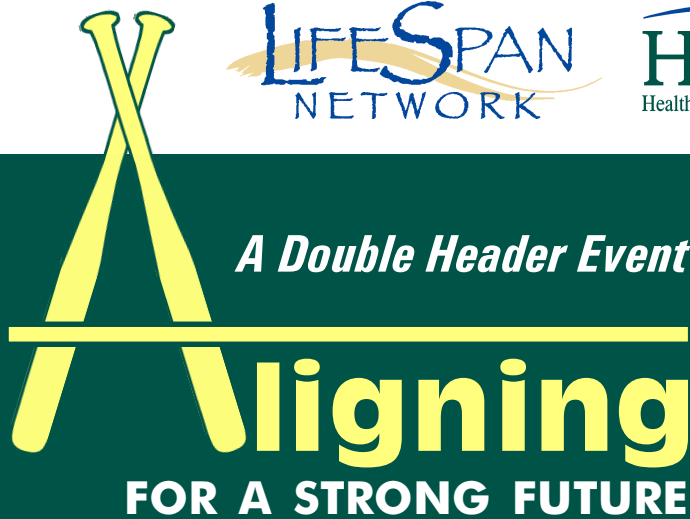


# Annual Convention 2010

7135 Minstrel Way, Suite 104  
Columbia, MD 21045



LIFESPAN  
NETWORK

HFAM  
Health Facilities Association of Maryland  
*Partners in Quality Care*

*A Double Header Event*

**Aligning**  
**FOR A STRONG FUTURE**

THE 2010 CONVENTION OF MARYLAND'S  
SENIOR CARE ASSOCIATIONS

September 28-October 1, 2010 • Ocean City Convention Center

*PROUDLY SPONSORED BY RADIATION PHYSICS*

**SPONSORSHIP / EXHIBITOR INFO & REGISTRATION**



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# Aligning

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*Don't miss this Double Header... Another sold-out event is expected.*

**RESERVE YOUR EXHIBIT BOOTH AND SPONSORSHIP NOW!  
FULL INFORMATION AND REGISTRATION FORMS INSIDE.**

# A Double Header Event

# Aligning

## FOR A STRONG FUTURE



## The 2010 Convention and Trade Show of Maryland's Senior Care Associations

Tuesday, September 28-Friday, October 1, 2010  
The Roland E. Powell Convention Center, Ocean City, Maryland

**J**oin the Health Facilities Association of Maryland (HFAM) and LifeSpan Network for Maryland's senior care provider community's Convention and Trade Show. This "Double Header" event is for skilled nursing, assisted living, continuing care retirement communities and community-based services for seniors.

"Aligning for a Strong Future" will bring together hundreds of health care professionals and offers an exceptional opportunity for associated businesses to debut supplies and services to new audiences. Convention attendees invest millions of dollars each year on goods and services, making this Convention an attractive showcase for your company.



Many exhibitors, sponsors and presenters have found HFAM's and LifeSpan's conventions particularly attractive because our attendees are "decision-makers".

Whether you attend to meet clients and prospects, build brand and product recognition, support current clients, or for many other reasons, you will find the audience you need:

- chief executives
- owners
- administrators and managers
- directors of nursing
- administrators in training
- clinical directors
- regional managers
- social workers
- board members
- finance directors
- nurse managers
- medical directors

Types of facilities represented include:

- Skilled Nursing
- Assisted Living
- Subacute Unit
- Continuing Care Retirement Communities
- Specialty Long-Term Care Services
- Medical Day Care Centers

## Convention Agenda

All activities take place at the Ocean City Convention Center unless otherwise indicated.



