



**COOPERATION,  
COLLABORATION  
& COMMUNICATION**  
*The Evolving  
Continuum of Care*



July 25-27, 2018  
New Orleans



Dear Prospective Exhibitor,

The July 2018 New Orleans conference brings together both hospice and home health providers. The Louisiana-Mississippi Hospice and Palliative Care Organization (LMHPCO), and the HomeCare Association of Louisiana (HCLA) are joining our summer conferences to better address cooperation across the care continuum. Please join us in building new relationships, nurturing existing ones, and exploring new opportunities. This conference will provide opportunities to broaden your organization's visibility, increase your exposure, and brainstorm about the future.

The Loews New Orleans Hotel will host decision makers and influencers from July 25th - 27th, 2018. Home health and hospice leaders will be networking, searching for new ideas, services, and products. The conference theme, Cooperation, Collaboration, & Communication: The Evolving Continuum of Care, addresses critical core competencies in today's health care milieu. Those who communicate, collaborate, and cooperate are already positioning for the future.

Enclosed, find both the exhibitor registration form and information about multiple sponsorship options. Additional exposure is available through: conference hotel room key cards; conference wi-fi sponsorship; the conference smartphone app; keynotes; concurrent sessions; breakfast; luncheon; and break support; and more. (Please note tighter timelines on sponsorship of hotel key cards and the smartphone app, as these require advance development.)

We look forward to communicating with you about your exhibits and sponsorship opportunities. If you have questions contact Jamey Boudreaux, at (888) 546-1500, ext. 7 or [jboudreaux@LMHPCO.org](mailto:jboudreaux@LMHPCO.org). Or call Liz Langley at (800) 283-4252, or [liz@hclanet.org](mailto:liz@hclanet.org).

Sincerely,



Jamey Boudreaux  
*Executive Director*



Warren Hebert  
*Chief Executive Officer*





# 2018 EXHIBITOR REGISTRATION FORM

July 25-27, 2018

Loews Hotel

300 Poydras Street • New Orleans, LA

Registrations, along with registration fee, must be received **no later than Friday, July 6, 2018.**

## Exhibit Hours are as follows:

<b>SET UP:</b>	Tuesday, July 24, 2018	—	12 noon – 6:00 pm
<b>CONFERENCE:</b>	Wednesday, July 25, 2018	—	7:00 am – 6:00 pm
	Thursday, July 26, 2018	—	7:00 am – 4:30 pm
	Friday, July 27, 2018	—	7:30 am – 12:30 pm

**Fees:** [ ] LMHPCO/HCLA Member Exhibitor: \$750.00 [ ] Non-Member: \$1500.00

- Benefits of Exhibiting:**
- 25.5 hours of Exhibit time
  - Attendee Contact Listing (Conference & Post Conference)
  - Listing in Conference Program
- (Must be received by July 6, 2018 to meet printing deadlines)**
- Daily meals for two – Breakfast & Lunch (Wednesday & Thursday; Breakfast only on Friday)
  - Two Exhibitor Registration Badges (additional badges available for \$200.00 each)
  - 6' Draped Table with waste basket on the 10th floor

Exhibiting Company Name \_\_\_\_\_ Key Contact \_\_\_\_\_

2nd Exhibitor Registration Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone ( ) \_\_\_\_\_ FAX ( ) \_\_\_\_\_

E-mail(s) \_\_\_\_\_ Website \_\_\_\_\_

Directory Description: Please describe the products and/or services to be demonstrated (25 words maximum):

### Payment Information Options:

CHECK made payable to HCLA (or LMHPCO)

Total Amount: \$ \_\_\_\_\_

Return completed form, along with payment to:

HCLA  
P.O. Box 80124 • Lafayette, LA 70598

CREDIT CARD (2.5% surcharge on credit card charges.)

VISA  MasterCard  American Express  Discover

Total Charge: \$ \_\_\_\_\_

Card # \_\_\_\_\_

Security Code \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name: (please print) \_\_\_\_\_

Signature: \_\_\_\_\_

**Cancellation Policy:** All cancellations must be received to LMHPCO/HCLA in writing. Cancellations received prior to June 20, 2018 will be refunded, less a 50% service charge. No refunds after July 6, 2018.

**Questions?** Please contact Liz Langley at HCLA, (337) 231-0080 or email [liz@hclanet.org](mailto:liz@hclanet.org)

**THANK YOU!**

After completing the 2018 Exhibitor form, you may become a Premier Exhibitor by completing the form below.



