

6th Annual Private Duty Home Care Leadership Summit & Exposition

January 23-25, 2011 • Westin Long Beach Hotel • Long Beach, CA



PRIVATE DUTY
HOMECARE
ASSOCIATION

NATIONAL ASSOCIATION FOR
HOME CARE & HOSPICE



HOMECARE & HOSPICE
National Association for Home Care & Hospice

Dear: Potential Exhibitor/Sponsor:

The National Association for Home Care & Hospice (NAHC) and its affiliate — The Private Duty Home Care Association (PDHCA) — are pleased to announce the 6th Annual Private Duty Home Care Leadership Summit & Exposition.

The private duty market is rapidly expanding and, given the projected growth in those reaching age 65 as a result of the Baby Boom generation, will become one of the most attractive areas for home care expansion in the coming years. NAHC and PDHCA have invited all non-Medicare and Medicare-certified agencies that operate private duty organizations to the forthcoming meeting. Our target audience for the educational offerings at the 6th Annual Private Duty Home Care Leadership Summit & Exposition includes owners, operations directors, financial directors, human resource professionals, and business development and marketing directors.

Our 2011 meeting and exposition will take place at the Westin Long Beach Hotel in Long Beach, California, on January 23-25, 2011. The exposition will be held over the two-day period of the Summit, beginning with a grand opening reception and networking opportunities on Sunday, January 23, and all day on Monday January 24. Monday will include a continental breakfast, a mid-morning break, and a luncheon in the Exposition Hall.

To take advantage of this new and exciting opportunity, be sure to sign up now. Enclosed you will find detailed information about this exposition and an application and contract. Booth space is selling fast. For your convenience, we've also included sponsorship information that will enhance your visibility and brand your company to all of the attendees. We look forward to seeing you in sunny Long Beach, California in January, 2011.

Warm regards,

Ron Everly
Vice President for Exhibits

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Application and Contract for Exhibit Space

Company / Organization: _____

(as you want it to appear on your booth ID sign and listing to attendees)

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Email: _____

Phone: _____ Fax: _____

Website: _____

Booth Selection: Standard 8'x10' booths are **\$1,150 each for NAHC Associate Members** and **\$1,600 each for Non-Members**. Exhibitors are encouraged to use their booth space to conduct user group meetings and/or hold educational sessions in addition to a regular exhibit. Please review the floor plan carefully and select four exhibit locations. Two contiguous booths (8x10) may be selected, subject to management approval.

Booth Selections:

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

The National Association for Home Care & Hospice (NAHC) is hereby requested and authorized to reserve exhibit space for use during the 6th Annual Private Duty Home Care Leadership Summit & Exposition taking place at the Westin Long Beach Hotel in Long Beach, California, on January 23-25, 2011. It is understood and agreed that all space will be assigned on a first-come, first-served basis, and that NAHC reserves the right to assign exhibits to the best alternate space in the event that all four choices are already reserved, and to make reasonable shifts in location for the benefit of the exhibitor or betterment of the Home Care Exposition.

Signed contract and payment must be received by December 20, 2010 (Full payment by December 20, 2010 or later based on space available in exhibit hall).

I have read and understand the contents of this page:

Please sign here: _____

(next, please)

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Application and Contract – Page 2

Cancellations must be submitted in writing and postmarked by December 20, 2010. Exhibitors canceling on or before December 20, 2010 will incur a penalty totaling 50 percent of the exhibit space cost. Exhibitors canceling after December 20, 2010 will be held liable per this contract for the total cost of the exhibit space.

Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury to persons or damage to exhibitor's displays, equipment, or other property brought upon the premises of the Westin Long Beach Hotel and agrees to indemnify, defend, and hold harmless the National Association for Home Care & Hospice, the Westin Long Beach Hotel, the official service contractor and their, owners, agents, affiliates, directors, officers, and employees against all claims of expense for such losses, including reasonable attorney's fees, arising out of the use of the Westin Long Beach Hotel premises, excluding any liability caused by negligence of National Association for Home Care & Hospice, the Westin Long Beach Hotel, or the official service contractor, or their owners, agents, affiliates, directors, officers, and employees. The exhibitor understands that the National Association for Home Care & Hospice, Westin Long Beach Hotel and the official service contractor do not maintain insurance covering the exhibitor's property or lost revenue, and it is the sole responsibility of the exhibitor to obtain such insurance.

