

Florida Hospice  
& Palliative Care Association

# FORUM

MAY  
25 & 26  
2017



Core Practices.  
Better Care.

Hyatt Regency Grand Cypress  
ORLANDO, FLORIDA

Exhibitor & Sponsor  
**PROSPECTUS**

# 32nd Annual Forum

Whether you are a seasoned hospice professional or have just begun your career in hospice, *having a solid foundation is key to your success.*

*Social workers, chaplains, physicians, nurses, aides and anyone who works in end of life care* is invited to join us for the 32nd annual FHPCA Forum to unlock the key fundamental practices that equip all hospice professionals for providing excellent end of life care.



Core Practices.  
Better Care.



## **About**

### **Florida Hospice & Palliative Care Association**

FHPCA is a not-for-profit, IRS Section 501(c)(3) organization representing Florida's hospice programs. Established in 1982, FHPCA was formed to be a unified voice for hospice programs in Florida.



## **Membership**

91% of all licensed hospice providers in the state of Florida are members of FHPCA, so are all of their staff.



## **FHPCA Provider Members Are Different**

- Some of the largest hospice programs in the country are members of FHPCA
- Average Daily Census range from 20 – 1,500
- Innovative programs with varying needs
- All provide some kind of ancillary service for patients and families

***Exhibiting and sponsoring at Forum means you can reach key leaders and hundreds of employees in end-of-life care.***



## Key Dates to Remember

- **Early Bird Cut Off:** February 24, 2017
- **Booklet & Tower Advertising:** April 1, 2017
- **Hotel Room Deadline:** May 5, 2017

## The Location

### Hyatt Regency Grand Cypress

One Grand Cypress Blvd., Orlando FL 32836

#### BOOK HOTEL ROOM:

<https://aws.passkey.com/go/may17>

Hyatt Regency Grand Cypress is a luxury, family-friendly resort where elegance and convenience come together. Less than a mile from Walt Disney World® and down the street from Disney Springs, SeaWorld® and Discovery Cove, Hyatt Regency Grand Cypress gives you the opportunity to enjoy some of Florida's top attractions.



## Schedule of Events

Wednesday, May 24	
5:00PM - 7:00PM	Exhibitor & Board of Directors VIP Reception
7:00PM - 9:00PM	Exhibit Load-In
Thursday, May 25	
7:30AM - 5:45PM	Exhibits Open
7:30AM - 8:30AM	Continental Breakfast
8:30AM - 9:45AM	Plenary Session
9:45AM - 10:00AM	Break
12:30PM - 1:45PM	Lunch & Networking
3:15PM - 4:15PM	Film in Main Hall
4:15PM - 4:30PM	Break
5:45PM - 6:45PM	Cocktail Hour with Attendees
Friday, May 26	
7:30AM - 2:00PM	Exhibits Open
7:30AM - 8:30AM	Continental Breakfast
9:45AM - 10:00AM	Break
12:30PM - 2:00PM	Closing Plenary & Lunch
2:00PM - 4:00PM	Exhibitor Load-Out

**\*\*\*Review the load-in and out dates and times carefully. Exhibitors not adhering to the schedule will incur a penalty. \*\*\***

# Exhibiting

## The Space

The exhibit space is located at the heart of Forum with breakfast, breaks, plenary sessions and social events happening on or adjacent to the show floor. This trade show isn't tucked in a far-off corner, but rather central to key events happening throughout the day.

## Booths

Exhibitor fees include:

- 10x10 booth
- Table
- Two chairs
- Waste basket
- Basic signage
- Seven logo customized drink tickets (to be distributed to attendees)\*
- Admission to the show floor for up to two company representatives\*\*
- Admission to the Continental breakfasts, breaks, lunches, Thursday Cocktail Hour, and sessions.

