

**NCHCFA PRESENTS**

**COME ONE, COME ALL**  
**TO THE GREATEST SHOW ON EARTH**  
**DAZZLE &**  
**DELIGHT**  
**IN LONG**  
**TERM**  
**CARE**



**ADMIT ONE**

**FEBRUARY 20**

**10:30 AM - 2:30 PM**

**JOSEPH S. KOURY CONVENTION  
CENTER, GREENSBORO, NC**



**2024**



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## General Information

The North Carolina Health Care Facilities Association Expo 2024 is Tuesday, February 20 as part of the NCHCFA Annual Convention from February 18-21 at the Joseph S. Koury Convention Center at the Sheraton Greensboro at Four Seasons.

Expo 2024 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 and/or services to key buyers.

Expo 2024 includes dessert stations, door prizes throughout the day, and a grand prize drawing. An express line will be available to all exhibitors during the complimentary buffet lunch.

Door prizes are awarded throughout Expo. Companies wishing to provide door prizes may leave the information on stage with the on-site coordinator. Participants must be present to win. A grand prize drawing will be announced at the end of Expo and best-decorated booth award will be announced at the Chair's Extravaganza on Tuesday evening.

**Every exhibiting company will receive an Exhibitor Service Kit prior to the show with additional information.** A representative from Hollins Exhibits (NCHCFA's exclusive decorating company) will be available to assist with shipping and offer a full line of decorative services and products.

## Booth Space: What's Included

- All booths are 10' x 10' in dimension
- Includes 8' high back drape and 3' high draped dividers
- Complimentary carpet
- A one line identification sign
- One 8' covered and skirted table
- One waste basket
- Two folding chairs
- Security service

## Procedures for Joining as a 2024 Trade Associate Member

- **Fill out and submit your [2024 Trade Associate Member Contract HERE](#).** Make sure you indicate your first, second, third, and fourth preferences for booth space.
- Carefully read the Expo 2024 Terms and Conditions, Rules and Regulations, AND 2024 sponsorship opportunities (separate brochure).
- You will receive:
  1. An automatic email confirmation after you submit your contract online.
  2. Your booth assignment, hotel reservation link, and more information will be in your Exhibitor Service Kit on December 8, 2023.

## Notes

- Payment of the 2024 Trade Associate Membership dues amount of \$1,600 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 2023 Sponsors and Trade Associate Members. After that, space will be allocated on a first-come, first served basis. There are no exceptions.

- Loading bays to receive freight
- Exhibitor badges
- Two free trade registrations  
*\$150 per person for additional attendees*
- Two complimentary tickets to the Chair's Extravaganza  
*Annual Awards Gala is an additional cost*
- NOTE: You may not have more than six people in your booth at one time.

*We look forward to working with you in 2024!*

Questions? Contact

Karen Lennon at [KarenL@nchcfa.org](mailto:KarenL@nchcfa.org)



## Exhibitor's Schedule

### Monday, February 19

2:00 – 7:00 p.m.	Exhibitor Move-In
3:30 – 4:30 p.m.	Associate Member Only Session
6:00 – 9:00 p.m.	Annual Awards Gala (Additional Cost)

*The decorator service desk (Hollins Exhibits) is open from 2:00 – 7:00 p.m. on Monday during the preferred exhibitor set up time. Vendors attending the Annual Awards Gala must pick up their name badges before 4:00 p.m. Please have your booth ready for NCHCFA inspection no later than 10:30 a.m. on Tuesday.*