We agree to abide by the terms and conditions set forth in this contract, and that I am an authorized agent of the exhibitor and when countersigned by NAHC, this application becomes a contract.

Total Exhibit Booth Cost: _____ **NAHC Associate Member #** _____

Please Sign Both Pages of the Contract

Company Name: _____

Authorized Signature: _____

Print Name: _____

Title: _____ Date: _____

Make checks payable to NAHC and Mail to NAHC Exhibits Dept., 228 7th Street SE, Washington, DC 20003

Or use: VISA MASTERCARD AMEX Discover

Credit Card # _____ Exp. Date: _____

Amount: \$ _____ Signature: _____

Name as appears on the card: _____

NAHC use only:

Booth Number Assigned: _____ Date: _____

NAHC Signature: _____

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Exposition Hall Fact Sheet

- Meeting Dates:** January 23-25, 2011 (Sunday through Tuesday)
- Exposition Dates:** January 23-24, 2011 (Sunday and Monday)
- Location:** **Westin Long Beach Hotel**
333 East Ocean Boulevard, Long Beach, CA 90802
(800) 937-8461 — Reservations
- Rate:** Single/Double Room — \$149
- Exhibit Cost:** **NAHC Member Rate** \$1,150 for a 8'x10' space
Potential Member Rate \$1,600 for a 8'x10' space
- Exhibit Includes:** One 6' draped table; two chairs; company name; company listing in Attendee Registration Packet; and two complimentary registrations to attend the entire Conference (\$850 value)
- Payment:** Payment must accompany your application and contract for booth space.
Applications must be received by December 24, 2010. See Application and Contract to reserve space and for further details.
- Exhibit Set-Up:** **Sunday, January 23** 9 a.m. to 3 p.m.
- Exhibit Hours:** **Sunday, January 23** *3:30 to 6 p.m. Grand Opening Reception with Exhibitors
Monday, January 24 7:30 a.m. to 2 p.m. Exposition Hall Open
*7:30 to 8:30 a.m. Continental Breakfast with Exhibitors
*10 to 10:30 a.m. Break in the Exposition Hall
*Noon to 2 p.m. Luncheon in the Exposition Hall
- Exhibit Teardown:** **Monday, January 24** 2:01 to 5 p.m. The official closing time for exhibits is 2:01 p.m. No packaging of equipment or materials may begin until that time.
- *All exhibit hours are non-competitive (exclusively exhibits)
- General Contractor:** **Alliance-Exposition Services** will provide the exhibitor services for this meeting. They can be reached at (703) 528-2001, Attn: Mark Yuska. **More information can be obtained on their Web site: www.alliance-exposition.com.** Please reference the 6th Annual Private Duty Leadership Summit & Exposition.

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Exposition Floor Plan

510	508	506	504	502	500
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FOOD & BEVERAGE

408	509
406	507
404	505
402	503

308	409
306	407
304	405
302	403

208	309
206	307
204	305
202	303

FOOD & BEVERAGE

108	209
106	207
104	205
102	203

107	105
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ENTRANCE

200	301	300
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101	100
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Enhance Your Exposure to Decision Makers of the Private Duty Community!

A sponsorship tells the entire community that you are committed to them and their success. Sponsorships proclaim your commitment to providing the best educational opportunities so all can provide better care to their patients.

NAHC provides industry members with a wide range of value-priced sponsorship options, which provides increased exposure to all attendees. In addition to the standard meeting items offered by NAHC, you can customize your own sponsorship package to meet your company's marketing needs.

