



# **2014 ANHA Trade Show Prospectus**

**Trade Show Date:  
Tuesday, September 16, 2014**

ANHA Annual Convention & Trade Show  
September 15-18, 2014  
The Wynfrey Hotel - Birmingham, AL

Alabama Nursing Home Association  
4156 Carmichael Road  
Montgomery, AL 36106  
(334) 271-6214 Fax: (334) 244-6509  
[www.anha.org](http://www.anha.org)

## **Overview of ANHA & Trade Show**

Established in 1951, the Alabama Nursing Home Association is a statewide network of professionals dedicated to providing excellence and quality care for Alabama's individuals in need. Reflecting a cross-section of long term care facilities in Alabama, ANHA and its owners, operators, and administrators represent 95% of the state's long-term care facilities. The ANHA Annual Convention and Trade Show the marquee long term care event in Alabama. By attending one of the profession's largest and best attended conventions and trade shows, you will gain direct exposure to long-term care programs and products. The event draws over 500 non-exhibitor registrants from facilities and corporate offices throughout Alabama. The 62<sup>nd</sup> Annual Convention and Trade Show will provide your company exceptional exposure to providers from both for-profit and not-for-profit facilities. Whether your goals are to meet clients and prospects, build brand and product identity, support ANHA, or for other reasons, you will find the audience you need.

## **Exhibit Booth Costs & Features**

### ***Each Booth includes:***

- One draped table & two chairs
- Back & side drapes
- Exhibitor booth sign
- Your company listed in the Trade Show Brochure for attendees
- List of key registrants
- Exceptional support from ANHA staff

## **Booth Pricing**

All booth prices include four tickets to the President's Reception on Monday, September 16

### **Early Bird – Prior to August 1, 2014**

**\$700 / per booth - ANHA Associate Members**

**\$1150 / per booth – Non ANHA Associate Members**

### **After August 1, 2014**

**\$900 / per booth - ANHA Associate Members**

**\$1350 / per booth – Non ANHA Associate Members**

Please note that ANHA will allow Non-Associate Members to begin reserving booths on July 7, 2014. Make sure you reserve and pay for your booth before this date to ensure the best selection.

## **Trade Show Location**

The Wynfrey Hotel

1000 Riverchase Galleria

Birmingham, AL 35244

(205) 987-1600

[www.wynfrey.com](http://www.wynfrey.com)

Hotel Room Rates: \$147.00 for Standard room for the ANHA Annual Convention

## **Booth and Event Set-up Services**

George Fern Company: (205) 458-8741

Approximately four weeks before the show, the George Fern Company will send an exhibitor service kit to each vendor. The exhibitor service kit includes service contractor forms, schedules and shipping information.

## **Exhibitors Schedule**

### **Tuesday, September 16, 2014**

7:00 a.m. – 11:00 a.m.	Exhibitor Move-In and Set-Up
10:45 a.m. – 11:15 a.m.	Exhibitors Lunch
11:30 a.m. – 12:30 p.m.	Attendee Lunch
11:30 a.m. – 3:30 p.m.	Trade Show Hours
1:30 p.m. – 3:30 p.m.	Drawing for Door Prizes
3:30 p.m. – 6:00 p.m.	Exhibitor Move Out

**Absolutely NO break-down until after 3:30 p.m.**

## **Exhibit Hall Traffic Builders**

The lunch on Tuesday will be served in the exhibit hall creating a special event to draw attendees to the exhibit floor. Door prizes will also be given away periodically in the afternoon to attendees in the trade show area.

## **Door Prizes**

Vendors may choose to participate in door prizes drawings. The drawings will be held at each vendor's booth. Prizes will be given away at staggered times beginning at 1:30 p.m. ANHA has limited the number of door prizes to be given away to one per company. Drawings will be announced by ANHA staff. By having the door prizes given away at the vendor booth, it ensures that you receive recognition for the prize and you have the opportunity to directly approach the winner to promote your products and/or services. Vendors must draw the name of the door prize winner from the names collected by ANHA. This ensures that every individual has an equal chance in winning a prize. Only those participants present for the drawing are eligible to win.

## **Booth Layout & Details**

Booths are reserved on a first-come, first-served PRE-PAID basis ONLY. Booths CANNOT be broken down prior to the end of the exposition at 3:30 p.m. No verbal, faxed or otherwise UNPAID booth requests will be accepted by ANHA. Booths must be the size and shape to fit within the booth space. Booths may not rise above the curtain backdrop.

If this reservation is cancelled prior to the scheduled event, a refund of the amount paid will be given, **if and only if** all booths have been sold and the reserved booth is re-sold to another vendor. Once the booth space is re-sold, a refund of the amount paid will be mailed after the scheduled event date has passed.

Please note that one or more food and drink stations will be added in the trade show area in locations to be determined at a later date.

**ALL NO SHOWS will forfeit the amount paid. No refunds will be granted.**

# Alabama Nursing Home Association Exhibitor Contract

Tuesday, September 16, 2014  
The Wynfrey Hotel, Birmingham AL

**\*Early Bird – Prior to August 1, 2014**

**Booth Prices: \$700 / ANHA Associate Members  
\$1150 / Non ANHA Associate Members**

**\*After August 1, 2014**

**Booth Prices: \$900 / ANHA Associate Members  
\$1350 / Non ANHA Associate Members**

*Annual Associate Membership to the ANHA is \$450 per year*

*For more information on Associate Membership, please contact Kerri Parker at the ANHA  
Office at (334) 271-6214 or [kparker@anha.org](mailto:kparker@anha.org).*

***Please list the contact name of the person who will be in charge of booth set-up:***

**Company Name** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City/State/Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

**Booth Selection:** Booths will be reserved on a first-come, first-served PRE-PAID basis only.

**Booth Accommodations:** Drayage services will be provided by the George Fern Company. Your company will receive a service kit from the George Fern Company approximately four weeks prior to the show. The service kit will go to the contact listed above.

