

37th Annual AHCA Seminar

Sunday, Oct. 17 - Tuesday, Oct. 19, 2021

| *Disney's Coronado Springs Resort*



EXPO

EXHIBITOR PROSPECTUS



37th Annual AHCA Seminar & Expo

The AHCA Seminar, in its 37th year, is unequivocally the state's most important meeting for Florida's health care facility leaders working in health care facility design, construction, and management.

Who attends the AHCA Seminar

AHCA Seminar attendees are a unique and comprehensive group of leaders from throughout the state of Florida working in health care facility design, construction, and management -- architects, engineers, health care facility directors and facility engineers, contractors, as well as AHCA (Agency for Health Care Administration) review architects and engineers, and Fire Protection Specialists from AHCA Field Offices.

When the last on-site meeting took place in 2019, this synergistic gathering brought together well over 1400 individuals from all facets of the health care facility industry.

We are excited to return to an on-site format in 2021 where our attendees will be afforded the opportunity to share and learn not only inside the classroom, but directly from each other outside the classroom, and at the AHCA Expo.

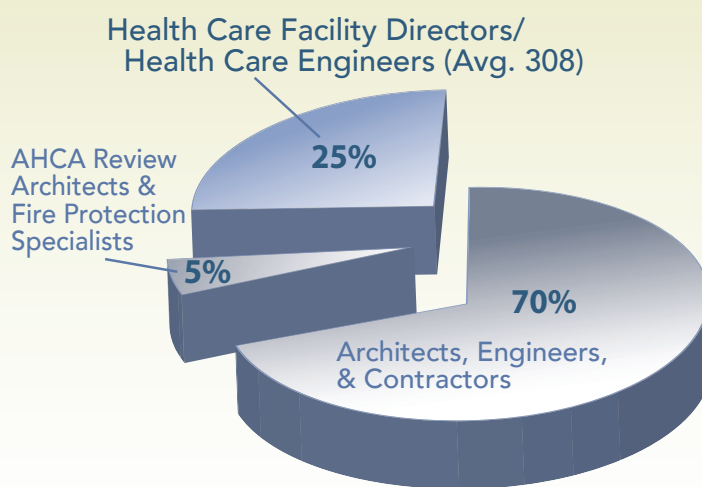
Who should exhibit in the AHCA Expo

This is the most important meeting this year for Florida's health care facility professionals, both for its critical education and for sheer numbers of health care facility professionals gathered in one place. For companies whose target audience are the decision makers for health care facilities, design or owner/management side, your participation as an AHCA Expo exhibitor provides your company maximum,

cost-effective exposure in the ideal environment to engage and connect to this group.

AHCA Seminar Attendees At-A-Glance

Based on the past five years of on-site meetings, an average of over 1200 individuals register for the AHCA Seminar each year. On average, 25% of those registrants (over 300) are health care facility directors and health care engineers.



AHCA Expo exhibit space

This year we focused on designing an Expo that checks all the boxes: an open format that enhances exhibitor visibility, facilitating connection and face time while following all guidelines to promote safety, distancing and comfort for attendees and exhibitors.

Our floor plan features quad groupings of booths where every booth is a premium highly visible corner location. Reserve your booth quickly to ensure your space.



AHCA Seminar & Expo

Exhibitor Space Pricing

10 x 10 Booth \$1200

Two (2) 10 x 10 Booths \$2400

A maximum of two booths can be reserved by any company.

All Booths
are Corner
Locations!

Booths are **UNFURNISHED**. Booth includes:

- 8' back wall drapes and 3' side rail drapes
- ID sign (7" x 44") with company name and booth number

Expo Exhibitor Booth Price Includes:

- Two (2) Booth Representative Badges per 10 x 10 UNFURNISHED booth – a maximum of 2 additional badges per booth are provided upon request (**Booth/Expo floor is limited to two reps at any given time**)
- Company listing and profile/contact info on AHCA Seminar website
- Company listing in AHCA Seminar printed program which is distributed to all seminar attendees (provided contract/booth payment is received prior to publication deadline)
- Inclusion in AHCA Seminar Event Mobile App floor plan and directory
- Access to AHCA Seminar Event Mobile App for exhibitors and attendees to chat, schedule one-on-one meetings at seminar
- Pre- and post attendee mail list (USPS address only, no phone, fax or email)
- Opening Reception on AHCA Expo floor, Monday, 4:30-7:00 PM (for 2 reps)
- Complimentary Tuesday breakfast (for AHCA Seminar registrants and Expo exhibitors)
- Complimentary Tuesday lunch for Exhibitors (on Expo floor for 2 reps)
- Complimentary tickets for two per booth to AHCA Seminar Opening Meet & Greet, Sunday, 5:30-7:00 PM
Complimentary drink tickets, 4 per booth
- Option to purchase Lead Capture (Note: current physical distancing safety guidelines recommend avoiding the exchange of business cards)
- Option to purchase lunch tickets to join AHCA Seminar attendees on Monday, Oct. 18.

