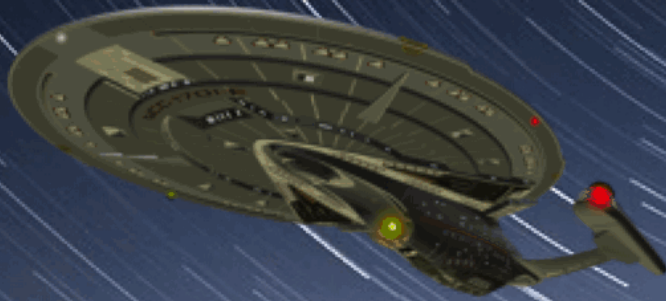


Trekking Toward Quality



KHCA
KANSAS HEALTH CARE ASSOCIATION

kcal
Kansas Centers for Assisted Living

**59th Annual Trade Show and Convention : October 13 & 14, 2009
Century II Performing Arts & Convention Center : Wichita, Kansas**

Trade Show
Century II—Convention Hall
225 West Douglas
Wichita, Kansas 67202
(316) 264-9121

Vendor Packet

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 59th Annual Trade Show and Convention**, October 13 & 14, 2009, at the Century II-Convention Hall in Wichita, Kansas.

This is your opportunity to reach over 250 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 **59th 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 October 13th 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 2010 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 59th Annual Convention & Trade Show Awards Booklet and Buyer's Guide.

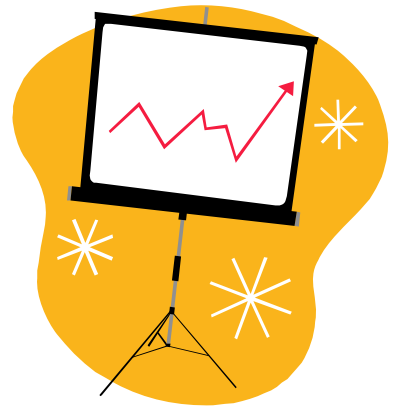
Please take a moment and look over the booklet on this year's trade show.

Sincerely,

Jon Covault
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 59th KHCA/KCAL Annual Convention. Although these sessions will be uncompensated, this is a tremendous opportunity to have your company's name in front of hundreds of 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, 2009

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 2009!!

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 2010 -- 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 your 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 both for profit and not for profit homes.

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 250 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 members sections that are used as a directory by facilities, national and state agencies, and KHCA/KCAL Members on a daily basis throughout the year.

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

2009 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.

| | | |
|-----------------|----------------------|---------------|
| Tuesday 10/13 | Vendor Move In | 6:00 - 10:00 |
| Tuesday 10/13 | Exclusive Trade Show | 10:45 - 1:00 |
| Wednesday 10/14 | Exclusive Trade Show | 10:30 - 12:30 |
| | Vendor Move out | 12:30 - 4:00 |

Cost per booth is \$895.00 on or before 7/31/09, and \$995.00 after 7/31/09. Booths will be assigned on a first come first serve basis and can only be assigned with a 50% down payment. 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 the registration packet. Cancellations prior to 7/31/2009 will receive a 50% refund; cancellations after 7/31/2009 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 address system October 14th, starting at 12:00.

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 Joleen Klausman, 785-267-6003 or joleenk@khca.org.

2009—KHCA/KCAL ANNUAL TRADE SHOW & CONVENTION REGISTRATION

Century II- Convention Hall

October 13 & 14, 2009

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 15, 2009.

| Booths | | Total |
|--|-------|--------------|
| Early Bird Booth Prior to July 31, 2009 | \$895 | |
| After July 31, 2009 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

