

Annual Spring Institute

April 17–19, 2018 — Ramkota Hotel, Sioux Falls, SD

STAY THE COURSE



SDHCA

Leaders in Long Term Care

ANNUAL SPRING INSTITUTE EXHIBIT INFORMATION

The South Dakota Health Care Association (SDHCA) Annual Spring Institute is the premier educational event for Long Term Care providers in South Dakota. It is a terrific opportunity for your company to exhibit as well as provide **sponsorship and increase your exposure!** To highlight your company, simply mark "Sponsorship Row" on your registration!

SPRING INSTITUTE DATES AND VENUE

The Annual Spring Institute will be held April 17-19, 2018, at the Ramkota Hotel in Sioux Falls, South Dakota.

The Exhibit Show will be held on Wednesday, April 18 and Thursday, April 19. It begins Wednesday with a Social Hour, and continues Thursday with breakfast, a break in the morning and a lunch. These events will all take place in the exhibit area.

EXHIBIT LOCATION

The Exhibit Show will be held in the Annex located in the Exhibit Hall. Meals and snacks for attendees will be co-located with the exhibit area to encourage attendees to interact with exhibitors.

EXHIBIT BOOTH SPECIFICATIONS

All exhibit booths will be **10' x 10' wide**. Each booth will be provided with a complimentary draped table and two chairs. Electricity will be provided if requested on your registration. A 110-volt outlet is provided; if a 220-volt is needed there will be an additional charge. Extension cords may be required and are the exhibitor's responsibility.

Special electrical needs should be discussed with SDHCA well in advance of the Exhibit Show. Any other furniture or equipment needs besides the above listed is the responsibility of the exhibitor.

EXHIBIT HOURS

Wednesday, April 18:

4:45 – 6:00 PM Social Hour

Thursday, April 19:

7:30 – 8:15 AM Breakfast

9:45 – 10:30 AM Break

12:00 – 1:15 PM Lunch

DISPLAY STORAGE

The Ramkota Hotel will accept freight for storage a few days prior to the Institute. Exhibitors will need to make arrangements with Julie Coleman at the Ramkota Hotel at (605) 336-0650.

EXHIBITOR DOOR PRIZES

As an exhibitor, you may give away a door prize. Please indicate your door prize on your registration. To be eligible to win, the attendees must sign up at your booth during the Exhibit Show. Exhibitors are responsible for providing sign-up slips. The drawings will be held throughout the Exhibit Show hours. SDHCA will announce your company's name and the winner next to your exhibit booth.

PAC DINNER

The SDHCA Political Action Committee (PAC) will be hosting a "PAC Dinner" on Wednesday, April 18 following the Social Hour. Exhibitors are welcome to attend the dinner as another opportunity to interact with attendees.

Please contact Brett at (605) 339-2071 or bretthoffman@sdhca.org for details or to RSVP.

SET UP & DISMANTLE TIME

Exhibitors will be able to set up their booths on Wednesday, April 18th. The booths will be set up in the Ramkota Hotel Annex from **1:00 – 4:30 PM**. This is the time immediately preceding the Social Hour. (Note: The booths must be set up during this time, or you will need to contact SDHCA for special arrangements to set up the next morning. **There will be no set up allowed during exhibit hours**). The booths will be dismantled on Thursday, April 19, after the conclusion of the lunch at 1:15 PM.

EXHIBIT FEES

There are two exhibit options, offering two levels of visibility and price points. For either option, SDHCA Corporate Members receive the best value. All interested organizations are invited to become Members and utilize these savings, in addition to other benefits of SDHCA Corporate Membership.

The exhibit cost includes up to 4 people. We will need their information on the registration to create name badges. Exhibitors are encouraged to attend sessions during the Institute and are eligible to receive continuing education credits for their attendance.

Sponsorship Row:

Member Rates*:

<u>Early Bird:</u> (March 10)	<u>Advanced:</u> (March 23)	<u>After March 23:</u>
\$1,550	\$1,600	\$1,650

Non-Member Rates:

<u>Early Bird:</u> (March 10)	<u>Advanced:</u> (March 23)	<u>After March 23:</u>
\$2,100	\$2,150	\$2,200

Sponsorship Row receives a centrally located booth and ribbon indicating sponsor status. This package includes signage indicating sponsorship of the snack break, located near Sponsorship Row. Exhibitors also receive special recognition with logos printed in the program booklets.

*Membership must current at time of Exhibit Show to receive Member rates. Exhibit pricing **is based on the date your signed application is received in our office**. If an exhibitor cancels its booth space, \$250.00 will be retained for administrative expenses. **No refunds will be issued after March 16, 2018.**

General Row:

Member Rates*:

<u>Early Bird:</u> (March 10)	<u>Advanced:</u> (March 23)	<u>After March 23:</u>
\$775	\$825	\$875

Non-Member Rates:

<u>Early Bird:</u> (March 10)	<u>Advanced:</u> (March 23)	<u>After March 23:</u>
\$1,400	\$1,450	\$1,500

General exhibitors retain excellent access to SDHCA Members during the conference and are recognized in the printed program.

OTHER OPPORTUNITIES

"Sponsorships can increase the number of visitors to your booth by as much as 50%."

