



MARYLAND PREMIERE NOW SHOWING

# DOUBLE FEATURE

STARRING TWO MARYLAND  
SENIOR CARE ASSOCIATIONS

TUESDAY, SEPTEMBER 29-FRIDAY, OCTOBER 2, 2009

THE ROLAND E. POWELL CONVENTION CENTER ★ OCEAN CITY, MARYLAND

EXECUTIVE PRODUCER: RADIATION PHYSICS, INC.



**Exhibiting:** 10 x 10 space to showcase your product or service

**Sponsorships:** Sponsorships and advertising levels to fit all budgets



**Join the  
Health Facilities  
Association of  
Maryland (HFAM)  
and  
LifeSpan Network  
for the  
Maryland Premiere  
Conference for  
skilled nursing,  
assisted living,  
continuing care  
retirement  
communities and  
senior housing  
centers.**



**T**he Double Feature Conference will bring together hundreds of health care professionals and offers an exceptional opportunity for associated businesses to debut supplies and services to new audiences.

Conference attendees invest millions of dollars each year on goods and services, making this Conference an attractive showcase for your company.

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
- Senior Housing Centers

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

## Overnight Accommodations

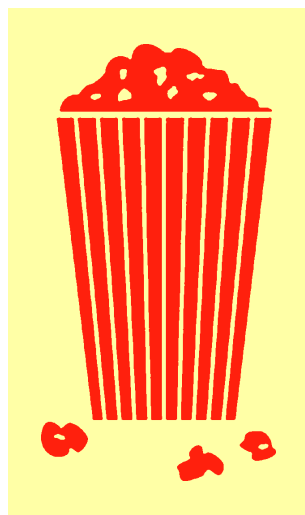
The beautiful Hilton Suites Oceanfront is the headquarters hotel. Staying at the Hilton gives you the opportunity to network with clients before and after scheduled conference activities. Each company/person is responsible for securing overnight accommodations. You may reserve your room now by contacting:

**The Hilton Suites Oceanfront**  
3200 N. Baltimore Avenue  
Ocean City, MD 21842  
866-729-3200

**Holiday Inn Hotel and Suites**  
1700 Baltimore Avenue  
Ocean City, MD 21842  
866-627-8483

**Holiday Inn Oceanfront**  
6700 Coastal Highway  
Ocean City, MD 21842  
410-524-1600

**Princess Royale**  
9100 Coastal Highway  
Ocean City, MD 21842  
410-524-2544



When making reservations indicate you are attending the HFAM / LifeSpan Double Feature Conference to receive discount rates.



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

Your exhibit fee covers all conference 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 conference 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.

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 conference 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 29, 6:30 pm-8:00 pm
  - **Networking Themed Reception:** Wednesday, September 30, 6:30 pm-8:30 pm
  - **Keynote Presentations:** Wednesday, September 30 and Thursday, October 1
  - **Themed Luncheon:** Wednesday, September 30
  - Evenings are kept open so you may take clients to dinner.

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

- 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, legal services/advice
- Lawn care/Landscaping
- Paper/Office supply
- Patient lifts
- Psychological therapy
- Pharmaceutical/Medical supplies
- Physical therapy
- Plumbing/Heating/HVAC
- Security systems
- Specialized training
- Staffing solutions
- Telecom & security services
- Other products and services that would be of interest to nursing home and assisted living professionals in Maryland

## Exhibit Hours Agenda

### Set-up:

Wed. Sept. 30 1:00 pm- 6:30 pm

### Exhibits:

Thurs. Oct. 1 12:00 pm- 2:00 pm

Thurs. Oct. 1 5:00 pm- 7:00 pm

### Breakdown:

Thurs. Oct. 1 7:00 pm- 9:00 pm

Fri. Oct. 2 8:00 am-12:00 pm

**Exhibitors are invited and encouraged to attend all conference activities.**

Exhibit hours are structured to eliminate interference with other conference activity.

## Exhibit Fees

### Member of either Association:

Prior to June 1, 2009 ..... \$1800

After June 1, 2009 ..... \$2400

### Non-Member:

Prior to June 1, 2009 ..... \$2000

After June 1, 2009 ..... \$2600

### 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 Conference Activities including social events, food and beverage functions, and education offerings

## How to Exhibit

- Complete contract and mail with payment to Annual Conference 2009 by August 22, 2009.
- Register online at [www.LifeSpan.org](http://www.LifeSpan.org) or [www.HFAM.org](http://www.HFAM.org). Online is a faster way to ensure exhibit space and receive confirmation.
- Exhibitors Service Kit for the Roland E. Powell Conference Center – outlining additional details, requirements and requests – will be sent to you after receipt of payment.

