

SENIOR CARE 2012 Conference & Exhibition

Partner with us and make an impact in the nation's LEADING SENIOR CARE MARKET – Florida. Senior Care 2012 Conference and Exhibition is FL-ASCP's flagship conference that attracts key decision makers from the southeastern U.S. Give your company a visible edge by exhibiting or supporting one of the promotional programs or items offered by FL-ASCP. Don't miss a key opportunity for your company to reach the top professionals providing care to the largest health care market—the senior population.

Schedule at a Glance:

Friday, May 4

9:00-10:00 am	Educational Programming
10:00-10:30 am	Promotional Presentation
10:30-11:00 am	Break in Exhibit Hall
11:00 am-12:00pm	Educational Programming
12:00-1:15 pm	Lunch with Promotional Presentation
1:15-2:15 pm	Educational Programming
2:15-2:45 pm	Promotional Presentation
2:45-3:45 pm	Break in Exhibit Hall
3:45-5:15 pm	Educational Programming
5:15-6:45 pm	Educational Programming
7:15 pm	Dinner with Promotional Presentation (Off-site)

Saturday, May 5

7:30-8:30 am	Breakfast with Promotional Presentation
8:30-10:00 am	Educational Programming
10:00-10:45 am	Break in Exhibit Hall
10:45-11:15 am	Promotional Presentation
11:15 am-12:45 pm	Educational Programming
12:45-2:00 pm	Lunch with Promotional Presentation
2:00-3:30 pm	Educational Programming
3:30-4:00 pm	Promotional Presentation
4:00-5:30 pm	Educational Programming
5:30 pm	Dinner with Promotional Presentation (On-site)

Sunday, May 6

7:30-9:30 am	Medication Errors with Breakfast
9:30 am-12:30 pm	Educational Programming
12:30-1:45 pm	Lunch with Promotional Presentation
1:45-4:45 pm	Education Programming
4:45 pm	Conference Ends



APPLICATION TO EXHIBIT

Date: _____

Exhibit space is available for organizations that wish to interact with conference participants during exhibit hours. The 6-foot table-top displays will be located in a separate meeting space of the conference. The exhibitor application must be completed and returned to FL-ASCP to secure your space.

Please reserve display space for our use at Senior Care 2012 Conference and Exhibition to be held at the Hilton St. Petersburg Bayfront. We understand that our use of this space is subject to the terms and conditions outlined in this agreement which, upon acceptance by FL-ASCP shall become a binding agreement between our organization and FL-ASCP. The tax ID number is 52-0942322. The fee to exhibit is \$2,500. Please send check to: FL-ASCP, 1953 Thomasville Road, Tallahassee, FL 32303.

List exactly as name should appear in all promotional materials. (Please print or type)

Organization name: _____

Primary Contact Person: _____

Address: _____ City: _____

State: _____ Zip: _____

Telephone: () _____ Fax: () _____

Email: _____

Please list additional representatives who will attend the meeting. We will print name badges for these individuals.

1). Name: _____ City: _____ State: _____

2). Name: _____ City: _____ State: _____

3). Name: _____ City: _____ State: _____

When making display assignments, please avoid the following competitors (if possible): _____

I have read the terms of this agreement and accept the stipulations as outlined, as the authorized representative of this company. The Tax ID number is 52-0942322. Please send check to: FL-ASCP, 1953 Thomasville Road, Tallahassee, FL 32303

Signature _____ Date _____

Name _____ Title _____

**SEND THIS FORM TO FL-ASCP via fax (850) 298-8522 or by mail to:
FL-ASCP, 1953 Thomasville Road, Tallahassee, FL 32303**



APPLICATION TO PROVIDE PROMOTIONAL PRESENTATION/DIRECT SUPPORT

Date: _____

List exactly as name should appear in all promotional materials. (please print or type)

Organization name: _____

Primary Contact Person: _____

Address: _____ City: _____

State: _____ Zip: _____

Telephone: (____) _____ Fax(____) _____

Email: _____

Promotional Presentations

FL-ASCP is offering several opportunities for organizations to provide promotional presentations. The presentations are not accredited and no continuing education will be provided. The fee provided to FL-ASCP covers the meeting space, A/V, and administrative costs. The hosting organization is responsible for the speaker and content of the presentation and any additional direct cost they incur for hosting the promotional presentation. Please mark your preferred timeslot(s) (timeslots are not guaranteed and are assigned based on the preference of those organizations that confirm support first).

