

Louisiana Primary Care Association
34th Annual Continuing Education Conference
“FQHCs: Models of Excellence in Healthcare”

October 10 – 12, 2017

EXHIBITOR PROSPECTUS



L'Auberge Casino Resort
777 Avenue L'Auberge – Lake Charles, LA 70601
www.lakecharles.com
(337) 395-7777
Reservations: 1-866-580-7444
Fax: 1-504-962-0501

Exposition Overview

Meeting Overview

Create new relationships and strengthen existing ones by exhibiting at the 34th LPCA Annual Continuing Education Conference.

The Louisiana Primary Care Association (LPCA) invites you to exhibit at their 34th annual continuing education conference in Lake Charles, LA, October 10 – 12, 2017. This is one of the most comprehensive conferences in Louisiana representing 34 Federal Qualified Health Centers (FQHCs). LPCA's membership is comprised of Community Health Centers, Health Care for the Homeless programs and Health Centers within school programs throughout the state. All centers are local, non-profit, community owned organizations that provide primary and preventive health care services to the uninsured and underserved. The 221 established sites serve more than 340,000+ patients annually, through a combined annual operating budget of over \$500 million dollars.

Why Exhibit?

Your company's participation as a sponsor, exhibitor, or advertiser in this event will provide an excellent opportunity to share program, product, and service information with key healthcare decision makers. We offer pharmaceutical companies, EHRs, financial services, legal services, medical equipment suppliers, physician recruiters, medical billing companies, et cetera to participate. Attendees include local, state and national primary health care administrators, clinicians, support staff, consumers and board members. In addition, LPCA's Conference provides an opportunity to meet face-to-face with key management leaders and other health care professionals who are the decision makers at Louisiana's Health Centers. Conference attendees are encouraged to visit exhibitor booths during their participation.

This year's conference will be held at the L'Auberge Casino Resort in Lake Charles, Louisiana. The L'Auberge Casino Resort offers more than 26,000 square feet of warm, welcoming space set within their incomparable grounds. Actually, L'Auberge' unique, accommodating facilities have made them the premier meeting destination in Lake Charles.

Please click [HERE/](#) to Register for exhibit space.

To find out more about the Louisiana Primary Care Association, Inc. please visit us at www.lpca.net.

EXHIBITOR SCHEDULE (Tentative)

Tuesday, October 10th

1:00 p.m. - 6:00 p.m.	Registration & Exhibitor Setup (Promenade & L'Auberge D & E)
6:00 p.m. - 8:00 p.m.	Welcome Reception (Courtyard, L'Auberge D & E)

Wednesday, October 11th

7:30 a.m. - 8:30 a.m.	Breakfast (L'Auberge A, B & C)
8:30 a.m. - 9:30 a.m.	Opening Plenary (L'Auberge A, B & C)
12:00 p.m. - 1:15 p.m.	Lunch (L'Auberge A, B & C)
1:15 p.m. - 1:45 p.m.	Vendor Booth Visitation & Door Prize Giveaway
6:00 p.m. - 8:00 p.m.	LPCA Awards Banquet (L'Auberge A, B & C)

Thursday, October 12th

7:30 a.m. - 8:30 a.m.	Breakfast (L'Auberge A, B & C)
12:00 p.m. - 2:15 p.m.	Lunch, Closing Remarks, Door Prizes & Exhibits Dismantle (L'Auberge A, B & C)

LPCA Sponsorship “Partners”

Sponsors will be exclusively recognized in the Official Conference Program. The LPCA Annual Conference offers exhibiting organizations the opportunity to enhance their visibility at the conference.

The following options for sponsorship and advertising are available.

Diamond Sponsorship - \$20,000

(only one opportunity available)

- ❖ 3 8' x10' Exhibit Booth Spaces
- ❖ Exclusive signage throughout the event
- ❖ LPCA BoD & Welcome Reception on Tuesday, October 10th & Opening Plenary/Breakfast Wednesday, October 11th
(on-site signage included)
- ❖ Company portfolio/item inserts in conference tote
- ❖ Up to two representatives at each exhibit booth
- ❖ Full Page Advertisement in Official Conference Program
- ❖ Complimentary breakfast & lunch during exhibit hours
(tickets will be made available)
- ❖ Acknowledgement in media coverage
- ❖ Plus All Exhibitor Benefits (see page 6)

