



Treasure Our Elders

KHCA/KCAL 58th Annual

Trade Show and Convention

September 25-26, 2008

Vendor Packet

Century II Performing Arts & Convention Center

Wichita, Kansas

Trade Show

Century II—Convention Hall

225 West Douglas

Wichita, Kansas 67202

(316) 264-9121



Convention

Hyatt Regency Wichita

400 West Waterman

Wichita, Kansas 67202

(316) 293-1234



Dear Vendor,

I would like to invite you to take part in the **KHCA/KCAL 58th Annual Trade Show and Convention**, September 25-26, 2008, at the Century II-Convention Hall in Wichita, Kansas.

This is your opportunity to reach over 500 nursing home representatives, including owners, administrators, nurses, activity directors and social workers. This one-on-one contact in a relaxed atmosphere can translate into big sales for your company.

We are very excited about the **58th Annual Trade Show & Convention**. After truly listening to our sales associate members, vendors and trading partners, we've revamped and revised how our members will be encouraged to mix and mingle with you. Highlights include:

- ◆ Exclusive Daytime Trade Show Hours Both Days
- ◆ Opportunity to Present Education Break Out Sessions
- ◆ Invitation to Participate in the September 25th Opening Session
- ◆ Special Marketing Opportunities

By taking part in the KHCA/KCAL Trade Show you will receive benefits throughout the year. **As a trade show participant you receive a free 2009 Sales Associate Membership in KHCA/KCAL -- a \$450 value!** This membership gives you access to the Members Only Section of the KHCA/KCAL Website, access to membership rosters, and your company's listing on the website. You will also receive a 58th Annual Convention & Trade Show Awards Booklet and Buyer's Guide.

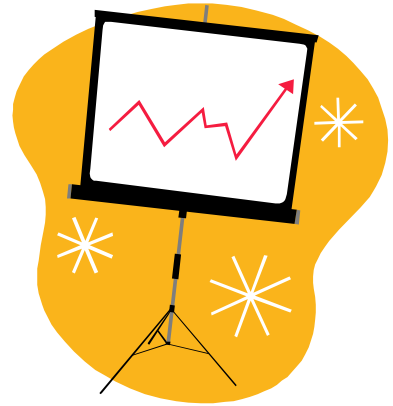
Please take a moment and look over this booklet on this year's trade show.

Sincerely,

Jim Klausman
Chairman of the Board



Call To Present



This is your chance to be in the spotlight and really highlight what your company's products can do for long term care.

KHCA/KCAL is seeking proposals to present educational sessions at the 58th KHCA/KCAL Annual Convention. Although these sessions will be uncompensated, this is a tremendous opportunity to have your company's name in front of over 500 participants. The presentation should be about 50 minutes in length, and must be submitted for continuing education. Your company must be vending at the annual trade show to present. Please express if you are willing to present the program more than once.

Proposals must be received by June 1, 2008

Submissions must include:

- * Program with a title.
- * Two learning objectives and a 2-3 sentence description that can be used in a brochure.
- * Credentials and experience of the presenter.
- * Contact information.

Please send proposal to Linda MowBray at KHCA by fax 785-267-0833, or by e-mail

lmowbray@khca.org

ADVERTISING OPPORTUNITIES



This year we will be combining our Annual Convention Awards Booklet with our Annual Buyer's Guide.

Details on how to put your company's advertisement at the fingertips of long term care professionals all year long will be sent out in June 2008!!

KHCA/KCAL Facts:

- Founded in 1951
- Largest State Trade Association Representing Kansas Nursing and AL/RHC Facilities
- Nearly 200 Member Facilities Caring for 16,000 Residents
- The ONLY Organization Representing Assisted Living Facilities in Kansas
- Headquartered in Topeka, Kansas
- State Affiliate of AHCA/NCAL

Kansas Health Care Association/Kansas Center for Assisted Living

117 SW 6th Ave., Suite 200

Topeka, KS 66603

Phone: (785) 267-6003 - Fax: (785) 267-0833

www.khca.org

KHCA/KCAL Sales Associate Member Benefits

As a KHCA/KCAL Trade Show Participant, you receive a **FREE** KHCA/KCAL Sales Associate Membership for 2009 -- a \$450 Value!

As a Sales Associate Member or SAM you will receive the following:

Access to KHCA/KCAL Member Rosters and Database, and the added ability to use you membership with KHCA/KCAL as a marketing tool with the nearly 200 KHCA/KCAL Member Facilities. Remember, KHCA/KCAL is the only organization in Kansas that represents assisted living facilities.

Special notices of opportunities to participate and/or sponsor educational activities throughout the year. These events range from district meetings with 30 attendees to the annual convention that draws over 500 participants. These educational events draw both member and non-member facilities so your SAMS Membership Benefits go beyond the KHCA/KCAL Member Facilities.

