



# **60th Annual Convention & Trade Show**

**November 1 - 4, 2010**

**Westin Galleria**

**Houston, TX**

## **2010**

# **Exhibitor Prospectus**

**\*Updated April 23, 2010**

Contact Darren Wright at THCA with any questions.  
512.458.1257 or by email at [dwright@txhca.org](mailto:dwright@txhca.org)

## THCA's 60th ANNUAL CONVENTION AND TRADE SHOW EXHIBITOR INFORMATION

The 2010 THCA Convention and Trade Show will be located at the Westin Galleria Hotel in Houston, TX. **In 2010, we will have a near THCA record breaking 166 booths.** Our attendees are the decision makers of long term care in Texas. Owners, operators, administrators, regional and corporate staff, DONs, charge nurses, consultant nurses, social workers, rehab. therapists, dietary professionals, activity professionals and other key staff will fill our trade show looking for new ideas, services and products.

Exhibitors are invited and encouraged to attend all convention events. Your exhibit registration fee enables you attend any of the education sessions on a **no-credit**, space-available basis. We strongly encourage you to participate in our convention to the fullest. It's a great way to network with your customers. If you would like to receive credit for attending a seminar, you will need to register and pay for the seminar using the convention registration brochure that will be available around August.

Any questions you have should be answered in the materials that will come to you with the Exhibitor's Service Kit from Freeman Decorating Company which will be available online. We will contact you when the forms are available. However, please do not hesitate to give THCA a call at 512.458.1257 if we can be of assistance.

### Booth Registration

These are the steps to properly register for a booth this year:

1. Go to <http://www.txhca.org/convention/thcaconvention.htm>
2. Click on 2010 Convention Booth Registration
3. Fill out the form completely online and click "Submit"
4. THCA will then contact you and confirm a booth space number and payment arrangements will then be made.

5. You will have 2 weeks to make payment unless other arrangements are made with THCA.

### Rental Fee

All booth spaces are the same fee, so therefore it is important to get your booth at the earliest opportunity. This fee includes your carpeted exhibit booth, pipe and draping. ***There are NO tables, chairs or other furnishings included in this fee. These items may be purchased in the Exhibitor Services Kit. Electricity and Internet Access will be arranged through the Westin Galleria Hotel.***

Multiple booths may be reserved but must be adjacent to one another or directly across the aisle. If you would like to alter the side or rear drapery configurations to create multiple booths, islands or the like, please contact THCA. We will be happy to work with you in any way possible. Drapery and placement alterations, however, must be limited to multiple booth arrangements only. No spaces smaller than those shown on the floor plan will be allowed under any circumstances.

### Setup and Striking

Set-up day for Freeman Decorating Company is Monday, November 1. **Displays may be set up beginning at 8:00 am on Tuesday, November 2.** All displays must be in place and ready for showing no later than 3:00 pm on Tuesday, November 2. If you have a complicated and time consuming set-up situation, please contact THCA to make arrangements for an alternate set-up time. Exhibitors may begin teardown after the show closes on Wednesday, November 3. All displays must be removed by 8:00 pm, Wednesday, November 3. Any booth(s) not fully cleared in time will be removed from the hall by Freeman Decorating and removal charges will be billed to the exhibitor.

## Shipping Instructions

Freeman Decorating will receive and store convention displays up to four weeks prior to the show (October 4, 2010). All shipments must be sent prepaid to the address for the Freeman Warehouse listed in this brochure on page 4.

Shipments must arrive in Houston no later than October 29, 2010. Be sure to state in writing on the outside of your shipping cartons your booth number(s) and that your materials are to be held for the **Texas Health Care Association Trade Show**.

**DO NOT SHIP** directly to the Westin Galleria Hotel. They have no provisions for receiving or holding your goods

## Electrical and Utility Service

Electrical service will be handled through the Engineering Department at the Westin Galleria Hotel. A form to order your utility services in advance will be included in your Exhibitor's Service Kit online. Arrangements made on the day of set-up may include an extra charge.

## Prior Contracts

All booths on this floor plan are subject to prior contract. Please be sure to give first, second, and third choices on the online Booth Reservation Request form. There will be updated booth availability maps on <http://www.txhca.org/convention/thcaconvention.htm> so please check this before making your choices. By signing up online you are contractually committing yourself to exhibiting with THCA and are subject to any cancellation rules.

