



Texas Health Care Association

**75th Annual Convention
& Trade Show**

**TRADE SHOW
PROSPECTUS**

2025



**September 21-24
Hilton Americas
Houston, TX**



THANK YOU!

We appreciate your support! THCA is committed to helping you make the most out of your THCA membership and participation at the THCA Annual Convention & Trade Show. You can count on us to provide multiple opportunities for your company to advertise, connect, and network with the long-term care community showcasing your company as one committed to high quality products and services serving senior care in Texas.

If you are not a THCA member and are interested in exhibiting or participating in the trade show, join now!

**Interested in attending the 75th
Annual Convention & Trade
Show? Scan to join THCA as a
2025 Business Member!**



CONTENT

- About the Event
- What's New in 2025
- Who, What, Why
- Trade Show/Exhibitor Schedule
- Booth Specifications
- Misc. Info
 - Interactive Booths
 - Attendee Lists
 - Lead Retrieval
 - Name Badges
 - Mobile App & Exhibitor Portal
 - Hotel
 - Education Sessions & CE
 - Prizes & Prize Announcements
 - Advertising
- Contact Us



75TH ANNUAL CONVENTION & TRADE SHOW

OUR EVENT

What a great city to celebrate **75 years of caring for the most precious Texans!** Houston's dynamic energy and cultural diversity perfectly reflect the innovation and resilience of the long-term care community. Join over 800 nursing home administrators, industry executives, healthcare professionals, and supporting business partners for Texas's premier long-term care trade show as we mark this diamond anniversary.

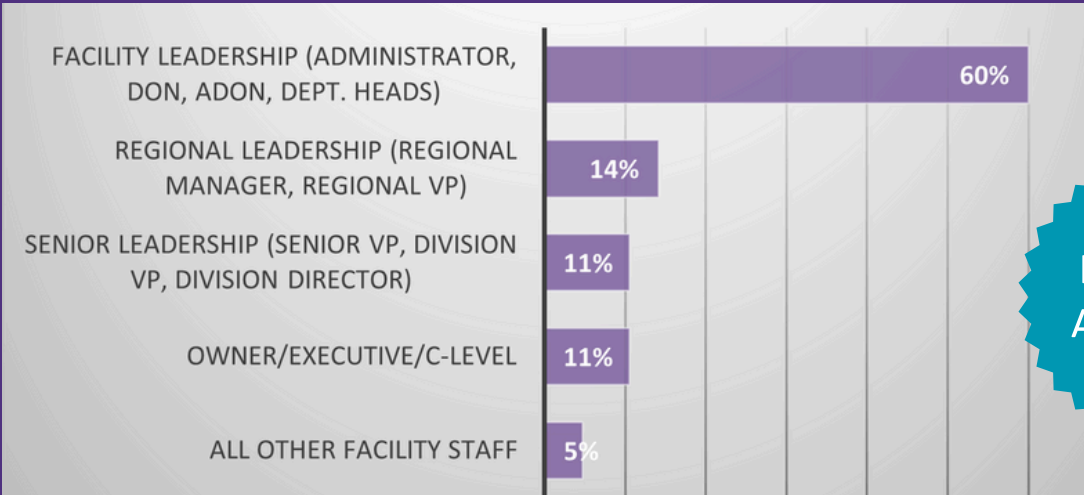
Connect with attendees and highlight your products and services during the dedicated exhibition hours. Beyond the trade show floor, Houston offers endless opportunities for networking and relaxation. The host venue provides the ideal backdrop for this milestone celebration, with world-class dining and entertainment all conveniently located within this cosmopolitan hub of Southern hospitality.

WHO WE ARE

Since 1950, THCA has represented a broad spectrum of long-term care providers and professionals offering long-term, rehabilitative, and specialized health care services.

Our mission is to unite, represent, and support professionals who strive to improve the delivery, quality, and integrity of long-term healthcare services. We continually refine and develop membership services that meet the needs of both state and national association members, including education, consumer alliances, and regulatory partnerships, advocacy for appropriate funding and fair enforcement and litigation for resident well-being, and continuous improvement in the quality of services.

Our membership includes long-term care provider facilities and their employees, and business members/companies that provide products and services to long-term care providers.



2024
Provider
Attendee
Profile



TRADE SHOW EXPERIENCES

What's
New?

