STRONGER TOGETHER 2022

MAY 25, 2022
JOSEPH S. KOURY CONVENTION CENTER
GREENSBORO, NC

E X P O
The North Carolina Health Care Facilities Association is pleased to announce Expo 2022 “Stronger Together” will be held on Wednesday, May 25, 2022, in Greensboro, NC at the Joseph S. Koury Convention Center. Attendance is expected to exceed 800 and will consist of exhibitors, owners, administrators, directors of nursing, and other key personnel.

The overall theme for the Convention & Expo is “Stronger Together”. Great prizes will be awarded to the exhibitor that best incorporates this theme into their booth. One suggestion made by the Education and Programs Committee is to incorporate a super hero theme into your booth.

NCHCFA is a non-profit trade association that represents over 90% of our state’s skilled nursing facilities. Our Association is comprised of facilities with licensed nursing care beds as well as Trade Associate members. Because we provide our members with current information relevant to long term health care, we serve as a central link of communication for facilities statewide. An Associate Membership will be an asset to your organization for many reasons. NCHCFA provides an array of resources including recognition in NCHCFA’s Membership Directory and website, networking at annual events, up-to-the-minute information, educational programs, and, as space allows, one booth at our 2022 Expo.

Enclosed is the brochure for Expo 2022 with link to fill out your 2022 Trade Associate Membership contract. To secure your booth at Expo 2022, please complete the membership contract online at your earliest convenience. Requests for exhibit space will be assigned in the order in which contracts are received. The selection of space will be as follows: priority will be given to current 2021 Sponsors and Trade Associate members who have supported the association and members this past year. After that, space will be allocated on a first-come, first served basis. To guarantee assigned booth space, payment must be received promptly.

A confirmation will be emailed to the specified company contact once your contract is received. NCHCFA can accept payment by check or credit card. If you prefer to pay by credit card, you may do so online before submitting the contract. If you have any additional questions regarding Expo 2022 or would like more information, please email Karen Lennon at KarenL@nchcfa.org.

Sincerely,

Jeff Wilson
Chair, NCHCFA Board of Directors

Karen Lennon
Vice President of Education and Member Services
The North Carolina Health Care Facilities Association Expo 2022 will be held on Wednesday, May 25, 2022 in conjunction with the NCHCFA Annual Convention, May 23-26, 2022 at the Joseph S. Koury Convention Center located within the Sheraton Greensboro Hotel at Four Seasons. **Loading bays are available to receive freight.**

Expo 2022 will play a vital role in the marketing, development, and profitability of your company. In just one day, you will introduce yourself and your products/services to key buyers.

A complete schedule for exhibitors is included with this brochure. Expo 2022 will be open to visitors between 10:30 am - 2:00 pm on Wednesday, May 25, 2022. Exhibitors will be able to set up on Tuesday, May 24th from 2:00 pm - 7:00 pm. To ensure show attendance, NCHCFA Convention education sessions have been scheduled around Expo 2022 hours; however, in order to increase attendance at the tradeshow, education sessions will be conducted during the morning hours for various levels of facility personnel.

Many activities will center around Expo 2022 including a buffet lunch, dessert stations, door prizes throughout the day and grand prize drawing. An express line will be available to all exhibitors during the buffet lunch. The buffet lunch will be complimentary for all exhibitors.

Door prizes will be awarded throughout the hours of the Expo. Participants must be present to win. Companies wishing to provide door prizes may leave the information on stage with the on-site coordinator. The grand prize drawing is held at the close of the Expo.

**FLOOR PLAN AND BOOTH SPACE**

All booths are 10’ x 10’ in dimension. Each booth will be decorated with 8’ high back drape and 3’ high draped dividers. Each booth will also include Carpet at no additional charge. You will also be provided with a one line identification sign, one 8’ covered and skirted table, one wastebasket and two folding chairs. Other items included, at no additional charge, are security service and exhibitor badges. Complimentary tickets (4) for the Tuesday night social event and expo luncheon are available at no additional charge to exhibitors. Tickets for other social events to be held throughout the Convention may be purchased.