### TUESDAY, SEPTEMBER 28

- 9:30 am Golf Tournament (Glenn Riddle Country Club) *See separate registration*
- 1:00 pm- 8:00 pm Convention Registration
- 2:00 pm- 6:30 pm Education Programs
- 3:00 pm- 8:00 pm Exhibitor Set-up
- 6:30 pm- 8:00 pm Welcome Reception

### WEDNESDAY, SEPTEMBER 29

- 7:00 am- 5:00 pm Registration
- 7:00 am- 8:00 am Film Festival
- 7:00 am- 8:30 am Exhibitor Set-up
- 8:00 am- 9:00 am Education Programs
- 9:00 am-10:00 am Exhibits/breakfast
- 10:15 am-12:15 pm Education/General Session
- 12:15 pm- 3:30 pm Exhibits/lunch
- 3:30 pm- 5:45 pm Education Programs
- 4:00 pm- 6:00 pm Exhibitor Breakdown
- 6:30 pm- 8:30 pm Double Header Reception (Harrison's Harbor Watch)

### THURSDAY, SEPTEMBER 30

- 7:00 am- 5:00 pm Registration
- 7:00 am- 6:00 pm Education Programs
- 12:00 pm- 2:00 pm Lunch/General Session
- 7:00 pm - 9:00 pm Networking Event - TBA

### FRIDAY, OCTOBER 1

- 7:00 am- 1:00 pm Education Programs

## Overnight Accommodations

A reduced rate is being offered at all of the locations listed below. The Ocean City Convention Center, where all activities will take place (except for the Wednesday night "Double Header" Reception) is located on the bayside between 41st and 42nd Streets.

### Holiday Inn Hotel and Suites

1701 Atlantic Avenue  
Ocean City, MD 21842  
866-627-8483  
Rate: \$129.00 per night

### Quality Inn Boardwalk

17th Street and Boardwalk  
Ocean City, MD 21842  
800-837-3584  
Rate: \$64.00 per night

### The Hilton Suites Oceanfront

3200 Baltimore Avenue  
Ocean City, MD 21842  
866-729-3200  
Rate: \$144.00 per night

### Quality Inn Oceanfront

54th Street Ocean Side  
Ocean City, MD 21842  
800-837-3586  
Rate: \$59.00 per night

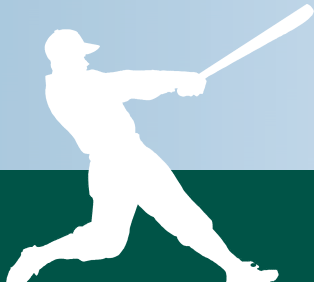
### Holiday Inn Oceanfront

6600 Coastal Highway  
Ocean City, MD 21842  
800-837-3588  
Rate: \$79.00 per night

### Clarion Resort Fontainebleau Hotel

10100 Coastal Highway  
Ocean City, MD 21842  
800-638-2100  
Rate: \$144.00 per night

When making reservations indicate you are attending the HFAM / LifeSpan Convention.



# EXHIBITING

**A**ll companies interested in displaying products and services marketed to the long-term/senior care community are encouraged to exhibit.

**Exhibit hours are structured to eliminate interference with other Convention activity.**

Your exhibit fee covers all Convention activities including education sessions, meals, receptions and entertainment, for two exhibit staff.

Exhibiting companies will benefit from high-profile exposure with record-setting numbers of Convention attendees.

Build upon the many opportunities provided at this venue to increase your exposure to upper management, regional managers, owners, operators, clinical and ancillary personnel.

## Companies that Exhibit at Maryland's Long Term/Senior Care Conventions

- Ancillary services/therapies
- Activity supply
- Computer products/services
- Clinical & healthcare consulting
- Clothing
- Construction/Home improvement
- Food service management & equipment
- Financial services, bonds, leasing companies
- Furnishing/Fixtures
- Funeral homes
- Insurance
- Lawn care/Landscaping
- Legal services/advice
- Paper/Office supply
- Patient lifts
- Psychological therapy
- Pharmaceutical/Medical supplies
- Physical therapy
- Plumbing/Heating/HVAC
- Security systems
- Specialized training
- Staffing solutions
- Telecom services
- Other products and services that would be of interest to nursing home and assisted living professionals in Maryland