Our goal is to provide you with the ultimate in trade show experiences. We understand that lead generation and networking are your primary objectives. Based on feedback from the 2024 trade show survey, we are making changes to the 2025 experience while still offering some of the same valuable exhibitor benefits.

- Designated trade show hours during lunch on both days
- Lunch provided in the trade show hall
- Networking area in the trade show hall
- Single additional badge purchase option
- Trade show booth bingo with a valuable giveaway each day
- Prizes and announcements scheduled during the last 20 minutes of trade show hours

Who, What & Why TRADE SHOW DETAILS

WHY EXHIBIT

4 Hours of Dedicated Expo

Scheduled trade show hours during lunch and in between continuing education sessions. Lunch provided in the trade show hall

Showcase, Engage & Connect

Demonstrate your product or services, involve attendees in interactive games, and collect leads of qualified decision makers

Complimentary Education Sessions

Opportunity to stay up to date on relevant trends and issues your customers are facing, plus provides additional networking time

Choose Booth
or Networking
Package

WHO SHOULD EXHIBIT

THCA Business Members that offer:

- Building, remodeling
- Education & training
- Facility equipment, services & supplies
- Finance & operations
- Food, beverage, & nutrition
- GPO
- Managed care
- Medical supplies & equipment
- Pharmacy & pharmaceutical
- Real estate, legal, insurance/risk management
- Rehabilitation
- Resident healthcare
- Staffing
- Technology & Software

WHAT IS INCLUDED

Booth fee \$2,500 includes:

- Total space of one 8' deep x 10' wide booth. Option to purchase double, triple, or quadruple booth space for \$2,500 for each 8X10 space.
- 8' back wall drapes and 3' side drapes/rails (some designated booth locations in the center of the trade show floor will not require the same quantity of pipe and drape. (See booth specifications pg. 8)
- (1) 6'L X 30"H table (draped/black)
- (2) chairs
- (1) wastebasket
- (1) identification sign
- (3) non-transferrable name badges (refer to the name badge policy on pg. 10)
- List of attendees pre-conference (refer to the attendee list policy and disclosures on pg. 10)
- Invitation to attend the Business Member Appreciation cocktail reception on Sunday afternoon (Opportunity to network with provider attendees)
- Access to the event mobile app
- Recognition in printed and digital convention materials. Interactive booths receive a highlighted listing in the event program.
- **Option to purchase instead for the same fee a "no booth" networking package that includes (3) non-transferrable name badges and all of the above with the exception of booth space items. (Business members attending under a Networking Only registration are not permitted to hand out promotional materials at the trade show)**
- **Option to purchase, in addition to booth space, additional single non-transferrable name badges.**

Schedule TRADE SHOW DETAILS

New Trade
Show Hours!

WHEN IT HAPPENS

Exhibitors must be in their booths during all scheduled trade show hours



As a courtesy to others, exhibitors will not be allowed to tear down their booths until the close of the trade show on Tuesday, September 23rd



Networking only business members are not permitted to hand out promotional materials on the trade show floor or display promotional materials in any event areas

Sunday, September 21

4:30 PM - 5:30 PM Name Badge Pick-Up
5:30 PM - 6:30 PM Business Member Appreciation Reception

Monday, September 22

6:30 AM - 4:00 PM Name Badge Pick-Up
7:00 AM - 11:30 AM Exhibitor Move-in/Set Up
11:30 AM - 12:00 PM VIP Providers Pre-show Meet & Greet
12:00 PM - 2:00 PM Trade Show

Tuesday, September 23

11:00 AM - 1:00 PM Trade Show
1:00 PM - 4:30 PM Exhibitor Move-out/Tear Down

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BOOTH SPECIFICATIONS

Rules & Policies

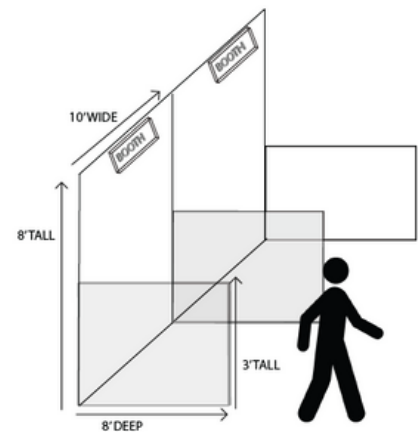
BOOTH DESIGN

THCA contracts with Freeman Decorating to offer booth decoration services & supplies. For questions contact (888) 508-5054. An exhibitor kit with detailed information is provided at registration. See what comes with each 8'X10' booth on page 6.

