

# Exhibitor Prospectus

South Carolina Health Care Association  
2010 Annual Conference & Showcase



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**Directing  
the  
Future of  
Health  
Care**

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## Convention

April 18-21, 2010

## Showcase

April 20, 2010

Kingston Plantation  
Myrtle Beach, SC



*Established in 1955, the South Carolina Health Care Association is a trade association that represents providers of long term care services in South Carolina.*

*Annually, the Association holds a convention and showcase which is the largest and most comprehensive trade show of its kind in South Carolina. This show will give you access to key decision-makers: owners, administrators, corporate officers, directors of nursing and other department heads.*

*Exhibitors represent all aspects of long term care, including suppliers of computers and software, food products, furnishings, cleaning equipment and supplies, medical supplies, pharmaceutical products, draperies and linens, consulting services and other products and services for long term care professionals.*

## Important Dates

### ASAP

Exhibitor Contract (paid in full)

### March 17<sup>th</sup>

Hotel Reservation Deadline

### March 23<sup>rd</sup>

Deadline for submitting  
Namebadge information

### April 20<sup>th</sup>

SCHCA Showcase

## Exhibit Booth Features

All booths are 8' x 8' in dimension. Each booth includes:

- Back and side drapery in standard show colors
- One 6' skirted Table and Two Chairs
- 1 (0-5 amp) electrical outlet - Additional Electric can be requested on the Registration Form (at an additional cost).
- A booth sign with your company name
- Attendance for up to 4 representatives at the Opening Night Reception on Sunday Evening\*
- Attendance for up to 4 representatives at the Showcase Reception following the Showcase on Tuesday\*
- Up to 4 complimentary lunches at the Showcase Luncheon prior to the Showcase opening\*
- Pre-convention mailing of SCHCA Membership list sent via email, four weeks prior to start of convention. (Registrant list is not available prior to show date.) You will receive a an attendee list at registration
- Post-convention registrant mailing sent via e-mail, two weeks following the convention
- Membership in the SC Health Care Association for 2010
- Recognition in SCHCA Membership Directory and appropriate SCHCA publications

*\*For more than 4 reps per booth, there is a \$75 charge for each person. This includes Sunday Reception, Showcase Lunch and Tuesday Reception*

## Booth/Membership Fees

- Each Booth/Membership is \$ 875.00
- Booth spaces will be confirmed after full payment is received. A signed contract must accompany each booth payment. **Booths must be paid in full before booth space can be assigned.**
- There is a 2 Booth maximum per company.
- Visa and MasterCard may be used to pay for the exhibit booth. *There is a small convenience fee added to the total.*

There will be a **Mandatory** Exhibitors' Meeting on Tuesday, April 20, 2010 at 10:00. One representative from each company is **required** to attend. Companies not attending will not be able to pre-reserve a booth for 2011.

**NEW!! Submit your Contract Online**  
**Visit [www.schca.org](http://www.schca.org)**

## Theme

LIGHTS ! CAMERAS! ACTION! We are rolling out the Red Carpet this year with our "Directing the Future of Health Care" theme. All exhibitors are encouraged to become a "director" and design your "set" with all the glitz and glamour of Hollywood and the Silver Screen.

Each year the Convention Committee sponsors the "Best Booth Contest." The winner receives \$200 off next year's booth. This contest provides some friendly competition and is a great way to improve traffic at your booth.

## Sponsorship Opportunities

Becoming a sponsor of the convention is a wonderful opportunity to get your company name identified as part of the Association. Information regarding the sponsorships and the sponsorship forms are included in the Sponsorship Guide. Sponsorships are divided into the following categories:

**Premier Sponsors \$5,000 +**

**Platinum Sponsors \$4,000**

**Gold Sponsors \$3,000**

**Silver Sponsors \$2,000**

**Bronze Sponsors \$1,000**

Benefits of sponsorship include:

- Recognition on a display sign at the convention
- Sponsor ribbons on your name badges
- Recognition in upcoming newsletters
- Recognition in the convention mailing to members

*(If your commitment is received by January 11, 2010)*

- Recognition in convention programs
- Recognition on SCHCA website

## Location

Kingston Plantation  
Myrtle Beach, South Carolina  
(843) 449-0006  
www.kingstonplantation.com

## Hotel Information

The Kingston Plantation in Myrtle Beach will once again host the 2010 SCHCA Showcase. The hotel has reserved a block of rooms for the SCHCA Annual Meeting.

Rates are:

Oceanview Suite - \$173.00

2 bdrm Oceanview Condo - \$213.00

3 bdrm Oceanview Condo - \$243.00

2 Bdrm Villa - \$183.00

3 Bdrm Villa - \$225.00

In order to receive our special rates, please be sure to mention SC Health Care Association when making your reservations. The reservations number is (843) 449-0006. To make reservations on-line, visit [http://embassysuites.hilton.com/en/es/groups/personalized/myreses\\_sch/index.jhtml](http://embassysuites.hilton.com/en/es/groups/personalized/myreses_sch/index.jhtml)

## Exhibitor Service Kit

Every exhibiting company will receive an Exhibitor Service Kit via e-mail after the signed contract and payment have been returned to SCHCA. All necessary information in planning your part of the Showcase will be provided in this important packet.

