

California Association for Health Services at Home



**MONEY MATTER\$: INVESTING IN THE FUTURE**

# Annual Conference & Home Care Expo May 4 - 7, 2010

Sacramento  
Convention Center



**MONEY MATTER\$:  
INVESTING IN THE FUTURE**

[www.CAHSAH.org](http://www.CAHSAH.org)



# CAHSAH's 2010 Annual Conference & Home Care Expo



## CAHSAH Overview

The California Association for Health Services at Home (CAHSAH) is the leading statewide home care association in the nation and the voice of home care for the western United States.

CAHSAH represents more than 450 members and 900 locations who are direct providers of health and supportive services and products in the home.

Our provider members represent Medicare certified home health agencies, licensed home health agencies, hospices, private duty organizations, home medical equipment providers, home infusion pharmacy providers, and interdisciplinary professional services.

The affiliate members include computer companies, consulting firms, insurance providers, and suppliers.

## Conference Schedule

### Tuesday - May 4

- 1:30 pm - 6:00 pm Registration Desk Hours
- 2:30 pm - 4:00 pm Pre-conference Bonus Session
- 4:00 pm - 6:00 pm Welcome Reception

### Wednesday - May 5

- 8:00 am - 5:00 pm Registration Desk Hours
- 8:00 am - 9:00 am Breakfast
- 9:00 am - 10:00 am Keynote Speaker
- 10:15 am - 11:45 am Education Sessions
- 12:00 pm - 1:30 pm Business Luncheon
- 1:45 pm - 5:00 pm Education Sessions
- 5:00 pm - 7:00 pm Expo Grand Opening
- 7:30 pm - 11:30 pm PAC Special Event

### Thursday - May 6

- 7:30 am - 5:00 pm Registration Desk Hours
- 7:30 am - 8:30 am Breakfast
- 8:30 am - 9:30 am Keynote Speaker
- 9:45 am - 11:15 am Education Sessions
- 11:30 am - 12:30 pm Awards Luncheon
- 12:30 pm - 1:30 pm Dessert in Exhibit Hall
- 1:45 pm - 5:00 pm Education Sessions
- 5:00 pm - 7:00 pm Expo Finale Reception

### Friday - May 7

- 8:00 am - 10:30 am Registration Desk Hours
- 8:00 am - 9:00 am Breakfast
- 9:00 am - 10:00 am Keynote Speaker
- 10:15 am - 11:45 am Education Sessions

## "MONEY MATTER\$ - INVESTING IN THE FUTURE"

Dear Prospective Exhibitor:

The Sacramento Convention Center and The Hyatt Regency Hotel are the host facilities for CAHSAH's 2010 Annual Conference and Home Care Expo, May 4-7. Our theme "Money Matter\$: Investing in the Future" is quite appropriate, capturing the ever-increasing need to make available tools and resources to create efficiencies for the home care industry.

CAHSAH is committed to bringing together buyers and sellers of home care products and services, and one of the most effective ways is through our annual conference and expo. What better place to capture the attention of 400+ providers, the majority of whom are agency decision makers? It's the perfect setting to:

- ▶ Launch/Showcase new products and services
- ▶ Create visibility
- ▶ Demonstrate your support of the home care industry
- ▶ Survey the needs of current and prospective members
- ▶ Sponsor and participate in educational sessions

The Convention Center will house all the conference events – educational sessions, conference meals, keynote speaker presentations and the home care expo -- all of which are in close proximity. This prospectus provides the information necessary to participate as an exhibitor and a sponsor/advertiser. Now is the time to let our staff know how we can assist you in your selection. CAHSAH values our exhibitors and greatly appreciates your contribution to the success of our conference.

Think about spending a couple of extra days to tour Sacramento, the City of Trees – we're not just a 'Cow Town' anymore. We invite you to join us at the 2010 CAHSAH Annual Conference and Home Care Expo.

Sincerely,

**Brittnei Salerno, Chair  
Board of Directors**

**Kay Kallas, Chair  
Conference Planning Committee**

**Joseph H. Hafkenschiel, President  
CAHSAH**





# Exhibitor Information

## Exhibitor Hours

### Wednesday, May 5, 2010

1:00 pm - 5:00 pm Exhibitor Move-In  
5:00 pm - 7:00 pm Expo Grand Opening Reception

### Thursday, May 6, 2010

12:30 pm - 1:30 pm Dessert In Exhibit Hall  
5:00 pm - 7:00 pm Expo Closing Reception & Prize Drawing  
7:00 pm - 10:30 pm Exhibitor Tear Down

## Location of Home Care Expo

The Sacramento Convention Center and Hyatt Regency Hotel in Sacramento, California, is located approximately 12 miles / 15 minutes from the Sacramento International Airport.

## Accommodations

The Hyatt Regency Sacramento is pleased to offer a room rate of \$178.00 Single/Double to CAHSAH Exhibitors and Attendees. The special Conference Rate is available through 4/12/10, so please reserve your room to ensure your guaranteed group rate. Mention your participation with the CAHSAH 2010 Annual Conference when making reservations at the Hyatt Regency Sacramento.