Seminar Dates

Sunday - Tuesday
Oct. 17-19, 2021

AHCA Expo Hours:

Monday, Oct. 18
4:30 - 7:00 PM

(Opening Reception)

Tuesday, Oct. 19
7:00 AM - 2:00 PM

Move-In:

Monday, Oct. 18, 8:00 AM

Move-Out:

Tuesday, Oct. 19, 2:00 PM

TO RESERVE SPACE

Steps to securing a booth:

1. Go to: [Reserve Booth Now](#)
2. On interactive floor plan, select your booth(s), and proceed to payment.
3. Online Payment: you will be completing an online contract and completing the payment to secure one or two booths.

! NOTE ! [AHCA Expo Management is not responsible for companies being located near competitors.](#)

This is a live reserve process where multiple companies online at the same moment may not see all information about other users reserving a booth simultaneously due to lag time completing the contract and payment. If you are concerned about exhibiting near competitors, we strongly advise you to return to the site later in the day and on subsequent days to check the updated floor plan after you have reserved and paid for your booth. If you find an issue with your location, contact us immediately. We will determine which company reserved their booth first, then if possible shift the second company to an available location of their choosing. If you wait to contact us, we will give you the option to change your location instead.

Booths are assigned on a first-come, first-paid basis. Questions?

aletheavitray@gmail.com



Door Prize Program

Exhibitors are welcome to participate in the AHCA Expo Door Prize Program. The process will utilize the AHCA Seminar Event Mobile App where exhibitors will be able to post their winner and invite them to their booth to pick up their prize. AHCA Expo Management will email details on this physical distancing-friendly approach to this old tradition to the exhibiting company contact .

"Be Prepared!" Expo Booth Competition

The focus of this year's AHCA Seminar is "Be Prepared!" Exhibitors are encouraged to incorporate this theme into their booth design and participate in our AHCA Expo Booth Competition.

Attendees will be voting on the AHCA Seminar Event Mobile App for the booth they believe best captures the "Be Prepared!" theme, and the winner of the \$500 prize will be announced on Tuesday afternoon before the Expo closes at 2:00 PM.

Lead Capture

Capture, qualify, and take notes on your leads. Exhibitors purchasing this option will be directed to an easy download of the [AHCA Expo Lead Capture App](#) which will enable you to use your own Android or iPhone device as a scanner.

All leads are stored on the cloud as well as in the App, making follow-up effortless. Lead Capture can be purchased at time of booth reservation or you can return later to purchase.

Name Badges

Once you reserve your booth(s), you will receive an invitation to return online to complete your profile and register your booth personnel. The information you provide there will be used to make your badges, so be sure to complete all pertinent fields. ***A maximum of four badges is available for each booth, and a maximum of two reps can be on the Expo floor at any time.*** Badges will be available for pick up at the Expo registration on-site.

Hotel Reservations

The AHCA Seminar & Expo has secured special group room rates at *Disney's Coronado Springs* Resort in Lake Buena Vista, Florida. Our block always sells out quickly, so you are advised to book early.

[Reserve your room here.](#)

AHCA Expo Show Decorators

The EXPO Group will be the official service decorator/contractor for the AHCA Expo.

Exhibitors will be able to access the AHCA Expo Exhibitor's Service Kit after booth reservation/payment confirmation. This kit will include order forms for booth furniture, electrical, equipment, drayage and labor services, as well as additional rules for exhibiting at *Disney's Coronado Springs* Resort.

2502 Lake Orange Drive • Orlando, FL 32837

Phone: 497-851-0261

Email: ExhibitorService@theexpogroup.com

THE EXPO GROUP

Today. Tomorrow. Together.®



The AHCA Seminar & Expo Experience for 2021

Making you our top priority

The AHCA Seminar & Expo is following the Covid-19 health and safety guidelines and recommendations currently set forth by the Centers for Disease Control and Prevention (CDC), county and state authorities, as well as interpretations and recommendations from *Disney's Coronado Springs* Resort and other industry groups.

Please know that the guidelines may change before our meeting in October; however as we move forward, the health, safety, and peace of mind of our attendees and exhibitors is our top priority.

The AHCA Seminar & Expo classroom training and exhibit areas have been designed to follow the recommendations of the above listed authorities for optimal safety and protection of all in attendance.

