

# THCA *Texas Health Care Association* 71<sup>ST</sup> Annual Convention & Trade Show

September 27-29, 2021  
Renaissance Hotel | Austin TX

## THCA Associate Business Member Prospectus

**NOTICE:** By submitting the THCA Associate Business Member (ABM) Registration, the registering ABM (the “Company”) acknowledges the contents of this Prospectus as a binding agreement and agrees to adhere to the rules, regulations and information contained therein. It is the responsibility of the Company to provide all Company representatives/assigned name badge holders attending the THCA Convention and Trade Show with the information contained in this Prospectus, as Company representatives will be required to comply with aforementioned rules and regulations.

### CONTACTS

**ANGELA TORRES** ([atorres12@txhca.org](mailto:atorres12@txhca.org)) Director of Professional Development: For questions relative to ABM registration; convention sponsorships; advertising; hospitality suites, Trade Show; Decorator; Exhibitor Services Kit; Exhibitor Schedule; Convention Schedule; Security Rules; or general questions regarding convention or trade show.

**AMY ORRIS** ([aorris@txhca.org](mailto:aorris@txhca.org)), Director of Office Management/Bookkeeper: For questions regarding membership status; becoming a THCA Associate Business Member; status of financial obligations relative to ABM membership and registration.

### ABOUT THE CONVENTION & TRADE SHOW

The 2021 THCA Convention and Trade Show will be located at the Renaissance Hotel in Austin, TX. Attendees are Long Term Care Operators (Owner/Operators, Regional and Corporate staff, Administrators, Directors of Nursing, Charge Nurses, other Nursing staff, Social Workers, and other key staff) seeking new ideas, services, and products.

### ASSOCIATE BUSINESS MEMBER REGISTRATION

Registered ABMs are invited and encouraged to attend all convention sessions and receptions listed on the “Schedule at a Glance” unless the event is listed as a private event. Your ABM registration enables up to 3 representatives per registration to attend any sessions of interest on a no-credit, space-available basis. Note: One additional name badge per registration will be available for purchase at a cost of \$300. Company representatives (badge holders) are strongly encouraged to participate at the convention to the fullest, taking advantage of every opportunity to network with current and potential customers. If any of your badge holders would like to receive Continuing Education Credit for attending sessions where approved credit is being offered for an applicable professional license, an add-on fee can be attached to their badge. Coordinate with Angela Torres if this is of interest.

**THERE WILL BE ABSOLUTELY NO “SUITCASING” AT THIS CONVENTION.** Non-member vendor representatives who sell or market products and/or services to long term care operators and THCA Business Member Representatives who are not registered and/or assigned a badge holder will not be permitted at this event. (continued on next page)

**ALL COMPANY REPRESENTATIVES MUST BE AN ASSIGNED BADGE HOLDER UNDER THE COMPANY'S ABM REGISTRATION.**

Badges must be always worn/visible. Badges are not interchangeable. THCA reserves the right to grant final approval for all registrations/attendance.

Below are the steps to properly register for this event:

1. Company must be a current THCA Associate Business Member in good standing. Any outstanding balances related to previous events must be paid in full prior to the registration being formally confirmed by THCA.
2. If Company is not currently a THCA ABM, Company acknowledges that registration will be confirmed once such membership has been received and annual dues paid in full. If Company is unsure of membership status, contact Amy Orris.
3. When submitting the online ABM Registration, Company will be asked to provide the name of the person submitting the registration and intended to be the Company Event Coordinator (CEC). Please enter the name and contact information for the CEC with whom THCA will communicate relative to pre-function arrangements and needs.
4. When submitting the online ABM registration, Company will also identify its top three (3) booth preferences. Be sure to view the Trade Show Map to identify preferences. THCA will contact the CEC once registration has been confirmed with booth assignment, decorator information, information on how to submit badge holder information, housing information, etc. Badge holder information will not be collected during the initial registration process.
5. Registration is \$1,700\* and includes: up to three (3) non-interchangeable convention badges for Company representatives (badges cannot be assigned to individuals that are with another company, clients, etc.); 8'x10' Exhibit Space in the Trade Show (while space is available); attendance to a Monday early evening reception hosted by THCA Leadership exclusively for Company's badge holders (providing exclusive time with leadership of your current and potential clients); Monday evening Welcome Reception inside the Trade Show Hall; ability to attend any sessions of interest; participation in meals and breaks as listed on the Convention 'Schedule at a Glance.'" NOTE: If Company desires additional space in the trade show, multiple registrations will need to be purchased.  
\*If company does not intend to utilize a booth, the registration is still \$1700 and still includes up to 3 badge holders.
6. Registration fees are due when registering (payment by check must be received within thirty (30) days of registration). If cancellation is necessary, 50% of the registration fee paid will be refunded provided written notice (must be in writing) is given a minimum of three (3) weeks from the first day of the Convention. There will be no refunds granted within three (3) weeks of the first day of the Convention.

