



MICHIGAN ASSOCIATION FOR
Home Care

**2015 ANNUAL CONFERENCE
EXHIBITOR PROSPECTUS**



**GRAND TRAVERSE RESORT
& SPA
ACME, MICHIGAN**

May 13-15, 2015

EXHIBIT INFORMATION



Why should you attend?

Over 300 home health care agency decision-makers are expected to attend. The Michigan Association for Home Care (formerly Michigan Home Health Association) Annual Conference attracts a wide variety of home health administrators, financial officers, owners and clinicians from private, public and not-for-profit home health environments.

Benefits

Excellent networking opportunities through:

- ◆ Non-conflicting exhibition hours;
- ◆ Conference Grand Opening Reception;
- ◆ Continental breakfast served in the Exhibit Hall;
- ◆ Exhibitor Bingo
- ◆ Exhibitors joining attendees for lunch on Thursday;
- ◆ Booth staff from member exhibiting companies have access to educational programming;
- ◆ Recognition in the conference program book;
- ◆ Mailing list to do a pre-show mailing 2 weeks prior;
- ◆ Company listed on Michigan Home Care Website as an Exhibitor; and,
- ◆ Opportunity to participate in dinner/fun night on Wednesday

Booth Pricing

Early Bird Rate (postmarked on or before 2/7/15)

\$575.00 member \$950.00 nonmember

Standard Rate (postmarked after 2/7/15)

\$650.00 member \$1050.00 nonmember

Please call for information on multi-booth discounts

Payment and Cancellation Policy

Payment must accompany each application. Space will not be held until payment is received. Checks should be made payable to "Michigan Foundation for Home Care." Notification of withdrawal must be made in writing and received on or before Friday, March 7, 2015, for a refund of 50% of exhibit fees. No refunds will be made after March 7, 2015.

Eligibility

Products or services displayed must be related to the home care industry. All requests to exhibit will be considered. Booths are assigned on a first-come, first-served basis. Full payment and a signed contract must accompany each request to exhibit.

Exhibitor Information

Included in registration:

- ◆ 8' X 10' draped, carpeted **booth**;
- ◆ 2' X 6' skirted table, 2 chairs, wastebasket;
- ◆ Company identification sign at booth;
- ◆ Tickets for Thursday's Luncheon;
- ◆ Two representatives per booth. Additional representatives can attend at \$130.00 each;
- ◆ Entrance to educational program for member exhibitors (booth staff only); and,
- ◆ A copy of the 2014 Annual Conference attendee list upon request.

Electrical/Phone Lines

Electrical is available for a cost of \$40.00 per day for a Quad, 20 Amp. Please indicate on the Exhibit Registration form that electrical is needed and forward the payment to the Michigan Foundation for Home Care office, not Grand Traverse Resort and Spa. Additional charges will apply if services are not requested before the conference date. If additional services are required (phone, Internet etc.), those are also on the enclosed form.

Subletting/Sharing of Space

The subletting or sharing of space is not permitted unless it is between divisions of the same company. Written requests for such arrangement must be approved by the Michigan Association for Home Care.



EXHIBIT INFORMATION



Limitation of Liability

The Exhibit Hall will be secured by the Conference Center when it is not open, but such service is in no case to be interpreted by exhibitors as guaranteeing them against loss, damage, or injury of any kind. The exhibiting organization will be responsible for insuring its own property to its full value. Storage of exhibit materials will not be permitted behind booth draping. Michigan Association for Home Care, its service contractors, the management of the Grand Traverse Resort and Spa, or any of the officers, staff members or directors of any of the aforesaid parties will not be responsible for any loss, damage, or injury whatsoever or however arising, which may occur to an exhibitor, his representative, or to his or their property or wares, arising from any cause whatsoever prior, during, or subsequent to the period of this exhibit. Each exhibitor, by signing an application to exhibit, expressly understands the Michigan Association for Home Care and the Grand Traverse Resort and Spa are released from any and all claims for any such loss, damage, or injury. In the event of the failure or plain inability to fulfill this contract due to war, governmental action or order, act of God, fire, strikes, labor disputes, or any other causes beyond the control of Michigan Home Care the agreement shall be immediately terminated, and in such event the exhibitor shall and does hereby waive any claim to damages or any other recovery.

Raffle

The Michigan Association for Home Care will sponsor a raffle during the dinner/fun night on Wednesday night. Raffles must be open to everyone attending the 2015 Conference. Exhibit representatives should bring their raffle prize to the Michigan Home Care registration desk before 5:00 p.m. on Wednesday, May 13, 2015. Please see your exhibitor kit and onsite registration packet for additional information.

Music

The use of live or recorded music is not permitted in the exhibit hall.

Additional Exposure:

Receive added exposure for non-members by purchasing a link on the Michigan Home Care webpage for an additional fee of \$150.00. Michigan Home Care will provide a direct link to your organization's webpage. Michigan Home Care Members receive this link complimentary!

