

### What is the Washington Health Care Association?

WHCA is the largest long-term care association in Washington. Membership includes assisted living and skilled nursing facilities and associate business professionals. Members join WHCA in an effort to provide quality care for the senior and disabled population of Washington. The annual tradeshow is one venue for providers to gain awareness of innovative products and services to aid them in their pursuit of quality.

### Who attends the WHCA Annual Convention?

The WHCA Annual Convention and Exhibition attracts approximately 350 attendees including administrators, owners, nurses, direct care providers, dietary staff, maintenance personnel and administrative personnel.

### Why should I exhibit at the WHCA Convention and Exhibition?

One would have to travel for weeks across Washington to receive the same exposure possible at the WHCA Annual Convention and Exhibition. At the show, attendees have the opportunity to see and experience things up close; they can discuss products and services or ask questions and collect samples so that they can take the experience home with them. Your participation in the WHCA Annual Convention and Exhibition allows you to network with hundreds of providers as well as to socialize with them on the golf course or during evening events if you so choose.

### What is included with my Exhibit?

Each exhibiting company will receive the following:

- An 8-foot Deep by 10-foot Wide Booth Space
- 8-foot Back Drapery and 3-foot Side Drapery
- Company Identification Sign
- Skirted Table and Two Chairs
- Standard electrical access (500 watts of 110 power)—if requested!
- Move-in refreshments, 2 Awards Lunch tickets and access to the convention educational sessions.
- An Attendee List
- Access to other exhibit services such as internet access, carpet, booth storage, etc., through our decorating company, LCD Expo.

### What is the cost of exhibiting?

**WHCA Associate Business Members \$725**

*The same price again this year!*

**Prospective AB Members \$1350**

*Potential members can join **and** exhibit for less than the cost of a non-member exhibit rate if they desire.*

### How do I secure a booth?

Complete the exhibit space application enclosed or online at [www.whca.org](http://www.whca.org) and send it in with a non-refundable \$200 deposit! You may send it via USPS or facsimile to the following:

**WHCA**  
**Attention: Tradeshow Coordinator**  
**303 Cleveland Avenue SE, Suite 206**  
**Tumwater, Washington 98501**  
**Fax: (360) 754-2412**

### What is the theme of this year's event?

This year's convention theme, "There's No Place Like Home—Providing Happy, Healthy, Homelike Communities", is focused on making our residents feel at home. This year's convention will be marketed, decorated and promoted around the Wizard of Oz theme as we focus on *there's no place like home*. **As in past years, all exhibitors will have an opportunity to win a complimentary booth for 2010.** A panel of judges will select the best decorated and themed booth.

### What is the schedule for Exhibitors?

Exhibitors are invited to participate in the WHCA-PAC Spring Golf Invitational and support the PAC, to attend educational sessions at no additional cost, and to purchase tickets to luncheons and evening entertainment events.

#### Monday, May 17, 2010

12:00 noon-ish WHCA PAC Spring Golf Invitational  
6:00 p.m. *The Tornado* Pre-Convention Barbecue  
9:00 p.m. Hospitality Suite

#### Tuesday, May 18, 2010

8:00 a.m. Educational Sessions  
12:30 p.m. *Ruby Slippers* Networking Lunch (Tickets Available)  
6:30 p.m. WHCA-PAC Fun Night  
*The Davenport Hotel*

#### Wednesday, May 19, 2010

8:30 a.m. Exhibitor move-in—get ready for the show!  
12:00 noon *The Yellow Brick Road* Awards Luncheon (2 complimentary tickets for each exhibiting company; additional tickets available for purchase)  
1:30 p.m. Tradeshow opens!  
5:00 p.m. Trade Show Closes with Grand Prize Drawing  
5:00 p.m. Tear-down and Move-out Begins  
7:00 p.m. Somewhere Over the Rainbow Fun Night

#### Thursday, May 20, 2010

8:30 a.m. Educational Sessions  
12:00 noon Convention Adjourns

### Where do I stay in Spokane?

**The Davenport Hotel** is this year's convention host. You can call the hotel directly to reserve your room. *Be sure to mention you are with the WHCA Annual Convention* to receive the reduced rates negotiated for our group.

**The Davenport Hotel**  
**10 S Post Street**  
**Spokane, Washington 99201**  
**Telephone: (509) 455-8888**

### Can I sponsor an event or give-away item?

Each year we are asked if there are opportunities to sponsor a convention function or event. **Absolutely!** Any help we receive to make the convention even more fun and exciting is greatly appreciated. Your company will get added recognition and a great return on your marketing dollars.

With sponsorship, you will receive recognition as a convention sponsor on convention signage and other convention-related materials; exclusive recognition at the event you sponsor (we encourage you to have a representative present); recognition in the *Intercom* and on our website; and recognition in the convention promotional brochure.

### Choose from the following sponsorships, or contact WHCA for additional opportunities!

#### Awards Luncheon - \$2000

The sponsoring company will be given time to greet everyone in attendance at the Awards Lunch in addition to all of the recognition in convention promotional materials and on-site signage.

