



Hospice Soul
39TH ANNUAL FORUM

Welcome, Exhibitors & Sponsors!

FHPCA's 39th Forum will be held **May 30-31, 2024** at the **Signia by Hilton Orlando Bonnet Creek**. And will be attended by hospice and palliative care professionals from hospice providers across the state of Florida. Don't miss out on joining us in FHPCA's biggest event of the year.

Affiliate Membership

To receive the best rates and establish this year's partnership with FHPCA, email info@floridahospices.org to receive our membership packet. We have created 3 tiers of investment options for your company to consider with unique benefit options at each level.

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

In 2023 100% 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

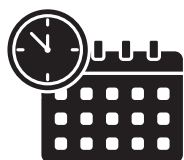
Signia by Hilton Orlando Bonnet Creek

14100 Bonnet Creek Resort Lane, Orlando, FL 32821

With spectacular views and all the comforts of home, our refined and spacious guest rooms provide a haven for a family at leisure, or the traveling executive blending business with pleasure. Signia by Hilton Orlando Bonnet Creek is surrounded by the Walt Disney World® Resort, just minutes from Disney® Theme Parks, water parks, and Disney Springs™. World-class shopping, arts and entertainment venues, and the best of Orlando’s exciting attractions are all within a short drive of the hotel.



Visit www.floridahospices.org/forum
To Book Your Hotel Room



Dates to Remember

- Early Bird Cut Off: April 1, 2024
- Booklet & Tower Advertising: April 15, 2024
- Hotel Room Deadline: May 5, 2024

SCHEDULE OF EVENTS

WEDNESDAY, MAY 29	
5:00PM - 7:00PM	Exhibitor & Board of Directors VIP Reception
8:00PM - 12:00AM	Exhibit Load-In
THURSDAY, MAY 30	
7:30AM - 5:45PM	Exhibits Open
7:30AM - 8:30AM	Breakfast
8:30AM - 9:45AM	Plenary Session
9:45AM - 10:00AM	Break
12:30PM - 1:45PM	Lunch
3:15PM - 4:15PM	Middle Plenary Session
4:15PM - 4:30PM	Break
5:45PM - 6:45PM	Cocktail Hour with Attendees
FRIDAY, MAY 31	
7:30AM - 2:00PM	Exhibits Open
7:30AM - 8:30AM	Breakfast
9:45AM - 10:00AM	Break
12:30PM - 2:00PM	Closing Plenary & Lunch
2:00PM - 4:00PM	Exhibitor Load-Out



ATTENTION

Review the load-in and out dates and times carefully.

All of our exhibiting + sponsorship information is available at www.floridahospices.org/forum/exhibitors-sponsors

Exhibiting

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:

- 8 x 10 booth
- Table
- Two chairs
- Waste basket
- Basic signage
- 7 logo customized drink tickets
- Admission to the show floor for up to two company representatives**
- Admission to the Plenary meals, breaks, lunches, Thursday Cocktail Hour, and sessions.



	Early Bird (before 2/01)	Regular (after 2/01)
FHPCA Member	\$1,750	\$2,100
Non-Member	\$2,350	\$2,700
Non-Profit	Non-profit booths are limited. Please contact office for availability	

*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 (\$200 per person) prior to the conference. Floor passes will NOT be sold separate from a booth purchase.

Tips from Exhibitors in 2023



"Location, Location, Location! We loved the location that we had this year."



"Stand up at your booth & engage with a 'Hello!' or Smile."



"Make new connections/friends. Step outside of the comfort zone to speak with people!"

25% of the exhibitors who responded to our Post-Forum survey said they went to an educational session.



100% of our 2023 Exhibitors reported they would be returning in 2024

In addition to exhibiting...



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

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.

VIP Reception (Wednesday)	Exclusive
Executive Roundtable (Thursday)	\$5,000
Awards Luncheon (Thursday)	\$3,000
Kick Off Session	\$1,500
Thursday Breakfast Plenary	\$2,500
Friday Breakfast Plenary	\$2,500
Thursday Luncheon Sponsor	\$2,500
Thursday Evening Cocktail Hour Sponsor	Gold \$2,500 Silver \$1,500 Bronze \$500
Break Sponsor	Thursday AM \$750 Thursday PM \$750 Friday AM \$750
Friday Closing Sponsor	\$1,500
Wednesday Evening VIP Reception Sponsor	Exclusive
Opening Plenary Speaker Sponsor	\$1,500
Closing Plenary Speaker Sponsor	\$1,500



Katie Wehri, NAHC joined us in 2022 as an Executive Roundtable Speaker

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.