All attendees, including exhibitors, will be expected to adhere to the health and safety guidelines in effect at the time of this event without exception.

Distancing Guidelines

The first priority of the AHCA Seminar is to assure all participants of a safe and enjoyable event. Participants are expected to adhere to the following safety guidelines that address group size and physical distancing that will be in place:

- Expo floor plan limits the number of booths set in an open design to allow our exhibitors and attendees to feel comfortable. Food and drink during the Opening Reception on Monday and breakfast and lunch Tuesday will be served safely.
- Expo floor will be marked to promote one direction movement, and floor graphics to promote spacing and distancing will be in place.

- Per safety guidelines booth representatives and visitors per 10 x 10 booth will be limited at any time to two representatives and two visitors.
- Exhibitors should restrict or avoid handouts and giveaways unless they are individually arranged at exhibit table and/or packaged; physical distancing guidelines recommend exhibitors and attendees avoid exchanging business cards.

Vision for Connecting!

The AHCA Seminar has always embraced the connections, learning, and networking that takes place outside the classroom. This synergy drives our attendance numbers up each year.

AHCA Seminar Event Mobile App: All attendees and exhibitors will be able to connect before, during, and after the meeting using the AHCA Seminar Mobile App which will include an easy- to-navigate Expo section with interactive floor plan, company profile, chat capability and details and contact information for each exhibiting company. This app will be an invaluable tool during the meeting for attendees to find and contact you.



Expand beyond the Expo floor: Keeping attendees moving through the Expo floor with distancing measures in place may be a factor to work around. To facilitate attendees and exhibitors meeting for more focused face-to-face time, the pre-function area will be set with tables and chairs for your use—ideal space close by for follow-up off the floor.

AHCA Expo Exhibitor Policies

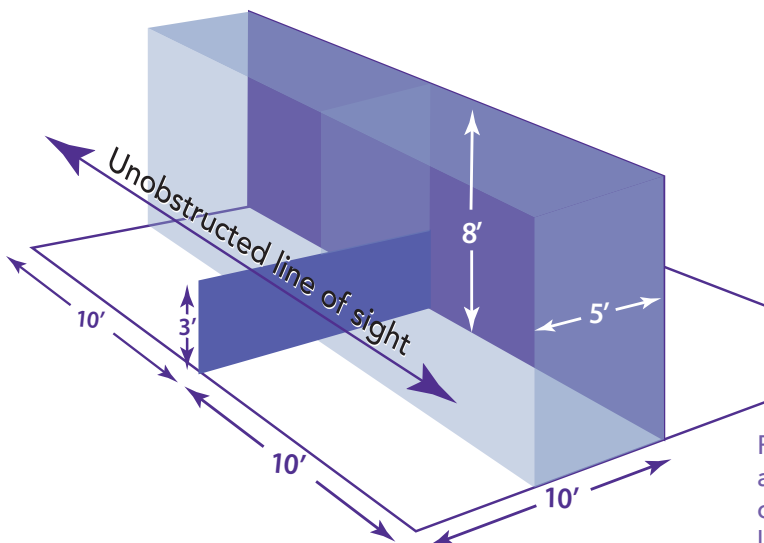
It is the responsibility of the exhibiting company's primary contact to see that all booth staff and their contractors are aware of and adhere to AHCA Expo Exhibitor Policies and are aware of the contract Terms and Conditions and physical distancing guidelines in effect for this meeting.

Booth Installation / Tear Down Exhibitor Courtesy

1. Exhibitor move-in begins at 8:00 AM, Monday, Oct. 18, and must be completed by 3:30 PM before the Expo opens at 4:30 PM. It is the exhibiting company's responsibility to make their staff and contractors aware of and ensure their adherence to meeting this schedule. Access during installation will be restricted to Exhibitors and independent contractors with badges only.
2. Exhibits must be staffed during all publicized AHCA Expo hours. Exhibitors must wear badge provided by AHCA Expo at all times.
3. Sound enhancement may be used but the level must be such as to not interfere with adjacent exhibitors. AHCA Expo Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued or modified.
4. Inspection: All exhibits will be inspected during move-in and any Exhibitor deviating from the Booth Design Rules must make modifications to its exhibit space at Exhibitor's expense prior to Expo opening.
5. As a courtesy and for the safety of other exhibitors and to attendees, exhibitors will not be allowed to tear down their booths until the close of the AHCA Expo at 2:00 PM, Tuesday, Oct. 19.

Linear booth configuration

Illustration depicts 10'x10' booths with 8' back drape and 3' side drapes separating the booths.



