



2024 THCA/TNCAL

EXHIBITOR PROSPECTUS

Annual Convention & Trade Show

August 21-23 2024

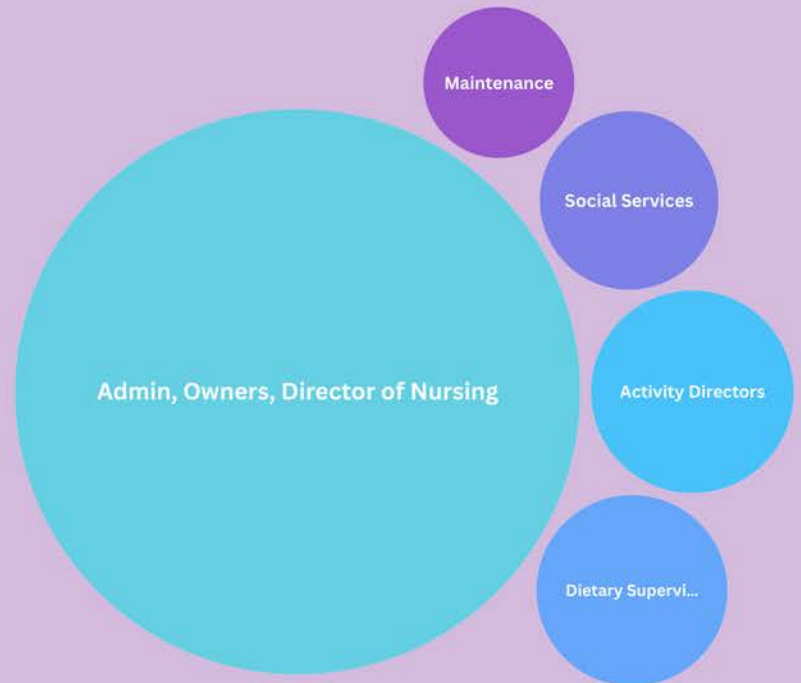
[THCA.org](https://thca.org)

Music City Center
Nashville, TN

THCA/TNCAL Annual Convention & Trade show

WHY EXHIBIT

- Join more than 450 long-term care leaders from across Tennessee to enjoy high quality education
- Network with current customers
- Collect new leads
- Showcase cutting-edge supplies and services
- Build brand awareness



We invite you to exhibit with us and learn more about your customers' needs while showcasing your products and services.

BOOTH PRICING

THCA Associate Members - Discounted Fee

- **INLINE BOOTH PACKAGE: \$950**
(\$100 discount on more than one booth)

THCA Non-Members - Regular Fee

- **INLINE BOOTH PACKAGE: \$1,500**

Discounted Carpet:

THCA/TNCAL offers standard carpet at a discounted rate to exhibitors. Colors to be selected prior to show dates.

BOOTH FEE INCLUDES:

- 10' x 10' booth
- 8'high draped backdrop curtain, 3' draped side walls
- (1) 6' x 30" draped table
- (2) folding chairs
- (1) wastebasket
- (1) exhibitor ID sign
- (4) complimentary exhibitor badges per 10x10 booth
- Company listing in convention brochure and program (provided contract submitted prior to publication deadlines)
- Full company profile in the exhibitor directory published in the summer issue of Perspective magazine (Pre-Convention)
- Mobile App listing
- Pre- and Post-Attendee list: Emailed spreadsheet will include name, facility, title, address, phone, fax (excludes emails)

Trade Show Schedule (tentative)