Platinum Sponsorship - \$15,000

(only two opportunities available)

- ❖ 2 8' x10' Exhibit Booth Spaces
- ❖ Exclusive signage throughout the event
- ❖ Awards Banquet, Wednesday, October 11th
(on-site signage included)
- ❖ Up to two representatives at each exhibit booth
- ❖ Full Page Advertisement in Official Conference Program
- ❖ Complimentary breakfast & lunch during exhibit hours (tickets will be made available)
- ❖ Acknowledgement in media coverage
- ❖ Plus all exhibitor benefits (see page 6)

Silver Sponsorship - \$5,000

(only four opportunities available)

- ❖ (1) 8'x10' Exhibit Booth Space
- ❖ Luncheon & Keynote, Wednesday October 11th, (on-site signage included)
- ❖ Exclusive signage throughout the event
- ❖ Half Page Advertisement in the Official Conference Program
- ❖ Complimentary breakfast & lunch during exhibit hours (tickets will be made available)
- ❖ Acknowledgement in media coverage
- ❖ Plus all exhibitor benefits (see page 6)

Gold Sponsorship - \$10,000

(only three opportunities available)

- ❖ 1 8'x10' Exhibit Booth Space
- ❖ Luncheon/Keynote/Closing Program, October 12th
(on-site signage included)
- ❖ Exclusive signage throughout the event
- ❖ Up to two representatives at exhibit booth
- ❖ Full Page Advertisement in the Official Conference Program
- ❖ Complimentary breakfast & lunch during exhibit hours (tickets will be made available)
- ❖ Acknowledgement in media coverage
- ❖ Plus all exhibitor benefits (see page 6)

Bronze Sponsorship - \$3,000

(only six opportunities available)

- ❖ 1 8'x10' Exhibit Booth Space
- ❖ Clinicians Branch meeting & Breakfast, Thursday October 12th
(on-site signage included)
- ❖ Quarter Page Advertisement in the Official Conference Program
- ❖ Exclusive signage throughout the event
- ❖ Complimentary breakfast & lunch during exhibit hours (tickets will be made available)
- ❖ Acknowledgement in media coverage
- ❖ Plus all exhibitor benefits (see page 6)

Additional Sponsorship & Advertising Opportunities

Exhibit Booth Space - \$1,500

Educational Opportunities

Recognition of sponsorship will be noted on the supported item and will be listed in the Official Conference Program. Sponsor quality education sessions facilitated by Community Health Center experts, which provide current training on pertinent issues.

- **Newly Added** - Official Conference App - \$6,000 (two opportunities)
- Pre-conference Session - \$5,000 – (three opportunities)
- Educational Session - \$1,500
- Post-conference Session - \$5,000 – (two opportunities)
- Audiovisual Support - \$1,500 per day

Official Conference Tote's - \$1,500

Display your company's logo on conference portfolios provided to each attendee. This item(s) can be used repeatedly throughout the year.

Conference Lanyards - \$1,000

This sponsorship features your organization's logo on the lanyards given to each conference attendee. Nametags are attached to the end of each lanyard that is required to enter all conference events, a very highly visible sponsorship.

Special Activities

Recognition of sponsorship will be noted on signs during the supported event and will be listed in the Official Conference Program.

Advertising Opportunities

- Official Conference Program Color Advertisement (jpeg, png, gif files only)
 - Back Cover - \$750
 - Inside Front Cover - \$650
 - Inside Back Cover - \$600
 - Full page - \$500
 - 1/2 page - \$350
 - 1/4 page - \$250

Please click [HERE/](#) for the Registration Application Link

General Information

Special Regulations

Hospitality Rooms & Exhibitor Events Hospitality rooms and exhibitor events are most desirable and add to the conference. Such activities must be scheduled when no other LPCA activity is in progress. All such activities must be approved by the LPCA.

Promotional Literature No goods may be displayed in any part of the hotel except within the limits of the exhibitor space contracted for with the LPCA and assigned to the exhibitor.

Giveaways LPCA encourages giveaways. Distribution of giveaways must be pre-approved by the LPCA.