#### Refreshment Break - \$500

The sponsoring company will be recognized with signage during the refreshment break as well as in promotional materials for the convention.

#### Continental Breakfast - \$1000

Help us start the morning right and sponsor a continental breakfast for attendees. We have opportunities for Tuesday, Wednesday or Thursday.

#### Grand Prize Give-Away - \$2500 (4 left)

Be part of the big grand prize give-away and sponsor the variety of prizes that will be given. This year, ten people will walk away with a grand prize! Sponsoring companies will help with the drawing as well as be recognized in promotional materials.

#### Educational Session - \$500

Your company logo will be on all signage for the educational event sponsored, and a representative will be invited to introduce the speaker.

#### Convention Brochure - \$2500

Your company will be the only company with an advertisement in the convention brochure—a full color, back cover ad. The brochure is distributed to all facilities in Washington (both member and non-member) as well as owners and associate businesses.

#### Meal Prizes - \$500

We give away prizes at every meal function—your company would be recognized at each as we give away fun stuff!

#### Convention Guide - \$1000

Attendees rely on their convention guide to help them determine which classes to attend and where to find them. Your company could be highlighted in full color on the back of the convention guide this year!

**Other sponsorship opportunities are available;** contact Brenda Orffer at the WHCA office to discuss an opportunity that is right for your company and your budget.

### Who will be decorating and handling special requests?

Our decorator this year is Triumph Expo. They will be responsible for setting up all of the pipe and drape, receiving shipments, accommodating special requests such as additional power, booth set up, etc. You will receive an exhibitor kit from them during the month of March 2010, outlining what services they have and how you can take advantage of them. If you have questions prior to receiving an exhibitor kit, you can contact them at:

**LCD Expo**  
**220 E Augusta Avenue**  
**Spokane, Washington 99207**  
**Telephone (508) 325-9656**

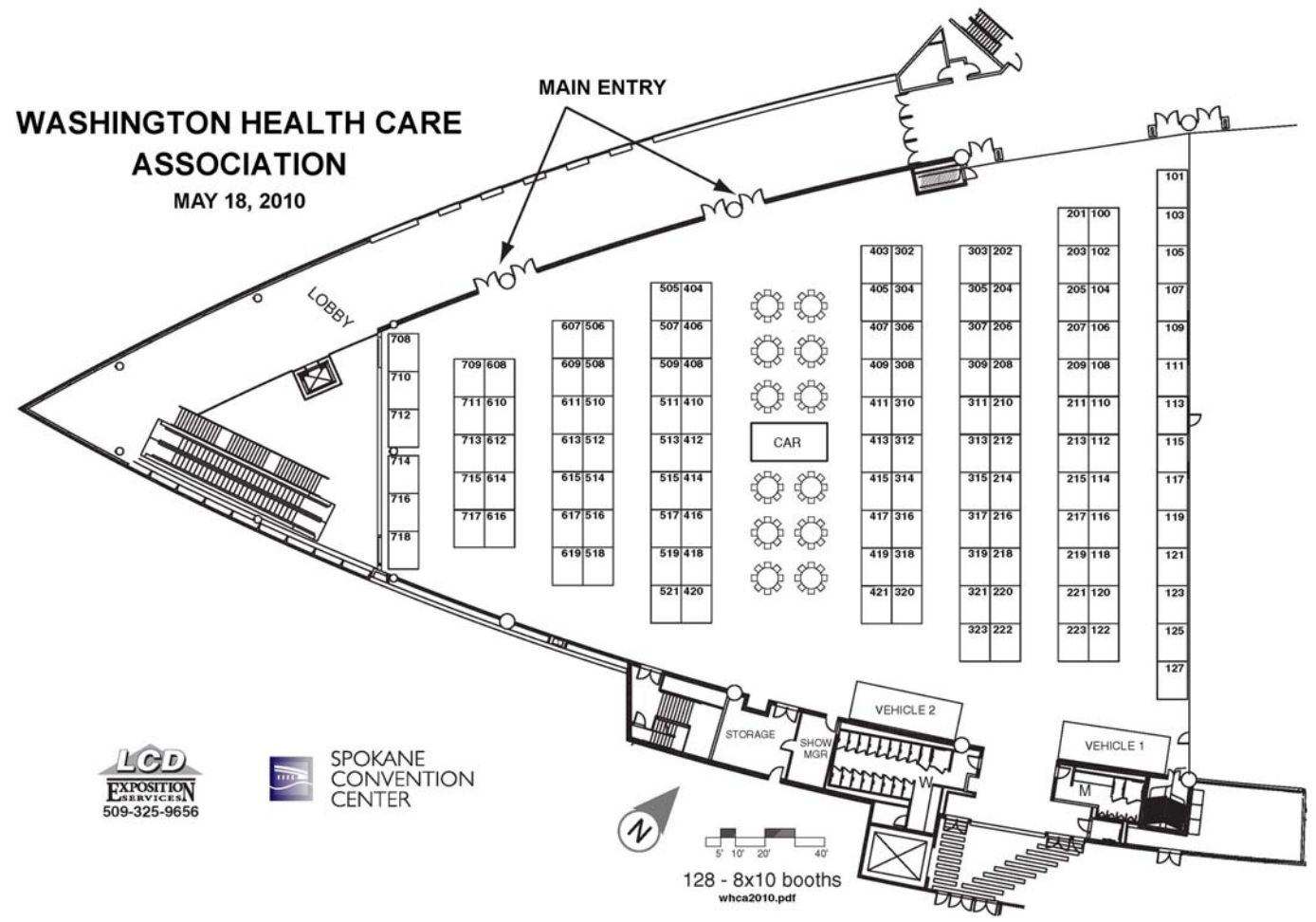
### What if I have to cancel?

