



2011 HOME CARE & HOSPICE MARCH ON WASHINGTON & LAW SYMPOSIUM

CONFERENCE & EXPOSITION

March 27-30, 2011 • Mayflower Hotel • Washington, D.C.

Dear Marketing Professional:

With the dynamic changes that the home care and hospice industry face, the National Association for Home Care & Hospice's **2011 March on Washington & Law Symposium Conference & Exposition** has become the must attend meeting on policy changes for home care professionals.

The conference offers key decision makers a chance to earn CE's, learn about new legislative and regulatory policies, offers direction on how to position their agency for continuing success, and a chance to advocate on behalf of the home care and hospice community directly with their elected representatives in Congress. Make sure your one of them — sign up today!

The importance of grassroots advocacy will take on added urgency in 2011. NAHC invites exhibitors to join the attendees as they March on Washington, Tuesday, March 29, advocating on behalf of the aged, infirm and disabled Americans. The homecare and hospice community must unite to bring the issues affecting the industry to the front of the public policy debate.

The Home Care & Hospice Exposition will take place over a two-day period, beginning with an Opening Reception on the evening of March 27, 2011, and continuing the next day, March 28, 2010, with a breakfast, break and lunch, as well as networking opportunities in the Exposition Hall.

NAHC is offering an excellent opportunity for you to connect with these decision makers and demonstrate to them the latest technology, products, and services that your firm has to offer. This is an exciting opportunity that should not be missed.

Sign up today! The 2011 March on Washington & Law Symposium Conference & Exposition, will take place March 27-30, 2011, at the Mayflower Hotel, in Washington, D.C.

Enclosed you will find detailed information about the exposition hall, discounted hotel reservation form, exhibitor contract and sponsorship opportunities. I encourage you to return a completed form as soon as possible as I expect the exposition hall to fill up quickly!

We look forward to seeing you in our nation's capital!

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 6'x10' booths are **\$1,000 each for NAHC Members** and **\$1,400 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 6'x10' booths may be selected.

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 2011 Home Care & Hospice March on Washington & Law Symposium Conference & Exposition to be held at the Mayflower Hotel Sunday and Monday, March 27-30, 2011, in Washington D.C. 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 February 28, 2011 (Full payment by February 28, 2011 or later based on space available in exhibit hall).

I have read and understand the contents of this page:

Please sign here: _____



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Cancellations must be submitted in writing and postmarked by February 28, 2011. Exhibitors canceling on or before February 28, 2011 will incur a penalty totaling 50 percent of the exhibit space cost. Exhibitors canceling after February 28, 2011 will be held liable per this contract for the total cost of 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 Mayflower Hotel and agrees to indemnify, defend, and hold harmless the National Association for Home Care & Hospice, the Mayflower 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 Mayflower Hotel premises, excluding any liability caused by negligence of National Association for Home Care & Hospice, the Mayflower 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, the Mayflower 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 Meetings 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: _____

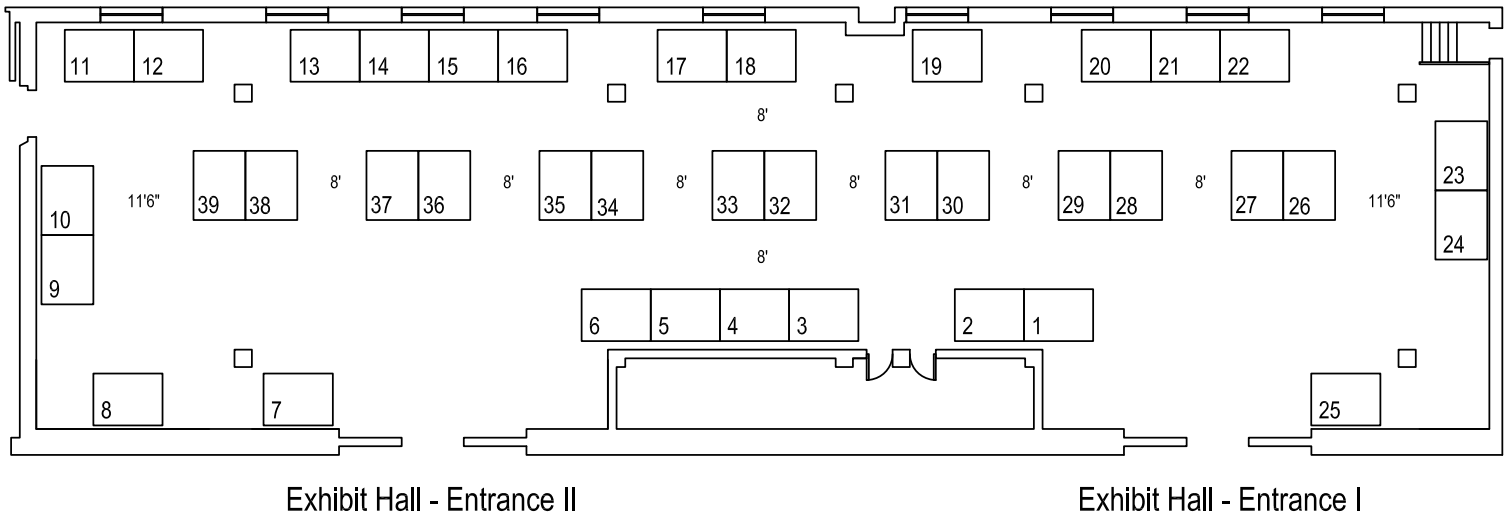
NAHC Signature: _____



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Exposition Floor Plan

All booths are 6'x10'. Note that booths #26-#39 are back to back.