**Sign up as a sponsor to receive additional publicity and exposure for your company.**

## Exhibiting Benefits

- Exhibit hall located directly across from the education sessions
- Listing and Description in Convention Program
- Exclusive Show Hours – education programs do not compete with exhibit hours
- **Network With Customers and Prospects.** Each exhibiting company receives 2 complimentary registrations for exhibit booth staff to attend:
  - **Welcome Reception:** Tuesday, September 28, 6:30-8:00 pm
  - **Networking Themed Reception:** Wednesday, September 29, 6:30-8:30 pm
  - **Special Networking Event:** Thursday, September 30 - TBA
  - **Keynote Presentations**
  - **Themed Luncheons**
  - Evenings are kept open so you may take potential clients to dinner.





# EXHIBITING

## Exhibit Fees

### Member of either Association:

Prior to July 1, 2010 ..... \$1800  
 After July 1, 2010 ..... \$2400

### Non-Member:

Prior to July 1, 2010 ..... \$2000  
 After July 1, 2010 ..... \$2600

**Prime Booth Space Location:** add an additional **\$300.00** to prices above. Prime Booth Spaces are identified on the Floor Plan.

### Exhibit Fees Include:

- 10' x 10' booth space (carpeted floor area, pipe and drape, 6-ft. skirted table, 2 chairs)
- Program Listing and Description
- Complimentary attendance for 2 company representatives at all Convention Activities including social events, food and beverage functions, and education offerings

## Exhibit Hours Agenda

### Set-up:

Tuesday, September 28 3:00 pm- 8:00 pm  
 Wednesday, September 29 7:00 am- 8:30 am

### Exhibits:

Wednesday, September 29 9:00 am-10:00 am  
 Wednesday, September 29 12:30 pm- 3:30 pm

### Breakdown:

Wednesday, September 29 4:00 pm- 7:00 pm  
*Exhibitors are invited and encouraged to attend all Convention activities.*

## How to Register for an Exhibit Booth

- Complete the Contract on the following page and mail with payment to **Annual Convention 2010**.
- Exhibitors Service Kit for the Roland E. Powell Convention Center – outlining additional details, requirements and requests – will be sent to you after receipt of payment.
- Spaces are assigned on a first-paid, first-served basis. **No space will be assigned without payment in full.** Check, money order and most major credit cards are accepted for payment.
- Online registration and selection of booth space is available at [www.LifeSpan.org](http://www.LifeSpan.org) or [www.HFAM.org](http://www.HFAM.org). **Online registration with payment by credit card is the fastest way to select booth space and receive confirmation.**