-Center for Exhibition Industry Research

For organizations wishing for additional ways to reach SDHCA Members, please see the inserts regarding:

- Sponsorship of obstacle course
- Sponsoring a speaker*
- Sponsoring the lunch
- Premier mobile app sponsorship

*Rates vary based on the speaker. All speakers are chosen by the SDHCA Education Committee.

EXHIBIT INQUIRIES

If you have any questions about exhibiting or sponsorship, please contact:

Leah Janssen
Exhibit Coordinator
South Dakota Health Care Association
804 N Western Avenue
Sioux Falls, SD 57104
Phone: (605) 339-2071
leahjanssen@sdhca.org

Annual SDHCA Spring Institute Exhibit Show

RULES AND REGULATIONS FOR EXHIBITING

1. **MANAGEMENT** - All arrangements for exhibits are to be made with the SDHCA office.
2. **BOOTH EQUIPMENT** - The price of the exhibit booth includes back and side drapes.
3. **SIGN** - Each exhibitor is to provide signage identifying their company.
4. **FURNITURE** - One draped and skirted table and two chairs are furnished with your booth fee.
5. **ELECTRICITY** - Electricity will be provided if it is marked on the registration. **Electrical cords are the responsibility of the exhibitor.** A 110 volt outlet is available; if a 220 volt is needed, there may be an additional charge.
6. **SHIPPING** - All arrangements for shipping and receiving of materials must be made by the exhibitor directly with the management of the Ramkota Hotel, Sioux Falls, South Dakota.
7. **ASSIGNMENT OF SPACE** - Priority is given based on when the application is received. Refunds will be given if notified by **March 16, 2018, less \$250.00 administrative fee. Please include payment with registration if paying by check. Please contact the SDHCA office if you wish to pay by credit card.**
8. **EXHIBIT** - Management reserves the right to limit products/services displayed.
9. **LIABILITY** - It is agreed that any damage to walls, furniture, rugs or other Ramkota Hotel property shall be chargeable to the exhibitor liable for such damage. It is further agreed that the exhibitor shall indemnify and exempt the South Dakota Health Care Association and the Ramkota Hotel from all liability, which may ensue from any cause whatsoever. The SDHCA and the Exhibit Management shall not be held responsible for the safety of exhibits against fire, theft, or property damage or for accidents to exhibitors or their employees. Exhibitors should place their own insurance to cover all contingencies.
10. **SOUTH DAKOTA HEALTH CARE ASSOCIATION** - SDHCA reserves the right to remove any exhibit which may detract from the general character of the Institute.
11. **EXHIBIT HOURS** - Exclusive times have been planned so that registrants may thoroughly visit the exhibits.
12. **ALL** exhibits must be removed from the exhibit area after the lunch concludes at 1:15 PM on Thursday, April 19, 2018.
13. **EXHIBIT FEES** - Rates are based upon the date the signed registration is received in the SDHCA office. Membership must be current to receive Member rates on booth costs.

SDHCA Spring Institute Exhibit Registration

April 18-19, 2018

COMPANY _____

(Type or print name as it should appear on all promotional materials)

ADDRESS _____

CITY _____ STATE _____ ZIP _____ PHONE () _____

CONTACT PERSON _____

EMAIL ADDRESS _____

Name & Title of those staffing your booth(s), as they will appear on name badges:

NAME _____ TITLE _____

NAME _____ TITLE _____

NAME _____ TITLE _____

NAME _____ TITLE _____

Description of the product/service of your company as you would like it **PRINTED** in the Institute Booklet: (Must be completed)

Does your booth require electricity? No _____ Yes _____ 110 volt _____ 220 volt _____

EXHIBITOR will contribute a door prize? No _____ Yes _____ Item _____

I, on behalf of my company, hereby agree to exhibit as indicated on this form at the 2018 SDHCA Spring Exhibit Show on April 17-19, 2018. I understand there will be a **\$250.00 penalty for cancellations and that no refund will be issued after March 16, 2018**. I state further that I have read the enclosed Exhibitor Rules and Regulations and that I agree to contents thereof.

By _____

Date _____

Authorized Signature

Name _____

Title _____

Please Print

	Early Bird (March 10)	Advanced (March 23)	After March 23
Sponsorship Row (Member) <input type="checkbox"/>	\$1,550.00	\$1,600.00	\$1,650.00
(Non-Member) <input type="checkbox"/>	\$2,100.00	\$2,150.00	\$2,200.00
	Early Bird (March 10)	Advanced (March 23)	After March 23
General Row (Member) <input type="checkbox"/>	\$775.00	\$825.00	\$875.00
(Non-Member) <input type="checkbox"/>	\$1,400.00	\$1,450.00	\$1,500.00

In-Office Use Only:

Date Received _____

Amount Received _____

Membership Renewal Month: _____

Paid Current? (Y/N) _____

SOUTH DAKOTA HEALTH CARE ASSOCIATION
804 N Western Avenue | Sioux Falls, SD 57104 | (605) 339-2071

REGISTRATIONS MUST BE RECEIVED BY MARCH 23, 2018
TO GUARANTEE BOOTH SPACE AND BE PRINTED IN THE SPRING INSTITUTE BOOKLET