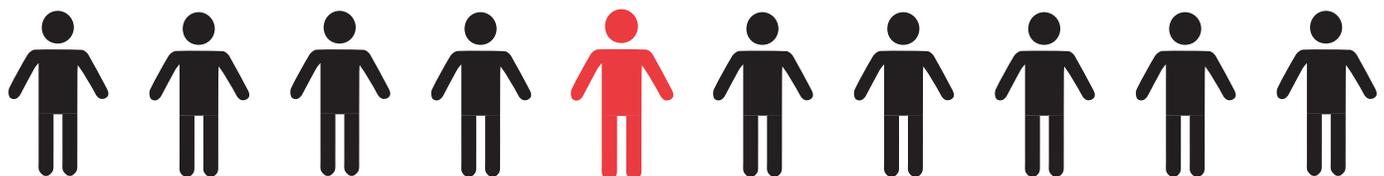


	Booth	Early Bird (before 2/26/17)	Regular (after 2/26/17)
<b>FHPCA Member - Standard</b>	[booths 100 - 305]	\$1,250	\$1,500
<b>Non-Member - Standard</b>	[booths 100 - 305]	\$1,800	\$2,100
<b>FHPCA Member - Premium</b>	[booths 401 - 706]	\$1,500	\$1,800
<b>Non-Member - Premium</b>	[booths 401 - 706]	\$2,100	\$2,500
<b>Non-Profit</b>	(limited availability)	\$750	\$1,250

\*Additional drink tickets can be purchased (see online application).

\*\*Additional representatives from your company are welcome to attend, but they must purchase a Floor Pass (\$99 per person) prior to the conference. Floor passes will NOT be sold separate from a booth purchase.

## STAND OUT FROM YOUR COMPETITORS



> SPONSOR AN EVENT OR CONFERENCE PRODUCT

> PURCHASE AN AD IN THE CONFERENCE BOOKLET OR ON A TOWER

> REGISTER EARLY TO ENSURE YOUR LOGO IS IN THE BOOKLET AND ON THE LARGE DIRECTORY

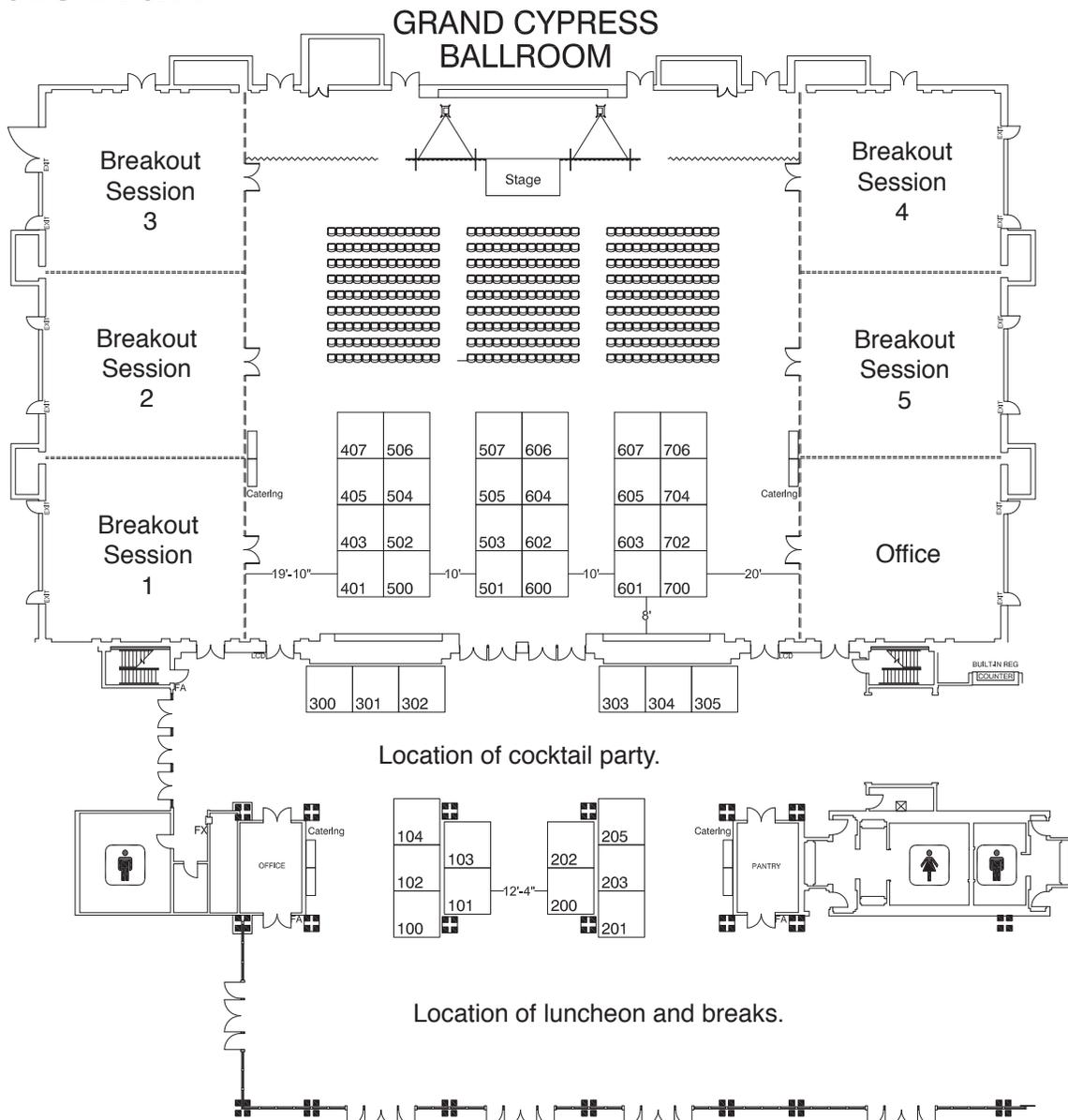
# Why Exhibit?