● Barbara Janosko Excellence in Leadership	\$1,500
● Hospice Story Award	\$1,500
● Hospice Heart Award	\$1,500
● Emerging Leader Award	\$1,500
● Synergy Award	\$1,500
● Catalyst Award	\$1,500
● Excellence in Program Innovation – Community Outreach	\$1,500
● Excellence in Program Innovation – Clinical Practice	\$1,500
● Award of Excellence in Interdisciplinary Care	\$1,500



2022 Awards of Excellence winner, Lynn Kiefer, St. Francis Lifestage Reflections with FHPCA President & CEO, Paul Ledford and Daniel Peake, Capstone HME and Awards of Excellence Sponsor

Additional Sponsorship Opportunities

FHPCA is happy to customize a sponsorship opportunity to suit your company's goals and budget. Contact Sheri LeaJean at Exhibits@FloridaHospices.org to discuss your marketing goals. Here are some of the successful sponsorships we have used in the past:

● Conference Bags	\$4,000
● Padfolios	\$4,000
● Retractable Badges / Lanyards	\$3,000
● Reusable Water Bottles	\$2,500
● WiFi	\$4,000
● Conference Bag Inserts	Variable
● Conference App	\$4,000
● Key Cards	\$4,000

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:

- 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)

Tower Costs (per panel):

\$300 Member / \$350 Non-member



DEADLINE FOR ALL ADVERTISING

APRIL 15, 2024

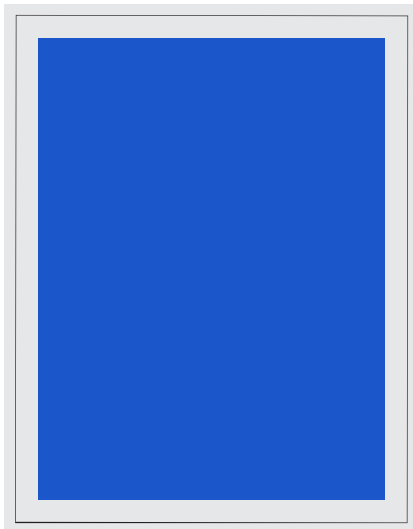
Conference Booklet

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

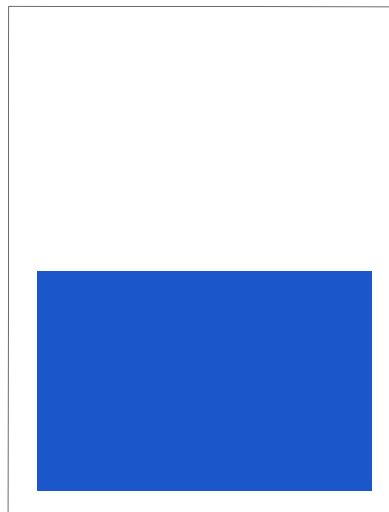
Specifications:

- 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.



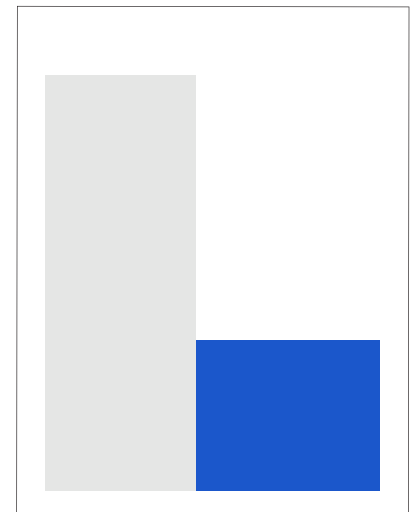
Full Page

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"

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. Full payment of the exhibit rental fee must be received before booth numbers will be confirmed. Access to the exhibit hall will not be permitted unless all fees are paid in full **BEFORE** the event occurs. If receiving the Member Rate for a booth, membership must be processed and complete in order to receive the FHPCA Member rate.

BOOTH PERSONNEL: Exhibitor registration includes admission for up to two company representatives. Additional representatives must purchase a day pass in order to participate in the Forum trade show or any associated events. Day 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.