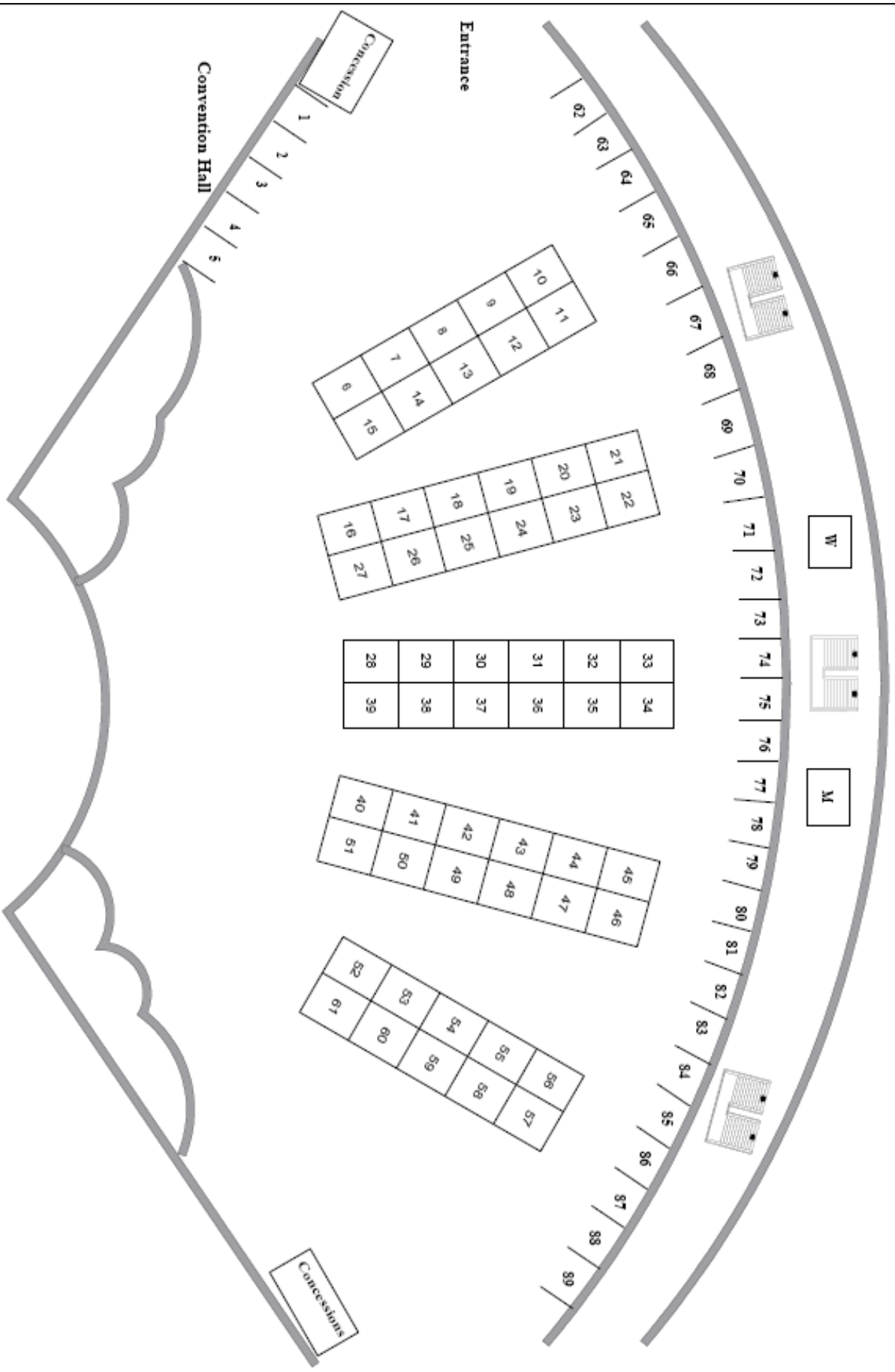
Visa___ MC___ Card # _____ EXP Date _____

Signature _____ Date _____

By submitting a signed copy of this contract, we are requesting to exhibit and/or indicated additional services at the KHCA/KCAL 2009 Trade Show & Annual Convention, October 13 & 14, 2009.