Booth Staffing

All representatives of exhibiting organizations must check in at the exhibit hall registration desk before setting up their exhibits. Exhibit booths must be staffed during all exhibit hours by authorized employees of the exhibiting company who are able to explain or demonstrate the products or services on display. Each representative of an exhibiting company must wear an official conference name badge at all times while in the exhibit area. Orders may be taken, but direct selling is prohibited. Exhibitors may not tear down or move materials during open exhibit hours. Exhibits must be removed by 3:30 p.m. on Thursday, May 14, 2015. It is expected that violators of this contract will respond to request for correction. Dismissal from the exhibit hall may result from violation of this contract as determined solely by Michigan Home Care. In the event of such eviction, Michigan Home Care is not liable for any refunds of exhibition expenses.

Safety Regulations

Exhibits must be completely contained within the booth, items extending into the aisle will be moved or removed by the show management. Exhibits must abide by all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety affecting participation in the exhibit hall.

Contract

These official rules and regulations together with the Exhibit Application and Contract and the confirmation of assignment constitute the entire agreement for the right to use the space allotted. No verbal understanding will be recognized by Michigan Home Care.



MICHIGAN ASSOCIATION FOR
Home Care
Health@Home

EXHIBIT INFORMATION



At Your Service...

Michigan Association for Home Care:

Cindy Thelen, Director of Membership Services
2140 University Park Drive, Suite 220,
Okemos, MI 48864
Phone: 517/349-8089 ext. 16 Fax: 517/349-8090
E-mail: cindyth@homecaremi.org

Grand Traverse Resort and Spa:

Becky Savage, Conference Services Manager
Grand Traverse Resort and Spa
100 Grand Traverse Blvd.
Acme, MI 49610-0404
Phone: 231/534-6000 Fax: 231/543-6152

Art Craft Display Company:

Dale Edly, General Manager
3140 Three Mile Road, NW
Grand Rapids, MI 48544
Phone: 616/791-8024
Fax: 616/791-8154

Payments:

All payments for Exhibitor/Sponsorship Opportunities should be made payable to:

Michigan Foundation for Home Care
2140 University Park Drive, Suite 220
Okemos, MI 48864

Exhibit Hall Hours

Wednesday, May 13, 2015

Registration	9:00 a.m.
Booth Installation	Noon – 4:00 p.m.
Opening Reception	5:00 p.m. – 7:00 p.m.
Dinner/Fun Night	7:00 p.m. – 10:00 p.m.

Thursday, May 14, 2015

Continental Breakfast	7:15 a.m. – 8:00 a.m.
Exhibit Hall Break	9:30 a.m. – 9:45 a.m.
Exhibit Marketplace	11:15 a.m. – 12:15 p.m.
Luncheon/Raffle	12:15 p.m. – 1:45 p.m.
Booth Dismantle	1:45 p.m. – 3:30 p.m.

Exhibitors will have the opportunity to participate in our Wednesday night dinner/fun night. Sponsorship opportunities are available for several things that are going on that night such as a dinner station, photo booth, entertainment, beers on tap station etc. Contact the Michigan Home Care Office for information.



2015 Exhibitor Application & Contract

Please complete this form and return with payment to Michigan Home Care, 2140 University Park Drive, Suite 220, Okemos, Michigan 48864. Application with a credit card payment may be faxed to 517/349-8090 or by going to www.homecaremi.org to register on-line.

Company Name (As you would like it to appear on booth): _____

Company Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ E-mail Address: _____

Phone: _____ Fax: _____

Representatives Staffing Booth: _____

Additional Representatives (\$130.00 each): _____

Please list companies you do not wish to be placed near (Michigan Home Care cannot guarantee this accommodation):

Products/Services to be exhibited: _____

Booth Location Preference: 1st _____ 2nd _____ 3rd _____ 4th _____

Total:

Booth(s) \$ _____

Additional Reps \$ _____

Electrical (\$80.00) \$ _____

(Proper forms & prices are attached)

Web Link \$ _____

Web Address: _____

Amount Enclosed \$ _____

Payment Method (check one):

