



2011 EXHIBIT PROSPECTUS

KAHSA Annual Conference
September 14-16, 2011

TRADE SHOW - September 14-15, 2011

Kentucky International Convention Center
Louisville, Kentucky

The KAHSA Annual Conference will be held September 14-16, 2011 at the Kentucky International Convention Center in Louisville, Kentucky. The Trade Show will take place on September 14-15, 2011.

We encourage you to take this opportunity to interact with your customers in a relaxed, productive setting. This is an opportunity to answer questions, make new contacts, and visit with current customers. KAHSA has stressed the importance of this show to its members and vendors over the years and by the increased numbers it's apparent that it has become more valuable to all.

This packet has all the information needed to join us as an exhibitor in September. We are limited to a specific number of booths we can offer so we are encouraging early registration. Our show has been sold out for the past several years, weeks before the event. Please don't wait until the last minute.

We look forward to your participation in the 2011 KAHSA Annual Conference. To register for exhibit space, please complete the enclosed Trade Show Contract and return it to KAHSA at your earliest convenience.

For More information:

Jennifer D. Allen

Director of Administration and Educational Services
KAHSA

2501 Nelson Miller Parkway
Louisville KY 40223

Phone: 502-992-4380

Fax: 502-814-0378

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Should You Participate?

So you're thinking of participating in our annual trade show but are not quite convinced it's a good return on investment? Here are some extras we do for our exhibitors.

- All exhibit hours are exclusive times - that means the show is not competing with any other events during our conference. Attendees have the opportunity to experience the show without feeling rushed knowing they have to check their voice mail, return calls, meet up with someone and get through the vendor show, all within a 15 minute break between education sessions.
- Save time (and money)! How else can you visit with nearly 800 long term care professionals in less than 24 hours! *How many days on the road would that take?*
- Traffic builder hint – Send an email invitation or do a mass mailing, inviting attendees to visit your booth, and use the invitation as a coupon. Have something "special" for the coupon holders (which happen to be the "decision makers" you need to see). *Ambassador and Ambassador Plus members are eligible to receive member labels as a benefit of membership.*

Hotel Accommodations:

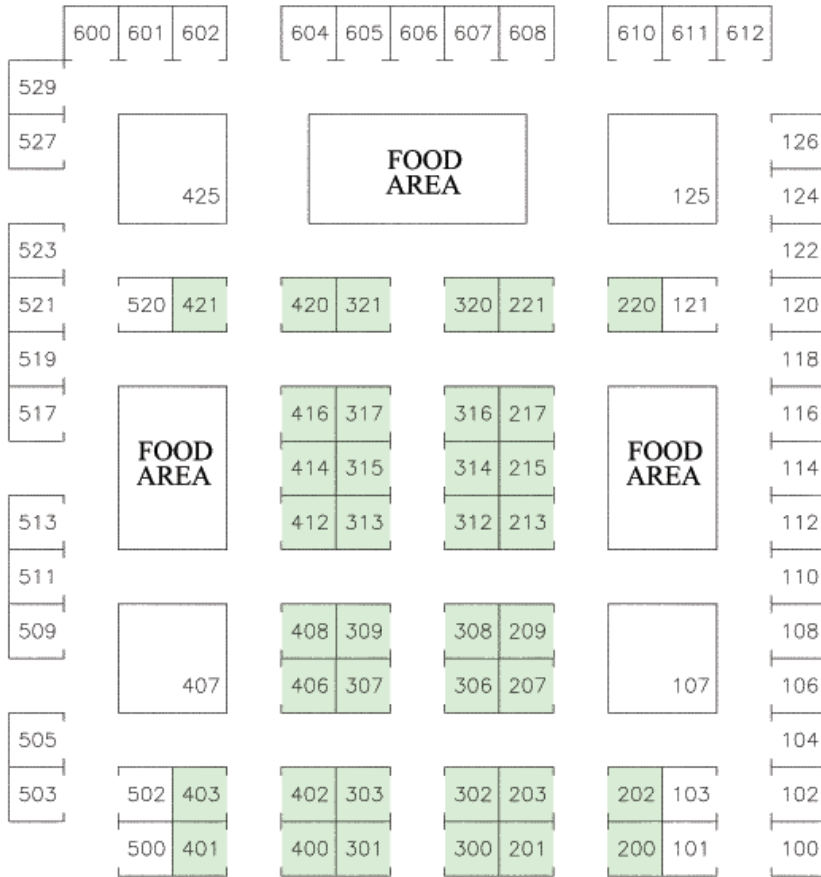
KAHSA has negotiated a conference room rate with the Hyatt Regency Hotel. The Hyatt located next to the convention center.