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

Kansas Health Care Conference 2009 Convention Hall - Century II



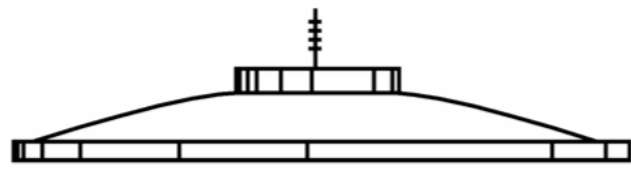
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| 6 | 14 |
| 5 | 15 |

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| 21 | 22 |
| 20 | 23 |
| 19 | 24 |
| 18 | 25 |
| 17 | 26 |
| 16 | 27 |

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| 33 | 34 |
| 32 | 35 |
| 31 | 36 |
| 30 | 37 |
| 29 | 38 |
| 28 | 39 |

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| 45 | 46 |
| 44 | 47 |
| 43 | 48 |
| 42 | 49 |
| 41 | 50 |
| 40 | 51 |

| | |
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| 56 | 57 |
| 55 | 58 |
| 54 | 59 |
| 53 | 60 |
| 52 | 61 |



Century II

Performing Arts & Convention Center

Dear Exhibitor,

We are extremely pleased you will be visiting Century II in the near future. As an exhibitor, we want to make sure you are aware of our services and policies. Included you will find a *Utilities Order Form*, *Equipment Rental Schedule*, *Rules & General Information* page, and *Parking Map*. If you should need additional information, please go to our web site at www.century2.org or call us at (316) 264-9121.

Please note that pre-ordered utilities and equipment are at a significantly reduced rate than late orders (5 working days prior to show). Orders for electric, phones, Internet, use of forklift, sign/banner hanging should be included on the Utilities Order Form.

Century II will accept shipped items and freight five (5) day prior to the event. Any items arriving prior to this will be assessed a storage fee of \$10 per day per item. Items needing to be unloaded via forklift will incur the forklift and driver rental fee as shown on Utilities Order Form. Exhibitors are responsible for preparing shipping labels and arranging for shipping pick up. Items left after the contracted event time are not the responsibility of Century II and will accrue a storage fee of \$10 per day. Century II takes no responsibility for lost, damaged or misplaced freight.

In order to make events more successful, we strongly discourage exhibitors from parking in the main lot of Century II. The following are additional parking locations in the immediate vicinity of Century II:

- Waco & 1st Street – One block north of Century II (Lot north of the Broadview). Free of charge.
- Broadview Parking Garage (Douglas & Waco) – Free of charge.
- Water & 1st Street – One block north of Century II (Behind Garvey Building). Free of charge on weekends and after 5:00 p.m.
- Hyatt Regency Parking Garage – Fee assessed.
- Gander Mountain – Two blocks south of the Hyatt. Free of charge.

Thank you for your time, and we look forward to providing the highest quality of customer service to you. If you need additional assistance please contact Stephanie at sbeach@wichita.gov or call (316) 264-9121.

Sincerely,

Debbie Williams
General Manager



Conventions ★ Trade Shows ★ Flags & Flag Poles
 601 N. Athenian ★ Wichita, Kansas 67203
 316-943-1851 ★ Fax 316-941-4613 ★ www.HHelgerson.com

**RENTAL
ORDER
FORM**

Company Name _____ Booth _____
 Street Address _____ Phone _____
 City _____ State _____ Zip Code _____
 Ordered by: _____ P.O. # _____

Following rental prices are for the duration of the show, and include delivery and removal.

