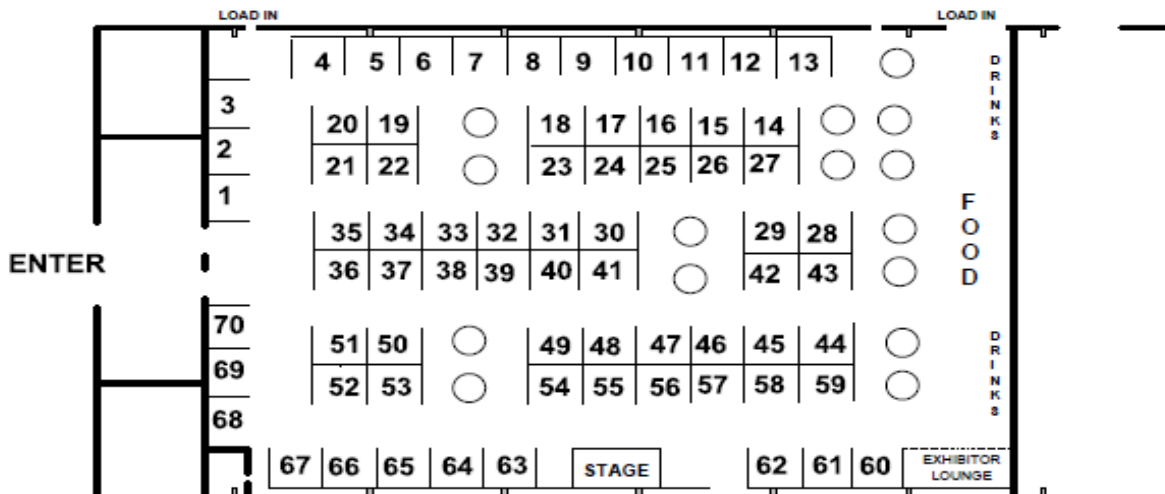
Non-members are encouraged to designate \$425.00 of their booth fee as a membership investment in MoAHA, which entitles you to enjoy membership benefits for the remainder of 2010. Booth fees do not include fees for the seminars, meals, entertainment, lodging, set-up costs, decorating, electrical, travel, etc.

Missouri Association of Homes for the Aging

BOOTH PLAN EXHIBITION AREA

September 23rd, 2010

LODGE OF FOUR SEASONS EXHIBIT HALL





Publicity

Exhibitors who register and pay in full by **May 31, 2010** will be recognized in the MoAHA newsletter, conference registration materials, on-site brochure and be acknowledged on the MoAHA website. Exhibitors who register by June 15, 2010 will be recognized in the MoAHA newsletter and in the on-site brochure, as well as be recognized on the MoAHA website.

Contractor Services

Lodge of Four Seasons will NOT accept freight. All shipping arrangements should be made through *Page and Brown Convention Services*, Osage Beach, MO. Service kits can be downloaded by going to www.pagebrown.com, click on Service Kits and enter the Show ID - MOAHA 10. If you have any questions, you may contact Steve Brown at (573) 348-5176.

Liability

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of the exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, its owner, and its management company, and the Missouri Association of Homes for the Aging, as well as their respective agents, servants and employees from any and all such losses, damages, and claims.

Lodging

Lodge of Four Seasons is a first-class resort located on the Lake of the Ozarks. You may visit their website at www.4seasonsresort.com to learn more about this resort. The conference hotel room rate is \$105.00 plus state and lodging tax for a single/double occupancy room. **To insure the conference rate you MUST make your reservations by August 22, 2010. This is a very strict deadline.** Make your reservation today by calling The Lodge of Four Seasons Reservations directly at 1-888-265-5500. Be sure to mention you are with the MoAHA conference to receive this special rate.

Conference Agenda

Wednesday, September 22, 2010

10:00 a.m. – 5:30 p.m. Educational Sessions
6:00 p.m. – 9:30 p.m. Cocktails & Dinner/Awards Ceremony
9:30 p.m. - ? Hospitality Suite
4:00 p.m. – 10:00 p.m. **Exhibitor Set-Up**

Thursday, September 23, 2010

6:30 a.m. - 7:45 a.m. **Exhibitor Set-Up**
7:45 a.m. – 9:00 a.m. **Exhibit Hall Opens with Breakfast Served in Exhibit Area**
9:15 a.m.– 10:45 a.m. Educational Sessions
11:00 a.m. – 12:30 p.m. Educational Sessions
12:30 p.m. – 2:00 p.m. **Exhibit Hall Open with Lunch Served in Exhibit Area**
2:15 p.m. – 3:45 p.m. Educational Sessions
4:00 p.m. – 5:30 p.m. Educational Sessions
5:30 p.m. – 7:30 p.m. **Networking Reception**
7:30 p.m. - ? Hospitality Suite
2:00 p.m. – 9:00 p.m. **Dismantle Exhibits**

Friday, September 24, 2010

8:00 a.m. – 12:00 p.m. **Deadline to Dismantle Exhibits**
7:30 a.m. – 8:30 a.m. Roundtable Breakfast
8:45 a.m. – 10:15 p.m. Educational Sessions
10:30 a.m. – 12:00 p.m. Educational Sessions
12:00 p.m. End of Conference