Hyatt Regency Sacramento  
At Capitol Park  
1209 L Street  
Sacramento, CA 95814  
(916) 443-1234

## To Reserve Booth Space

Please carefully read the Exhibit Terms and Conditions included in this booklet. Review the enclosed floor plan or visit [www.CAHSAH.org](http://www.CAHSAH.org) to select your desired booth space, and complete the Exhibitor Booth Application. Booth reservations are not guaranteed until payment has been made in full. Booths will be assigned on a first come, first served, first paid basis.

Return your completed form with payment to CAHSAH; 3780 Rosin Court, Suite 190, Sacramento, CA 95834-1644, or via fax to (916) 641-5881.

Contact Michele Lander for more information at (916) 641-5795, ext. 129 or [mlander@cahsah.org](mailto:mlander@cahsah.org).

## As an Exhibitor you will receive:

- ▶ **One full conference registration per booth** - \$165, meals included - a savings of \$340 (**must be pre-registered; no on-site registration**).
- ▶ Listing on our online floor plan located on the conference website, which includes a logo and website link.
- ▶ Your company contact information/description listed in the official conference program.
- ▶ Pre-conference and post-conference attendee list.
- ▶ Booth space (8' deep x 10' wide).
- ▶ One sign (7" x 44") with your name and booth number.
- ▶ 8' high back wall drape and 3' side rail drape.
- ▶ Event security during non-exhibit hours.
- ▶ Three complimentary expo hall badges for booth personnel (**must be pre-registered**). Up to 3 additional badges may be purchased separately - \$35 each.
- ▶ Exhibitor service kit from Steele Tradeshow Services.
- ▶ Lunches are available for purchase at \$60 per person, limit 2 per booth (**must be pre-registered; no on-site registration**).

## Prices

### Early Bird - Received by 2/26/2010

	Standard	Premium
Member	\$1,100	\$1,200
Non-Member	\$1,600	\$1,700

### Received after 2/26/2010

Member	\$1,250	\$1,350
Non-Member	\$1,750	\$1,850

## Space Assignment

Assignment of booth space is based on the time and date that a signed and paid application is received. If one of your four top choices for space is not available, we will make the best alternate selection on your behalf. Every attempt will be made to ensure that competing businesses are not adjacent to another. There is no limit on the number of spaces that an exhibitor may request.

## Set Up and Tear Down

Exhibitors may begin setting up their booths at 1:00 pm on Wednesday, May 5. All heavy move-ins must take place between 1:00 pm and 5:00 pm on Wednesday. In order to protect the integrity of the show, any exhibit space not occupied by 5:00 pm on Wednesday, May 5, will be forfeited, and the space may be sold or reassigned by CAHSAH without refund. Prior approval is required for delayed occupancy. Tear down is Thursday, May 6, from 7:00 pm to 10:30 pm.

## Early Dismantling

Inspections will be made throughout the show. Any exhibit dismantled or partially dismantled before the close of the show will be charged \$200. This includes the final remaining minutes of the show. As a professional courtesy to other exhibitors, please do not tear down booths until after the show has been officially closed at 7:00 pm on Thursday, May 6th.

## Cancellation Policy

Should an exhibitor need to cancel a space reservation, written notice of the cancellation is required. A cancellation causes substantial disruption in the assignment of booth space and in the planning of the show. A 20% administrative fee will be withheld from exhibitors who cancel before March 5, 2010. A 50% administrative fee will be withheld from exhibitors who cancel between March 6 and April 5, 2010. Exhibitors who cancel after April 5, 2010, will forfeit all fees and the right to occupy exhibit space.

## Sell Outs

It is possible that the number of requests for booth space will exceed available space. If space runs out, you can be placed on a waiting list.

## NOT included in booth fee

- ▶ Electricity
- ▶ Internet
- ▶ Booth Furnishings (i.e. table, chairs, carpet)
- ▶ Fork Lift Service
- ▶ Vehicle Spotting Fees
- ▶ Meals
- ▶ Janitorial Service
- ▶ Installations
- ▶ Freight/Shipping

## Traffic Builders

CAHSAH encourages conference attendees to visit the exhibit hall by offering:

- ▶ Dedicated exhibit hours.
- ▶ Hosted receptions in the exhibit hall for all attendees on Wednesday and Thursday evenings.
- ▶ Dessert in the exhibit hall on Thursday afternoon.
- ▶ Prize giveaways.

## Services Contractor

Steele Tradeshow Services is the official, full-services show contractor. Shipping and handling of materials, furniture, labor, drayage, electrical and other booth furnishings may be ordered from:

**Steele Tradeshow Services**  
77-775 Jackal Drive, Suite C  
Palm Desert, CA 92211  
Phone: (760) 360-7722  
Fax: (760) 360-1717  
[www.steeletradeshows.com](http://www.steeletradeshows.com)



# Exhibitor Booth Application

- Application Deadline is April 5, 2010 -



**Use this two-page application form to reserve a booth for the home care expo.**

*SAVE by sending in your form before the early bird registration deadline - February 26, 2010.*

If you miss the April 5, 2010, deadline, you may still be able to get a booth (space permitting). However, a late fee may apply. Contact Michele Lander for more information.

## Memberships

Membership must be current in order to reserve a booth at member rate. If your company is not a current member and would like to join, please go to: [www.CAHSAA.org](http://www.CAHSAA.org)

## Confirmations

You will receive an email confirming your exhibitor booth application.