**EXHIBITOR SERVICE KIT**

Every exhibiting company will be provided a comprehensive Exhibitor Service Kit prior to the show. All necessary information regarding preparation for Expo 2022 is in this kit. A representative from Hollins Exhibits (NCHCFA’s chosen decorating company) will be available to assist with shipping, as well as offer a full line of decorative services and products. Hollins Exhibits will also be in charge of installing, decorating, cleaning, and removal of all exhibits.
EXHIBITOR'S SCHEDULE

**Tuesday, May 24, 2022**

- 2:00 pm - 7:00 pm: Exhibitor Move-In
- 3:30 pm - 4:30 pm: Associate Member Only Session
- 6:00 pm - 9:00 pm: Awards Gala

Decorator service desk will be open from 2:00 pm - 7:00 pm. All exhibitors must set up their booths at this time. Booths not set up by 7:00 pm may be resold unless special arrangements have been made in advance. Vendors attending the Awards Gala must pick up their name badges before 4:00 pm.

**Wednesday, May 25, 2022**

- 7:30 am: Exhibitor Service Desk & Decorator Service Desk Open
- 8:00 am - 9:00 am: NCHCFA Inspection of Exhibits
- 8:30 am - 10:00 am: Continental Breakfast for Exhibitors
- 10:30 am - 2:00 pm: Expo 2022
- 12:00 pm - 1:30 pm: Buffet Luncheon (Exhibitor Express Line Available)
- 2:00 pm - 6:00 pm: Exhibitor Move-Out
- 8:00 pm - 11:00 pm: Chairman's Extravaganza

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Procedures for Joining as a 2022 Trade Associate Member

1) Carefully read the Expo 2022 Terms and Conditions, Rules and Regulations, AND 2022 sponsorship opportunities.

2) Fill out and submit your 2022 Trade Associate Member Contract [HERE](#).
   (Make sure you indicate your first, second, third, and fourth preferences for booth space.)

3) You will receive an email confirmation after you submit your contract online.

**Notes**

- Payment of the 2022 Trade Associate Membership dues amount of $1397.00 is due promptly. Your trade show booth is not guaranteed until payment has been received.
- Request for exhibit space will be assigned in the order in which the contracts are received. The selections of space will be as follows: Priority will be given to current 2021 Sponsors and Trade Associate Members. After that, space will be allocated on a first-come, first served basis. There are no exceptions.
NCHCFA Expo 2022 Rules & Regulations

1) Reservation Space will be made in the order in which contracts are submitted and received. Fax, email or telephone registrations WILL NOT be accepted. Priority for the selection of space will be as follows: priority will be given to current 2021 Trade Associate Members. After that, available space will be allocated on a first-come, first-served basis. NCHCFA reserves the right to relocate display areas for the benefit of the exhibitor, or for the betterment of the trade show. Booth space will be subject for availability. Once all booths are sold out, NCHCFA will begin a wait list. ONLY COMPANIES EXHIBITING MAY ATTEND.

2) Booth Rate, Payment, and Cancellation Policy: The cost of one booth is included in the $1397 membership dues. You may have up to four company representatives in your booth. Each additional representative (after the four) will be charged a fee of $50 participation fee. No more than six company representatives will be permitted per booth. Additional booths may be purchased for use by the company named in the contract for the above amount of $1397. There is no limit on the number of additional booths a company can purchase. To confirm assigned booth space, full payment of dues must be received by December 1st, 2021. Full payment must be submitted with contracts after December 1, 2021. NCHCFA accepts payment by check or major credit cards. You may pay with a credit card when filling out your online contract or choose "INVOICE ME" option. Written cancellations (by email) of the contract received on or before December 1, 2021, will receive a 50% refund of the total amount required under the contract for membership dues, any booth space rental fees, and any participation fees. Cancellations of the contract received after December 1, 2021, will not receive a refund and all amounts paid will be forfeited. In the event of cancellation, any fees paid cannot be credited toward future trade shows. Submission of the contract does not guarantee that your company will receive booth space at the 2022 trade show.

3) Dimensions and Limitations: Exhibits must be constructed so as not to obstruct the general view of the view of adjoining booths. Permission to display equipment taller than 8 feet must be obtained in writing from NCHCFA, and the exhibitor will be advised of which booth locations will meet these requirements.