Exhibiting at Forum is a unique way to reach hospice professionals in one place. Many professions are represented at this year's conference. They are:

1. President, Chief Executive Officers, Executive Directors and other C-level management staff
2. Vice-Presidents, Administrators, Directors and Managers
3. Physicians and Medical Directors
4. Nurses and Nursing Assistants
5. Hospice Aides
6. Social Workers and Professional Counselors
7. Bereavement Coordinators and Grief Counselors
8. Chaplains and other Spiritual Caregivers
9. Healthcare professionals from other fields



## Exhibit Hall



# Sponsorship

Collaborate with FHPCA and stand out from the crowd. Sponsorship is your chance to increase your visibility and exposure, and FHPCA has various options to help you do just that.

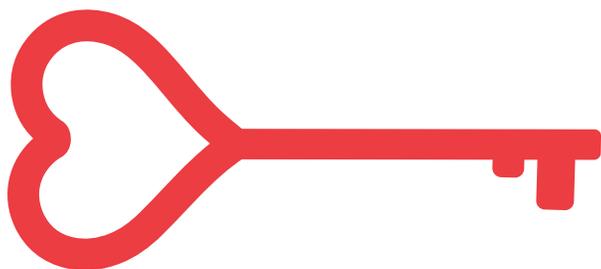
## Special Event Sponsorship

Each sponsorship includes signage with your logo, acknowledgment in the conference booklet, on a large tower at the conference, and on the Forum website. Some of the sponsorships include the opportunity to address attendees from the dais during the conference.

Continental Breakfast Sponsor	Thursday	\$1,000
	Friday	\$1,000
Thursday Luncheon Sponsor		\$2,500
Thursday Evening Cocktail Hour Sponsor	Gold	\$2,500
	Silver	\$1,500
	Bronze	\$500
Break Sponsor	Thursday AM	\$500
	Thursday PM	\$500
	Friday AM	\$500
Friday Luncheon Sponsor		\$2,500
Executive Roundtable Sponsor		\$5,000
Thursday Grand Rounds Sponsor		\$1,250
Friday Grand Rounds Sponsor		\$1,250
Film Sponsor		\$1,250
Wednesday Evening VIP Reception Sponsor		\$4,000
Opening Plenary Speaker Sponsor		\$1,500
Closing Plenary Speaker Sponsor		\$1,500



Sponsor Family Heritage Life introducing the plenary speaker.