## On-site Registration/Changes

Changes and additions to exhibit booth staff list will not be accepted after April 5, 2010. However, you may purchase additional name badges onsite (total of 6 staff maximum per booth allowed).

## Returns and Refusals

CAHSAA will assess a \$25 fee for any check returned by the bank. CAHSAA will not process applications on credit cards declined by the bank, and you will be notified of the problem.

## Cancellations

Written notice of cancellation is REQUIRED.

Cancellations received by: March 5, 2010 - CAHSAA will assess a 20% cancellation fee of total application.

Between March 6, 2010 and April 5, 2010 CAHSAA will assess a 50% cancellation fee of total application.

After April 5, 2010 - No Refunds (Exhibitors will forfeit all fees).

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Web Address \_\_\_\_\_

Contact Name \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

On-Site Contact Name \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

## **Exhibit Booth Staff** (three complimentary name badges included)

The exhibit booth fee includes three complimentary badges. Please indicate names of company individuals working the booth; repeat contact name above if that person is also working the booth. Badges for additional staff may be purchased at \$35 each. Add their names in the space provided below.

1 (Name, Title, and E-mail) -- complimentary badge

2 (Name, Title, and E-mail) -- complimentary badge

3 (Name, Title, and E-mail) -- complimentary badge

(Name, Title, and E-mail) -- additional booth staff @ \$35.00 / badge

(Name, Title, and E-mail) -- additional booth staff @ \$35.00 / badge

(Name, Title, and E-mail) -- additional booth staff @ \$35.00 / badge

Check here if any of your staff has a disability and may require reasonable accommodation(s) to fully participate in expo activities. You will be contacted to discuss your specific needs.

## **Exhibit Booth Preference**

Provide preferred booth numbers in the spaces below. Booths are assigned in order of receipt of contract and payment. See exhibit floor plan on page 6 for booth numbers or online at [www.CAHSAA.org](http://www.CAHSAA.org).

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_ 4th Choice \_\_\_\_\_

## **Adjacent Booths**

To help us in assigning location for exhibit space, please list names of companies you do not wish to be near. This is critical information for space assignments.

## **Program Guide Description / Logo**

Provide your **LOGO** and a **25 word company or product description** to be printed in the official program; entries over 25 words may be edited. In addition, your company name, and web address, as noted above, will appear. If you were a 2009 exhibitor, your 2009 description and logo will be used unless otherwise provided. **Please email to [mlander@cahsaa.org](mailto:mlander@cahsaa.org) by April 1, 2010.**



# Exhibitor Booth Application

- Application Deadline is April 5, 2010 -



Exhibitors receive one full conference registration per booth - \$165, meals included - a savings of \$340 (must be pre-registered; no on-site registration).

Additional lunches are available for purchase at \$60 per person, limit 2 per booth (must be pre-registered; no on-site registration).



### Participate in CAHSAH's 2010 Exhibitor Raffle

Prizes will be raffled Thursday evening. CAHSAH will provide information and instructions regarding prize drawings and announcements during the event.

#### Questions on raffle prizes?

Contact Michele Lander at (916) 641-5795 or mlander@cahsah.org



Repeat Company Name Here \_\_\_\_\_

### Fees

**Total Cost of booth (see below)** \$ \_\_\_\_\_

*If your company is not a current member, you must pay the non-Member booth fee. Or you may join CAHSAH by applying online at www.CAHSAH.org and paying the membership dues.*

**Additional name badges @ \$35.00 each** \$ \_\_\_\_\_

**TOTAL AMOUNT DUE \$** \_\_\_\_\_

### Method of Payment (Pre-payment is REQUIRED)

\_\_\_\_\_ Check # \_\_\_\_\_ (make check payable to CAHSAH)

\_\_\_\_\_ Charge (Circle Type)      Visa      MasterCard      American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder Name (please print) \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

### Contract Signature (Contract deadline: April 5, 2010)

The undersigned hereby requests exhibit space for the 2010 CAHSAH Exhibit Show to be held at the Sacramento Convention Center, Sacramento, CA, May 5 & 6, 2010. I understand that this application becomes a contract when signed and accepted by CAHSAH. I agree to abide by all terms and conditions of the exhibit. I understand that no refunds will be made for cancellations postmarked after April 5, 2010, and that all requests for cancellations and refunds must be in writing. I understand that all fees must be paid in order to reserve a booth space.

\_\_\_\_\_  
Name & Title (Please Print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

### Booth Prices

#### Early Bird (received by 02/26/2010)

8' x 10'

	Standard	*Premium Booths
<input type="checkbox"/> Member	\$1,100	\$1,200
<input type="checkbox"/> Non-member	\$1,600	\$1,700

#### Standard Registration (received after 02/26/2010)

8' x 10'

<input type="checkbox"/> Member	\$1,250	\$1,350
<input type="checkbox"/> Non-member	\$1,750	\$1,850

\*For Premium locations, see floor plan on page 6 or online at www.CAHSAH.org.



# Exhibitor Floor Plan

**2010 Annual Conference & Home Care Expo**  
 Sacramento, CA  
 (91) 8' deep x 10' wide booths

## Sacramento Convention Center



\* The Premium booths are those surrounding the stage and food areas plus those near the main entrance.