Decorations and Damage to Premises Exhibitors shall be responsible for compliance with all rules and regulations with respect to such decorations, including local fire codes. In order to maintain the integrity and aesthetic quality of the hotel, nothing shall be posted, nailed, screwed, or otherwise attached, to columns, walls, floor, or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. Anything in connection therewith, necessary or proper for the protection of the building, equipment or furniture, will be at the expense of the exhibitor.

Exhibitor Benefits Space for this event is extremely limited. **A maximum number of two representatives are allowed to participate at each booth.** Companies wishing to send more than two representatives must purchase an additional booth or pay an additional \$150 per person charge. The following services are included with your exhibit space:

- Complimentary breakfast & lunch
- Identifying Sign
- 8ft table tops draped and skirted with two chairs
- Wastebasket
- Exhibit Listing in conference program
- Opening Plenary, Banquet & Reception
- Attendee List
- Pre-Registration of exhibit personnel

Shipping Information Exhibitors can ship packages to the Hotel. Handling of luggage or amenity deliveries to guest rooms will be charged a \$5.00 per room fee per day of service if requested by Group. In the event Group will be shipping packages to Property, Group must notify the Sales Department at least one week in advance to obtain proper shipping requirements. Packages may be delivered to Property no earlier than two (2) business days prior to the start of the Event. A handling fee of \$5.00 per package will be charged to exhibitor. Items that require a large amount of storage space or arrive more than two (2) business days prior to the start of the event will be subject to additional holding and storage fees. Property accepts no responsibility or liability for the delivery, security, or condition of the packages. **Items must be sent to: L'Auberge Casino Resort Lake Charles, ATTN: Sales Department, Louisiana Primary Care Association 2017 – 10/9/17, 777 Avenue L'Auberge, Lake Charles, LA 70601.**

Audio Visual Technology Technology Services are available through the L'Auberge Casino Resort. Onsite audio-visual rental and services are also available through the L'Auberge Casino Resort. Adequate advance notice is required to fulfill special requests.

Guest Parking The Hotel is pleased to offer complimentary valet and self-parking throughout the event.

Hotel Reservations To make hotel accommodations, call the L'Auberge Casino Resort Lake Charles at 866-580-7444 and ask for Group **#SLP17** under the Louisiana Primary Care Association. The special conference rate is \$99 single/double. Please make your accommodations by **Tuesday, September 18, 2017**. After that time, conference rates are not guaranteed and reservations will be accepted based on availability. Hotel room rates are subject to applicable state and local taxes currently 14.75% sales and accommodations tax. L'Auberge Casino Resort Lake Charles will allow guests the right to cancel their individual guests room reservations without penalty up to 24 hours prior to arrival.

General Rules & Regulations for Exhibit Space

1. Space Rental and Assignment of Location. *The Louisiana Primary Care Association (LPCA) is a non-profit state trade association whose purpose is to promote accessible, affordable, quality primary health care for the uninsured and medically underserved populations in Louisiana. LPCA represents 221 health care sites, private non-profit and public FQHCs across Louisiana that serves more than 340,000+ patients annually. Its continuing medical education programs are designed to provide the membership with current practice and product information to assist them in their medical practices. The LPCA in its sole discretion determines the eligibility of an entity or product for exhibit space. The LPCA Board of Directors has adopted the following Guidelines for the Acceptance of Technical Exhibits at its meetings:*

- Products and services to be exhibited must meet standards of generally accepted medical practices.
- Technical data and scientific documentation may be required for products not regulated by the FDA or other governmental agency.
- Food products and nutritional supplements will be accepted for exhibition at a LPCA meeting only when their safety and usefulness are documented to the satisfaction of the LPCA.
- Exhibits will not be accepted if they contain false or misleading statements, in the sole discretion of the LPCA.
- Products and services will be accepted for exhibit only if they are in harmony with the LPCA's mission to serve the medically underserved and uninsured.
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When possible, space assignments will be made by the LPCA in keeping with the preference of the Exhibitor. Generally, the criteria for assignment of exhibit space include without limitation (i) when the completed application with payment for exhibit space was received, (ii) the applicant's prior exhibit history with LPCA, and (iii) the number of exhibit spaces applied for. The LPCA reserves the right to make the final determination of all exhibit space assignments. It may prohibit installation, or request removal, of any exhibit or the discontinuation of any promotion, in whole or in part.