| Description | Standard Price | Discount Price* | Qty. | Total Price | |
|---|----------------|-----------------|------|-------------|----------------|
| DISPLAY TABLES—Draped 3 Sides | | | | | Color |
| 24"W x 30"H x 4'L | \$26.50 | \$21.50 | | | |
| 24"W x 30"H x 6'L | \$29.50 | \$24.50 | | | |
| 24"W x 30"H x 8'L | \$39.50 | \$34.50 | | | |
| 30"W x 30"H x 8'L | \$39.50 | \$34.50 | | | |
| DISPLAY TABLES (42" Counter Height)—Draped | | | | | Color |
| 24"W x 42"H x 4'L | \$34.00 | \$29.00 | | | |
| 24"W x 42"H x 6'L | \$42.50 | \$37.50 | | | |
| 24"W x 42"H x 8'L | \$47.50 | \$42.50 | | | |
| 30"W x 42"H x 8'L | \$47.50 | \$42.50 | | | |
| DISPLAY TABLES—Undraped | | | | | |
| 24"W x 30"H x 4'L | \$14.50 | \$11.50 | | | |
| 24"W x 30"H x 6'L | \$16.50 | \$13.50 | | | |
| 24"W x 30"H x 8'L | \$25.50 | \$20.50 | | | |
| 30"W x 30"H x 8'L | \$25.50 | \$20.50 | | | |
| SPECIAL DRAPING (additional draping above contracted amount) | | | | | Color |
| 3' high per foot | \$2.00 | \$1.50 | | | |
| 8' high per foot | \$3.00 | \$2.00 | | | |
| BOOTH CARPETING | | | | | Color |
| 9' x 10' | \$80.00 | \$55.00 | | | |
| 9' x 20' | \$160.00 | \$110.00 | | | |
| 9' x 30' | \$215.00 | \$165.00 | | | |
| 9' x 40' | \$270.00 | \$220.00 | | | |
| Set-up Labor: (available upon request) | | | | | |
| Opening Day Cleaning: \$.24 x _____ sq. ft. | | | | | |
| Daily Cleaning: \$.24 x _____ sq. ft. x _____ # days | | | | | |
| DRAYAGE (up to 20 days storage) per 100 lbs. | \$48.00 | -- | | | # crates/boxes |
| EXPO FURNISHINGS | | | | | |
| Plastic Side Chair | \$10.00 | \$7.00 | | | |
| Padded Chair | \$14.00 | \$12.00 | | | |
| Wastebasket | \$7.00 | \$6.00 | | | |
| Floor Easel | \$12.00 | \$10.00 | | | |
| High Stool | \$14.00 | \$12.00 | | | |
| TREES & PLANTS | | | | | |
| 5' Corn Tree | \$27.50 | \$22.50 | | | |
| 6' Ficus Tree | \$35.00 | \$30.00 | | | |
| 8' Ficus Tree | \$60.00 | \$55.00 | | | |
| Table Top Plants | \$15.00 | \$12.00 | | | |

SHOW:

**Kansas Health Care
2009 Convention
Century II
Convention Hall
Wichita, KS
October 12-14, 2009**

Draping Colors: Gold
Black Plum
Blue Red
Burgundy Silver
Green White

Carpet Colors: Black
Blue
Gray
Green
Red

CLEANING: Includes vacuuming carpet and emptying waste baskets prior to show opening (after booth setup). Cleaning prior to opening of each day of show is also available.

DRAYAGE: Please send your shipments directly to 601 N. Athenian, Wichita, KS 67203, unless delivery is scheduled during exhibitor move-in time. All shipments should be prepaid. Do not ship collect, they will be refused. Advance shipments should arrive no later than 48 hours prior to scheduled exhibitor move-in. The rate includes storage of up to 20 days, delivery to show site and return delivery if desired. Please mark each piece with the show name and booth number.

PAYMENT: Payment in full of rental charges, including applicable tax, must accompany your advanced order to qualify for the discount prices.

- Check Enclosed
- Credit Card Charge: Visa Mastercard

Card Number _____
 Name on Card _____
 Expiration Date _____
 Signature _____

***NOTE:** TO RECEIVE DISCOUNT PRICE ALL ORDERS MUST BE RECEIVED WITH PAYMENT THREE (3) WORKING DAYS PRIOR TO SHOW OPENING.

SUB TOTAL \$ _____
 6.3 % Sales Tax \$ _____
 TOTAL DUE \$ _____



REMIT
TO:

**Century II Convention Center
Exhibitor Services Department
225 West Douglas
Wichita, KS 67202
316-264-9121
Fax 316-858-7740
Or 316-303-8688**

PLEASE SEE REVERSE SIDE FOR PAYMENT INSTRUCTIONS.