For Reservations contact the Hyatt at **1-888-421-1442** and mention you are with KAHSA to receive our rate.

Average cost per visitor reached at the trade show = \$7.00 (travel, accommodations, exhibit costs and giveaways/800 attendees)

Average cost per visitor of a field sales call = \$250.00 (gas, time and meals to visit with 1 facility)

2011 Exhibit Floor Plan



NOTE: The booth layout is provided as a guide and can not be guaranteed. KAHSA reserves the right to change the layout if necessary.

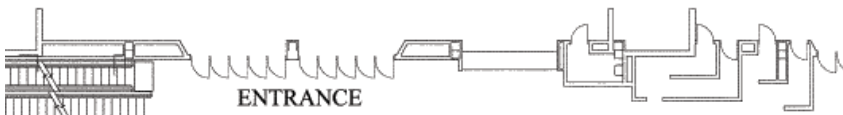
Exhibit Schedule

Wednesday, September 14, 2011

- **12:00 pm - 4:00 pm**
Exhibit Setup
- **4:30 pm - 6:00 pm**
Exhibits Open - Wine and Cheese Reception

Thursday, September 15, 2011

- **11:00 am - 1:00 pm**
Exhibits Open with Lunch for all attendees in Exhibit Hall (lunch will not be available until 12:15)
- **1:30 pm - 5:30 pm**
Exhibitor Breakdown



Booth Cost:

KAHSA Associate Members*:\$720.00

Non-Members: \$895.00

* KAHSA Ambassador and Ambassador Plus Membership dues include one booth space.

All booths (with the exception of Mega booths*) are 10' wide by 10' deep with an 8' backdrap and are separated by a 3' side drap. Each booth space includes an identification sign with your company name and location. The exhibit hall is NOT carpeted. All Booth spaces must be paid in full by August 15, 2011.

Booth Assignments:

Please refer to the show floor plan and indicate 4 preferred booth locations on the enclosed exhibit contract. The shaded areas in the center are designated for Ambassador Plus Members. KAHSA Ambassador Plus Mem-

bers will be given priority when assigning booth space, then Ambassador Members, followed by Associate member and then non-members, based on the order that they are received by KAHSA.

***MEGA Booths** (407, 425, 107 & 125) are available to our largest conference sponsors only - call KAHSA for details.

Contracted Services:

KAHSA Ambassador Plus members booth space includes (1) skirted table, (2) chairs and a wastebasket. All other exhibitors will be responsible for ordering their own furnishings.

Additional equipment and services may be rented from our event decorator, George Fern Co. An exhibitor packet including forms needed to order additional services and make shipping arrangements will be mailed to exhibitors 8-10 weeks prior to the event.



2011 ANNUAL CONFERENCE

September 14-16, 2011 (Trade Show - Sept. 14 & 15)
Kentucky International Convention Center
Louisville, Kentucky

EXHIBIT REGISTRATION FORM

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

Contact Name: _____

Select Booth Cost:

- Ambassador** – Included with Ambassador Membership Dues
- Ambassador Plus** – Included with Ambassador Plus Membership Dues
(& includes: 1 skirted table, 2 chairs and 1 wastebasket)
- Associate Member or Associate Plus Member** - \$720.00
- Non-Members** - \$895.00

Select Payment Option:

- Invoice
- Payment Enclosed
- Processing Payment*
- Credit Card

Credit Card Number: _____ CVV # (3 digit code) _____

Expiration Date: _____ Signature: _____

*Booth space must be PAID IN FULL by August 15, 2011. Otherwise booth space may be assigned to another paying exhibitor.

Select Booth Number:

Please refer to the enclosed floor plan and indicate your preferred booth location below.
Two or more booths may be combined if larger space is required.

1st Choice _____ 2nd Choice _____ 3rd Choice _____ 4th Choice _____

Booth location is for guidance and cannot be guaranteed.

PLEASE KEEP A COPY OF THIS FORM

Return as soon as possible to:

Jennifer D. Allen
Director of Administration & Education Services
KAHSA
2501 Nelson Miller Parkway, Louisville, KY 40223
Ph# 502/992-4380 Fax# 502/814-0378

For KAHSA Office Use Only

Paid \$ _____

Date Paid _____

Booth Assigned _____

By: _____