Sponsorship Opportunities

All sponsoring organizations will receive recognition in the MoAHA newsletter & on-site brochure. Other benefits include promotion of your web address in promotional materials, multiple verbal and signage acknowledgments during the conference. All sponsorship opportunities are on a first come, first served basis determined by the date of receipt of contract. In order to maximize exposure at the 2010 MoAHA Annual Conference, the following sponsorship opportunities are available:

CATEGORY	AMOUNT	BENEFITS
“Who Decides” Conference Sponsor	\$5,000	Thank you signage, banner*, verbal recognition at Opening Session and Wednesday evening events, and an exhibit booth in exhibit hall
Wednesday Luncheon	\$750	Thank you signage, banner*
Wed. Evening Dinner & Entertainment	\$1,000	Thank you signage, banner*
Awards Ceremony	\$1,000	Thank you signage, banner*
Wed. Night Hospitality Suite**	\$1,000	Thank you signage, banner*
Thursday Breakfast (<i>held in exhibit hall</i>)	\$1,000	Thank you signage, banner*
Thursday Lunch (<i>held in exhibit hall</i>)	\$1,000	Thank you signage, banner*
Thursday Networking Reception*** (<i>poolside - weather permitting</i>)	\$1,000	Thank you signage; exhibit booth in exhibit hall
Thursday Night Hospitality Suite**	\$1,000	Thank you signage, banner*
Friday Roundtable Breakfast	\$750	Thank you signage, banner*
Tote Bags	\$2,250	Logo on tote bags & literature insert in bag (<i>provided by sponsor</i>)
Name Badge Holders	\$1,750	Logo on badge holder
Keynote Presentations	\$850	Thank you signage, banner* & literature display table in room
Attendee Roster	\$600	Name/logo on roster
Exhibitor Roster	\$600	Name/logo on roster
Concurrent Educational Sessions	\$500	Thank you signage
Literature Insert	\$400	Flyer/brochure* in attendee tote bags
Refreshment Breaks	\$400	Thank you signage

*Sponsor must provide

**Suite is reserved by MoAHA and hosted by sponsor & MoAHA. Sponsorship is for refreshments & supplies. Sponsor can provide “imprinted” items.

***See next page for details on Thursday evening Networking Reception....





Unique Sponsorship Opportunity - (Networking Reception)

We all know nothing matches the persuasive power of talking and listening to prospective clients face-to-face. Our 2010 conference will provide you with a dynamic atmosphere to promote your business to conference participants. **But why not set your company apart** - Capture your audience’s attention by being a sponsor of the Networking Reception.

New this year is an opportunity to mingle with key aging service providers and other business firm members in a fun atmosphere. Sponsors of the Networking Reception will receive great exposure to a captive audience and access to your target market and the visibility you need to stand out from the competition.

Details – sponsors will be asked to provide a unique or fun component to the reception (examples: “build your own drink or dessert station; wine & cheese tasting station; hors d’oeuvres; massage relaxation station; games - wii; golf; carnival games; etc). With a little creativity and imagination the possibilities are endless.....

Multiple sponsors will be allowed. Sponsors will be responsible for working directly with The Lodge of Four Seasons in setting up the details of their “event” and all fees incurred. What a great way of saying thank you to the organizations who have supported your services throughout the years.

Sponsorship will include:

- Exhibit Booth in exhibit hall
- Recognition in the MoAHA newsletter and on-site brochure
- Thank you signage at the event
- Multiple verbal acknowledgements during the conference and promotion of this new exciting event



(please note – sponsor is responsible for all other costs associated with providing this sponsorship)

Advertising Opportunities

Advertising in MoAHA’s registration brochure is an excellent way to reinforce your commitment to MoAHA’s Annual Conference and Exposition. It is also a great way to have presence if you’re unable to participate in other ways.

The following advertising opportunities are available in the 2010 MoAHA Annual Conference & Exposition Registration brochure. The brochure will be mailed and/or emailed to long-term care providers in MO.

Outside Back Cover (Full Page)	\$550	Max. 7 1/2 in. wide x 10 in. high
Inside Front Cover (Full Page)	\$550	Max. 7 1/2 in. wide x 10 in. high
Inside Back Cover (Full Page)	\$550	Max. 7 1/2 in. wide x 10 in. high
Full Page	\$400	Max. 7 1/2 in. wide x 10 in. high
Half Page	\$250	Max. 7 1/2 in. wide x 5 in. high

*Error free digital files may be sent to Carol Hudspeth at carol@moaha.org.
Photographic images must be 600 resolution in the size that they are to be reproduced.