Utilities Order Form

Event _____ Event Dates _____
 Exhibitor Company Name _____
 Address _____
 City _____ State _____ Zip _____
 (MUST BE BILLING ADDRESS IF PAYING BY CREDIT CARD)
 Exhibitor Name _____
 Phone _____ Booth # _____
 Fax _____
 E-mail _____
 Authorized Signature _____
 By signing, exhibitor understands Century II may adjust price if calculations are not correct.

A check or credit card information for the total services requested must accompany this order form. **To receive advance price, the payment and order form must be received in our office by October 5, 2009, five days prior to the published move-in date of the event.** Regular prices will be collected on orders placed after this date. All rates charged are for the run of the show, unless otherwise noted. Regulations and credit card information can be found on the reverse side of this form.

ELECTRICAL SERVICE

| ITEM | Advance Price | Regular Price | Quantity | TOTAL |
|---|---------------|---------------|----------|-------|
| 20 AMP 110 V. SINGLE OUTLET | \$34.00 | \$68.00 | | |
| 20 AMP 208 V. 1 OR 3 PHASE <i>circle one</i> | \$48.00 | \$96.00 | | |
| 30 AMP 208 V. 1 OR 3 PHASE <i>circle one</i> | \$51.00 | \$102.00 | | |
| 50 AMP 208 V. 1 OR 3 PHASE <i>circle one</i> | \$69.00 | \$138.00 | | |
| 100 AMP 208 V. 1 OR 3 PHASE <i>circle one</i> | \$114.00 | \$228.00 | | |
| 100 AMP 480 V. 3 PHASE | \$114.00 | \$228.00 | | |
| 15' EXTENSION CORD | \$4.50 | \$9.00 | | |
| 25' EXTENSION CORD | \$5.50 | \$11.00 | | |
| GROUNDED 3 WAY PLUG-IN | \$3.50 | \$7.00 | | |
| GROUNDED 6 PLUG-IN STRIP | \$9.00 | \$18.00 | | |
| 2-300 W. LIGHTS ON POLE w/ power | \$41.00 | \$82.00 | | |

SIGN HANGING

(see reverse) **\$56.00** sign, **\$101.00** banner, **\$282.00** oversize (\$27.00 fee if not rec'd 5 prior to move-in)

TELEPHONE SERVICES

| | | | | |
|-----------------------|---------|----------|--|--|
| TOUCH TONE PHONE LINE | \$91.00 | \$121.00 | | |
| TOUCH TONE PHONE | \$10.00 | \$20.00 | | |

INTERNET SERVICES

| | | | | |
|---|----------|----------|--|--|
| CABLE MODEM: one day only | \$152.00 | \$188.00 | | |
| CABLE MODEM: each additional day | \$26.00 | \$26.00 | | |
| WIRELESS HUB: in addition to Cable Modem charge | \$51.00 | \$51.00 | | |

Free wireless internet is available in most locations within the Century II complex.

SPECIAL SERVICES

| | | | | |
|--|------------|------------|--|--|
| FORKLIFT (5000 lb) with OPERATOR | \$76.00/hr | \$76.00/hr | | |
| WATER FILL/DRAIN: 1-100 GALLONS | \$56.00 | \$112.00 | | |
| 101-500 GALLONS | \$76.00 | \$152.00 | | |
| 500 & UP | \$101.00 | \$202.00 | | |
| NATURAL GAS CONNECTION (\$26.83/additional fitting) Plus plumber fees, inspection fees, and permit. | \$101.00 | \$202.00 | | |
| COMPRESSED AIR (Expo Hall only; quote for mtg rms) | \$56.00 | \$112.00 | | |

NOTICE:

FORM 08B

Supersedes all previous forms

| | | |
|-----------------|---------------|--|
| SUBTOTAL | | |
| + KS TAX | x 6.3% | |
| = TOTAL | | |