# EXHIBITOR APPLICATION AND CONTRACT

## Double Feature: Annual Conference 2009

Tuesday, September 29-Friday, October 2 ★ Ocean City, Maryland



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 conference program (up to 25 words)

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

\_\_\_\_\_ 10 x 10 Booth Space

*Before June 1      After June 1*

Member:             \$1800             \$2400

Non-Member:       \$2000             \$2600

**Payment:**

Total amount enclosed \_\_\_\_\_

Check enclosed payable to **Annual Conference 2009**

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 \_\_\_\_\_

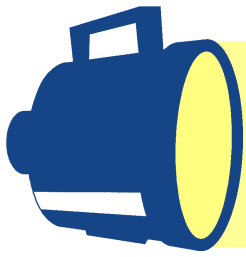
Neither the Health Facilities Association of Maryland, LifeSpan Network, nor their representatives, nor host facilities/representatives will be responsible for any injury, loss or damage that may occur to the exhibitor or exhibitor's employees or property from any cause whatsoever. The exhibitor, on 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 Conference 2009, P O Box 115, Columbia, MD 21045

OR complete this form on-line at: [HFAM.org](http://HFAM.org) or [LifeSpan.org](http://LifeSpan.org)

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

or Jennifer Miller at LifeSpan 410-381-1176 ext. 231



# Sponsorships

**C**onference Sponsorship opportunities are available to any company wishing to increase their exposure. 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 or Jennifer Miller at LifeSpan 410-381-1176 ext. 231.

## \$10,000 – Producer (Name Tag Sponsor)

*(limit one company)*

- Company Name/Logo on Name Tag Lanyards
- Company Name/Logo on signage at all Conference Events
- Full page advertisement in Conference Program
- Company Literature or promotional item inserted in Conference Tote Bag
- 1 Exhibit Space – prime location

## \$7,500 – Director (Tote Bag Sponsor)

*(limit two companies)*

- Company Name/Logo on Conference Tote Bags
- Company Name/Logo on signage at all Conference Events
- Full page advertisement in Conference Program
- Company Literature or promotional item inserted in Conference Tote Bag

## \$5,000 – Editor (Note Pad Sponsor)

*(limit three companies)*

- Company Name/Logo on Conference Note Pads
- Company Name/Logo on signage at all Conference Events
- Half page advertisement in Conference Program
- Company Literature or promotional item inserted in Conference Tote Bag

## \$3,000 – Screenwriter (Keynote Sponsor)

*(limit three companies)*

- Company Name/Logo prominently featured on all signage
- Company Literature or promotional item inserted in Conference Tote Bag
- Quarter page advertisement in Conference Program
- 3-minute introduction of your company made by company representative

## \$1,500 – Special Effects

*(Unlimited)*

- Company Name/Logo prominently featured on all signage
- Listing in Program
- Company Literature or promotional item inserted in Conference Tote Bag

## \$1,000 – Craft Services (Lunch Sponsor)

**Wednesday, September 30**

*(unlimited)*

- Listing in Program
- Company Name/Logo on signage at all Conference Events
- Opportunity to provide promotional souvenir to luncheon attendees

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 Conference Program Book, during moderator speeches and on appropriate signage, and film displays throughout the conference.

## \$500 – Movie Extras

### Education Session

*(unlimited)*

- Listing in Program
- Signage outside of Session Room
- Literature/promotional items provided to session attendees

### Continental Breakfast

*(unlimited)*

- Listing in Program
- Signage at breakfast tables
- Display Literature/promotional items

### Afternoon Break

*(unlimited)*

- Listing in Program
- Signage at break tables
- Display Literature/promotional items

**EXECUTIVE PRODUCER:  
RADIATION PHYSICS, INC.**



# SPONSORSHIP FORM

## Double Feature: Annual Conference 2009

Tuesday, September 29-Friday, October 2 ★ Ocean City, Maryland



We select the Sponsorship indicated below:

- \$10,000 Producer / Name Tag
- \$7,500 Director / Tote Bag
- \$5,000 Editor / Note Pad
- \$3,000 Screenwriter / Keynote
- \$1,500 Special Effects
- \$1,000 Craft Services / Lunch  
Wednesday, September 30

\$500 Movie Extras:

- Education Session
- Continental Breakfast
- Afternoon Break Sponsor

Contact /Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Enclosed is payment and the artwork  
that is to be used for our company

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 \_\_\_\_\_

**Registration for Sponsorship must be received  
no later than August 22, 2009.**

**The sooner we receive your Sponsorship,  
the more recognition you receive.**

**Return to: Annual Conference 2009  
P O Box 115, Columbia, MD 21045**

**OR complete this form on-line at:  
HFAM.org or LifeSpan.org**

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