2010 Exhibitors Prospectus, Sponsorship & Advertising Opportunities

Organization: _____ Contact Person: _____
 Mailing Address: _____ City/State/Zip: _____
 Website: _____ Contact Person's Phone _____
 Contact Person's E-mail: _____ Fax: _____

FOR ON-SITE BOOK:

Please list the company name, representative, address and phone number **as it should appear in the final program, if different than above.** *If left blank, above information will be used.*

- List your top three choices of booths: 1st _____ 2nd _____ 3rd _____
- Please list companies you do not wish to be placed near: _____
- Please provide in 20 words or less a description of your products and/or services to be published in the onsite brochure at the 41st Annual Conference and Exposition. Please TYPE or PRINT CLEARLY. (MoAHA reserves the right to edit any material.)

Please check the following that apply to your organization:

- Exhibit hall pass for booth workers 1 and 2 FREE
 Name of booth worker # 1: _____
 Name of booth worker # 2: _____
 Address if different than above: _____

- Exhibit hall pass for booth workers 3, 4, 5, 6... \$40 per person x's ____ = \$ ____
 Names of additional booth workers: _____

- Thursday non-member* vendor registration without exhibiting \$985 per person x's ____ = \$ ____
- Thursday member* vendor registration without exhibiting \$625 per person x's ____ = \$ ____
- Wednesday Seminar Registration \$125 per person x's ____ = \$ ____
 (includes educational sessions & lunch)
- Wednesday Evening Awards Ceremony/Dinner \$55 per person x's ____ = \$ ____
- Friday Seminar Registration (includes breakfast) \$90 person x's ____ = \$ ____
- \$535 Member fee for booth
- \$960 Non-member fee for booth
- If you DO NOT wish to credit \$425 of your \$960 payment as a membership investment in MoAHA for the remainder of the 2010 calendar year, check this box.*

*If unsure of member status, please e-mail Dorothy Dudenhoeffer at dorothy@moaha.org.





2010 Exhibitors Prospectus, Sponsorship & Advertising Opportunities

Sponsorship / Advertising Opportunities

All sponsorship/advertising opportunities are on a first come, first serve basis determined by the date of receipt of contract.

I want to be a 2010 sponsor in the following categories:

- | | | | |
|--|---------|--|---------|
| <input type="checkbox"/> Who Decides Sponsor | \$5,000 | <input type="checkbox"/> Exhibit Hall Breakfast | \$1,000 |
| <input type="checkbox"/> Tote Bags | \$2,250 | <input type="checkbox"/> Exhibit Hall Lunch | \$1,000 |
| <input type="checkbox"/> Thurs. Networking Reception | \$1,000 | <input type="checkbox"/> Keynote Presentations | \$ 850 |
| <input type="checkbox"/> Thurs. Night Hospitality | \$1,000 | <input type="checkbox"/> Friday Roundtable Breakfast | \$ 750 |
| <input type="checkbox"/> Name Badge Holders | \$1,750 | <input type="checkbox"/> Wednesday Luncheon | \$ 750 |
| <input type="checkbox"/> Wednesday Night Hospitality | \$1,000 | <input type="checkbox"/> Attendee Roster | \$ 600 |
| <input type="checkbox"/> Awards Ceremony | \$1,000 | <input type="checkbox"/> Exhibitor Roster | \$ 600 |
| <input type="checkbox"/> Wed. Dinner & Entertainment | \$1,000 | <input type="checkbox"/> Concurrent Education Sessions | \$ 500 |
| <input type="checkbox"/> Refreshment Breaks | \$ 400 | <input type="checkbox"/> Literature Insert in tote bag | \$ 400 |

I want to advertise in the 2010 conference registration brochure in the following category:

- | | | | |
|---|-------|------------------------------------|-------|
| <input type="checkbox"/> Outside Back Cover | \$550 | <input type="checkbox"/> Full Page | \$400 |
| <input type="checkbox"/> Inside Front Cover | \$550 | <input type="checkbox"/> Half Page | \$250 |
| <input type="checkbox"/> Inside Back Cover | \$550 | | |

Payment for Exhibit Booth & Sponsorship & Advertising

Exhibit Fee: \$ _____ Sponsorship Fee: \$ _____ Advertising Fee: \$ _____

TOTAL PAYMENT: \$ _____ Company Name: _____

Type of payment: Check Visa MasterCard

Credit Card #: _____ Expiration Date: _____

Signature _____

Please PRINT name on card: _____

Billing Address: _____

The terms and conditions printed in the Exhibitor's Prospectus/ Sponsorship/Advertising Opportunities brochure are hereby incorporated by reference and we agree to be bound by them. We agree that the booth space assigned to us shall be accepted by us. MoAHA is authorized to reserve exhibit space as indicated above for use by our organization. All sponsorship opportunities are on a first come first serve basis. You will be notified if the sponsorship you requested has already been reserved.

Signature: _____ Date: _____

Please make checks payable to MoAHA and mail with the completed application to:
MoAHA ~ 3412 Knipp Drive, Suite 102 ~ Jefferson City, MO 65109.

Applications may be faxed to (573) 635-6618 only if payment is by Visa or MasterCard.
For more information, visit www.moaha.org or e-mail carol@moaha.org.

For MoAHA Use Only

Exhibit Amount: _____	Sponsorship Amount: _____	Advertising Amount: _____
Total Amount: _____	Date Received: _____	Check #: _____