### Tuesday, February 20

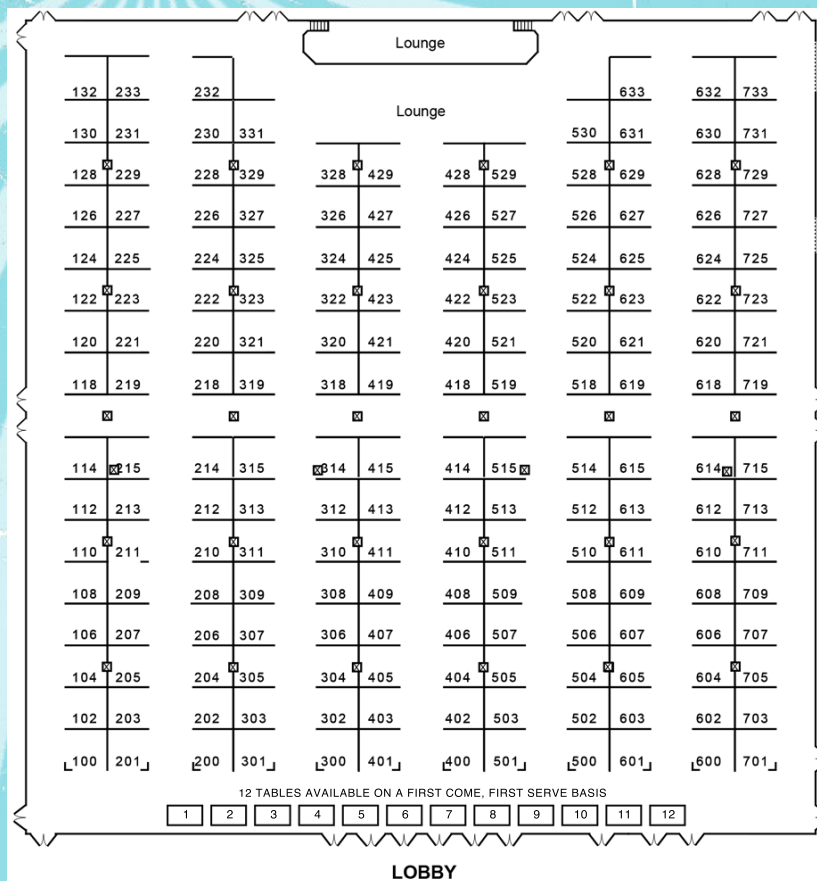
7:30 a.m.	Exhibitor Service Desk and Decorator Service Desk Open
7:30 a.m. – 8:30 a.m.	Continental Breakfast for Exhibitors
7:30 a.m. – 9:30 a.m.	Exhibitor Move-In
9:30 a.m. – 10:30 a.m.	NCHCFA Inspection of Exhibits
10:30 a.m. – 2:30 p.m.	Expo 2024
11:30 a.m. – 12:30 p.m.	Buffet Luncheon (Exhibitor Express Line Available)
2:30 p.m. – 5:30 p.m.	Exhibitor Move-Out
8:00 p.m. – 11:00 p.m.	Chair's Extravaganza

## Expo 2024 Floor Plan

Joseph S. Koury  
Convention Center

Sheraton Greensboro  
at Four Seasons

View a downloadable  
PDF of the [2024 Expo  
floor plan here.](#)



## NCHCFA Expo 2024 Rules and Regulations

1. Reservation space will be made in the order in which contracts are submitted and received. Faxed, emailed, or telephone registrations WILL NOT be accepted. Priority for the selection of space will be as follows: priority will be given to current 2023 NCHCFA Sponsors and 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 to 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 \$1,600 membership dues. You may have up to two company representatives in your booth. Each additional representative (after the two) will be charged a \$150 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 \$1,600. 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 1, 2023. Full payment must be submitted with contracts after December 1, 2023. NCHCFA accepts payment by check or major credit cards. You may pay with a credit card when filling out your online contract or choose the "INVOICE ME" option. Written cancellations (by email) of the contract received on or before December 1, 2023, 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, 2023, 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 2024 trade show.
3. Dimensions and Limitations. Exhibits must be constructed so as not to obstruct the general view of the 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. Koury 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, and 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, or those persons acting under the express or implied authority of the exhibitor. The exhibitor will indemnify and hold harmless NCHCFA, the Joseph S. Koury Convention Center, their members, directors, officers, agents, representatives, and employees against 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 can begin on Monday, February 19 at 2:00 p.m. and must end by 7:00 p.m. If you need additional time, you may set up on Tuesday, February 20 from 7:30 a.m. – 9:30 a.m. All exhibits must be ready for inspection by NCHCFA by 10:30 a.m. on Tuesday.
6. Space Not Occupied. Booths not occupied by 10:30 a.m. on Tuesday, February 20, 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 2:30 p.m. on Tuesday, February 20 after the close of the trade show. All exhibits must be dismantled and removed from the exhibit area by 8:00 p.m. on Tuesday, February 20. The exhibitor authorizes NCHCFA to remove, at the expense of the exhibitor, any material in the exhibit area belonging to said exhibitor after 8:00 p.m. on Tuesday, February 20. **Any exhibitor dismantling before 2:30 p.m. will be prohibited from exhibiting in the future.**
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 at Four Seasons during the NCHCFA 2024 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. These 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 \$1,600 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. Additionally, payment information for future orders is not permitted to be collected within the exhibit area or contracted exhibit space.

## **NCHCFA Expo 2024 Terms and Conditions**

In consideration of the sum of \$1,600, the North Carolina Health Care Facilities Association (NCHCFA) hereby provides Associate membership effective January 1 - December 31, 2024. Associate membership will include all benefits listed in the 2024 NCHCFA Trade Associate Membership and Sponsorship Brochure, including one trade show booth in the 2024 Expo on February 20, subject to the terms and conditions of this contract.

Written cancellations received on or before December 1, 2023, will receive a 50% refund of all fees paid. Cancellations received after December 1, 2023, will not receive a refund. In the event of cancellation, any fees paid cannot be credited toward future trade shows/membership. Application is subject to acceptance by the Association. UPON ACCEPTANCE, THIS APPLICATION SHALL BE A BINDING CONTRACT FOR MEMBERSHIP. No exceptions to this contract will be accepted unless authorized in writing. The Association reserves the right to refuse any application, upon which any deposit received shall be refunded.