## Floor Soliciting

**There will be no soliciting or order taking by non-exhibitors on the floor of the exhibit hall.** Only bona fide exhibitors will be allowed on the exhibit floor or to conduct business at this trade show. Sales and order taking by exhibiting firms are allowed and are definitely encouraged. Any violators are subject to removal from the hotel. All exhibitors must remain in the confines of their booth space while conducting business with attendees.

## Door Prizes

Door prizes from exhibitors are definitely encouraged. **These will be given away at specified times during trade show hours on Tuesday & Wednesday.** Each company wishing to give door prizes must provide a container in their booth from which the winner's name will be drawn. All door prize winners will be announced throughout the exhibit hall. This will be an excellent opportunity to draw attention to your company by participating in the awarding of door prizes. A door prize form will be sent to you after you have registered for a booth. You will be receiving more information in your exhibitor packet or you may contact them at 205.581.0070 for more information.

**Please note:** Door prizes are for convention attendees only. Exhibitors, exhibitor's guests and employees of THCA are not eligible to participate in door prize drawings.

## Hotel Reservations

Exhibitors are encouraged to stay at our overflow hotels in order to encourage our attendees to stay at the convention & trade show for the maximum amount of time. A listing of hotels as well as other instructions needed will be sent to exhibitors when it becomes available.

## Hospitality Suites

Hospitality suites are available only to THCA members, THCA officers, and/or THCA consultants of record. Any attempt to open a hospitality suite against the above stated requirements will result in the immediate closing of the suite by both THCA and the hotel. This may also result in the cancellation of that person's or persons' membership in THCA. Not sure? Call THCA and we will help. Contact information will be posted for reserving suites at the Westin Galleria Hotel online at <http://www.txhca.org/convention/thcaconvention.htm>.

## Questions?

### Texas Health Care Association

Darren Wright  
4214 Medical Pkwy # 300  
Austin, TX 78756  
512.458.1257—Phone  
512.467.9575—Fax  
dwright@txhca.org

### Freeman Decorating Company

13101 Alameda Rd.  
Houston, TX 77045  
713.433.2400—Phone  
469.621.5613—Fax

### (Warehouse Shipping Address)

#### Freeman Warehouse

Exhibiting Company Name & Booth # \_\_\_\_\_  
Hold for : Texas Health Care Association  
Trade Show  
c/o Freeman Decorating  
13101 Alameda Rd.  
Houston, TX 77045  
713.433.2400—Phone  
469.621.5613—Fax

### Westin Galleria Hotel

5060 West Alabama  
Houston, TX 77056  
713.960.8100—Phone  
713.960.6553—Fax

## 2010 Exhibit Booth Fees

All of the booths at the 2010 show are the same price regardless of location so make your reservations early. **THCA is accepting credit card payments for your booth fee and your business membership fee.** To offset the service fee that credit card companies charge THCA, credit card users must add 5% to your total charges. For example, for booth only, the cost will be \$1,700 + 5% (\$85.00) = \$1,785.00. For one booth and membership, the total will be \$2835.00

All booth spaces - \$1,700 and include:

- One 8' by 10' booth space
- Listing in *THCA Notes* of convention participation—contract early and be listed more often
- Listing in Convention Show Guide
- Three exhibitor badges - additional badges

- are \$20 each
- Wednesday luncheon for exhibitors and attendees
- No Credit Entrance into Educational Sessions
- Banquet tickets may be purchased onsite if you wish to attend.

## 2010 Business Membership Required

Your 2010 business membership in THCA must be current to exhibit in the 2010 Trade Show. You may renew your membership or join THCA by paying your \$1000.00 dues when you reserve your booth. If you are not sure if your membership is current, call THCA at 512.458.1257. If charging to your credit card, add 5% to total dues. For example, \$1000 + 5% (\$50.00) = \$1050.00. Please contact Darren Wright at dwright@txhca.org or 512.458.1257. A business membership application is on the back of this brochure. Business membership dues run from January 1—December 31 and are not prorated at any time so you are encouraged to join as a business member early even if you have not been invoiced for your booth costs.

## Exhibit Hours

Exhibit times for this show are:

### Tuesday, November 2, 2010

4:00 pm - 7:00 pm

\*Exhibitors Reception at 5:30—7:00 & Door Prize Drawings throughout the day

### Wednesday, November 3, 2010

12:00 pm - 4:00 pm

THCA Door Prizes Drawings throughout the day

The education schedule will not conflict with exhibit hours

\*The Exhibitor's Reception will be held in the Trade Show Hall on Tuesday, November 2. It is open to all exhibitors and convention participants who have entrance to the Trade Show. Great food, cash bars and possibly live music will start at 5:30 pm.

