

Exhibitor Information



SCHCA

**GAME PLAN
FOR SUCCESS**

**2024 ANNUAL CONVENTION
& TRADESHOW
APRIL 21-24, 2024**

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.

Exhibit Booth Features:

All Booths inside of the main convention hall are 8' x 8' dimension. The booths placed in the hallways outside of the main room are 10' x 6'. 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 (additional cost)
- A booth sign with your company name
- Attendance for up to 4 reps 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 excel mailing list of SCHCA Members and attendee list will be sent via email, two weeks prior to the start of convention. You will receive a final attendee list in your exhibitor package that is delivered to your booth.
- Post-convention registrant mailing sent via e-mail, two weeks following the convention
- Membership in SCHCA for 2024
- Recognition on SCHCA's Website Membership Directory and appropriate SCHCA publications

For more than 4 reps per booth, there is a \$200 charge for each person. This includes the showcase lunch and Tuesday 's showcase reception (NOTE: This does NOT allow you to have more than 4 reps in your booth at one time)

Important Dates:

ASAP

Exhibitor Contract
(paid in full)

March 20

Hotel Reservation Deadline

April 12

Deadline for submitting
Namebadge Information

April 23

SCHCA Showcase

Booth/Membership Fees:

- Each booth/membership is \$1,400.00
- Booth spaces will be confirmed, upon payment and approval of the Board. 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 in the main exhibit hall per company
- **Aisle Runners will be stopping by your booth during set up to give you the booth packets**

Theme:

“**Game Plan for Success**” Showcase. All exhibitors are encouraged to become involved and design your booth to enhance our **Sports Theme**.

This year our Staff will sponsor 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 sponsorship forms are located online at www.schca.org. Sponsorships are divided into the following categories:

- **Premier Sponsors \$7,500+**
- **Platinum Sponsors \$5,000**
- **Gold Sponsors \$4,000**
- **Silver Sponsors \$3,000**
- **Bronze Sponsors \$2,000**

Benefits of sponsorship include:

- Recognition on Sponsor Card that attendees get stamped during the showcase in order to be eligible for the grand prize drawing
- Receive an excel list of attendees email addresses
- Attendance at the Sponsor/Attendee only reception Sunday night
- Recognition on a display sign at the convention
- Sponsor ribbons on your name badges
- Recognition in upcoming newsletters
- Recognition in convention brochure
- Premier Sponsors will receive a table top outside the registration room on Sunday & Monday

Location:

Kingston Plantation
Myrtle Beach, SC

Phone: (843) 449-0006

www.kingstonplantation.com

Hotel Information:

The Kingston Plantation, in Myrtle Beach, will once again host the 2024 SCHCA Showcase.

Hotel

Oceanview King \$225

Oceanview 2 double bed \$225

Oceanside Condominium

North/South Hampton– 2 Bedroom \$229

North/South Hampton– 3 Bedroom \$273

Brighton Tower

2 Bedroom \$273

3 Bedroom \$321

Plantation Villas

2 Bedroom \$185

3 Bedroom \$249

In order to receive our special rates, please be sure to mention code: SHA (Embassy) or SHB (Kingston) when making your reservations. The reservation number is: (800) 876-0010

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:

Sunday, April 21, 2024

Exhibitor Registration 1:00 PM- 4:00 PM

Sponsor/Meet & Greet Reception 7:00 PM– 9:00 PM

Monday, April 22, 2024

Exhibitor Registration 8:00 AM– 4:00 PM

Membership Meeting 8:30 AM– 9:30 AM

Tuesday, April 23, 2024

Exhibitor Registration 8:00 AM– 10:00 AM

Exhibitor Set-up 6:00 AM– 11:00 AM

Exhibitors' Lunch 11:00 AM- 12:00 PM

Showcase Hours 12:00 PM– 3:30 PM

Exhibitors Breakdown 3:30 PM– 7:00 PM

Showcase Reception 3:45 PM– 6:00 PM

SCHCA SHOWCASE RULES AND REGULATIONS

The word "Association" as used herein shall mean the South Carolina Health Care Association or its Officers, or Committees, or employees acting on behalf of the Association in the management of the show. The Exhibitor hereby agrees to protect, indemnify, defend and save the Association, the Kingston Plantation Resort, and Exhibitors their officers, directors, employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and reasonable attorneys' fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition are of the Kingston Plantation Resort, or a part thereof, excluding any such liability caused by the sole negligence of the Kingston Plantation Resort.