All sponsors will be recognized in meeting-related publications as well as any additional benefits listed under specific opportunities:

- Conference Program provided on-site;
- Sponsor-recognition signage located on-site;
- Sponsor "thank you" scrolled on giant screens as people enter and leave all general sessions;
- Recognition on NAHC Web site.

For complete information on available sponsorships or to begin customizing your own sponsorship, please contact meetings@nahc.org or (202) 547-7424.

NAHC Meal Function:

Meal functions are available at all four NAHC Conferences and offer direct access to all registered meeting attendees. Potential events include the welcome reception, daily and keynote luncheons, refreshment breaks and breakfast.

General Sessions:

These are the well-attended sessions at each meeting, serving as a focal point and daily gathering for the all attendees. Well-known speakers captivate the audience's attention, generating memories for the next year.

Educational Programs:

With a number of educational programs, you are certain to find your targeted audience. There is no better way to reach a segment of the home care and hospice market than sponsoring a topic-specific track or individual program.

Registration Portfolios:

All attendees receive their registration packet in a tote bag. This sponsorship is carried around by attendees throughout the course of the meeting and returns home with them at the conclusion of the meeting. This is one of the most visible sponsorship options.

Name Badges:

If you are looking for name recognition, there is no better place than on the attendee name badges. No attendee will say they didn't see you, since all attendees are required to wear their name badges throughout the event.

Internet Cafe:

Attendees will thank you for providing Internet access at the meeting. The Internet Cafe is heavily promoted to attendees as a convenient location to check email, send messages to Congress or the White House, or just surf the Internet.

General Conference Support:

There are four different levels of general conference support offered for the 5th Annual Private Duty Conference & Exposition. The levels are:

- Bronze Level: \$1,500 - \$2,499
- Silver Level: \$2,500 - \$4,999
- Gold Level: \$5,000 - \$9,999
- Platinum Level: \$10,000+

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SPECIAL DISCOUNTED GUEST ROOM RATES: \$149 Single/Double Occupancy Rate

Discounted rooms are issued on a first come, first serve basis until December 30, 2010. Note that the last day to receive NAHC discounted room rate is **December 30, 2010 at the \$149.00 discounted room rate**. When making your reservation by phone, please inform the hotel that you are with the NAHC Group, in order to obtain the special conference rates. If booking please use the code #NAHCH to receive the discounted room rate.

First Name: _____ Last Name: _____

Company Name: _____

Title: _____

Mailing Address: _____

City:State: _____ Zip: _____

Email Address: _____

(Confirmation number will be e-mailed)

Phone: _____ Fax: _____

HOTEL RESERVATION (please specify A.M. or P.M.):

Arrival Date: _____ Departure Date: _____

Room Type: Single (1 person/1 bed) {\$149} Double (2 persons/1 bed)
 Double/Double (2 persons/2 beds) Special Request: _____

Credit Card Type: VISA MASTERCARD AMEX Discover

Credit Card # _____ Exp. Date: _____

Amount: \$ _____ Signature: _____

Name as appears on the card: _____

Credit card reservation cannot be processed unless all information is completed.

PLEASE SEND COMPLETED FORM TO:

Westin Long Beach Hotel
333 East Ocean Boulevard, Long Beach, CA 90802
Call in Reservations: (562) 436-3000
Resort Fax: (562) 436-9176- Attn: Reservations
Please reference discount code #NAHCH

Hotel Reservations

Attendees, who would like to take advantage of the meeting's negotiated discounted hotel rates, will have to adhere to the following procedures:

All reservations will require a non-refundable deposit of the first room night plus 12.27% tax for each reservation of the confirmed rooms will be charged to the credit card upon making the reservation. Early departure fee of \$50 will apply. Unregistered attendees will have 30 days from the date a room is reserved to register to attend the meeting. Hotel reservations may be cancelled and removed from the NAHC hotel block if the meeting registration is not completed in this time period; Discounted room rates will be accepted through a specified cutoff date or until the NAHC room block has been filled. Reservations made after this time, will be accepted on a "space available" basis only and may not be at the discounted conference rate; and Room cancellations must be made 72 hours in advance of your arrival date.