**EXHIBIT SPACE**

1. Each Registration includes one 8x10 exhibit space in the Trade Show (all spaces except those included with Convention Title Sponsorships are the same). Furnishing (tables, chairs, etc.) are not included, but are available for rental through the Freeman Decorating Exhibitor Services Kit online, or you may provide your own as long as it is in acceptable condition. NOTE: The show hall WILL BE carpeted.
2. Subject to approval by THCA, multiple exhibit spaces may be reserved via the purchase of multiple registrations (1 registration = 1 space) but *must* be adjacent to one another (preferred) or directly across the aisle. Likewise subject to THCA approval, Company may alter configurations (side or rear drapery) to create multiple booths, islands or the like. Please ensure the appropriate number of registrations needed to accomplish this are submitted ASAP before the deadline to guarantee the desired space.

**SETUP and STRIKING**

Set Up for exhibitors will be **Monday, September 27<sup>th</sup> from 10:30 a.m. to 3:45 p.m.** No exceptions to the scheduled set-up time will be permitted. All displays must be in place and ready for showing no later than 5 p.m. on Monday, September 27<sup>th</sup>. Strike Down is Tuesday, September 28<sup>th</sup> from 6:30 p.m. to 8:30 p.m. All exhibits must be down and out of the hall no later than 8:30 p.m. Any materials not fully cleared by 8:30 p.m. will be removed from the hall by Freeman Decorating and removal charges will be applied.

## SHIPPING INSTRUCTIONS

Freeman Decorating will receive, and store convention displays during a time period specific to its Online Exhibitor Service Kit. Additional information including fees will be included in the Online Exhibitor Service Kit. **DO NOT SHIP DIRECTLY TO THE VENUE.**

## ELECTRICAL/UTILITY/INTERNET SERVICES

Forms to order electrical, utility and internet services in advance (recommended) will be included in Freeman's Online Exhibitor Service Kit. Arrangements made on the day of set up will incur an additional charge.

## TRADE SHOW FLOOR SOLICITING

There will be no soliciting or order-taking by non-registered exhibitors on the floor of the exhibit hall. Only registered exhibitors with THCA-issued badges will be allowed to conduct business on the trade show floor. **BADGES ARE NON-TRANSFERABLE.** Sales and order-taking by exhibitors will only take place within the confines of their booth space during trade show hours. All exhibitors, exhibits, furnishings, etc. must remain within the confines of their booth space. Anyone found deviating from this will receive a warning and further violations may result in further penalties at the discretion of THCA, up to and including removal from the trade show. Attempts to solicit leads/sales by a non-registered Company representative will not be tolerated. Companies violating this policy will be subject to removal from the trade show hall and their representatives' badge-holder privileges will be voided for the duration of the convention.

## DOOR PRIZES

Door Prizes are encouraged and will be given away at specified times (generally ½ hour before the end of the show on that day) on Monday and Tuesday. Any exhibiting company that would like to participate in the door prize drawings must provide a container in their booth from which the winner's name will be drawn through the collection of business cards. Additional Door Prize information will be included in the official registration confirmation information. Door prizes are for convention attendees only. Exhibitors and THCA employees and convention staff are not eligible to participate.

## HOTEL RESERVATIONS

Registered ABMs are eligible to receive the THCA discount room rate (\$229) at the Renaissance Hotel for assigned badge holders (while rooms are available). Information on how to make hotel reservations for your badge holders will be provided in the official registration confirmation e-mail. Additional guest room blocks at nearby hotels will also be available to registered ABMs.

## HOSPITALITY SUITES

Any Hospitality Suite hosted for THCA Convention attendees must be pre-approved by THCA. Hospitality suites are available only to THCA Provider Members, registered ABMs, THCA officers, and/or approved THCA consultants. Any attempt to open a hospitality suite outside the above stated policy will result in the immediate closing of the suite by both THCA and the Renaissance Hotel. Contact Angela Torres at the THCA office for guidelines, dates, times, etc.

## SECURITY, INSURANCE AND LIABILITY

THCA will provide security at the trade show through a hired security company from the start of exhibit set-up through the end of exhibit strike down. Security will also ensure that entry to the exhibit hall remains limited to bona fide convention attendees, representatives of registered exhibitors, and THCA staff during the scheduled exhibit hours or by special arrangements with the THCA office. Entrance will be granted to proper registration badge-holders only. Under no circumstances does THCA, Freeman Decorating or the Renaissance Hotel assume responsibility for the safety of exhibits, exhibitors, employees, or representatives against any type of theft, robbery, or damage from any cause. Should any exhibitor desire additional protection beyond reasonable security efforts of THCA, we encourage the purchase of insurance and/or individual security services at the exhibitor's expense. It is agreed that the exhibitors will indemnify and hold harmless THCA, Freeman Decorating and the Renaissance Hotel from any liability which might ensue from any cause whatsoever except for the willful or wanton misconduct of THCA, Freeman Decorating, the Renaissance Hotel, or their respective agents.