## Booth Prices

**Early Bird Registration (received by 2/26/2010)**  
 8' x 10'

	Standard	* Premium Booths
<input type="checkbox"/> Member	\$1,100	\$1,200
<input type="checkbox"/> Non-member	\$1,600	\$1,700

**Standard Registration (received after 2/26/2010)**

	Standard	* Premium Booths
<input type="checkbox"/> Member	\$1,250	\$1,350
<input type="checkbox"/> Non-member	\$1,750	\$1,850

### [View Booths Online](#)

See what booths are still available...

CAHSAH has placed the expo floor plan at [www.CAHSAH.org](http://www.CAHSAH.org).



## Past Exhibitors



5 Star Consultants, LLC  
Accreditation Commission for Health Care, Inc.  
Accredited Medical Supplies  
Accurate Business Results, LLC  
Advanced Diabetes Supply  
Allscripts  
Arkray USA, Inc.  
Authentidate Holding Corp.  
AutoGov, Inc.  
Barney & Barney LLC  
Bay Alarm Medical  
Boyd & Nicholas, Inc.  
Caldwell & Associates Insurance Services, Inc.  
California Hospice & Palliative Care Association  
Calmoseptine, Inc.  
Care West Insurance Company  
CareWatch, Inc.  
CellTrak Technologies, Inc.  
Cerner BeyondNow  
Continuity Care Home Nurses  
Convatec  
Delta HealthTechnologies, LLC  
Deyta, LLC  
DMES, Inc. (Diversified Medical Equipment & Supplies)  
Enterprise Fleet Management  
Fleetridge Pacific  
Focal Point  
FOLX Systems, Inc.  
Gold Coast Medical Services  
Gulf South Medical Supply  
Health Systems Solutions, Inc.  
Healthcare Provider Solutions, Inc.  
HealthCare Synergy, Inc.  
HEALTHCAREfirst  
HealthMEDX, Inc.  
HealthWyse, LLC  
Heffernan Insurance Brokers / CAHSAH GPO VENDOR  
Home Care Sales  
Home Healthcare Solutions, Inc.  
Homecare Homebase  
Honeywell HomMed  
Hospice Pharmacia  
HospiScript Services, LLC  
Indura Systems  
Intel Corporation  
Kaiser Permanente  
KCI  
Kinnser Software, Inc.  
KS Consulting

Lewis, Inc.  
Livermore & Associates, Inc.  
McBee Associates, Inc.  
McKesson Medical-Surgical  
McKesson Technology Solutions  
Medela, Inc.  
Medline Industries, Inc.  
Mini Pharmacy  
NDSI Healthcare, Inc.  
Phillips Telehealth Solutions / CAHSAH GPO VENDOR  
PPS Plus Software  
Prime Care Quality Home Care  
Procura, LLC.  
Professional Homecare Associates  
Provista  
RemCare, Inc.  
Sandata Technologies, Inc.  
Sansio - HomeSolutions.NET  
Select Data  
Sharp HealthCare  
Shield Healthcare  
Simione Consultants, LLC  
Spark Technologies  
Strategic Healthcare Programs, LLC / CAHSAH GPO VENDOR  
Stratis Business Systems, Inc.  
Suncoast Solutions  
SuperCare, Inc.  
The Braff Group  
The Corridor Group, Inc.  
Thornberry Ltd.  
VITAS Innovative Hospice Care  
Viterion TeleHealthcare LLC

***Reserve your exhibit  
space today!***

**Put your products and  
services in front of  
California's leading home care  
decision makers.**

***Questions on available space?***

**Contact Michele Lander at  
(916) 641-5795 x 129, or  
mlander@cahsah.org**



# Sponsorship & Advertising Opportunities



Sponsorships and advertisements are an extremely effective way to maximize your company's exposure.

**As a sponsor you will:**

- Reach an expected target audience of 350-450 attendees
- Increase awareness of your company's products and services
- Gain access to home care provider decision-makers
- Be recognized as key sponsors of the premier home care conference in California
- Demonstrate your company's commitment to best practices in the home care industry

**FOR COST EFFICIENCY, consider PARTNER SPONSORSHIPS; contact a colleague and share the spotlight and the COST.**

**All Sponsorships include the following benefits:**

- ▶ Acknowledgement in pre-registration brochure (if signed up before 11/01/09)
  - ▶ Acknowledgement in onsite program guide
- ▶ Sponsor logo and link on CAHSAH conference welcome page
  - ▶ Acknowledgement on Sponsor "Thank You" banner onsite
    - ▶ One page insert in tote bags\*

*Please check the level of sponsorship/advertising which you would like to participate.*

**Flash Drive - Handout Sponsor \$4,000 (1)**

Get ahead of the technology curve and offer a 512 MB flash drive containing all handout materials. Your logo will be printed on the case of the flash drive. You will also be the exclusive handout webpage (customized site with downloads) sponsor. Your company name and logo will be prominently displayed with a link to you website from the conference handout webpage.

**Cyber Café \$4,000 (1)**

Offer attendees the tools to download their last minute handouts and print them before the session begins. Sponsor the Cyber Café' and give your company prominent recognition with signage acknowledging your sponsorship and space for you to display your company handouts.

**Tote Bag \$4,000 (1)**

Let the attendees do the marketing for you! Your company name and logo will be prominently displayed on each high-quality tote bag that attendees will be carrying during conference.