1. **RESERVATION OF SPACE.** Space will be reserved in the order in which signed contracts are received. Telephone registration will **NOT** be accepted. SCHCA reserves the right to relocate display areas for the benefit of the exhibitor, or for the betterment of the Tradeshow. It is each company's responsibility, however, to send to SCHCA a list of competitors whom they prefer their booth not be located near at the Tradeshow (the contract has designated a space for this list).
2. **TRADE MEMBERSHIP DUES.** The cost of your membership dues is \$1,400. Your membership dues will include your exhibit space assigned for the period of the show, including standard backdrop and side rails with drapery, 1 table and 2 chairs if desired, general sweeping and clearing of show aisles. The membership dues paid will include your booth and your Trade Membership for the year from January to December 2024. All applications are subject to approval by the SCHCA Board of Directors.
3. **INSURANCE AND LIABILITY.** Exhibitor assumes responsibility and agrees to indemnify and defend SCHCA and Kingston Plantation Featuring An Embassy Suites Hotel and their respective employees and agents against any claims or expenses arising out to the use of the exhibition premises. The Exhibitor understands that no alcohol or children are permitted at the Tradeshow. The Exhibitor understands that neither SC Health Care Association nor Kingston Plantation Featuring An Embassy Suites Hotel maintain insurance covering the Exhibitors property and it is the sole responsibility of the Exhibitor to obtain such insurance. Insurance, if desired by exhibitors, must be obtained at their own expense. The Association and their agents and employees assume no risk, and by the acceptance of this agreement the exhibitors expressly release them from any and all liability for damage, injury or loss to any person or goods, from any cause whatsoever, or from any failure to hold the show as scheduled. **DO NOT** ship items to the Kingston Plantation resort as they do not have an area to store the items. Shipping should be arranged through the official decorator on forms to be mailed with the Exhibit Kit. It is recommended that the exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.
4. **DISMANTLING.** Displays may be dismantled after the close of the Showcase at 3:30 PM, Tuesday, April 23, 2024. All exhibits must be dismantled and removed from the exhibit area no later than 7:00 PM, Tuesday, April 23, 2024. The exhibitor authorizes SCHCA to remove, at the exhibitor's expense, any material in the exhibit area belonging to the exhibitor after 7:00 PM, Tuesday, April 23, 2024. Vendors dismantling before the close of the show will not be invited to participate in future shows.
5. **CANCELLATION POLICY.** Cancellations in writing on or before February 19, 2024 will receive a 50% refund of the total amount required under this contract for the total number of booths reserved. After February 19, 2024, cancellations will not receive any refund and all amounts paid will be forfeited. Fees cannot be credited to future years or shows in the event of cancellation.
6. **BADGES.** Exhibitors and their representatives must wear their official identification badges at all times while on the exhibit floor. These badges are for exhibitor's protection and identification. **They may not be loaned or given to anyone.**
7. **BOOTH CONSTRUCTION.** Exhibits shall be constructed so that they do not obstruct the general view or hide the exhibits of others. No booth shall be more than 8' high without the written permission of the Association. No Exhibitor may have displays of equipment in the front one-half of their booth that will interfere with the sight-lines of other booths.
8. **SPACE NOT OCCUPIED.** If the space is not occupied 30 minutes before the time of the Tradeshow, it will be forfeited by the exhibitor, and his space may be resold, reassigned, or used by SCHCA with out refund.
9. **EVENTS/HOSPITALITY SUITES.** Vendors may not sponsor or host events during the convention (Sunday through Wednesday) without approval from SCHCA. Events include, but are not limited to, golf outings, receptions or other functions. Vendors may lose exhibiting and/or membership privileges for violations of this provision.
10. **FURNISHINGS.** Furniture, additional draping accessories, etc., are the sole responsibility of the Exhibitor and should be ordered in advance from the official decorator on the forms which will be supplied in the Exhibitor Service Kit.
11. **DISTRIBUTION OF LITERATURE.** Product and promotional literature may be distributed only by exhibitors and only from their exhibit booths.
12. **NON-EXHIBITING VENDORS POLICY.** Non-exhibiting vendors are not allowed in the show area. SCHCA Tradeshow participants allowing non-exhibiting vendors into the show area will be assessed the full Trade Membership Dues for the nonmember firm and will be prohibited from showing for a period of one year. Sharing of space is also strictly prohibited.
13. **AMENDMENT TO RULES.** Any and all matters or questions not specifically covered in these rules and regulations may be amended at any time by the Association, which is understood and agreed to by all parties.

Contributions to the SCHCA are not deductible as charitable contributions for Federal Income tax purposes. The Budget Reconciliation Act of 1993 barred deduction for certain lobbying and political expenses. 10.6% of SCHCA dues are allocated to lobbying and are not an allowable business expense. Payments may be deductible as ordinary and necessary business expenses.

Exhibit Hall

EMBASSY SUITES at KINGSTON PLANTATION
(118) 8' X 8' BOOTHS

SERVICE HALLWAY

Trade Show Entrance

SHOW: SCHCA ;

BALMORAL HALLWAY

CAMBRIDGE HALLWAY

WESTMINSTER HALLWAY