The exhibit space rented is to be used **solely** by the exhibitor **whose name appears on the contract** for exhibit space. The exhibitor will not sublet or exhibit any portion of same without the written consent of FHPCA. Should such consent be given by FHPCA, the cost of the exhibit will be doubled. The exhibitor is entirely responsible for the exhibit space rented and has sole responsibility for repair and maintenance of the exhibit space rented, including the sole responsibility of keeping the exhibit space free from any condition that might be dangerous to persons coming upon the premises.

CANCELLATION POLICY: Exhibitors requesting cancellation of registration and providing written notice to the FHPCA office no later than April 1, 2024 are eligible for a 50% refund. Cancellations received after April 1, 2024 will not receive a refund.

INSTALLATION OF EXHIBITS: Exhibitor registration and load-in will be between the hours of 8:00pm -12:00am Wednesday, May 29, 2024. Any exhibit space not occupied by 12:00AM on May 30, 2024 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.

DISMANTLING OF EXHIBITS: The Exhibit Hall will close at 11am on Friday, May 31, 2024. Dismantling of exhibits is not permitted to begin until the final breakout sessions begin at 11am.

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 (Signia by Hilton Orlando Bonnet Creek) 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.

GOOD NEIGHBOR POLICY: The Exhibitor will operate within the exhibit space so as not to annoy, endanger or interfere with the rights of the other exhibitors or attendees. FHPCA, in its sole discretion, may prohibit any action resulting in complaints from other exhibitors or attendees and which interferes with the rights of others or exposes them to annoyance or danger. Amplifying devices that project sound beyond the exhibitor's booth are prohibited. The exhibitor's unreasonable interference with, or inconvenience to FHPCA Forum, exhibitors or attendees will be deemed a breach of contract



FHPCA 2024 Forum

EXHIBITOR & SPONSOR APPLICATION FORM

May 30-31, 2024 | Signia by Hilton Orlando Bonnet Creek
14100 Bonnet Creek Resort Lane, Orlando, FL 32821



GENERAL INFORMATION

Exhibiting Company Name:

Primary Contact Name: _____ Email: _____

This person will receive all information regarding the details of exhibiting at Forum, including billing information, booth assignment, etc.

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Marketing Contact Name: _____ Email: _____

This person will work with FHPCA on all marketing related enterprises.

EXHIBITION FEES

Exhibitor fees include:

a 8x10 booth, table, two chairs, waste basket, basic signage, registration to Forum for up to two company representatives, and seven customized drink tickets with your company's logo.

Exhibitor Rates	Member		Non-Member	
	Early Bird (by 4/01)	Regular (after 4/01)	Early Bird (by 4/01)	Regular (after 4/01)
Booth Rates	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$2,250	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$2,950

Booth Representative #1

Name: _____ Title: _____

Email: _____

Booth Representative #2

Name: _____ Title: _____

Email: _____

Additional Booth Representative Name: _____

Email: _____ Title: _____

Additional Booth Representative Name: _____

Email: _____ Title: _____

Additional representatives from your company are welcome to attend, but they must purchase a Floor Pass (\$200 per person) prior to the conference. Provide each additional representative's name, title and email to Member Services at 877-783-1922 or exhibits@floridahospices.org. Floor passes will NOT be sold separate from a booth purchase.

Logo Drink Tickets	Purchase additional customized tickets to hand out to Forum attendees for use at the Thursday Night Cocktail Party	<input type="checkbox"/> \$70 (7 tickets)	<input type="checkbox"/> \$150 (15 tickets)
		<input type="checkbox"/> \$300 (30 tickets)	<input type="checkbox"/> \$500 (50 tickets)

Total Exhibition Fees	Booth Fee: _____
	Additional Booth Reps (\$200 per addition): _____
	Additional Drink Tickets: _____
	TOTAL: _____

Sponsorships

For sponsorship-only participation, a minimum sponsorship of \$2,500 must be met to attend the entire Forum. For sponsorships less than \$2500, you, as a sponsor, are invited to attend your sponsored event.