**Notepad - \$3,500 (1)**

How much note taking does a person do when they are attending a three day conference? Find out by putting you company name and logo on the cover of the executive notepad each attendee will receive with their registration.

**Keynote Session \$3,000 (3)**

What better way to promote your company than to have your logo spotlighted on the walls of the room where the keynote sessions will be held? The keynote sessions are the most well attended sessions at the Conference. Give your company the leading edge with the opportunity to make opening remarks or have a representative introduce the speaker.

**Breakfast and Lunch \$3,000 (2)**

Sponsor a Breakfast and Lunch for the day and have your company name and logo displayed on buffet tables.

**Hotel Key Cards \$3,000 (1)**

Attendees visit their rooms approximately 3-4 times per day - multiply that by how many people are staying at the hotel and you'll get the exposure you'll receive by having your company name/logo on the hotel key cards.

**Guest Room Truffles in a Box \$3,000 (1)**

Delectable truffles will be delivered to over 250 guest rooms Wednesday evening. Attendees will be surprised when they walk in their room and find a beautiful box filled with truffles. Your company name and logo will be displayed on the outside of this gold chocolate filled box with a bow.

**Pin \$2,500 (1)**

The conference pin (conference logo design) will be handed out to all conference attendees. Your company name will be displayed on the card in which the pin is attached to. Let everyone know you support CAHSAH in starting new traditions!

**"SAVE THE DATE" Sponsor \$2,500 (1)**

Sponsor a "SAVE THE DATE" gift to promote next year's annual conference location. Specifically selected to feature your logo and be used all year!

**Exhibit Reception \$2,500 (2)**

Sponsor the opening and/or closing exhibit hall reception. Have your company name/logo displayed on the buffet tables inside and signage outside the exhibit hall.

**Welcome Reception \$2,500 (1)**

To kick off CAHSAH's Annual Conference, sponsor the welcome reception on Tuesday, from 4:00 p.m. - 6:00 p.m. Have your company name/logo displayed on the buffet tables.

**Bottled Water \$2,500 (1)**

Sponsor bottled water and have your company name and logo printed on the label. To be distributed Tuesday evening and Wednesday morning during registration hours.

**Lanyards \$2,500 (1)**

Make your company visible to everyone by having your company name on each lanyard. What better way to have your company name stand out than to have the lanyards worn everywhere by the attendees at the conference?

**Pens \$2,000 (1)**

Have your company name be long remembered during and after the conference. Attendees will be sure to keep this pen. (Name/Logo on pen)

**Dessert \$1,500 (1)**

Sponsor the dessert in the Exhibit Hall Thursday afternoon and have your company name and logo displayed on the buffet tables.

**Imprinted Beverage Napkins \$1,000 (1)**

Add a personal touch! Your company name and logo imprinted on napkins for all three expo hall events. Everyone takes a minimum of one at each event!

**Let Attendees' Fingers Do The Walking \$800 (1)**

The Exhibit Hall Guide is a valuable resource providing exhibit hours, a map of the Expo Hall, listing of exhibitors, scheduled events and other details right at their fingertips. Handed out at the Expo Hall entrance during the Opening Reception, attendees will be sure to thank you for making their journey through the Expo Hall hassle free. Company logo placed on front and back cover.



# Advertising Opportunities



CAHSAH offers a number of advertising opportunities to enhance your presence at the 2010 Annual Conference.

- Tote Bag Inserts: Provide CAHSAH with 600 copies of one page marketing material to be inserted in conference tote bag. (\$500) Space is limited. **DEADLINE: MARCH 12, 2010** (\*Inserts must be provided one month prior to the conference)

### Conference Advance Registration Program:

- Back inside cover full page \$900 (1)
- Full page \$700
- 1/2 page \$450
- 1/4 page \$300

The advance registration program contains information about speakers, educational programs, exhibit show, hotel accommodations, and official airlines. The advance program is the number one source for obtaining registrations by attendees. It is referenced more than any other promotion.  
**DEADLINE: NOVEMBER 1, 2009**

Please check the level of sponsorship/advertising in which you would like to participate. If paying by credit card, complete and fax payment section below to (916) 641-5881. If paying by check, please mail with payment section to the CAHSAH office.

### Conference Onsite Program:

- Back cover \$1,000 (1) - Full page in color
- Inside front and back cover \$800 (2) - Full page in color
- Full page in black & white \$600 (unlimited)
- 1/2 page in black & white \$350 (unlimited)
- 1/4 page in black & white \$200 (unlimited)

The program guide is passed out to conference Attendees onsite. The program guide contains in depth information about speakers, educational programs, and exhibit show. It is the number one source for reaching decision makers attending the conference.  
**DEADLINE: MARCH 12, 2010**

**For questions regarding sponsorships or advertising opportunities, please contact Soua Vang at (916) 641-5795, ext. 122 or [svang@cahsah.org](mailto:svang@cahsah.org)**

Company Name (As You Would Like It To Appear On Signage or Announcement):

Contact Person Name:

Address:

City:

State:

Zip:

Phone:

Fax:

Email:

### Payment Form (Sponsorship or Advertisement)

Check # \_\_\_\_\_ (make check payable to CAHSAH)  
 \_\_\_\_\_ Charge (Circle Type)      Visa      MasterCard      American Express  
 Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Name as it appears on card \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 Signature \_\_\_\_\_

Send form along with payment to:  
**CAHSAH Sponsorship/Advertising**  
**3780 Rosin Court, Suite 190**  
**Sacramento, CA 95834**

### Participate in CAHSAH's 2010 Exhibitor Raffle.

Prizes will be raffled on Thursday evening. CAHSAH will provide information and instructions regarding prize drawings and announcements during the event.