2. Applications, Payment, Cancellations and Refunds. An Application for exhibit space will not be considered made unless it is fully and legibly completed, accompanied by payment in full for the requested exhibit space, and received by the LPCA. Applications received without full payment will not be processed, nor will exhibit space be assigned. Payment should be made and mailed to: LPCA, 4550 North Blvd., Ste 120, Baton Rouge, LA 70806.

An Exhibitor may cancel its exhibit space and receive a refund of seventy-five percent (75%) of the payment made only if written notice of such cancellation is received by the LPCA at the address above no later than 60 days prior to the first day of the meeting. There will be no refunds or credit of exhibit space payment if written cancellation notice is received less than 60 days prior to the first day of the meeting.

3. Use or Subletting of Exhibit Space. No Exhibitor shall assign, sublet, share, or otherwise transfer its assigned exhibit space with another entity unless prior written approval has been obtained from LPCA. As noted above, the LPCA in its sole discretion determines the eligibility of an entity or product for exhibit space.

4. Authorized Exhibitor Representative. Each Exhibitor must name one person to be its representative in connection with installation, operation and removal of the exhibit. The Exhibitor shall be responsible for the representative being in attendance during the meeting, and the representative shall be responsible for keeping the exhibit neat, manned and orderly at all times.

5. Installation and Removal. The LPCA will establish a time for installation and removal of exhibits. The installation and removal of exhibits both must be completed by the LPCA-designated times. Any space not occupied by the designated installation time may be resold or reassigned without refund. (See page 2)

6. Americans with Disabilities Act (ADA). Exhibitor represents and agrees that its exhibit space shall be reasonably accessible and usable by persons with disabilities and that it is in compliance to the extent applicable under regulations implementing Title III of the Americans with Disabilities Act. Exhibitor shall indemnify and hold the LPCA harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses that may be incurred by or asserted against the LPCA, its officers, directors, agents or employees, on the basis of Exhibitor's breach of this paragraph or noncompliance with any provision of the ADA.

7. Applicable Laws. Exhibitor shall comply with all laws, ordinances and regulations pertaining to health, fire prevention and public safety, as well as rules and regulations of the meeting facility that are provided to it. The LPCA shall have no responsibility pertaining to Exhibitor's compliance with such laws, ordinances, rules and regulations. This contract shall be governed by the laws of the state of Louisiana, without regard to its conflict of laws principles.

8. Liability and Insurance. All property of the Exhibitor is understood to remain under its custody and control in transit to, from and while at the meeting. Neither the LPCA, nor any of its officers, directors, agents or employees are responsible for the safety of the property of the Exhibitor from theft, damage by fire, accident, vandalism or other causes, and the Exhibitor expressly waives and releases any claim or demand it may have against any of them by reason of any damage or loss of any of the Exhibitor's property.

9. Indemnification. Exhibitor shall protect, indemnify and hold harmless the LPCA, its officers, directors, agents, and employees against and from any and all loss, costs, damages, liability, or expense arising from or out of any accident or other occurrence to anyone, including Exhibitor, its agents, employees and business invitees, which arise from, out of, or by reason of Exhibitor's occupancy and use of the exhibition premises or any part thereof. By exhibiting, Exhibitor for and on behalf of itself, its employees, agents and invitees, releases and waives any and all claims, demands or actions against LPCA and its officers, directors, agents and employees resulting from any act or omission of Exhibitor, its employees, agents and invitees.

10. Inability to Perform. If the LPCA is prohibited from conducting the meeting or is unable to permit the Exhibitor to occupy its space due to circumstances beyond its control, including without limitation strike, civil disobedience, government regulations and/or acts of God, LPCA will refund to Exhibitor the amount of exhibit fee paid, less a proportionate share of LPCA expenses. Exhibitor agrees that the LPCA will have no liability for any costs, damages or expenses that Exhibitor incurs as a result of the meeting being cancelled.

11. Interpretation, Adherence to General Rules. All matters not specifically covered by the preceding rules shall be subject solely to the decision of the LPCA. The LPCA shall have sole authority to interpret, amend, and enforce these rules and regulations, provided Exhibitors receive notice of any amendments when made. Each Exhibitor and its employees agree to abide by these rules and regulations, and by any amendments to them. Exhibitors or their representatives who fail to observe these conditions of contract or who, in the sole opinion of the LPCA, conduct themselves inappropriately, immediately may be dismissed from the exhibit area without refund or appeal.