# 2018 CONFERENCE SPONSORSHIP OPPORTUNITIES

## [ ] **Gold Sponsor—\$5,000**

- \* Premium exhibit space and complimentary registrations for four exhibit space staff personnel, which includes admission to all plenary and concurrent sessions.
- \* Company logo on attendee registration brochure (if received by April 1, 2018)
- \* One full page color ad in the conference program
- \* Name recognition on the front of the conference program
- \* Two sponsorships of plenary or concurrent sessions of your choice
- \* Logo on registration page of website
- \* Special recognition at opening session

---

## [ ] **Silver Sponsor—\$2,500**

- \* Prime exhibit space in exhibit hall and complimentary registrations for two exhibit space personnel, which includes admission to all plenary and concurrent sessions.
- \* One full page color ad in the conference brochure
- \* Sponsorship of one plenary or concurrent session of your choice
- \* Logo on registration page of website

---

## **Other Sponsorships**

Additional sponsorships are available for those who want to go above and beyond to make this year's conference better than ever.

- [ ] **\$1,850 Member/\$3,000 Non-Member** (In addition to exhibit or exhibit space registration)
    - \* Lanyard Sponsor - Lanyard with company logo & special signage
  - [ ] **\$1,850 Member/\$3,000 Non-Member** (In addition to exhibitor exhibit space registration)
    - \* Keynote Speaker - Introduce your company & keynote speaker at opening address
    - \* Exhibit Hall Luncheon - Special signage & recognition during lunch
  - [ ] **\$1,000 Member/\$2,000 Non-Member** (In addition to exhibitor exhibit space registration)
    - \* General Session Sponsor - Introduce your company & speaker at general session
  - [ ] **\$500 Member/\$750 Non-Member** (In addition to exhibitor exhibit space registration)
    - \* Educational Breakout Session - Introduce your company & speaker at breakout session
-

After completing the 2018 Exhibitor form, you may become a Premier Exhibitor by completing the form below.



# 2018 CONFERENCE SPONSORSHIP OPPORTUNITIES

## Additional Sponsorship Opportunities:

- Full-color ad: \$500.00 (members) / \$1,000.00 (non-members)
- Sign Sponsor: \$1,000.00

## Additional Benefits for Premier Exhibitors:

- ✓ Premier Listing with your LOGO in Conference Directory  
(Must be received by July 6, 2018 to meet printing deadlines)
- ✓ Daily Meals for four – Breakfast & Lunch (Wednesday & Thursday; Breakfast only on Friday)
- ✓ Two Additional Exhibitor Registration Badges
- ✓ Prime Location, 6' Draped Table with waste basket on the 9th floor
- ✓ One (1) complimentary full conference registration which grants access to all plenary and concurrent sessions  
Registration, along with registration fee, must be received **no later than Friday, June 22, 2018.**

## Options for becoming a Premier Exhibitor:

### PRE-CONFERENCE:

- Palmetto GBA Home Health Session: \$1,000.00
- Palmetto GBA Hospice Session: \$1,000.00
- Emergency Preparedness Table Top Exercise Session: \$1,000.00
- Community-Based Palliative Care Session: \$1,000.00

### CONFERENCE:

- Conference WiFi: \$2,500.00 [*Prime Exhibit Space*]
- Conference Hotel Key Card: \$2,500.00 (deadline June 30, 2018) [*Prime Exhibit Space*]
- Conference Smartphone App: \$3,000.00 (deadline May 12, 2018) [*Prime Exhibit Space*]

### Wednesday, July 25, 2018 - 7:00 am – 6:00 pm

- Breakfast Sponsorship: \$1,500.00 [*Prime Exhibit Space, Coffee & Pastry*]
- Morning Break Sponsorship: \$750.00 [*Prime Exhibit Space, Coffee, Soft Drinks & Water*]
- Luncheon Sponsorship: \$3,500.00 [*Prime Exhibit Space, acknowledgement at lunch*]
- Afternoon Break Sponsorship: \$750.00 [*Prime Exhibit Space, Coffee, Soft Drinks & Water*]

### Thursday, July 26, 2018 - 7:00 am – 4:30 pm

- Breakfast Sponsorship: \$1,500.00 [*Prime Exhibit Space, Coffee & Pastry*]
- Morning Break Sponsorship: \$750.00 [*Prime Exhibit Space, Coffee, Soft Drinks & Water*]
- Heart of Hospice Luncheon Sponsorship: \$3,500.00 [*Prime Exhibit Space, acknowledgement at lunch*]

### Friday, July 27, 2018 - 7:30 am – 12:30 pm

- Breakfast Sponsorship: \$1,500.00 [*Prime Exhibit Space, Coffee & Pastry*]
- Morning Break Sponsorship: \$750.00 [*Prime Exhibit Space, Coffee, Soft Drinks & Water*]

Exhibiting Company Name \_\_\_\_\_

Signature \_\_\_\_\_

## 2018 LMHPCO/HCLA CONFERENCE & EXHIBITION

### Exhibiting Terms & Conditions (the fine print)

This page must be signed and returned with Exhibitor Application.