### Questions about raffle prizes?

Contact Michele Lander at (916) 641-5795 x 129, or [mlander@cahsah.org](mailto:mlander@cahsah.org)



# Terms & Conditions of Exhibit Space Contract



**1. Contract for Space:** The contract for space, the formal notification of space assignment and full payment of fees together constitute a contract between the exhibiting organization, hereinafter known as the Exhibitor, and the California Association for Health Services at Home, hereinafter known as CAHSAH, for the right to use space for CAHSAH's Annual Conference and Home Care Expo. The contract is based upon the plan of exhibit rates shown thereon and general information contained in the exposition prospectus, all of which are to be considered along with details on all pages of this form as part of the contract. All measurements shown on the floor plan are approximate and CAHSAH reserves the right to make such modifications as may be deemed necessary, making equitable adjustment with any exhibitor or exhibitors thereby affected. CAHSAH also reserves the right to adjust the floor plan to meet the needs of the exposition.

**2. Installation and Dismantling of Exhibits:** Delivery of freight, installation of exhibits and completion of erection of exhibits will take place on the dates and times specified by CAHSAH. Should an exhibit not be set up by this specific time, CAHSAH reserves the right to have the Official Exhibit Services Contractor install the exhibit or remove unopened freight at the expense of the exhibitor.

**Installation and Dismantling schedule** (tentative, subject to change):

**Wednesday, May 5:** Move-in 1:00 pm - 5:00 pm  
**Thursday, May 6:** Tear-down 7:00 pm - 10:30 pm

**Exhibit Hours** (tentative, subject to change)

**Wednesday, May 5:** Expo Grand Opening 5:00 pm - 7:00 pm  
**Thursday, May 6:** Dessert In Exhibit Hall 12:30 pm - 1:30 pm  
Expo Closing Reception & Prize Drawing 5:00 pm - 7:00 pm

Goods and materials used in any display shall not be removed from the exhibit hall until the exposition has officially been closed. Any exception to this rule must have the written approval of CAHSAH.

Dismantling must be completed and all exhibit materials removed by the final move out date and hours specified by CAHSAH (hours are shown above).

**NOTE:** Exhibitors are advised to remove small, portable items immediately at the end of each session.

**3. Storage – Boxes and Packing Crates:** Exhibitors will not be permitted to store boxes or packing crates in or behind exhibit booths. Prior to the first show day, all boxes and crates will be placed in storage provided they are properly labeled for storage. Those not so labeled will be removed and destroyed as refuse. If an exhibitor is paying freight handling fees to the Official Services Contractor, this service is included in the freight handling fees; however, if an exhibitor is handling the freight themselves, then storage charges will be incurred. (NOTE: Storage labels will be provided at the Official Exhibit Services Contractor's Desk).

**4. Minors and Children:** Persons under 18 years of age including infants will not be permitted in the exhibit area.

**5. Floor Plan:** The floor plan for this exhibit will be maintained as originally presented wherever possible. However, CAHSAH reserves the unqualified right to modify said plan to the extent necessary for the best interests of the exhibit, the exhibitors, and the industry.

**6. Applications for Space - Conditions:** Reservations must be made on the Exhibit Booth Application form which must contain complete information. CAHSAH reserves the right to reject applications for space.

**7. Payment Schedule/Cancellation or Reduction of Space:** To take advantage of early reservation pricing, payments must be received by 2/26/10. Discounts apply to basic booth prices only and are nontransferable to other packages. Space reservations are not guaranteed until payment in full is made.

Cancellation of this contract or reduction of space must be in writing, and by mutual consent of the applicant and CAHSAH, except that CAHSAH may unilaterally cancel this contract for non-payment of any balance due by the date specified. If cancellation or reduction of space is agreed to, applicant will be entitled to a refund based on the following schedule: Space cancelled or reduced on or before 3/5/10 will be charged a 20% service charge on the net cost of the original space. Space cancelled or reduced between 3/6/10 and 4/5/10 will be

charged a 50% service charge on the net cost of the original space. There will be no refund for any space cancelled or reduced after 4/5/10. If cancellation of exhibit space occurs, any entitlements that accompany the exhibit space are forfeited, including any special conference registrations or other discounted offers to the conference or exhibit hall.

**8. Space Assignment:** Space assignment will be indicated on the accepted contract. However, should conditions or situations warrant, CAHSAH has the unqualified right to reassign space for the best interest of the exposition. Exhibitors must rent sufficient space to contain their exhibit completely within the confines of booth lines. Equipment may not extend into the aisles, over the aisles, or across the exhibitor's purchased booth line. Heights and Depths addressed in Section 13 must be observed.

**9. Sharing/Subletting Space:** No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted, or have representatives, equipment, or materials from other than their own firm in the said space. CAHSAH policy prohibits subcontracting of exhibit space. Should an exhibitor decide to cancel, exhibit space reverts to CAHSAH.