Access to the "Members Only" Section of the KHCA/KCAL Website that provides LTC News and Information.

Listing on the KHCA/KCAL Website in the preferred vendor section that is used by many professionals at each of the KHCA/KCAL Member Facilities.

A dual listing in the annual KHCA Buyer's Guide under exhibitors and associate member sections that are used as a directory for facilities, national and state agency contact information on a daily basis throughout the year by all KHCA/KCAL Members.

Opportunity to serve on any KHCA/KCAL Committee in an advisory, non-voting capacity and build relationships with the decision makers in our member facilities.

2008 KHCA/KCAL ANNUAL TRADE SHOW VENDOR INFORMATION

Trade Show Floor **IS NOT** Carpeted.

Booth fee includes 8x10 Draped Booth, 6 ft Draped Table with 2 chairs and Identification Sign.

You may order carpet, dryage and other extras from **Henry Helgerson Company (316) 943-1851**.

You will need to contact **Century II Convention Center (316) 264-9121 for any utilities**.

An order form is enclosed for Henry Helgerson Company & Century II Convention Center.

Wednesday 9/24	Vendor Move In	3:00 - 5:00
Thursday 9/25	Vendor Move In	8:00 - 10:00
	Exclusive Trade Show	10:45 - 1:00
Friday 9/26	Exclusive Trade Show	10:30 - 12:30
	Vendor Move out	12:30 - 4:00

Cost per booth is \$895.00 on or before 8/1/08, and \$995.00 after 8/1/08. Booths will be assigned on a first come first serve basis, booths can only be assigned with a 50% down payment and registrations must be in writing.

You must be wearing your name badge to be allowed on the trade show floor.

Booth fee includes 8 x10 ft draped booth, 6 ft. draped table, 2 chairs and identification sign. All other services must be ordered through the Henry Helgerson Company, 316-943-1851 or Century II Convention Center, 316-264-9121. An order form is enclosed in registration packet. Cancellations prior to 8/1/2008 will receive a 50% refund; cancellations after 8/1/2008 and no shows will receive no refund.

Booth rental does not include attendance of convention classes. Vendors may attend the education for an additional fee of \$50. To attend education vendors must submit a convention registration.

Drawings—Exhibitors may conduct drawings in their booth areas. Winners will be announced over the public access system September 26th starting at 12:15.

The exhibitor assumes the entire responsibility and liability of losses, damages, and claims arising out of the exhibitor's activities on the Convention Center and/or Hotel premises and will indemnify, defend, and hold harmless the Hotel, Convention Center, their owners and management companies, as well as their representative agents, servants and employees from any and all such losses, damages and claims. Hotel/Convention Center will not be responsible or liable for any loss, damage, or claims arising out of an exhibitor's activities on the Hotel/Convention Centers premises, except for any claims, loss, or damages arising directly from its negligence.

For More information please contact Kelly Schreiner, 785-267-6003 or kschreiner@khca.org.

2008—KHCA/KCAL ANNUAL TRADE SHOW & CONVENTION REGISTRATION

Century II- Convention Hall

September 25 & 26, 2008

Company Name _____ Tradeshow Contact _____

Company Address _____ Tradeshow Contact E-Mail _____

_____ Company Product _____

Phone _____ Company Web _____

List Representative who will be attending the Trade Show. (2 allowed with fee, additional \$25/each)

Name _____ Name _____ **Name (Additional \$25.00 Charge)**

E-mail _____ E-Mail _____ **E-Mail (Additional \$25.00 Charge)**

Requested Booth #1_____, #2_____, #3,_____

Companies you wish not to display by _____

No booths will be reserved without 50% down payment. Balance Due by September 1, 2008.

Booths		Total
Early Bird Booth Prior to August 1, 2008	\$895	
After August 1, 2008 Registration	\$995	
Total Due		

All Booths Include: 8 x 10 Draped Booth - 6 ft. Draped Table - 2 Chairs - Identification Sign
All other services must be ordered through the Henry Helgerson Company, 316-943-1851 or Century II Convention Center, 316-264-9121. An order form is enclosed.

Payment Information:

Check _____ Mail check or money order to KHCA, 117 SW 6th Ave, Suite 200, Topeka, KS 66603

Visa___ MC___ AM___ DSC___ Card # _____ EXP Date _____

Signature _____ Date _____

By submitting a signed copy of this contract, we are requesting exhibit and/or indicated additional services at the KHCA/KCAL 2008 Trade Show & Annual Convention, September 25-26, 2008.

Please return to KHCA, Kelly Schreiner, 117 SW 6th, Suite 200, Topeka, KS 66603
785-267-6003 or kschreiner@khca.org or by fax 785-267-0833.

KHCA 58th Annual Trade Show Floor Plan
Century II - Wichita
Convention Hall

