



16th Annual Assisted Living Conference

Exhibitor Information

Tuesday, May 13, 2014



SHERATON EATONTOWN HOTEL

**6 Industrial Way East
Eatontown, New Jersey**

16th Annual HCANJ Assisted Living Conference

Tuesday, May 13, 2014
Sheraton Eatontown Hotel

NOTE: There is no room for complicated exhibits (*no large furniture or equipment, etc.) Keep it effortless and simple. Tabletop or free-standing exhibits only. Your display must fit into a 6' x 6' space.
There are no table assignments. Exhibiting space is on a first-come, first-served basis.

CONFERENCE OBJECTIVE To advance the assisted living profession and promote excellence in standards of care by providing ongoing opportunities for both professional and personal enhancement. **ATTENDEES** include all levels of assisted living professionals.

EXHIBITOR RATE & CANCELLATION POLICY: Booth fee for this one day show is \$650.00 per company which includes access for two company representatives and complimentary breakfast, lunch and refreshment breaks with attendees. Exhibit space consists of one six foot table (boxed cover), two chairs, and access to one electrical outlet (bring own extension cord). There are no booth signs/numbers provided by HCANJ. Booth location will be on a first-come first-served basis.

Companies who cancel their exhibit space in writing before April 15, 2014 will be held responsible for 50% of the cost of their contracted exhibit space. There are no refunds after April 15, 2014. Companies who cancel their exhibit space may not attend the conference or meetings and will not receive the attendee list.

LIABILITY: The exhibiting company and its representatives, agents or employees assume full responsibility and liability for all loss, damage or destruction caused, either directly or indirectly, by the exhibiting company or any of its representatives, agents or employees to the property of the exhibiting company, the property of its representatives, agents or employees or the property of the Sheraton Eatontown Hotel. The exhibiting company and its representatives, agents or employees assume full responsibility and liability for all injury, loss or damage to any and all persons caused, either directly or indirectly, by the exhibiting company or any of its representatives, agents or employees or by its display and/or materials. Neither the Sheraton Eatontown Hotel nor HCANJ shall be responsible, nor will either be deemed responsible, for any injury, loss or damage that may be incurred by the exhibiting company, its representatives, agents or employees or any other person, or that may occur to any property, prior to, during, or subsequent to the period covered by this agreement. The exhibiting company and its representatives, agents and employees hereby expressly release the Sheraton Eatontown Hotel and HCANJ from and against any and all claims for such injury, loss or damage to person or property. The furnishing of guards by HCANJ shall not be deemed as an assumption by HCANJ of any liability whatsoever for any purpose, and neither the Sheraton Eatontown Hotel nor HCANJ will be, nor will either of them be deemed to be, responsible for personal/company property/materials when the exhibiting company's booth is left unattended. Nothing contained herein is intended to in any way limit or prevent the exhibiting company or its representatives, agents and employees from obtaining appropriate insurance to protect against loss or damage as outlined above.

IDENTIFICATION BADGES: Badges will not be mailed in advance. Exhibitors may pick up their own identification badge at the HCANJ registration desk upon their arrival and be prepared to present company/personal identification. If a badge is used by anyone other than the named registered individual, the badge will be made unavailable for use by anyone for the duration of the conference, including the person whose name is on the badge. HCANJ must be notified of all badge changes since conference materials are not transferable. Badges must be worn daily in full view and cannot be replaced with any other type badge.

EXHIBITOR PRIZE DRAWINGS All prize drawings will take place in the meeting room after lunch. Attendees wishing to participate must visit with exhibitors and complete their ballots or drop off business cards prior to the drawings.

HOTEL RESERVATIONS To reserve a room at the Sheraton Eatontown Hotel, you may call the hotel directly at 732.542.6500.

EXHIBIT MATERIALS All materials must be brought to the hotel on the day the company is setting up.

QUESTIONS? Contact Michelle Palko, Director, Education & Convention Services 609.890.8700 or michelle@hcanj.org.

Directions to the Sheraton Eatontown Hotel

6 Industrial Way East, Eatontown, NJ 07724
Tel: 732-542-6500 ♦ www.sheratoneatontown.com

From Northern New Jersey and New York: NJ Turnpike South to Exit 11 - Garden State Parkway South to Exit 105 . At the first traffic light, turn right at Hope Road and proceed to the second traffic light and turn left onto Industrial Way West. Continue for 1.5 miles, crossing over Route 35 to Industrial Way East. The hotel is on the corner.

From Western New Jersey and Philadelphia: NJ Turnpike North to Exit 7A (I-195 East - Lakewood/Shore Points) to Garden State Parkway North to Exit 105. Proceed as above.

Note: Most GPS units — as well as the hotel — will not direct you this way.

16th Annual HCANJ Assisted Living Conference

Tuesday, May 13, 2014

Sheraton Eatontown Hotel, Eatontown, NJ

Exhibit Contract

WE HEREBY ACCEPT your offer for exhibit space at the HCANJ Annual Assisted Living Conference being held on Tuesday, May 13, 2014 at the Sheraton Eatontown Hotel in Eatontown, New Jersey and in consideration of this exhibit space — WE UNDERSTAND AND ACCEPT that the total cost of the exhibit space(s) must accompany this contract or our exhibit space(s) will not be reserved. Space will be assigned on a first-come, first-served basis in the order in which signed contracts and payment in full are received in the HCANJ office. Exhibit hall space expansion is solely at the discretion of HCANJ. WE UNDERSTAND AND ACCEPT that should we have to cancel our exhibit space(s) before April 15, 2014, we will be held responsible for a fee of 50% of the cost of the space(s). If we cancel our exhibit space(s) after April 15, 2014, we will be held responsible for the full cost of the exhibit space(s), and therefore receive no refund. We understand that if we cancel our exhibit space we are not permitted to attend the Assisted Living Conference, and will not receive a list of the attendees. WE HEREBY ACKNOWLEDGE that we have received, understand and will adhere to the HCANJ Rules and Regulations as stated and that all points not covered by this contract will be settled by HCANJ and its decision will be final; and that HCANJ and/or the Sheraton Eatontown Hotel reserve the right to immediately close our exhibit if it is not in compliance or does not meet the standards of HCANJ.

REGISTER ONE OF THREE WAYS

BY EMAIL: Email your completed registration form along with your credit card information to: michelle@hcanj.org

BY MAIL: Mail this form along with your check to: **HCANJ, 4 AAA Drive, Suite 203, Hamilton, NJ 08691**

BY FAX: Fax your completed registration form including payment information to **609-584-1047**

Please reserve an exhibit space for Tuesday, May 13, 2014 as follows:

We are exhibiting at \$650.00 per space

We are a 2014 HCANJ ANNUAL BUSINESS SPONSOR. Our exhibit fee is waived.

BADGES FOR MY COMPANY INDIVIDUALS:

1. NAME _____ Title _____

2. NAME _____ Title _____

Company Name _____

Address _____ Phone number: _____
Street address City State/Zip

Contact Name _____ Contact Email Address _____

Payment Method: Check enclosed for \$ _____ Charge my card for \$ _____ MasterCard Visa AMEX

Credit Card No. _____ CV2 # _____ Card Exp. Date _____

*the CV2# is the three or four digit additional black number on the front or back of your credit card.

Credit Card Information: To whom and where credit card statement is sent:

Cardholder Name: _____ Address: _____
Street address City State/Zip

Cardholder: E-mail _____ Cardholder Signature: _____

QUESTIONS? Michelle Palko, Director, Education & Convention Services 609.890.8700 / michelle@hcanj.org.