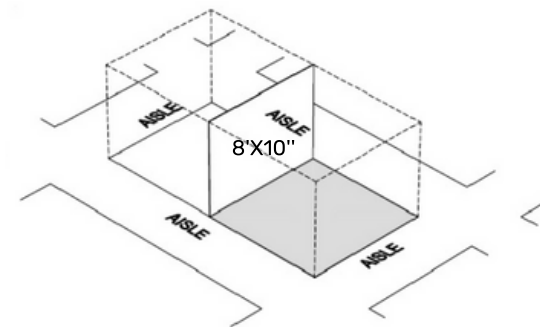
A typical single booth "in-line" is 8' deep by 10' wide with 3' sides.

Some "island" booths located in the center of the trade show floor have aisles on all sides and may include only an 8'X10' divider pipe and drape.

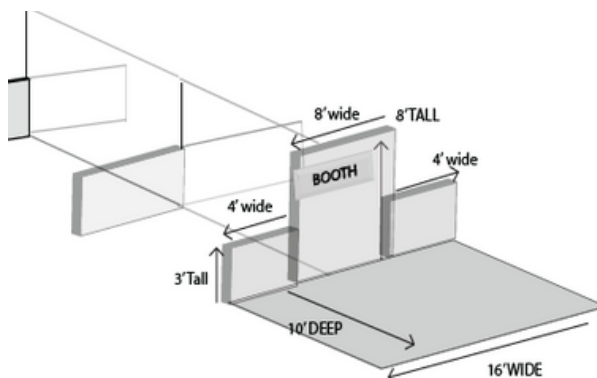
Regardless of booth space location exhibitors are required to design booths without infringing on the neighbor's space, paying special attention to design heights.



Typical Single In-Line



Example of 2 Single Island Booths



Example Endcap Double Booth

An endcap booth is 2 booths at the end of 2 rows and has aisles on three sides. Note that the back wall requires specific attention to height of booth decor due to the sharing of the neighbors' 3' side wall space.

BOOTH SPECIFICATIONS

Rules & Policies

BOOTH ASSIGNMENT

Priority booth selection is given to Title Sponsors and 15+ years tenured business members.

Booth space will be reserved on a first come first served basis once registration opens, with final booth assignments determined by our staff to help ensure direct competitors are not located within 2 spaces of or across from each other. The first of two (or more) direct competitors to register/reserve booth space will retain the space they initially selected. Any that follow and select space too close in proximity will be contacted and offered alternative locations.

PAYMENT, REFUND, CANCELLATION

Payment is due at the time of registration. Booth placement or networking package registrations will not be finalized until full payment is received. Check payments are due within 15 business days of registration and no later than August 19, 2024, or booth space selection will be released.

A 50% refund will be given for cancellations made before August 19, 2024. No refunds will be given for cancellations after that date.

Business Member Participation Agreement

The application and registration for exhibiting or the networking-only package and the rules and regulations contained in this prospectus constitute a contract for the right to exhibit and attend the THCA Convention & Trade Show. Business Members also agree to comply with any rules of the Hilton Americas Houston.

Scan to read the **Business Member Participation Agreement**. Business members will be asked to read and sign this document at the time of registration.



MISC. INFO

INTERACTIVE BOOTH POLICY

Interactive booth exhibitors are expected to design their booth as a “can’t miss” destination at the trade show with games, activities, and unique experiences for trade show attendees. Design and interactive activity details are required at the time of registration. THCA reviews interactive booth designs to ensure that there is limited duplication of ideas. Should there be duplicated activities interactive exhibitors may be asked to modify their design .

ATTENDEE LIST

Registered exhibitors and networking-only business members receive attendee lists in Excel format each of the three Mondays before the event. Lists are emailed to the primary contact on the registration. Attendees who choose to make their profile visible can also be found in the event mobile app. Please note that a high percentage of overall registration occurs 30 days before the event, which is why THCA provides the list closer to the event start date. Due to education accreditation policies, we must offer an opt-out option to attendees, which could mean not all attendees are included in the list.