## Display Arrangements

All exhibits must conform to the size and space purchased by the exhibitor and must not be of such nature, height, or arrangement to obstruct the view of, or otherwise interfere with, the exhibits of others. Due to hotel restrictions, no animals will be allowed inside the exhibit area without the prior approval of the Westin Galleria Hotel. Automobiles inside the exhibit hall must be approved and arrangements made through the hotel.

## Exhibitor Registration

All representatives of exhibiting firms must register and wear a proper badge while on the floor of the exhibit hall and during other official convention functions. **Entrance to the Exhibit Hall will be by THCA badge only.**

## Security, Insurance and Liability

THCA will provide security from the start of exhibit setup through the end of the exhibit tear down. An additional duty of the security guards will be to assure that entry to the exhibit hall remains limited to bona fide convention attendees, representatives of exhibiting firms, authorized guests and/or THCA staff during the scheduled exhibit hours or by special arrangements with the THCA office. Entry, as mentioned above, will be by proper registration badge only. Under no circumstances, however, does THCA, Freeman Decorating Company or the Westin Galleria 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 Westin Galleria Hotel from any liability which might ensue from any cause whatsoever.

## Aisles

All aisles are and will remain under the control of THCA. Rubbish may be placed in the aisle in front of the individual booth(s) at the close of the show each day. Wastebaskets and other receptacles should be placed in the aisles for emptying and clearing at that time also. The containers will be returned to the inside of the booth in front of which they are placed. Freeman Decorating Company staff will clean the exhibit area at the close of the show each day. Any special cleaning that you may need within your booth can be coordinated through Freeman Decorating Company representatives at their service desk.

## Subletting of Space and Solicitation of Business

No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted, nor exhibit therein, nor permit any goods or services other than those manufactured or jobbed 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 any representative or any firm or company **NOT** exhibiting 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 space will be outlined with an eight (8') foot backdrop with **white** panels (these colors are subject to change) and 36-inch side dividers in teal flame proof drapery material on an aluminum frame. Additional display materials, furniture, floor covering or other unique materials may be obtained at the exhibitor's expense from Freeman Decorating Company.

An Exhibitor's Service Kit from Freeman Decorating Company outlining their services, capabilities and costs will be forwarded to each exhibitor who contracts for space. Please study it carefully and return all the necessary forms to Freeman Decorating Company and to the appropriate suppliers listed on the forms as soon as possible.

## **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.

## **Signs**

THCA will provide one sign, 7" x 44", with the exhibitor's name and booth number thereon. Any other sign(s) will be at the exhibitor's expense, including any signs using extra copy, trademarks or logos, or special work such as show cards, banners, and the like. These may be obtained by direct arrangement with Freeman Decorating Company. Information concerning this service will be contained in the Exhibitor's Service Kit.

## **Exhibitor Courtesy**

Exhibitors will remain inside their booths within reason to conduct business. **Please do not block the aisles** as other attendees will not be able to get through and is discourteous to your fellow exhibitors.

## **Control**

The Texas Health Care Association retains the right to eliminate any objectionable exhibits, persons, advertisements, souvenirs or other items that would in our opinion, impair the high standards set for the annual convention of our membership.

## **Amendments**

All points not covered herein are subject to settlements by THCA, its offices, its staff and its committees. The right to make reasonable changes, amendments and additions to these rules and regulations, as shall be considered necessary, is reserved solely for THCA, its officers, its staff and its committees.

## **THCA and Freeman Decorating Forms**

After your booth space has been assigned, THCA will contact you when forms are available online. Please contact Darren Wright at 512.458.1257 or [dwright@txhca.org](mailto:dwright@txhca.org) if you have any questions.