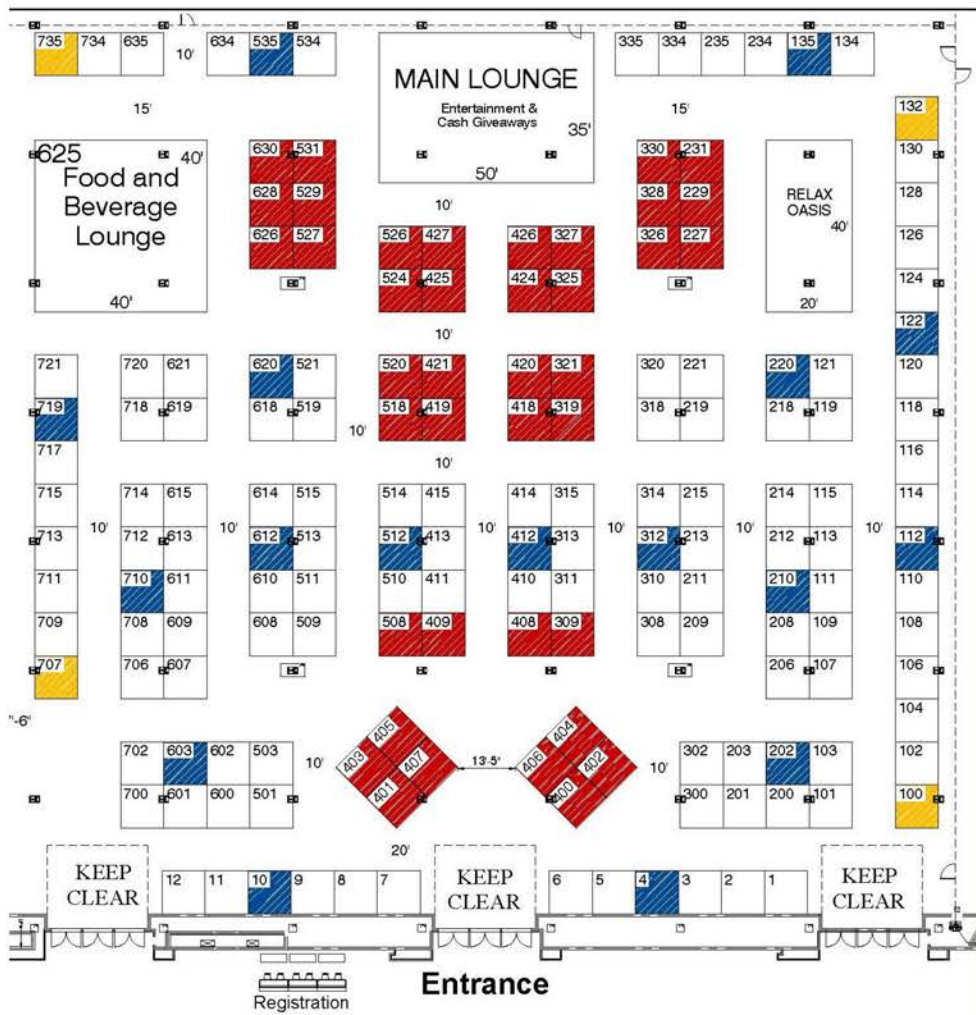
Wednesday, August 21	Exhibitor Registration & Move-In	11:00 AM - 7:00 PM
Thursday, August 22	Trade Show Open to All	10:30 AM - 12:30 PM
	Cocktail Reception in Exhibit Hall For All	4:15 PM - 5:45 PM
Friday, August 23	Trade Show Open to All	8:30 AM - 10:30 AM
	Breakfast Served in Exhibit Hall	8:30 AM - 10:00 AM
	Exhibitor Move Out	10:30 AM - 2:00 PM

- THCA/TNCAL TRADE SHOW, AUGUST 22-23, 2024
- SET-UP ON AUGUST 21
- MUSIC CITY CENTER, NASHVILLE, TN

THCA 2024 EXHIBITOR

FLOORPLAN

- Premium Booth
- Grand Prize Ticket Booth
- Game Ticket Booth



Booth Upgrades Traffic Builders

- Corner** • Add \$50 per booth
- Premium Location** • Add \$150 per booth (shaded in red on floorplan)
- Game Ticket Space** • Add \$100 per booth (shaded in blue on floorplan)
- Grand Prize Ticket Space** • Add \$150 per booth (shaded in gold on floorplan)
- Discounted Carpet Rate** • Add \$200 per booth

How to Reserve Exhibit Space



At the 2023 Convention & Trade Show
Pick your booth space and complete a contract at exhibitor registration or in the main lounge during Trade Show hours. No deposit required. Full payment due by March 31, 2024.



After September 15, visit
<http://floorplan.thca.org/2024>
View available spaces and complete the online booth reservation form



Email: mthompson@thca.org
Fax: 615.834.2502 or
Mail: THCA, P.O. BOX 440548, Nashville, TN 37244-0548
a completed exhibit contract with payment to THCA

Questions?
Marla Thompson,
615.346.7115,
mthompson@thca.org

ASSOCIATE MEMBERSHIP



Associate membership is designed to keep you informed of industry happenings, improve communications and networking between vendors and member facilities, and to provide a channel for building business relationships. Associate members are an integral part of the long-term care community and we value your support and participation.