Check enclosed OR, charge my: Visa MasterCard Discover American Express

Credit Card No: _____ Exp. Date: _____

Printed Name on Card: _____

Billing Address: _____

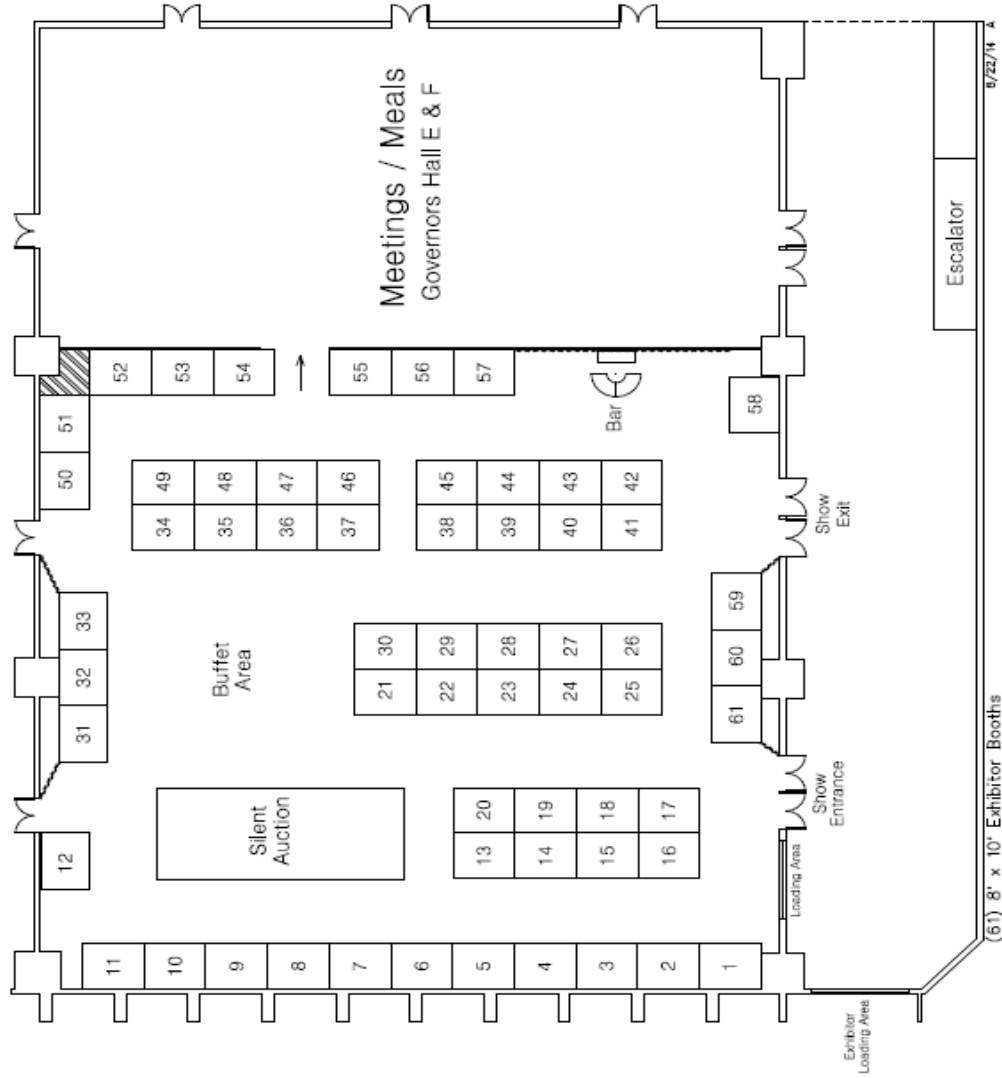
Authorized Signature on Card: _____

All contracts require a signature. Please read rules and regulations before signing. I have thoroughly read this prospectus, and agree to comply with all rules and regulations contained within this document.

Signature: _____ Date: _____

Michigan Assn. for Home Care

May 13th - 14th, 2015 • Grand Traverse Resort - Governors Hall



Sponsorship Opportunities

Benefits

Up to \$1,500

- Recognition in the conference program book;
- Company signage at program or event;
- Sponsor recognition on name badge;
- Sponsorship sign at company booth; and
- Opportunity to welcome attendees to the sponsored event.

\$3,001 - \$4999

- Recognition in the conference program book;
- Company signage at program or event;
- Sponsor recognition on name badge;
- Sponsorship sign at company booth;
- Opportunity to welcome attendees to the sponsored event;
- One complimentary ½ page ad in the program book;
- One complimentary exhibit space; and,
- Complimentary weblink on the Michigan Home Care Webpage.

\$1,501 - \$3000

- Recognition in the conference program book;
- Company signage at program or event;
- Sponsor recognition on name badge;
- Sponsorship sign at company booth;
- Opportunity to welcome attendees to sponsored event; and,
- One complimentary participant registration.