*"As a first time attender, the show far exceeded my expectations."*

**-Previous Forum Exhibitor**

# Awards of Excellence Sponsorship

Each sponsorship includes your logo and acknowledgment in the conference program as well as the opportunity to announce the winner of the award from the stage. Awards will be presented at various times during the two-day conference.

<b>Individual Award</b>	
- Barbara Janosko Excellence in Leadership	\$1,000
- Excellence in Interdisciplinary	\$1,000
- Catalyst Award	\$1,000
- Hospice Story Award	\$1,000
<b>Program Award</b>	
- Excellence in Program Innovation - Community Outreach	\$1,000
- Excellence in Program Innovation - Clinical Practice	\$1,000
- Synergy Award	\$1,000



Sponsor Home Healthcare Solutions presenting an award.

# Additional Sponsorship Opportunities

FHPCA is happy to customize a sponsorship opportunity to suit your company's goals and budget. Contact Holly Sinco at [holly@floridahospices.org](mailto:holly@floridahospices.org) to discuss your marketing goals. Here are some of the successful sponsorships we have used in the past:

Reusable Water Bottle Sponsor	\$1,000
Padfolio Sponsor	\$2,500
Conference Bag Sponsor	\$4,000
Retractable Badge Sponsor	\$2,500
WiFi Sponsor	\$4,000
Conference Bag Insert	Variable

For current available sponsorships, contact Holly Sinco at [holly@floridahospices.org](mailto:holly@floridahospices.org) or visit our conference website at [www.floridahospices.org/forum/exhibitors-sponsors](http://www.floridahospices.org/forum/exhibitors-sponsors)

# Advertising

## Tower Advertising

Place your ad around the conference area by advertising on a conference tower. These 8ft towers will ensure your brand stands out among the crowd.

### Specifications:

**\$300 per panel**

- Price includes full color graphics.
- Tower dimensions are 36" W x 96" H.
- Acceptable Software File Formats - PC and MAC based software accepted. Files should always be saved in their native format. Please include all fonts and images. Can accept art created 28mb TIF file with the following software (listed in order of preference):
  - ADOBE—Illustrator, InDesign, and Photoshop
  - COREL DRAW
  - QUARK XPRESS
- Acceptable File Types:
  - EPS and AI (especially when submitting logos)
  - TIF (especially when submitting photos)

**DEADLINE FOR  
TOWER ADS  
APRIL 1, 2017**



# Conference Booklet

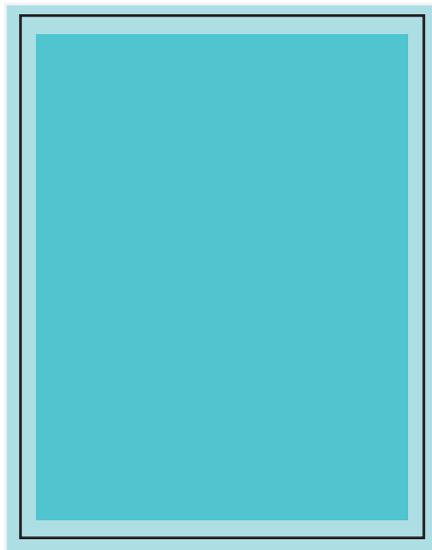
Reach your target audience and direct attendees to your booth – advertise in the conference booklet, distributed to all attendees, plus promote your support in advance when you receive a FREE duplicate ad on our conference website.