<input type="checkbox"/>	VIP Reception Sponsor (Wednesday) Kick off Forum by hosting FHPCA Board of Directors, their leadership, exhibitors, and sponsors at this exclusive VIP reception.	Exclusive
<input type="checkbox"/>	Executive Roundtable Sponsor (Thursday) Sponsor this special educational event for FHPCA Board of Directors and their leadership team. Event occurs on Thursday. This sponsorship may be split into two, contact our office for more information.	\$5,000
<input type="checkbox"/>	Award Luncheon Sponsor Awards of Excellence Sponsorships – \$1,500 each Celebrate those who make hospice great by sponsoring one or more of the awards below. Winners will receive a beautiful award and a cash prize. Award sponsors will also have the opportunity to present the award to the winner and attend luncheon.	\$3,000
<input type="checkbox"/>	Barbara Janosko Excellence in Leadership Award <input type="checkbox"/> Synergy Award	<input type="checkbox"/> Hospice Story Award <input type="checkbox"/> Emerging Leader Award
<input type="checkbox"/>	Excellence in Program Innovation – Community Outreach	<input type="checkbox"/> Hospice Heart Award <input type="checkbox"/> Catalyst Award
<input type="checkbox"/>	Excellence in Program Innovation – Clinical Practice	<input type="checkbox"/> Award of Excellence in Interdisciplinary Care
<input type="checkbox"/>	Cocktail Hour Sponsor (Thursday) <input type="checkbox"/> Gold \$2,500 <input type="checkbox"/> Silver \$1,500 <input type="checkbox"/> Bronze \$500 Help Forum attendees relax and socialize after a long day of learning by sponsoring this fun evening event. The Cocktail Hour Sponsorship is a multi-sponsor event. Please contact FHPCA Exhibits for sole sponsorship pricing.	
<input type="checkbox"/>	Break Sponsor <input type="checkbox"/> Thursday AM \$750 <input type="checkbox"/> Thursday PM \$750 <input type="checkbox"/> Friday AM \$750	
<input type="checkbox"/>	Thursday Breakfast Plenary Sponsor	\$2,500
<input type="checkbox"/>	Friday Breakfast Plenary Sponsor	\$2,500
<input type="checkbox"/>	Friday Closing Sponsor	\$1,500
<input type="checkbox"/>	Conference Bag Sponsor	\$4,000
<input type="checkbox"/>	Padfolio Sponsor	\$4,000
<input type="checkbox"/>	Retractable Badge Sponsor	\$3,000
<input type="checkbox"/>	Reusable Water Bottle Sponsor	\$2,500
<input type="checkbox"/>	WiFi Sponsor	\$4,000
<input type="checkbox"/>	Conference Bag Insert Sponsor	Variable
<input type="checkbox"/>	App Sponsor	\$4,000
<input type="checkbox"/>	Key Card Sponsor	\$4,000
<input type="checkbox"/>	Kickoff Session Sponsor	\$1,500
<input type="checkbox"/>	Education Partner Sponsor (6 available)	\$1,500

TOTAL SPONSORSHIP FEES: _____

Advertising

Booklet Advertising

Full Page (8.5w x 11h)

- | | |
|--|-------|
| <input type="checkbox"/> Member Exhibitor Rate | \$250 |
| <input type="checkbox"/> Member Rate | \$300 |
| <input type="checkbox"/> Non-Member Exhibitor Rate | \$325 |
| <input type="checkbox"/> Non-Member Rate | \$350 |

Half Page (8.5w x 5.5h)

- | | |
|--|-------|
| <input type="checkbox"/> Member Exhibitor Rate | \$175 |
| <input type="checkbox"/> Member Rate | \$225 |
| <input type="checkbox"/> Non-Member Exhibitor Rate | \$250 |
| <input type="checkbox"/> Non-Member Rate | \$275 |

Quarter Page Ad (4.75w x 3.25h)

- | | |
|--|-------|
| <input type="checkbox"/> Member Exhibitor Rate | \$125 |
| <input type="checkbox"/> Member Rate | \$175 |
| <input type="checkbox"/> Non-Member Exhibitor Rate | \$200 |
| <input type="checkbox"/> Non-Member Rate | \$225 |

Tower Advertising

- | | |
|--|----------------|
| <input type="checkbox"/> Member Rate | \$300 per side |
| <input type="checkbox"/> Non-Member Rate | \$350 per side |

TOTAL ADVERTISING FEES: _____

Payment

Payment Amount: Exhibition + Sponsorship + Advertising = TOTAL:

Payment Method:

Check Enclosed, make checks payable to Florida Hospice & Palliative Care Association

Credit Card: VISA Mastercard AmEx Discover

Credit Card Number: _____

Exp. Date: _____

Code:

Cardholder Name:

CC Billing Address:

CC Phone Number:

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Authorization: I have read and agree to comply with the terms of this contract.

Signature of Exhibitor's Authorized Representative _____ Date _____