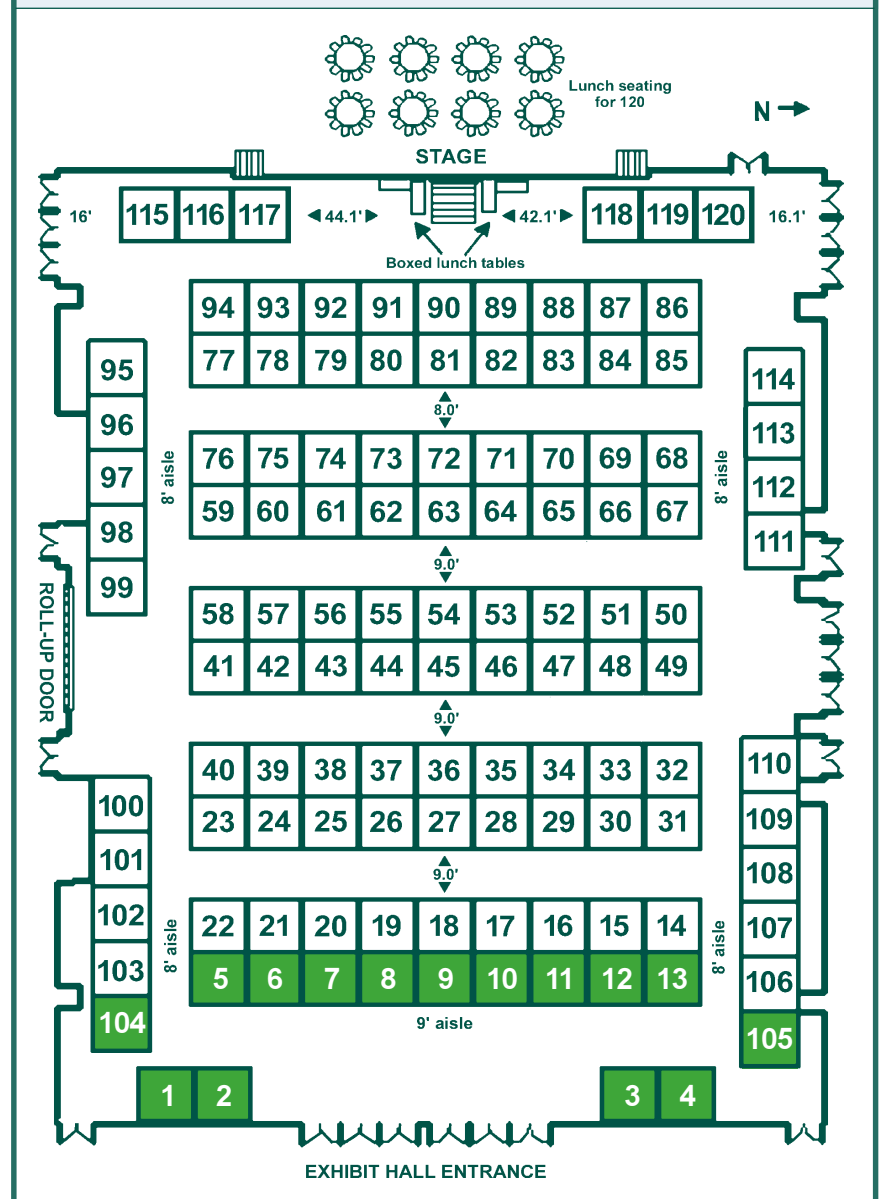
Exhibit space was sold out in 2009.  
 We recommend you register early!



## EXHIBIT FLOOR PLAN DOUBLE HEADER CONFERENCE

120 10' x 10' Booths

= Prime Space





The 2010 Convention and Trade Show of Maryland's Senior Care Associations – HFAM and LifeSpan
Tuesday, September 28-Friday, October 1, 2010
The Roland E. Powell Convention Center, Ocean City, Maryland

EXHIBITOR APPLICATION AND CONTRACT

Please Type or Print

Name
Company
Address
City State Zip
Phone Fax
email Website

Exhibit Location: Kindly identify companies you wish NOT to be near.

Type of Service/Product:

Description: provide description as it is to appear in the Convention Program (up to 25 words)

Exhibit Fee: (more than one space may be purchased)

10' x 10' Booth Space
Before July 1 After July 1
Member: \$1800 \$2400
Non-Member: \$2000 \$2600
Prime Booth Space (add \$300)

Payment:

Total amount enclosed
Check enclosed payable to Annual Convention 2010
Please charge: Visa MasterCard Discover Amex

C.C. number

Exp. date Security code

Name on card

Address on card if different from registration address:

Signature

Neither the Health Facilities Association of Maryland, LifeSpan Network, nor their representatives, nor host facilities/representatives will be responsible for any injury, loss or damage that may occur to the exhibitor or exhibitor's employees or property from any cause whatsoever. The exhibitor, on signing this contract, expressly releases the foregoing named associations, individuals and facilities from any and all claims for such loss, damage or injury.

Return this form to: Annual Convention 2010, 7135 Minstrel Way, Suite 104, Columbia, MD 21045
OR Email to: pstehle@HFAM.org • OR complete this form on-line at: www.HFAM.org or www.LifeSpan.org
For more info contact: Patty Stehle at HFAM 410-290-5132 ext. 101



Sign up as a sponsor to receive additional publicity and exposure for your company.