Confines of Booth / Booth Design

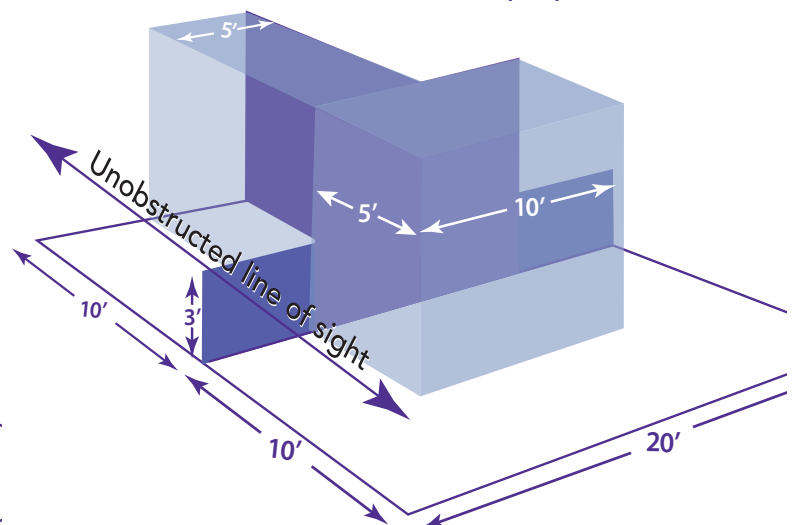
Exhibitor's display material shall stay within the allocated 10' x 10' space. No exhibit or lighting will be allowed to extend beyond the space assigned to the Exhibitor.

Standard display rules will be in place to address sightline. The maximum height of 8ft is allowed only on the rear half of the booth space, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle.

Endcap Use of Space -- In endcap booths where Exhibitor has reserved two booths for a 10' x 20' space which is oriented perpendicular to adjacent linear booths, the display along the back 20ft of the booth space may only extend at the maximum 8ft height including signage, for 10ft in the center portion to maintain sightline for the adjacent linear booths. Please review illustration below for linear and endcap booth sightline dimensions.

Exhibitors will not be permitted to erect signs or display products in such a manner as to obstruct the view or affect the display of other Exhibitors. Exhibits not conforming to these specifications, or which in design, operation, or otherwise, are deemed objectionable by AHCA Expo Management in its sole discretion, are prohibited.

Endcap double booth configuration two 10'x10' booths, oriented perpendicularly



Portions of exhibit taller than 4ft, depicted as translucent blue areas, are restricted to rear area of booth, and restricted to the center rear area of an endcap double booth. This allows line-of-sight down the entire aisle.

Exhibit Access

AHCA Expo Management reserves the right to limit access to the exhibit floor to anyone during times when the AHCA Expo is not officially open.

Food & Beverage at Booth

Arrangements for serving any food and beverage at your booth must be approved by AHCA Expo Management and arranged through *Disney's Coronado Springs Resort*. Please note that due to health/safety guidelines, any food and beverage at a booth must be served by hotel personnel, and one hotel staff member at your booth constitutes one of the two booth representatives total allowed at your booth.

Damage to Property

No part of an exhibit or sign shall be posted, nailed or otherwise attached to columns, walls, floors, or other parts of the building or its furniture, in any way to deface it. The Exhibitor, its agents, guests, or patrons shall not injure, mar, nor in any manner deface *Disney's Coronado Springs Resort* premises or equipment therein, and shall not cause or permit anything to be done whereby *Disney's Coronado Springs Resort* or its equipment shall be in any manner injured, marred, unduly soiled, defaced, lost, stolen, or otherwise removed from the building. Damages arising from failure to comply shall be the sole responsibility of the exhibitor.

Photography, Video Recording, and Audio Recording

By attending and exhibiting in the AHCA Seminar you give permission for images of you, captured during the conference through video, photo, and/or digital camera, to be used by AHCA Seminar in promotional materials, publications, and website and waive any and all rights including, but not limited to compensation or ownership.

Exhibitors are permitted to photograph, videotape, and/or audiotape within their own booth space and may photograph, videotape, and/or audiotape AHCA Expo attendees provided permission has been granted by the subject.

Exhibitors may not photograph or videotape other Exhibitors' exhibits. All photography, video, and audio equipment must remain with Exhibitors' booth space and must not disrupt visitor traffic.

Unoccupied Space

Should any reserved booth remain unoccupied after 3:00 PM on Monday, Oct. 17, AHCA Expo Management reserves the right to sell or occupy booth space. If Exhibitor has an emergency causing them to be delayed in setting up their exhibit, please contact Expo Management as soon as possible. aletheavitray@gmail.com