## Exhibitors' Schedule (preliminary)

### Sunday, April 18, 2010

Exhibitor Registration 1:30 p.m. - 4:00 p.m.

Welcome Reception 8:00 p.m. - 11:00 p.m.

### Monday, April 19, 2010

Exhibitor Registration 8:30 a.m. - 4:00 p.m.

### Tuesday, April 20, 2010

Exhibitor Registration 8:00 a.m. - 10:00 a.m.

Exhibitor Set-up 8:00 a.m. - 11:00 a.m.

Exhibitor's Meeting 10:00 a.m. - 10:30 a.m.

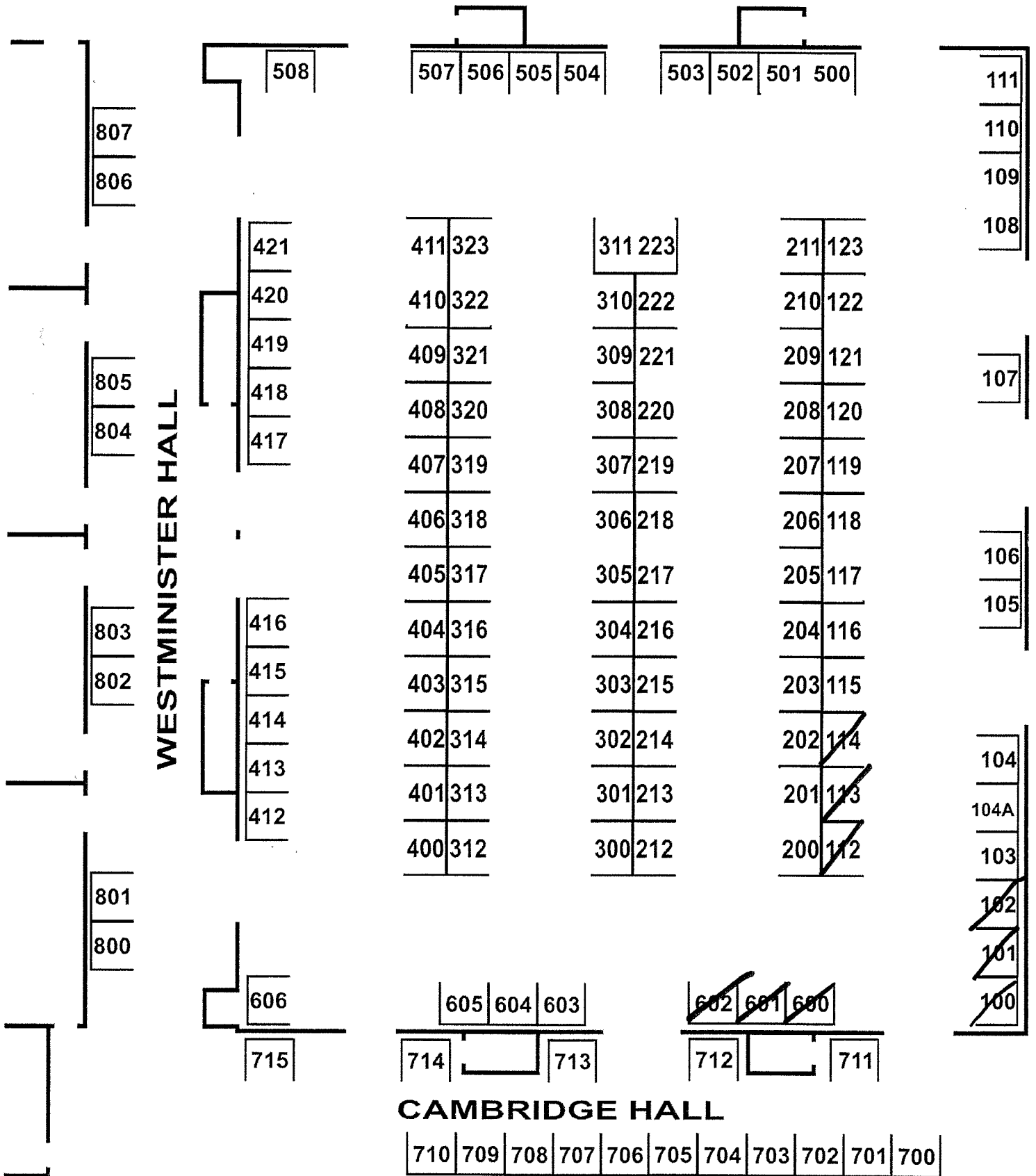
***(Mandatory - at least 1 representative must be present)***

Exhibitors' Lunch 11:00 a.m.

Showcase Hours 12:00 Noon - 4:00 p.m.

Exhibitor Breakdown 4:00 p.m. - 7:00 p.m.

Showcase Reception 4:30 p.m. - 6:30 p.m.



8x8 Booths in Exhibit Hall  
8x6 Booths in Hallway