LEAD RETRIEVAL

Lead retrieval will be offered in the exhibitor portal for an additional fee. Lead retrieval licenses are purchased directly from Cvent Events and managed from the portal administrator’s Cvent account. The portal administrator assigns booth staff to each license purchased through the account. Each license is connected to a single device and attendee contact information is captured through the Cvent lead retrieval app by scanning the attendee’s name badge. Lead reports are accessible through the licensee’s portal login. Lead retrieval licenses are not provided by THCA and THCA is not responsible for set up and operation of the lead retrieval app.

NAME BADGES

Exhibitors and networking-only business members are required to wear name badges at all times to access THCA events, including the trade show floor, education sessions, and any designated foyer areas. Name badges do not grant access to THCA PAC events. THCA PAC activities are a separately ticketed fundraising events held in conjunction with the convention.

Name badges are non-transferable, meaning they are name-specific and may not be borrowed or used by anyone but the registered owner of the badge. Three badges are included per 8x10 booth or networking package registration. The name badge request form is included as a “task” in the Exhibitor/Networking package Portal and should be completed no later than 10 business days before the event.

QUICK FACTS

3

NAME BADGES
PER BOOTH OR
NETWORKING
PACKAGE

NAME BADGE
FORMS DUE NO
LATER THAN
MONDAY,
SEPTEMBER 8TH

MISC. INFO

MOBILE APP & EXHIBITOR PORTAL

Convention & Trade Show attendees can access the THCA event app to build a custom agenda and connect with other attendees who make their profiles visible. Session information, locations, sponsors, speakers, and other useful information can be found in the app. Business Members should set up their profiles and list booth staff contact information in the app through the Exhibitor Portal (including networking-only companies). Event management staff use notifications in the app to announce special events, sponsors, or other relevant, timely information throughout the event. Registered booth staff will receive an invitation to download and log into the app via email 2 weeks before the event. (For information about registered booth staff, see name badges section below).

The Exhibitor Portal opens 6 weeks prior to the start of the event. Exhibitors are asked to complete "tasks", including the name badge form, purchase lead retrievals, and setting up the visible company profile and logo. (Logos for the app should be 400X400 pixels jpg or png)

HOTEL RESERVATIONS

THCA negotiates a special block room rate and offers registered business members a hotel booking link as part of the registration process. Hotel reservations cannot be made by calling the hotel directly. As a courtesy to THCA and other registering attendees, THCA asks business members to limit hotel room reservations equal to the number of registered staff.

EDUCATION SESSIONS AND CE

Registered exhibitors and networking business members are welcome to attend education sessions. Name badges are required to scan into the session regardless of the intent to pursue continuing education credits. Registered business members needing continuing education credit for a license must disclose licensing information for proper reporting. For questions contact Randa Scott at rscott@txhca.org.

PRIZES & PRIZE ANNOUNCEMENTS

Exhibitors and networking-only members are permitted to give away door prizes during the trade show. Drawings take place during trade show hours at the end of the show. Exhibitors are responsible for communicating with the winners directly and delivering the prize. Under no circumstances is THCA able to hold or deliver the gift.

SPONSORSHIPS

SPONSORSHIPS

Attending business members may purchase various sponsorships, including those for the 75th Diamond Anniversary Reception, the THCA Awards, the Giving Tree, the Hotel Key Card, the Wi-Fi Cafe, and more. Refer to the Business Membership and Sponsorship Guide or the event site starting May 13th for more details.

ADVERTISING

In addition to sponsorship opportunities found in the Business Member Guide, registered exhibitors and networking companies may purchase ad space in the printed event program.

- Full Page \$1,500 (limit 2)
- 1/2 Page \$800 (limit 3)
- 1/4 Page \$400 (limit 4)

All ads are full color.

Ad Specifications

- Full color = CMYK (please verify the file is not in RGB)
- Resolution should be 300 dpi (text converted to outlines)
- JPG or PNG high-resolution formats only, 2400 pixels or larger

Full Page with bleeds (8.75"w x 11.25"h)

Full Page without bleeds (7.5"w x 10"h)

Half Page Horizontal (7.5"w x 4.875"h)

Half Page Vertical (3.6"w x 10"h)

Quarter Page (3.625"w x 4.875"h)

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GET IN TOUCH

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September 21-24, 2024
Hilton Americas
Houston, TX

CONTACT US:



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