4) Liability: The exhibitor, its representatives, agents, employees, or those persons acting under the express or implied authority of the exhibitor agree to protect, save, and keep NCHCFA, the Joseph S. Kory Convention Center and their representatives, agents, employees, officers, members and directors forever harmless and to indemnify them from any and all damages or charges imposed for violation of any law or ordinance, whether caused by the negligence of the exhibitor, its representatives, agents, employees, or those persons acting under the express or implied authority of the exhibitor, shall comply with all applicable terms, conditions, rules, and regulations of the Joseph S. Koury Convention Center. The exhibitor assumes complete responsibility and liability for all loss, damage, or destruction of property of the exhibitor, its representatives, agents, employees, guests, or those persons acting under the express or implied authority of the exhibitor. NCHCFA and the Joseph S. Koury Convention Center, or any representatives, agents, employees, officers, members, or directors thereof will not be liable for any loss, damage, or destruction of the property of the exhibitor, its representatives, agents, employees, and any and all liability whatsoever arising from any and all damage to property or personal injury or loss caused by the exhibitor, its agents, representatives, employees, those under the express or implied authority of the exhibitor, or any other such persons. The furnishing of security guards by NCHCFA shall not be construed as an assumption of the liability by NCHCFA and shall not be construed to limit, modify, or repeal any of the foregoing provisions related to liability for loss, damage, or destruction of property and personal injury. Said responsibility for loss, damage or destruction is solely that of the exhibitor.

5) Installation of Exhibits: Installation of exhibits may begin at 2:00 pm on Tuesday, May 24, 2022 and must be completed no later than 7:00 pm on Tuesday, May 24, 2022. All exhibits must be prepared for inspection by NCHCFA at 8:00 am on Wednesday, May 25, 2022.
6) Space Not Occupied: Booths not occupied by 8:00 am on Wednesday, May 25, 2022, will be forfeited by the exhibitor, and this space may be resold, reassigned, or used by NCHCFA without refund.

7) Dismantling: Displays must be dismantled no earlier than 2:00 pm on May 25, 2022, after the close of the trade show. All exhibits must be dismantled and removed from the exhibit area by 6:00 pm, Wednesday, May 25, 2022. The exhibitor authorizes NCHCFA to remove, at the expense of the exhibitor, any material in the exhibit area belonging to said exhibitor after 6:00 pm, Wednesday, May 25, 2022.

8) Prohibitions: Subleasing or assigning of booths or a part of a booth is NOT permitted. Exhibit signs or displays are prohibited in any of the public rooms or elsewhere on the premises of the Joseph S. Koury Convention Center and the Sheraton Greensboro Hotel at Four Seasons during the NCHCFA 2022 Convention and Expo. Aisle space shall not be used for exhibit purposes, displays or signs, solicitation or distribution of cards, circulars, samples, or any other promotional materials. Distribution of marketing materials must be done at the booth site only. Any activity conducted by an exhibitor, its representatives, agents, employees, or those persons acting under the express or implied authority of the exhibitor, which interferes with other exhibitors is prohibited. NCHCFA retains the right to require discontinuation or prohibition of any such activity.

9) Sound Devices: The use of sound devices, megaphones, loudspeakers, or undignified methods of attracting attention is prohibited, where such methods interfere with other exhibitors. NCHCFA retains the right to require discontinuation or prohibition of any such activity.

10) Alcoholic Beverages: Are not permitted in the trade show area during show time.

11) Amendment to Regulations: All matters and questions not covered by these regulations are subject to the decision of NCHCFA. NCHCFA shall have sole authority to promulgate, interpret, and enforce all rules and regulations, and to make any amendments to the regulations as necessary for the orderly conduct of the trade show.

12) Non-Exhibiting Vendors: Companies that are NOT exhibiting, are NOT ALLOWED in the trade show area. NCHCFA trade show associate members allowing non-exhibiting companies into the trade show area will be assessed the full registration fee of $1397 for the non-member company. This rule includes those trade associate members joining NCHCFA after all booths have been assigned, and therefore termed non-exhibiting companies.

13) Water Hook-Up is NOT available.

14) Non-Industry Exhibitors are NOT ALLOWED to exhibit due to member preference.

15) Sales Tax Implications: No company or organization exhibiting is permitted to engage in direct sales (cash, check, or credit card) activity within the exhibit area or contracted exhibit space. As well, payment information for future orders is not permitted to be collected within the exhibit area or contracted exhibit space.

If you have additional questions regarding Expo 2022, please email Karen Lennon at KarenL@nchcfa.org.

CLICK HERE TO FILL OUT YOUR 2022 TRADE ASSOCIATE MEMBERSHIP CONTRACT AND RESERVE YOUR BOOTH NOW!

We look forward to working with you in 2022!