Senior Care 2012 Conference and Exhibition

May 4-6, 2012, Tampa, FL

<input type="checkbox"/> Friday, May 4, 2012 Morning Promotional Presentation (30 minutes)	RESERVED
<input type="checkbox"/> Friday, May 4, 2012 Promotional Presentation w/ Lunch (1 hour)	RESERVED
<input type="checkbox"/> Friday, May 4, 2012 Afternoon Promotional Presentation (30 minutes)	RESERVED
<input type="checkbox"/> Friday, May 4, 2012 Promotional Presentation w/Dinner (1 hour)	\$3,500
<input type="checkbox"/> Saturday, May 5, 2012 Promotional Presentation w/ Breakfast (1 hour)	RESERVED
<input type="checkbox"/> Saturday, May 5, 2012 Morning Promotional Presentation (30 minutes)	RESERVED
<input type="checkbox"/> Saturday, May 5, 2012 Promotional Presentation w/ Lunch (1 hour)	RESERVED
<input type="checkbox"/> Saturday, May 5, 2012 Afternoon Promotional Presentation (30 minutes)	\$2,500
<input type="checkbox"/> Saturday, May 5, 2012 Promotional Presentation w/ Dinner (1 hour)	\$3,500
<input type="checkbox"/> Sunday, May 6, 2012 Promotional Presentation w/ Lunch (1 hour)	RESERVED

Opportunities for Direct Support:

<input type="checkbox"/> Saturday, May 5, Break in Exhibit Hall, 10:00-10:45 am (includes food)	\$2,500
<input type="checkbox"/> Conference Bags for attendees with your Company Logo	\$1,500
<input type="checkbox"/> Name Badge Holders with your Company Logo	\$ 750
<input type="checkbox"/> CD of speaker handouts for each attendee with your Company Logo	\$ 500
<input type="checkbox"/> Program Books with your Company Logo and one page advertisement	\$2,000

Speaker Name: _____

Topic: _____

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Signature _____ Date _____

Name _____ Title _____

Application for promotional session approved by:

FL-ASCP _____ Date _____

Name _____ Title _____

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TERMS AND CONDITIONS

INSTALLATION AND REMOVAL OF EXHIBITS

Exhibits are to be set up by the designated time of each event (contact Lisa Starnes (850) 459-5100 for set-up and break-down details). There will be no breaking down of exhibits before designated time of each event. All exhibits not removed by designated time may be removed by hotel staff at the risk and expense of the exhibitor (contact Lisa Starnes (850) 459-5100 for removal time).

MATERIAL SHIPPING & HANDLING

We recommend whenever possible, that exhibitors hand carry their materials to the event locations. The Hilton will charge a \$8.00/box handling fee. When sending shipments to the event locations, labels should include company name, contact name and phone number, FL-ASCP and address of event location.

CARE OF SPACE

The exhibitor agrees not to deface, injure, or mar the exhibit area of the conference locations or any furniture or fixtures contained therein, and/or the property of whatever nature placed therein. Exhibitor shall be fully responsible to pay for any and all damages to property owned by conference locations, its owners or managers which result from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, conference locations, their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises, the hotel or part thereof.

INSURANCE

FL-ASCP assumes no responsibility for the safety of the personnel and property of the exhibitors or the personal property of their officers, agents, servants, or employees. Any exhibitor wishing to insure his/her personal goods against injury, theft and damage by fire, accident, or other cause must do so at his/her own expense.

SECURITY

Due to the informal nature of the tabletop exhibits, we strongly encourage you to keep your display simple. If you choose to bring special equipment for your display, you are responsible for securing the equipment. FL-ASCP will not be providing security for the display area.

EXPENSES

In addition to the administrative fee for each Promotional Presentation with meal, the applicant is responsible for all expenses related to food and beverage, audiovisual equipment beyond what is included, and any speaker honorarium, and/or speaker travel expenses, etc.

PROMOTIONAL PRESENTATIONS

The topic for the presentation is yours to choose. The speaker choice is yours. The menu selection is yours, as well. We will help you secure a private room at the conference location, promote your event to our attendees, coordinate onsite sign-ups, and help make your event a big success. However, our efforts are only a supplement to your own marketing plans to aggressively promote your promotional presentation. In addition, we will include the following audiovisual equipment, if requested: **1. Laptop, 2. Digital Projector, 3. Projection screen**

Application Procedures & Slot Assignment

If you have an interest in reserving one or more of these slots, please contact Lisa Starnes at (850) 459-5100 as soon as possible, before they are taken. Companies interested in securing one or more of these sessions must complete and return an unaltered application form for each slot they wish to reserve. Applications that have been modified will not be accepted.

Please fax all completed application forms to (850) 298-8522. Slots will be confirmed after final decisions are made. Upon confirmation, applicants are required to return all documents and fees by the deadlines identified in the confirmation information, or the slot may be awarded to another applicant. Please decide promptly, as we expect that all slots will be quickly filled.

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