**10. Exhibitor Personnel:** Each exhibitor will furnish CAHSAH, in advance, the names of those persons who will staff the booth on the Exhibit Booth Application form furnished by CAHSAH in the Exhibitor prospectus. Personnel will be admitted to the show floor at the designated time specified by CAHSAH each day. In the event earlier admission is required, special permission must be obtained from CAHSAH. Exhibitor's representatives manning the exhibit will be owners, employees or agents of exhibiting companies, and such representatives will wear proper badge identification furnished by the exposition. Such badges will be supplied at the Home Care Expo Registration Desk. Each exhibitor will place on file in the CAHSAH Office the name of the representative (including hotel or local phone number) who has primary responsibility on the floor for the exhibitor's display, and who is authorized to make decisions for the exhibitor as requested by Management on-site or in the case of an emergency.

**Note:** Supplying Exhibitor personnel badges to current or prospective customers by exhibitors is expressly forbidden. If such use of exhibitors' badges is made and this is recognized, individuals wearing said badges will be removed from the premises and badges will be confiscated. The Exhibitor personnel registration is to be used solely for employees or agents of the Exhibitor.

**11. Displays and Construction:** CAHSAH has arranged for a standard uniform booth background, including header sign (7" x 44") with exhibitor's name and booth number. Equipment must be spotted within the confines of the exhibit space and allow sufficient space for exhibitor personnel to conduct business within the space. All demonstrations must be within the confines of the exhibit space. Aisles must not be obstructed at any time by exhibitor personnel or attendees. Management reserves the right to unilaterally determine if a demonstration interferes with adjacent exhibit spaces and may, if necessary, order its discontinuation.

**Note:** Please refer to the exhibitor service manual for specific booth dimension instructions.

**12. Contractors Services:** All services, such as furniture, carpeting, labor, cleaning, storage of boxes and crates, shipping and other special services must be arranged through the Official Exhibit Services Contractor. An Exhibitor Service Manual will be provided with proper forms for ordering such services. Forms should be carefully prepared and returned by the deadlines noted to avoid late charges. Independent Contractors: Notification to use an independent contractor to install/dismantle exhibits must be received forty-five (45) days prior to the first day of the show. If an exhibitor elects to use any contractor other than the official contractors designated by CAHSAH, CAHSAH is not in a position to intercede in disputes on behalf of the exhibitor. See rules in Exhibitor Service Manual for other requirements. Notification to use independent contractor(s) must go to both CAHSAH and the Official Exhibit Services Contractor. CAHSAH's Official Services Contractor is Innovative Expo.

**13. Character of Exhibits:** It is the desire of CAHSAH that each exhibitor design and create an exhibit of an attractive nature which will enhance the overall appearance of the exposition and be a credit to the industry. We request that all exhibitors respect applicable clauses of the Americans with Disabilities Act (ADA).



# Terms & Conditions of Exhibit Space Contract



CAHSAH reserves the right to approve the character of the display and to prohibit any display which, because of noise or other objectionable features, detracts from the general character of the exposition. Exhibits must be in good taste as determined by CAHSAH. There is carpeting throughout the exhibit hall to enhance the overall appearance of the show floor. It is the exhibitor's responsibility to create an attractive display area. Provided with the booth space rental by CAHSAH for a standard booth is the 8' high back wall drape, 3' side rail drape dividers, and 7" x 44" identification sign. Any part of an exhibit space which does not complement the purpose of the exhibition must be corrected at the exhibitor's expense. CAHSAH reserves the unilateral right to correct any unsightly exhibit and the exhibitor agrees to pay CAHSAH for expenses incurred in making the necessary alterations.

**14. Gadgets, Gimmicks, Demonstrations, Music and Sound:** Side show tactics, scantily clad individuals or other undignified promotional methods will not be permitted. Exhibitors are asked to observe the "good neighbor" policy at all times. Exhibits should be conducted in a manner not to be objectionable or offensive to neighboring booths.

CAHSAH requires exhibitors to obtain music licenses through ASCAP and BMI if they intend to use Copyrighted music in their booths. CAHSAH is not responsible for the music used by exhibitors, and Exhibitor hereby agrees to indemnify, defend and hold harmless CAHSAH for any and all costs or damages, including attorney's fees, related to any copyright violations that result from Exhibitor's failure to obtain the appropriate license(s). Balloons, horns, odors, or congestion in Exhibitors' booths are not permitted. Giveaways, demonstrations and/or entertaining the attendees in booths must be arranged so that attendees coming into the exhibit do not block aisles or overlap into neighboring exhibits. Exhibitors must respect the privacy of other exhibitors and not intrude or disrupt another exhibitor while they are conducting business on the show floor.

**15. Other Exhibits:** The Exhibitor agrees that neither they, their agents nor their distributors will distribute publications or conduct any other display or exhibit any equipment bearing their trademark within a three mile radius of the exposition covered by this contract or its officially designated hotel properties during the dates of said exposition. Violation of this provision by an exhibitor will constitute a breach of the contract and CAHSAH may, in its sole discretion, cancel this contract and exhibitor will remove their display and any equipment contained in the exhibit hall and forfeit all payments to CAHSAH pursuant to this contract. This limitation does not apply to participation in other trade association exhibitions which may coincidentally be ongoing in the same city, or to exhibitor's regular place of business or show room.