### Convention Program Ads

Black & White	
\$500	Full Page 7.6" W x 10" H
\$250	Half Page 7.6" W x 4.9" H
\$125	Quarter Page 3.6" W x 4.9" H

**C**onvention Sponsorship opportunities are available to any company wishing to increase their exposure and brand recognition to Maryland's long term care provider community. Select the Sponsorship that interests your Company.

If there is a sponsorship that you would like to offer but do not see listed feel free to contact Patty Stehle at HFAM, 410-290-5132 ext. 101.



**SOLD**  
Radiation Physics  
Louis Rubin, President

### \$12,500.00 World Series Champion

- Special pre-Wednesday Reception meeting with Board Members of LifeSpan and HFAM
- Opportunity to provide promotional souvenir to reception attendees
- Company name/logo will be prominently featured on all Convention material
- Company name on Convention Center marquee
- Company name/logo on all signage
- Company literature inserted in Convention tote bag
- Back cover advertisement in Convention program
- 1 exhibit space – prime location

There is no better way to gain maximum exposure. In addition to what is received for your Sponsorship, acknowledgments are given on the first page of the Convention Program Book, during moderator speeches and on appropriate signage throughout the Convention Center.



### \$10,000.00 – League Champion

- Company name/logo on Convention tote bags
- Company logo on name tag lanyards
- Company name/logo on signage at all Convention events
- Company literature inserted in Convention tote bag
- Front Inside cover advertisement in Convention program
- 1 exhibit space

### \$7,500.00 – Divisional Champion

- Company name/logo on Convention tote bags
- Welcome Reception Sponsor, Tuesday, September 28
- Opportunity to provide promotional souvenir to reception attendees
- Company name/logo prominently featured on all signage
- Company literature inserted in Convention tote bag
- Back Inside cover advertisement in Convention program
- 1 exhibit space

### \$5,000.00 – Team Owner

- Company name/logo on Convention tote bags
- Full page advertisement in Convention program
- Company name/logo on signage at all Convention events
- Company literature inserted in Convention tote bag

### \$3,000.00 – Team Manager

- Company name/logo on Convention note pads
- Half page advertisement in Convention program
- Company name/logo on signage at all Convention events

### \$1,500.00 – Umpire Lunch Sponsor – Thursday, September 30

- Opportunity to provide promotional souvenir to luncheon attendees
- Half page advertisement in program
- Company name/logo on signage at all Convention events

### \$1,000.00 – Game Announcer

- Education Sponsor: 2-minute introduction of your company made by company representative
- Company name/logo on signage at all Convention events

### \$500.00 – Concession Stand

- Continental Breakfast or Refreshment Break Sponsorship
- Opportunity to provide promotional souvenir during sponsored break
- Company name/logo on signage at all Convention events





**X** *A Double Header Event*  
**Aligning**  
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**The 2010 Convention and Trade Show  
of Maryland's Senior Care Associations –  
LifeSpan Network and the  
Health Facilities Association of Maryland**

Tuesday, September 28-Friday, October 1, 2010  
The Roland E. Powell Convention Center, Ocean City, Maryland

**SPONSORSHIP FORM**

Contact \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

email \_\_\_\_\_

**Return to: Annual Convention 2010, 7135 Minstrel Way, Suite 104, Columbia, MD 21045**  
**OR Email to: [pstehle@HFAM.org](mailto:pstehle@HFAM.org)**  
**OR complete this form on-line at: [www.HFAM.org](http://www.HFAM.org) or [www.LifeSpan.org](http://www.LifeSpan.org)**

**For more info contact  
Patty Stehle at HFAM 410-290-5132 ext. 101**

**Registration for Sponsorship must be received no later than August 1, 2010.  
The sooner we receive your Sponsorship, the more recognition you receive.**

***All 2010 Convention Sponsors will have exclusive rights  
for first right of refusal of Sponsorship at future Conventions.***