	Full Page	Half Page	Quarter Page
Member Exhibitor	\$250	\$175	\$125
Member	\$300	\$225	\$175
Non-Member Exhibitor	\$325	\$250	\$200
Non-Member	\$350	\$275	\$225

## Specifications:

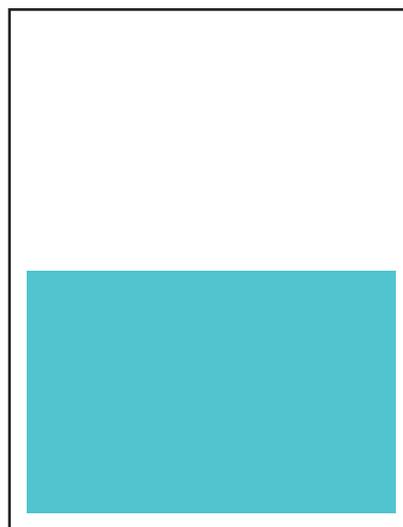
- Prices include full color graphics.
- Files must be print-ready and submitted as high-resolution .pdf or .ai formats with fonts embedded.
- Press-optimized .pdf files preferred. Resolution must be at least 300dpi.
- All advertisements must be right-reading.
- Files submitted in other formats or files requiring retouching or reformatting may incur additional fees.

## DEADLINE FOR BOOKLET ADS - APRIL 1, 2017



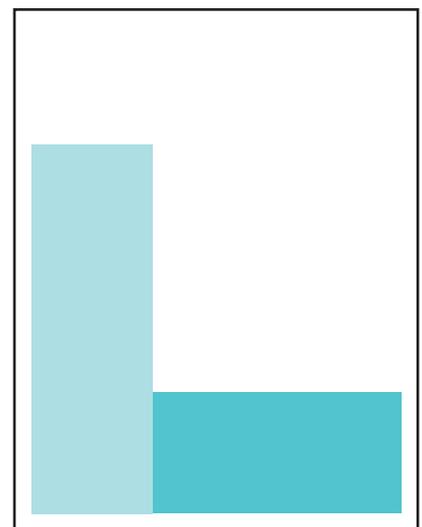
### Full Page

Bleed Size 9" x 11.5"  
Trim Size 8.5" x 11"  
No Bleed 8.5" x 11"  
Live Text Area 7.5" x 10"



### Half Page

Size 7.25" x 4.75"  
Live Text Area 7.25" x 4.75"



### Quarter Page

Horizontal Size 7" x 3.25"  
Live Text Area 7" x 3.25"  
Vertical Size 3.25" x 9"  
Live Text Area 3.25" x 9"

# How to Be Successful at Forum

If you want to be successful at Forum, utilize all the opportunities available to you as an Exhibitor and/or Sponsor. Suggestions below are included with your registration or sponsorship.



## ***Network at the VIP Reception***

This exclusive, invite-only reception gives you an opportunity to network with hospice leadership from around the state. The reception ends at 7pm, which provides the option to invite your new connections out to dinner.

Date: May 24th | Time: 5pm - 7pm



## ***Mingle at the Cocktail Hour***

You've been working hard at your exhibit station all day and passed out all of your drink tickets – now it's time to step away from that booth, unwind and visit with attendees at the Thursday Night Cocktail Hour. Network and mingle with attendees in a relaxed environment, sample some delicious appetizers and sip a drink, all while enjoying the freedom to move about the lounge.

Date: May 25th | Time: 5:45pm - 6:45pm



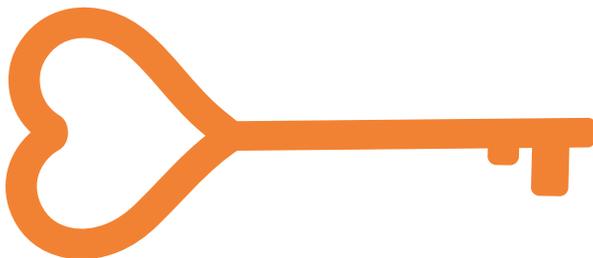
## ***Scan Badges***

Exhibitors have the opportunity to be volunteer badge scanner for sessions. This is a great chance for those wishing for more face time with attendees, to get involved, or simply to see attendees' names and titles.



## ***Attend Sessions***

Gain an edge and hear what your potential clients are interested in by attending the breakout sessions. Rehash with attendees what you've learned, and engage in conversations that can set you apart from your competitors.