Exhibitors may supply giveaways and take orders for goods and services only in their designated exhibit spaces. Canvassing or distribution of advertising matter outside the exhibitor's own space will not be allowed. Solicitation of business, except by exhibit firms and conference sponsors, is prohibited. Publicizing and/or hosting any extracurricular activities, hospitality rooms, inducements or demonstrations outside the exhibition area during conference hours are strictly prohibited. Please notify us if there are companies in violation of these policies.

#### Conditions for Exhibiting

LMHPCO/HCLA Conference (Conference), and the Exhibiting Company (Exhibitor) relating to the rights herein granted and the obligations herein assumed, except as otherwise provided in this instrument. This agreement is subject to all conditions under which space at the Loews Hotel (Resort) has made available to LMHPCO/HCLA Conference.

#### Exhibit Fee

The cost includes entry for one to the Conference, opening ceremonies/keynote address, educational sessions; table top exhibit; 2 (two) persons per exhibit space with name badge; identification in conference program; and computer listing of attendees. Additional name badge(s) can be purchased for \$200. No one will be allowed entry into Exhibit Hall without a 2018 LMHPCO/HCLA name badge. Any more than 3 exhibit space personnel must pay FULL attendee registration rate. Utilities, furnishings and meal functions outside the Exhibit Hall are not furnished. Exhibit fee does include electricity and internet.

#### Payment Policies

Registration forms received without payment will not be processed.

#### Cancellation of Exhibit Space

Cancellation requests must be made in writing and received by LMHPCO/HCLA no later than June 20, 2018. The LMHPCO/HCLA will retain a service charge of 50% of the cost of the exhibit space. There will be no refunds after July 6, 2018.

#### Use of Exhibit Space

Exhibit space is assigned on the express understanding that it is to be used solely for the display of the services that the Exhibitor provides to the hospice and home care industries. Exhibitors are not permitted to sublet any part of their space. No exhibit material may extend beyond the boundaries of the exhibit space or exceed the height restriction for that type of exhibit space. Exhibits will not be of such nature or arrangement to obstruct the view or interfere with exhibits of others. Should there be any questions as to obstruction or interfere of any exhibit with other exhibits in the area, the final judgment will be made by LMHPCO/HCLA Management.

#### Insurance and Liability

Exhibitors wishing to insure their property must do so at their own expense. To protect themselves against loss, it is recommended that all Exhibitors have representatives in attendance at all times when the exhibits are open, especially when exhibits are being fabricated and dismantled. It is expressly understood and agreed, and the Exhibitor agrees by accepting this contract, that they will make no claim of any kind against LMHPCO/HCLA or any of their members or employees for any loss, damage to, or destruction of goods, or for any injury that may occur to themselves or their employees while in the Exhibit Hall or for any damage of any nature of character whatsoever. It is further agreed that LMHPCO/HCLA or the Hotel shall not be liable or responsible for and shall be indemnified and held harmless by Exhibitor from and against any and all claims and damages of every kind, for injury to or death of any person or persons and for damages to or loss of property, arising out of or attributed, directly or indirectly, to the operations or performances of Exhibitor and Exhibitor's agents and employees under this agreement. The Resort is not liable to the Exhibitors for any damage to or for the loss or destruction of any exhibit or property of the Exhibitor by fire or other casualty covered by an extended coverage endorsement to a fire insurance policy, whether caused by the negligence of the hall, its officers, agents, service personnel, employees or otherwise, all claims for any such loss or damage being expressly waived by Exhibitor who agrees to indemnify and hold the Resort harmless on space that has been made available to LMHPCO/HCLA. Exhibitor agrees to abide by all applicable fire, utility and building codes.

#### Mailing List Usage

As a LMHPCO/HCLA Conference Exhibitor you will be able to reach attendees with our pre- and post-conference attendee mailing lists. Mailing lists include: name, agency, address, phone, fax and email. The pre-conference list will be emailed to you two weeks prior to the conference. A post-conference list will be emailed two weeks after the conference. For email communications, exhibitors agree to include opt-out/unsubscribe instructions in any email communications sent to attendees. Sharing or re-selling of the attendee list is expressly prohibited.

This form MUST be signed and returned with exhibit application to: **HCLA**, P.O. Box 80124, Lafayette, LA 70598

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Company \_\_\_\_\_

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

Email \_\_\_\_\_