## **Badges**

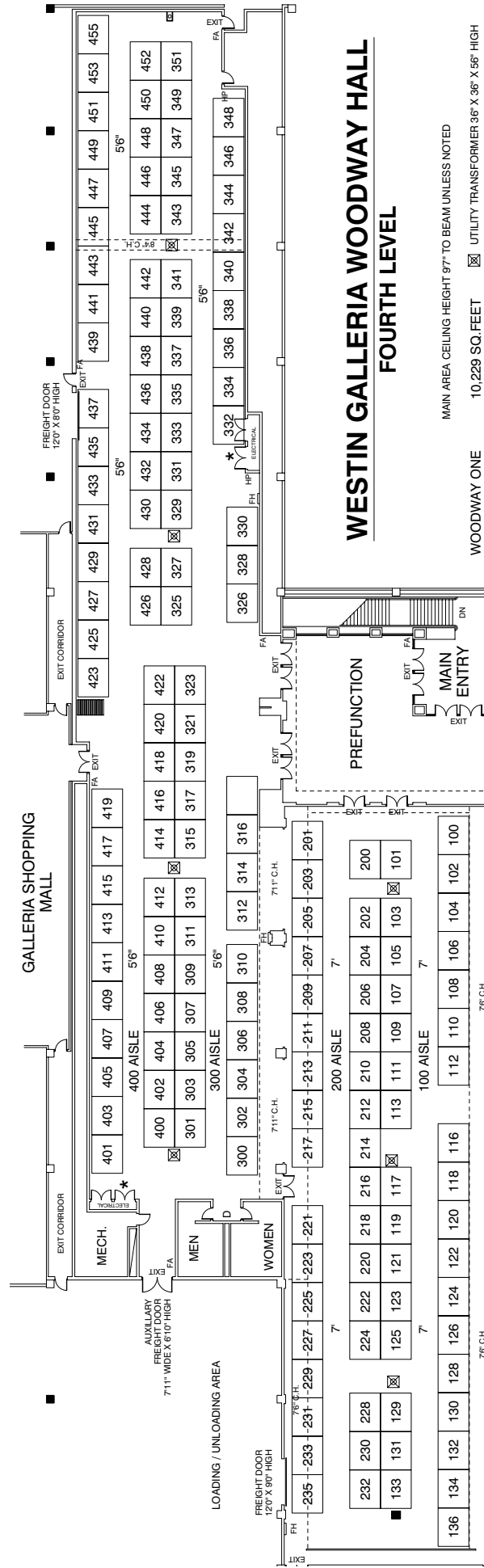
Each exhibitor will receive **3 free badges** per booth purchased. After that, badges will cost **\$50 each** and you must be an employee or guest of the exhibiting company and you **must remain inside the confines of your assigned booth while conducting business** with THCA attendees.

## **Free Booth Drawing for 2010 Convention in Houston!!!!**

Reserve your booth space by paying your minimum deposit and membership for 2010 and be eligible for a free booth at next year's convention & trade show in Houston. The drawing will be made at our exhibitors meeting prior to the 1st trade show day November 2. Winner will be contacted by THCA.

# 2009 EXHIBITORS

Abbott Nutrition  
Accelerated Care Plus  
Accu-Med Services  
AccuNurse by Vocollect Healthcare Systems  
Advanced Pharmacy  
Advanced Tissue  
American HealthTech  
American Hospice, Inc.  
American Medical Technologies  
ARKRAY  
Auto-Chlor Services  
Basic American Medical Products  
Ben E Keith Company - Food Division  
Benefit Concepts, Inc  
BKD, LLP  
Bluewaters Consulting Group, LLC  
Broussard Healthcare Consulting/Synergy Care, Inc  
Care2Learn.com  
CareTracker by Resource Systems  
CMMS X-Ray  
Community Portable X-Ray  
CONCO Food Service  
Continence Care Group  
Covidien / Kendall  
Deer Oaks - A Behavioral Health Organization  
DermaRite Industries, LLC.  
Direct Supply, Inc.  
Dynaflow Beverages  
eHealth Data Solutions  
Excel Staffing Service, Inc.  
EZ Way, Inc  
First Choice Medical Supply  
FIRST QUALITY PRODUCTS  
Functional Pathways  
GlaxoSmithKline Pharmaceuticals  
Gulf South Medical Supply  
Hallmark Rehabilitation  
Healthcare Services Group  
HealthMEDX  
Healthpoint, Ltd.  
Heart to Heart Hospice of Austin  
Heritage Healthcare, Inc  
Hill-Rom Company  
HPSI  
Incite Rehab  
Jamail & Smith Construction  
J-Meds Medical Services Inc  
Joerns Healthcare  
Legacy Rehabilitation Services  
Life Systems, Inc.  
Lilly USA , LLC  
Links Medical Products  
Lone Star Pharmacy  
LTC Pharmacy Services  
LTC PROPERTIES INC.  
McKesson Medical Surgical  
MDI Achieve  
Medicine Chest Pharmacy  
Medline Healthcare Company  
Med-Mizer Inc.  
MetroStat Diagnostic Services Inc  
Mind Body Spirit Rehab  
Mobile Care 2U  
MobilexUSA  
MxManage by Resource Systems  
National Pharmacy of Texas  
Nestlé HealthCare Nutrition  
Omnicare SWR  
ONR, Inc.  
Pathway Health Services  
Patient Support Services, Inc.  
Peoplefirst Rehabilitation  
Performance Foodservice  
PharMerica Corporation  
Pi Architects  
PointClickCare  
PointRight Inc.  
Primus Medical LLC  
RecoverCare, LLC  
Rehab Choice  
RehabCare  
Reliant Rehabilitation  
RXPPTS PHARMACY, LLC  
Sava Senior Care  
SCA Personal Care  
Select Medical Rehabilitation Services  
Select Rehabilitation  
Silverchair Learning Systems  
SimpleLTC, Inc.  
SmartLinx Solutions  
Smithers Merchant Builders, LP  
Sucampo Pharmaceuticals, Inc.  
Texas Digital Systems  
The Marlin Company  
The Summit Health & Rehab Services  
Tidewater Group Purchasing  
TMHP  
Touchstone Communities  
TruCare Solutions, Inc.  
US Foodservice  
Valir Health  
Vericare  
Vitality Foodservice Inc.  
Watson Pharmaceuticals