**16. Soliciting – Access to Lists, Samples & Prizes:** No soliciting of registrants shall be permitted in the aisles or in other exhibitors' booths. Samples, catalogues, pamphlets, publications, souvenirs, etc., may be distributed by exhibitors and their representatives (including hosts and hostesses) only within their own booths. No exhibitor will be permitted to conduct any prize drawings, awards for signing of names and addresses, etc., without prior written approval of CAHSAH. Signs showing the price of items must not be displayed.

CAHSAH reserves the right to limit access to attendee, exhibitor and any other list or information gathered by CAHSAH, or its contractors. Exhibitors that publish industry publications may distribute their publications outside their booths only to the other exhibitors and only during show hours. No exhibiting firm, organization or trade publication, regardless of its product or service, is permitted to sell product off the show floor.

**17. Flammable Materials:** Flammable fluids, substances, or material of any nature are prohibited in the booth and in the storage area behind the booth. All decorative materials must be flame proofed before being taken into the exhibit hall and must comply with local fire regulations. Transferring of flammable liquids while in the exhibit hall is expressly prohibited. Electrical equipment and wiring must meet all requirements.

**18. Beverages and Foods:** Food and/or beverages may be supplied by the exhibitor, with the prior written consent of CAHSAH and the facility. Alcoholic beverages may not be served by the exhibiting company.

**19. Liability:** Neither CAHSAH, the official services contractors, exhibit hall management, security service, nor any of the officers, employees, or agents of the above will be responsible for the safety of property of exhibitors from theft, strikes, damage by fire, water, storm or vandalism or other causes. CAHSAH will take

reasonable precautions through the employment of security personnel to protect exhibits from such loss.

All property of the exhibitor is understood to remain in the exhibitor's custody and control in transit to or from or within the confines of the exhibit hall and subject to the rules and regulations for the exposition.

CAHSAH shall not be responsible for errors or omissions in the official Conference Program, Directories, or Addendum.

**Note:** Exhibitors are to carry insurance to cover exhibit materials against damage and loss and public liability insurance against injury to the person and property of others. By executing the Contract for Exhibit Space, Exhibitor warrants that there is in effect said insurance policy covering the Exhibitor, with coverage remaining current through Exhibitor's occupancy of CAHSAH's Annual Conference and Home Care Expo and the exhibit space of the facility.

Exhibitor must comply with all federal, state, local and exposition facilities' safety regulations. Corrections will be made at Exhibitor's expense. If corrections cannot be made, exhibit shall be removed at Exhibitor's cost, with no liability accruing to CAHSAH. Under no circumstances may the weight of any exhibit material exceed the specified maximum floor load of the exhibit hall. Exhibitor accepts full and sole responsibility for any injury or damage to persons or property resulting from failure to distribute the placement of exhibit material to conform with the floor loading specifications. Indemnity: Exhibitor agrees to indemnify, defend, and hold harmless CAHSAH, its officers, employees, and agents from and against any and all third party claims and other liabilities (including reasonable attorney's fees) that are caused by, arise from, or grow out of the negligent acts or omissions of the Exhibitor, its agents, officers, employees, representatives, servants, invitees, patrons, or guests.

The exhibitor is charged with knowledge of all local laws, ordinances and regulations pertaining to business licenses, health, fire prevention and public safety affecting his participation in the exposition. Compliance with such laws is mandatory for all exhibitors and is the sole responsibility of the exhibitor.

If unusual equipment is to be installed, the exhibitor must communicate with CAHSAH for information concerning the facility or applicable regulations. CAHSAH will not be liable for the fulfillment of this contract as to the delivery of space if non-delivery is due to any of the following causes: By reason of the building being destroyed or substantially damaged by fire; act of God; public enemy; war; strikes; authority of law; or any other cause beyond the control of CAHSAH. In the event of not being able to hold the exposition for any of these reasons, CAHSAH will refund to each exhibitor the amount they paid for their space less a prorated share of all the expenses incurred for the exposition up to the date of required cancellation.

**20. Damage:** Exhibitors will be liable for any damage caused by fastening fixtures to the floors, walls, columns or ceilings of the exhibit building and for any damage to equipment furnished by CAHSAH or service suppliers designated by them.

**21. Violation:** The interpretation and application of these rules and regulations are the responsibility of Management. Any violation by the exhibitor of any of the terms or conditions herein shall subject exhibitor to cancellation of its contract to occupy booth space and to forfeiture of any monies paid on account thereof. Upon written notice of such cancellation, CAHSAH shall have the right to take possession of the exhibitor's space, remove all persons and properties of the exhibitor and hold the exhibitor accountable for all risks and expenses incurred in such removal.

**22. Social Functions/Special Events:** Any social function or special event during CAHSAH's Annual Conference and Home Care Expo, in the host city or in the headquarters hotel, is reserved for exhibiting companies and must be approved in writing by CAHSAH. Exhibitor sponsored events must not conflict with conference programs.

**23. Show Rules:** In the event that unforeseen events make it necessary, CAHSAH will have the right to amend these rules and regulations or make additions thereto, and all such amendments or additions shall be made known promptly to each exhibitor. Show rules are promulgated separately and are tailored to the individual exhibit hall.