Exposition Hall Schedule:

Sunday, March 27	*5 to 7 p.m.	Home Care & Hospice Exposition Grand Opening and Welcome Reception
Monday, March 28	7:30 a.m. to 2:15 p.m.	Exposition Hall Open
	*7:30 to 9 a.m.	Continental Breakfast in Exposition Hall
	*10 to 10:45 a.m.	Break in the Exposition Hall
	*Noon to 2:15 p.m.	Luncheon with Home Care & Hospice Exhibitors

*All Exhibit hours are non-competitive (Exclusively Exhibits)



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Homecare & Hospice Exposition Fact Sheet

- Meeting Dates:** March 27-30, 2011
Exposition Dates: March 27-28, 2011 (Sunday and Monday)
- Location:** **Historic Mayflower Hotel**
 1127 Connecticut Ave., NW, Washington, DC 20036
 (202) 347-3000
- Rate:** Single/Double-\$259. Please mention NAHC March on Washington & Law Symposium Conference to ensure you receive this discounted rate. (code NAHNAHA)
- Exhibit Cost:** **NAHC Member Rate** \$1,000 for a 6'x10' space
NAHC Potential Member Rate \$1,400 for a 6'x10' space
- Exhibit Includes:** One 6' table; two chairs; booth drape; company name; company listing in Attendee Registration Packet; and two complimentary registrations to attend the entire conference (\$800 value)
- Payment:** Payment must accompany your application and contract for booth space. *Applications must be received by February 28, 2010. See Application and Contract to reserve space and for further details.*
- | | | | |
|----------------------------------|-------------------------|------------------------|---|
| Exhibit Set-Up: | Sunday, March 27 | 9 a.m. to 4 p.m. | |
| Exposition Hall Schedule: | Sunday, March 27 | *5 to 7 p.m. | Home Care & Hospice Exposition Grand Opening and Welcome Reception |
| | Monday, March 28 | 7:30 a.m. to 2:15 p.m. | Exposition Hall Open |
| | | *7:30 to 9 a.m. | Continental Breakfast in Exposition Hall |
| | | *10 to 10:45 a.m. | Break in the Exposition Hall |
| | | *Noon to 2:15 p.m. | Luncheon with Home Care & Hospice Exhibitors |
| Exhibit Teardown: | Monday, March 28 | 2:16 to 7 p.m. | The official closing time for exhibits is 2:15 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** will provide the exhibitor services for this meeting. They can be reached at (888)528-2011 or service@alliance-exposition.com. **More information can be obtained on their website at www.alliance-exposition.com.** Please reference the 2011 Home Care & Hospice March on Washington & Law Symposium.



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Sponsor Today: Enhance Your Exposure to Decision Makers of the Home Care and Hospice 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 and refreshment breaks.

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 Bag:

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 Holders:

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.

Conference Hotel Key Card – Exclusive Sponsor

Here's another way to make sure you are noticed during the conference — put your company's brand and logo on the attendee hotel room key cards. Everytime an attendee goes to their room, you'll be there to let them in.

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 Annual Private Duty Conference & Exposition, March on Washington & Law Symposium, and the Financial Management Conference. 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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Guest Room Reservation Form for the Mayflower Hotel

SPECIAL DISCOUNTED GUEST ROOM RATES: \$259 Single Occupancy Rate

Discounted rooms are issued on a first come, first serve basis until discounted conference rate deadline, February 25, 2011 at the \$259 discounted rate. When making your reservation, please provide the special code (NHAN) and inform the hotel that you are with the NAHC Group to obtain the special conference rates.

First Name: _____ Last Name: _____

Company Name: _____

Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

(Confirmation number will be emailed)

Phone: _____ Fax: _____

HOTEL RESERVATION:

Arrival Date: _____ Departure Date: _____

Room Type: Single (1 person/1 bed) Double (2 persons/1 bed)

Double/Double (2 persons/2 beds) Other

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.)

One night's deposit is due at the time of booking. All cancellations must be received 7 days prior to arrival)

PLEASE FAX COMPLETED FORM TO: Mayflower Hotel

1127 Connecticut Ave., NW, Washington, DC 20036

Fax: 202-776-9184 or call for reservations: 202-776-9251

Use discount code: NHAN

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 14.5% tax for each reservation of the confirmed rooms will be charged to the credit card upon making the reservation.

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.