# WESTIN GALLERIA WOODWAY HALL FOURTH LEVEL

WOODWAY ONE      10,229 SQ.FEET       UTILITY TRANSFORMER 36" X 36" X 56" HIGH

MAIN AREA CEILING HEIGHT 97' TO BEAM UNLESS NOTED



**2010 Booth Reservation Request—during 2009 Convention Only. Please present at THCA Exhibitor Registration Desk. After convention, please email Darren Wright at [dwright@txhca.org](mailto:dwright@txhca.org) to be added to the exhibitor list.**

**Exhibitors who submit this form DURING the THCA 2009 Convention will be chosen for order either by lottery or by tenure. You will be contacted in the order that was determined you will have the opportunity to choose your booth. An updated map of the trade show will be posted as changes are made. You can view this map at <http://www.txhca.org/convention/thcaconvention.htm>**

**\*\*\*The information below should be the THCA exhibitor contact and not the contact for attendees.**

\_\_\_\_\_  
Company

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
E-mail address

\_\_\_\_\_  
Website Address

***After your booth is chosen and an invoice is sent, you will have two weeks to submit payment unless other arrangements with THCA are made. Any payments not received in 2 weeks or other arrangement could possibly result in the cancellation of your booth reservation. If you have any questions, please contact Darren Wright at THCA, [dwright@txhca.org](mailto:dwright@txhca.org) or call 512.458.1257. You will also be asked to provide a 25 words or less company description which will be used to keep distance between competing companies. You will be asked for contact information and company description for our official convention program at a later date.***

***Please check our website for any convention updates:  
<http://www.txhca.org/convention/thcaconvention.htm>***



# Business Membership Application

## EXPLANATION OF BUSINESS MEMBERSHIP:

- A Membership Directory, which lists all member facilities as well as the THCA Board of Directors and Region Chairs.
- The exclusive opportunity to exhibit at the THCA Trade Show and Convention.
- Discounted fees on mailing labels for facility members.
- Participation in the Business Advisory Committee.
- Eligible to serve on state committees.
- Receive THCA mailings, including the newsletter *THCA Notes*.

Status: <input type="checkbox"/> New Member 2010 <input type="checkbox"/> Renewal		(For Office Use Only)	
		Member #:	
		Date:	
Company Name:			
Contact:			
Business Mailing Address:		City:	
		State:	Zip Code:
Phone: (    )		Fax: (    )	
E-mail:			
Is your company owned, totally or in part, by a corporation or business that also operates or owns, totally or in part, any type of long term care facility in Texas?			
		Yes	No
Please describe the services you offer:			

**2010 Business Membership dues are \$1000.00 per calendar year.**

Please return your check and completed application to:

Texas Health Care Association

P.O. Box 4554

Austin, Texas 78765