## TRADE SHOW AISLES AND DESIGNATED FOOD AND BEVERAGE AREAS

All aisles and designated food and beverage areas are and will remain under the control of THCA. Do not dispose of anything in the aisles of the trade show hall, other booth spaces or in open spaces within the confines of the trade show hall.

## SUBLETTING OF SPACE AND SOLICITATION OF BUSINESS

No exhibitor shall assign, sublet, or apportion in whole or in any part of the space allotted, nor exhibit therein, nor permit any goods or services other than those manufactured or sourced by the exhibitor in the regular course of their business, except for special no-cost promotions which may be included as an exhibit attendance incentive. No exhibitor may permit or allow any person or entity that is **NOT** a registered exhibitor to solicit business or take orders anywhere within the exhibit hall, including within the aforementioned exhibitor's booth.

#### **BOOTH DECORATIONS AND THE EXHIBITOR'S SERVICE KIT**

Each booth will be outlined with a **ten (10') foot** backdrop and side dividers in flame proof drapery material on an aluminum frame as well as a 7" x 44" ID sign. Additional display materials, furniture, floor coverings or other unique materials may be obtained at the exhibitor's expense from Freeman Decorating or provided by the exhibitor as long as it is in reasonable condition.

#### **PRIORITY AND YIELDING TO FREEMAN DECORATING**

When moving in/setting up, please be aware of Freeman Decorating workers and yield the priority to them. If you have more than a couple of hand cart loads of booth materials, please make shipping arrangements through Freeman Decorating instead of trying to get your items through the very busy loading dock on Monday during set up time. When utilizing Freeman Decorating for your shipping needs, Freeman will have your items waiting for you at your booth. Rules regarding the loading dock and bringing items on the trade show floor will be included in the Exhibitor's Service Kit. Any violations will be reported by Freeman Decorating to THCA and reasonably resolved by THCA in its sole discretion.

#### **FIRE REGULATIONS**

No combustible material, gasoline, kerosene or such will be permitted to be present at any time. All decorating materials must be flame proof. Violators may be subject to fines by the Fire Marshal.

#### **FOOD AND DRINK BROUGHT IN BY EXHIBITING COMPANIES**

Any food and drink items offered by the exhibitor and served to attendees in the trade show hall must be approved by an authorized representative of the Renaissance Hotel prior to the show date and bringing them into the trade show hall. Nominal items such as candy likely do not need approval, but if you are unsure, contact Angela Torres for confirmation. Sealed food or drink items given away as a door prize and that will not be opened and/or consumed prior to leaving the trade show floor space do not need approval. Any unapproved items must be immediately removed from the trade show hall at the discretion of the Renaissance Hotel, Freeman Decorating, or THCA.

#### **INTERPRETATION AND AMENDMENT**

THCA shall have the final determination and full power to interpret and enforce all rules and regulations contained in this 2021 Associate Business Member Registration Prospectus. THCA shall have the power to make amendments to the 2021 Prospectus, and to enact such further rules and regulations as shall be considered necessary to conduct a successful 2021 THCA Convention and Trade Show.

#### **DAMAGE TO PROPERTY**

Company is liable for any damages caused by the exhibitor, exhibitor's employees and exhibitor representatives to the building, floors, walls, columns, standard booth equipment or to other exhibitors' property regardless of reason.

#### **NO GUARANTEE OF RESULTS**

THCA does not warrant or guarantee any particular results from the ABM Registration and/or exhibiting in the Trade Show, nor does it guarantee any particular number of attendees or exhibitors.

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## **ENFORCEMENT**

By registering for the 2021 THCA Convention and Trade Show, the Company agrees to comply with the terms, conditions, rules, and regulation set forth in this Prospectus. THCA reserves the right to restrict exhibits that, due to noise, method of operations, materials, or any other reason become objectionable, and to prohibit or evict any exhibitor, its display materials, or any of its employees or agents, which in the sole opinion of THCA may detract from the general character of the convention as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character which THCA determines in its sole discretion, what is objectionable to the convention and exhibit or does not conform to the standards of the convention and trade show. THCA reserves the right to reject, eject or prohibit any ABM, in whole or in part, or any ABM representative, with or without giving cause. If cause is not given, liability shall not exceed the return of the ABM registration fee paid by the Company to THCA. If ABM is ejected for violation of the rules, regulations or for any other stated reasons, no return of any registration fee shall be made.

## **ASSOCIATE BUSINESS MEMBER (ABM) ACKNOWLEDGEMENT**

By submitting an ABM Registration for the 2021 THCA Convention and Trade Show, the Company agrees to pay the full registration fee (or fees, if more than one exhibit space is desired) associated. Any refunds will be at the sole discretion of THCA. The registered ABM Company and its representatives are expected to follow all rules, regulations and other requirements outlined within this Prospectus and the Freeman Decorating Online Exhibitor Services Kit.