The NCHCFA Convention and Exposition (the "Convention and Exposition") is a closed trade show designed to provide a showcase for goods and services either specifically designed for or customarily used by nursing homes, housing settings, home care providers, and other long term care providers. Exhibitors and their displays must support the character and objectives of the Convention and Exposition and NCHCFA (the "Association") and strengthen the Association and its membership. This document is the Exhibitor's application for a revocable license to exhibit at the Convention and Exposition. Upon acceptance of the Exhibitor's application by the Association, this application, including all Rules and Regulations stated herein, becomes a binding agreement between the Association and the Exhibitor.

### **A. Exhibitor Booth License**

1. Upon acceptance of Exhibitor's application by the Association, the Exhibitor will provide the information and services requested by NCHCFA for the booth.
2. Right to Refuse or Revoke License. Upon application and during the Convention and Exposition, NCHCFA reserves the right to refuse to issue or to revoke license of a booth to any person or company whose display of goods or services is not, in the sole and exclusive opinion of the Association, compatible with the general character and objectives of the Convention and Exposition, or in the best interests of the Association. This applies to conduct of persons, printed matter, or anything else which may be classified as undesirable by NCHCFA. The Association's exercise of this right is without obligation on the part of NCHCFA for refund of any fees.

### **B. Code of conduct**

NCHCFA is committed to providing a safe, productive, and welcoming environment for all program participants and NCHCFA staff. This policy applies to all NCHCFA meeting-related events, including those sponsored by organizations other than NCHCFA but held in conjunction with NCHCFA events, on public or private platforms.

All participants, including, but not limited to, attendees, speakers, volunteers, exhibitors, NCHCFA staff members, service providers, and all others are expected to abide by NCHCFA's rules and regulations provided in the NCHCFA Expo 2024 Brochure.



NCHCFA has zero-tolerance for any form of discrimination or harassment.

Unacceptable behavior includes, but is not limited to:

1. Harassment, intimidation, or discrimination in any form.
2. Verbal abuse of any attendee, speaker, volunteer, exhibitor, NCHCFA staff member, service provider, or other meeting guest. Examples of verbal abuse include but are not limited to verbal comments related to gender, sexual orientation, disability, physical appearance, body image, race, religion, or national origin.
3. Vulgar, obscene, or profane language, such as swearing, name-calling, insults, or socially unacceptable language.
4. Inappropriate use of nudity and/or sexual images in public spaces or in presentations.
5. Threatening or stalking any attendee, speaker, volunteer, exhibitor, NCHCFA staff member, service provider, or other meeting guest.
6. Disruption of presentations during sessions, in the virtual exhibit hall, sponsor showcase, or at other events organized by NCHCFA throughout the meeting. All participants must comply with the instructions of the moderator and any NCHCFA event staff.
7. NCHCFA reserves the right to take any action deemed necessary and appropriate in response to any incident of unacceptable behavior, including immediate removal from the meeting without warning or refund. NCHCFA reserves the right to prohibit attendance at any future meeting, virtually or in-person.

### **C. Indemnification and Insurance**

Responsible Party. NCHCFA shall not be responsible for any loss, damage, or injury that may occur to the Exhibitor or its employees, agents, or property from any cause whatever prior, during or subsequent to, or in connection with the Convention and Exposition.

### **D. Miscellaneous**

1. No Endorsement. NCHCFA does not recommend or endorse the Exhibitor or its products or services. NCHCFA does not warrant, guarantee, or otherwise represent the merchantability or fitness of any Exhibitor's product or the capability or services of any Exhibitor.
2. Applicable Laws. Each Exhibitor is responsible for compliance with all federal, state, and local laws. Each Exhibitor is charged with the knowledge of all federal and state laws, regulations, and ordinances pertaining to sales, merchandise, licensing, safety, health, and other applicable laws.
3. Amendment or Modification. Except as otherwise provided, any modifications to this application (or upon acceptance of the application by the Association, to this Agreement) must be in writing and signed by both parties. However, these Terms and Conditions may be amended unilaterally at any time by the Association, and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original Rules and Regulations. In the event of any amendment or additions, written notice will be given by the Association to such Exhibitors as may be affected by them.
4. Notice. All notices between NCHCFA and the Exhibitor shall be in writing and deemed given when delivered in person to a known agent of NCHCFA or the Exhibitor, or when transmitted by email or mailed by U.S. mail to NCHCFA or Exhibitor, respectively, at 6325 Falls of Neuse Rd., Suite 35-259, Raleigh, NC 27615.
5. Definitions. The following terms (and other forms of these terms, if capitalized) used herein or in subsequent Rules and Regulations shall have the meanings ascribed to them below:
  - a. Affiliate. A person or entity that directly or indirectly, through one or more intermediaries, controls, is controlled by or is under common control with another person or entity.
  - b. Association. NCHCFA is a 501(c)(6) non-profit trade association.
  - c. Exhibitor. The specific entity or person applying for rental of space at Convention and Exposition and not any Affiliate of such entity or person. As the context may require, "Exhibitor" includes the Exhibitor's directors, officers, or employees acting on behalf of the Exhibitor.