Become a Member

Benefits Include:

- Discounted member rate to exhibit (\$550 less than a non-member)
- Standard company listing in the Buyer's Guide section of the annual Membership Handbook (provided application is received by 12/31/23)
- Company listing in online Vendor Finder of the THCA website
- Electronic copy of THCA/TNCAL member facilities, including administrator contact information (Excludes emails)
- Subscription to Perspective magazine, THCA's quarterly publication
- Company listing on the "Welcome Member" page in an issue of Perspective magazine
- Subscription to Associates Monthly, an e-newsletter to keep Associate members informed of critical long-term care issues
- Subscription to Week In Review e-newsletter, a weekly compilation of news related industry articles
- First option for advertising and sponsorship opportunities

THCA Associate Membership dues for 2024 are \$525 per calendar year

Apply online www.thca.org or select on exhibitor contract

CONVENTION SPONSORSHIPS

A great way to show your support of the association



Customize your own package!



\$5,000-\$9,999 LEVEL
 Opening Session Speaker
 Closing Session Speaker
 Attendee Badge Holders
 Board of Directors Pre-Convention Dinner



\$3,000 - \$4,999 LEVEL
 Convention Brochure
 Convention Program
 Convention Tote Bags



\$2,000 - \$2,999 LEVEL
 Trade Show Aisle Signs
 TNCAL Luncheon
 Refreshment Break in Exhibit Hall



\$1,000- \$1,999 LEVEL
 Cup/Coffee Sleeve Sponsor
 Convention Schedule Boards
 Seated Massage
 Entertainment Sponsor



New Opportunities
 Drink Tickets at Reception
 Hotel Room Drop

Contact Marla Thompson
 615.346.7115 or mthompson@thca.org
 for a customized package

<h1>Convention Sponsorship Levels & Benefits</h1>	Any combination of Convention sponsorships totaling \$10,000 and above	Any combination of Convention sponsorships totaling \$5,000-\$9,999	Any combination of Convention sponsorships totaling \$3,000-\$4,999	Any combination of Convention sponsorships totaling \$2,000-\$2,999	Any combination of Convention sponsorships totaling \$1,000-\$1,999
Host Hotel One room, one night stay at the host hotel.	★				
E-Blast (Pre-Convention) Logo with a link to your website included in one e-blast to THCA/TNCAL members, administrators and corporate personnel.	★				
Association Press E-Newsletter (Pre-Convention) Your company spotlighted in one pre-Convention issue of Association Press e-newsletter sent to all THCA/TNCAL member administrators and corporate personnel.	★	★			
Convention Program Advertising Half page, color ad in the Convention program. Subject to production deadlines.	★	★			
Perspective Magazine Sponsor Page (Pre-Convention) Your logo, sized by sponsor level, included on a sponsor page in the summer issue.	★	★	★	★	★
Convention Program Sponsor Directory Your company information & logo published in the convention program.	★	★	★	★	★
Website Your logo, sized by sponsor level, on Convention page of THCA/TNCAL website.	★	★	★	★	★
Perspective magazine (Post-Convention) Company profile with product description and logo in the fall issue.	★	★	★	★	★
Announcement/Signage Recognition through announcements and/or signage at sponsored event.	★	★	★	★	★
Main Event Recognition Company logo, sized by sponsor level, periodically displayed on large media screens during the Keynote and Closing Sessions. Sponsor ribbons for staff badges	★	★	★	★	★



**20
24**

JOIN US

**THCA/TNCAL
CONVENTION & TRADE SHOW**

AUGUST 21 - 23

**MUSIC CITY CENTER
NASHVILLE, TN**

contact us

615.834.6520

www.thca.org

mthompson@thca.org

Mailing Address

P.O. BOX 440548

Nashville, TN 37244-0548

Office Address

5120 Virginia Way, Suite A21

Brentwood, TN 37027

Founded in 1947, the Tennessee Health Care Association (THCA) is dedicated to maintaining the high standards of licensed long-term care facilities through education, advocacy and leadership.

THCA develops programs that advance care quality and strives to improve the public's understanding of long-term care's role in the health care system. In 2009, THCA launched the Tennessee Center for Assisted Living (TNCAL), a separate organization under the THCA umbrella that is dedicated to the interests of Tennessee's assisted care living facilities. THCA/TNCAL serves 94% of Tennessee's skilled nursing facilities and over 100 assisted care living facilities.