We understand that things happen that might prevent your participation after you have registered for a booth. In the event you need to cancel, we must receive notification in writing that you are unable to attend. Cancellations received in writing prior to April 1, 2010, are subject to a \$100 cancellation fee. After April 1, 2010, you will not be entitled to any refund or credit; you will be responsible to pay entirely for the exhibit space reserved.

### Terms and Conditions

1. Payment must be received at least 4 weeks prior to the event.
2. You must be a member in good standing (i.e. membership dues current) for membership rate to be applied. You will be charged at the non-member rate until your membership dues have been paid in full. WHCA reserves the right to retroactively charge the non-member rate to any company/individual who has not paid their membership dues within 30 days of the event.
3. To secure your booth space, complete the Exhibit Space Application and submit it to WHCA. Payment for the booth is due immediately. WHCA reserves the right to determine final booth assignment.
4. WHCA reserves the right to decline or prohibit any exhibit or any part of an exhibit, exhibitor or exhibitor representative that is not suitable to and in keeping with the character of the Exhibition. No sharing, subletting or assignment of space will be permitted without prior written approval.
5. Neither WHCA nor any venue hosting a WHCA event nor any of its officers, agents, employees or other representatives shall be held liable for, and they are hereby released from liability, for any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause.
6. So that aisles and visibility are unobstructed, exhibits must be arranged so that they are completely within the allotted space. Ample space must also be provided within the booth for all exhibitor personnel. Exhibitors planning to build or install their own displays must limit height to eight feet. Exhibits must conform to the size of this space and must be of such a character or arrangement so as not to obstruct the view or interfere with the exhibits of others. Displays having unfinished or unsightly exposures at the rear or sides must be acceptably covered at the exhibitor's expense to the satisfaction of WHCA.
7. No one will be permitted in the exhibit hall, meeting rooms or other show and conference areas without a name badge.
8. Exhibits must be properly staffed during all exhibit hours. Exhibitors shall not enter into another exhibitor's space without invitation. Exhibitors or any of its representatives shall not conduct themselves in a manner offensive to standards of decency or good taste.
9. Exhibitors will be notified in advance of trade show of the set up and tear down times. In the interest of public safety and show continuity, no exhibit booth or display shall be dismantled or packed prior to the official closing of the exhibition.
10. All materials and installations must conform to the requirements of the building and inspection authorities having local jurisdiction. All vehicles must have fuel tanks drained, fuel filler pipe openings locked or taped shut, and batteries disconnected. The operation of combustible engines, propane tanks or other combustible gas containers may NOT be used or stored on the premises.

**WASHINGTON HEALTH CARE ASSOCIATION**  
MAY 18, 2010



128 - 8x10 booths  
whca2010.pdf

**Things to Consider...**

When completing the Exhibit Space Application, please refer to the map above to select your preferred booth choices. Booths will be assigned on a first-come, first-served basis. We will try to accommodate your preferred spaces; however, we do reserve the right to place exhibitors in any location based on space and availability.

Please provide information with regard to any exhibiting company you prefer not to be close to on the tradeshow floor. Again, we will do our best to accommodate competitors; however, we reserve the right to place companies according to space and availability.

Remember that while the tradeshow takes place on Wednesday, there are events and educational sessions that will begin on Monday and Tuesday. As an exhibitor, we welcome you to sit in on educational sessions and to purchase tickets to special meals and social events. You may also purchase a convention flash drive containing all of the educational handout materials for \$25.00. Simply check off the selection box on the Exhibit Space Application.

This year's tradeshow will be at the Spokane Center, and housing accommodations will be at The Davenport Hotel. Remember to mention you are with the WHCA convention in order to receive our negotiated discounted rate.

Please be sure to communicate any special needs or requests with regard to your booth set-up and the shipping of your materials with LCD Expo.

Finally, consider this. If we did not have your support and participation, our convention would lack pizzazz and flair. We appreciate your involvement and dedication to the long term care providers of Washington. THANK YOU!

**Exhibit Pricing**

- WHCA Associate Business Members**      **\$725**
- Potential Associate Business Members**      **\$1350**

**Exhibit Features**

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**Any Questions?**

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Email [brendaorffer@whca.org](mailto:brendaorffer@whca.org)

*There's No Place Like Home*  
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*Washington Health Care Association*  
*Annual Convention and Exhibition*  
*May 17-20, 2010*  
*The Davenport Hotel and Spokane Center*  
*Spokane, Washington*