*"Everyone (Vendors and Attendees) that I spoke with had a great time and made lots of amazing connections.*

*- Previous Forum Exhibitor*

# Rules and Regulations

These rules and regulations are a part of the contract between Florida Hospice & Palliative Care Association (FHPCA) and the Exhibitor Company (Exhibitor). Signature on the application form constitutes agreement with all rules and regulations. Interpretation of all rules and regulations is the responsibility of FHPCA management. Decisions by management are final.

**PAYMENT FOR SPACE:** All applications must be accompanied by payment. Access to the exhibit hall will not be permitted unless all fees are paid in full before the event occurs.

**BOOTH PERSONNEL:** Exhibitor registration includes admission for up to two company representatives. Additional representatives must purchase a floor pass in order to participate in the Forum trade show or any associated events. Floor passes are NOT available for purchase separate from a booth.

Attempting to bypass the exhibiting registration process with the intent to solicit, sell, or approach Forum attendees is strictly prohibited and will result in expulsion from the conference.

**CANCELLATION POLICY:** Sponsors requesting cancellation of registration and providing written notice to the FHPCA office no later than April 1, 2017 are eligible for a 50% refund. Cancellations received after April 1, 2017 will not receive a refund.

**INSTALLATION OF EXHIBITS:** Exhibitor registration and load-in will be between the hours of 7:00 PM and 9:00 PM on Wednesday, May 24, 2017. Any exhibit space not occupied by 9:00 PM on May 24th will be considered forfeited by the exhibitor and no refund shall be paid. FHPCA may reassign such space at their discretion without any obligation to the exhibitor.

Please be courteous to attendees and the other exhibitors by ensuring your booth is staffed during all exhibit hours. No set-up or moving of materials or equipment is permitted during exhibit hours.

**DISMANTLING OF EXHIBITS:** The Exhibit Hall will close at 2:00 PM on Friday, May 26, 2017. Dismantling of exhibits is not permitted until the conference concludes at 2 PM.

Exhibitors who do not comply, and dismantle their booths early will be given "last choice" for booth selection the following year. Exhibitor load-out is between 2:00 PM and 5:00 PM on Friday, May 26th.

**USE OF SPACE:** Exhibitors may not assign, sublet or share with any other company the space they have been allotted with out prior consent from FHPCA management. Exhibitors must confine their exhibit within their assigned booth unless arrangements are made for additional tables or space. Amplifying devices that project sound beyond the exhibitor's booth are prohibited.

**ACCEPTABILITY OF EXHIBITS:** All exhibitors must serve the interest of the conference attendees and shall be operated in a way that will not detract from the conference as a whole. FHPCA reserves the right to refuse or require the withdrawal of any exhibitor which it deems objectionable to its purpose and to prohibit anything that, in its sole judgment, may be deemed to detract from the show in general.

**FIRE, SAFETY AND HEALTH REGULATIONS:** The Exhibitor agrees to comply with all local, city and state laws, ordinances and regulations for fire, safety and health. Arrangement of booth shall not hinder traffic flow through aisles. No combustible materials may be stored in or around the exhibit. All food and beverage items must be supplied through the conference venue (Hyatt Regency Grand Cypress) and no outside items are permitted without express written permission from FHPCA management and the conference venue.

**IMMUNITY FROM LIABILITY:** It is agreed that neither FHPCA nor its host venue shall be liable for any damage to, or destruction of any exhibit (or part of the exhibit), artwork, or disappearance of any exhibit (or part) or any property contained in and about the exhibit area. The Exhibitor agrees to hold harmless FHPCA and host venue and their employees and representatives from and against all liability for damage, injury, costs, or loss to all persons and claims arising out of or resulting from exhibitor's use and occupancy of the exhibit area at the venue or any part thereof.

**NON-DISCRIMINATION CLAUSE:** The Exhibitor has a policy of non-discrimination based on race, gender, ethnicity, sexual orientation, religion, disability and age.



## ***Want to know more?***

Call us: 877-793-1922

Email: Holly Sinco at [holly@floridahospices.org](mailto:holly@floridahospices.org)

Visit us: [floridahospices.org/forum](http://floridahospices.org/forum)



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