**Name Badges:** Each company will receive four (4) name badges per booth. These name badges will only list the company name, not each person's name.

**Door Prizes:** Each vendor will draw from the names collected by ANHA for prizes. Door prizes will be given away by the vendors at their booths. Each company is limited to one door prize.

To complete the following, please see the enclosed booth layout.

**Total # of Booths Reserved:** \_\_\_\_\_

List any companies (be specific) which you DO NOT wish to be located next to:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

List the Number(s) of the booth(s) you would like to occupy in order, by choice.

- 1<sup>st</sup> \_\_\_\_\_
- 2<sup>nd</sup> \_\_\_\_\_
- 3<sup>rd</sup> \_\_\_\_\_

**Company Classification/Principal Products** \_\_\_\_\_

**Please Carefully Read and Sign the Following Terms of this Contract**

- I understand and agree that NO BOOTH will be reserved for ANY COMPANY unless payment in full is received by ANHA with the accompanying contract information.
- I understand and agree that booths cannot be broken down prior to the end of the exposition.
- I understand that NO VERBAL or otherwise UNPAID booth requests will be accepted by ANHA.
- I understand that my booth must be the size and shape to fit within the booth space and may not rise above the curtain backdrop.
- I understand upon receipt of this PAID request for the reservation of exhibit space, a confirmation, outlining all details of the upcoming show, will be mailed to me by ANHA.
- I understand and agree to the terms of cancellation: that if this reservation is cancelled prior to the scheduled event, a refund of the amount paid will be given, if and only if, ALL BOOTHS have been sold and that my booth is re-sold to another vendor. Once the booth space is re-sold a refund of the amount paid will be mailed to me (the vendor) after the scheduled event has passed. I further understand and agree that ALL NO SHOWS will forfeit the amount paid and no refund shall be granted.

**PAYMENT METHOD:**

Check

Visa /Mastercard # \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature \_\_\_\_\_

\_\_\_\_\_  
Authorized Company Representative Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**Please Return this contract with  
PAYMENT-IN-FULL to:**

Alabama Nursing Home Association  
Attn: Kerri Parker  
4156 Carmichael Road  
Montgomery AL 36106

Fax to: (334) 244-6509

## Trade Show Directory Form

ANHA will provide the Trade Show attendees with a directory of the exhibitors. Exhibitors must complete this form and return it to ANHA by **Friday, August 15, 2014** to be included in the directory. Only those exhibitors who have paid in full as of **Friday, August 15, 2014** will be included in the directory. ANHA Associate Members will be indetified in the directory.

Company Name: \_\_\_\_\_

Company Contact Name: \_\_\_\_\_

Contact's Title: \_\_\_\_\_

Company Phone Number: \_\_\_\_\_

Company Website: \_\_\_\_\_

Company Products/Services Description: \_\_\_\_\_

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Please return this form to:  
Alabama Nursing Home Association  
Attn: Kerri Parker  
4156 Carmichael Road  
Montgomery, AL 36106

Fax to Kerri Parker at: (334) 244-6509

**Form must be returned by Friday, August 15, 2014**

54	53	<del>52</del>	<del>51</del>	<del>50</del>	<del>49</del>	<del>48</del>
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Service Entrance

X = Reserved

<del>45</del>	56	57	58	59	<del>60</del>
<del>66</del>	65	64	<del>63</del>	<del>62</del>	<del>61</del>

<del>67</del>	68	69	70	<del>71</del>	<del>72</del>
<del>78</del>	<del>77</del>	<del>76</del>	<del>75</del>	<del>74</del>	<del>73</del>

<del>79</del>	80	81	<del>82</del>	<del>83</del>	<del>84</del>
<del>85</del>	<del>89</del>	<del>88</del>	<del>87</del>	<del>86</del>	<del>85</del>

<del>91</del>	<del>92</del>	<del>93</del>	<del>94</del>	<del>95</del>	<del>96</del>
<del>102</del>	<del>101</del>	<del>100</del>	<del>99</del>	<del>98</del>	<del>97</del>

FOYER

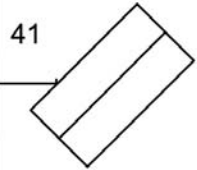
<del>4X</del>	<del>3X</del>	<del>39</del>
<del>46</del>	<del>45</del>	<del>42</del>
<del>48</del>	<del>38</del>	<del>3X</del>
	<del>37</del>	<del>3X</del>
<del>4X</del>	<del>46</del>	<del>2X</del>
<del>4X</del>	<del>49</del>	<del>28</del>
<del>4X</del>	<del>40</del>	<del>27</del>

RIVERCHASE BALLROOM

<del>26</del>	25	24	23	22
<del>16</del>	19	20	21	
<del>17</del>	16	15	14	
<del>18</del>	11	12	13	
<del>19</del>	8	7	6	
<del>20</del>	<del>21</del>	3	4	5

<del>103</del>	<del>104</del>	<del>105</del>	<del>106</del>	<del>107</del>	<del>108</del>
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Freight Elev.



Booth legend  
 87 = 8' x 10'  
 21 = 6' x 10'