\$5000 +

- Recognition in the conference program book;
- Company signage at program or event;
- Sponsor recognition on name badge;
- Sponsorship sign at company booth;
- Opportunity to welcome attendees to the sponsored event;
- One complimentary full page ad on the back of program book;
- One complimentary exhibit space;
- Complimentary weblink on the Michigan Home Care Webpage, and,
- Special recognition on conference promotional materials

Available Sponsorship

Awards Luncheon (Thursday)	\$7,000.00	Grand Opening Reception (Wednesday)	\$3,000.00
Wednesday Dinner Stations (5 available)	\$1,500.00	Entertainment for Dinner (Wednesday)	\$2,500.00
Continental Breakfast (3 available)	\$3,000.00	Refreshment Breaks (5-6 available)	\$1500.00
Drink Station	\$3500.00	Conference Program Book (includes ad)	\$3,500.00
Conference Tote Bag (includes Logo)	\$3,500.00	Neck Badge Holders (includes logo)	\$1,000.00
Conference Pens (includes logo)	\$1000.00	Conference Pencils (includes logo)	\$500.00
Breakout Session Speaker	\$800.00	General Support	\$500.00
Mobile Banner App Ad (3 available)	\$1500.00	General Session Speaker	\$5,000.00
Mobile App Text Ad	\$500.00	Wednesday Lunch	\$5,000.00
Weblink on Conference website	\$150.00	Photo Booth for Wednesday Dinner	\$1500.00
Hotel Key Cards	\$3500.00		
Michigan Home Care Full Page Ad in Program Book	\$250.00		
Non-Member Full Page sponsorship in Program Book	\$500.00		
Michigan Home Care 1/2 Page Ad in Program Book	\$200.00		
Non-Member 1/2 Page sponsorship in Program Book	\$400.00		

Contact Cindy Thelen (cindyth@homecaremi.org) 517/349-8089, ext. 16 to discuss available sponsorship opportunities.

Please complete the following information and return by Friday, March 7, 2015 with chosen method of payment to:

Michigan Foundation for Home Care
 ATTN: Cindy Thelen
 2140 University Park Drive, Suite 220
 Okemos, Michigan 48864

Sponsorship Registration Form

Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Sponsorship of: _____

Sponsorship in Program Book:

Member Non-Member

Full Page

½ Page

WebLink

Amount Enclosed: _____

Method of Payment:

Check Enclosed Visa MasterCard Discover American Express

Card Number: _____ Exp. Date: _____

Authorized Signature: _____

Thank you for your support!

**Any program book sponsorship artwork can be e-mailed to cindyth@homecaremi.org
by March 7, 2015**

Please complete this page and mail, along with payment, by March 7, 2015 to:

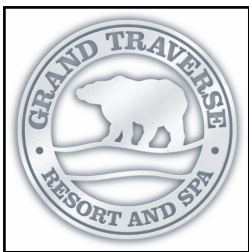
Michigan Foundation for Home Care

ATTN: Cindy Thelen

2140 University Park Drive, Suite 220

Okemos, Michigan 48864

Fax: 517/349-8090



GRAND TRAVERSE RESORT AND SPA

CONFERENCE & EXHIBIT ELECTRICAL/SERVICES

Name of Conference:		
Date of Conference:		
Exhibitor Setup:	Booth #:	
Company Name:		
Contact Name:	Phone #:	
Address:		
City:	State:	Zip:
E-mail Address:		

ELECTRICAL REQUESTS			
# of Days	Quantity	Description	Price
		Quad - 4 outlet box on one circuit with 20 Amps maximum output. (Minimum of 1 Quad required for most applications)	\$40.00 per day (inside complex)
		Spider-6 individual, 120 volts 15 amps max.	\$225 per day (inside complex)
		Power Strip (in addition to Quad) – 15 amps max.	\$15.00/each per day (inside complex)
		Special power requirement beyond the items above, please contact Jeff Harris at 231/534-6256 or jharris@gtresort.com TWO WEEKS NOTICE IS REQUIRED	
TELECOMMUNICATIONS			
# of Days	Quantity	Description	Price
		DID – Direct Inward Dial Phone Line (Dial Up) – phone included (dial “9” to access outside direct line)	\$50.00 per day plus calls
		Speaker Phone – Includes cost of direct dial phone line (dial “9” to access outside line)	\$80.00 per day plus calls
		High Speed Internet Access – Wired or Wireless	\$100.00 per day per exhibit
MISCELLANEOUS CHARGES			
# of Days	Quantity	Description	Price
		Banner hanging and removal – depending on size and location, a banner movement fee is also applicable	\$30.00 per banner

Please Note: Wall, post, and floor outlets are not part of the booth space. A separate outlet should be ordered for each piece of equipment to be connected. **Voltage, amperage, wattage, and phase must be specified for all equipment to be connected. All exhibitor cords must be THREE-WIRE grounded types. The Electrical Code requires that all exposed non-current carrying parts of fixed equipment, which are liable to become energized, shall be grounded.** To assure proper electrical service, this form is required to be completely filled out and signed. Grand Traverse Resort and Spa needs to receive this form 14 days prior to the exhibit opening. All orders placed within 48 hours of the event WILL BE CHARGED DOUBLE the printed fees to cover labor and product. **All power/electrical charges are billed on a per day basis, NOT a one time charge.**



GRAND TRAVERSE RESORT AND SPA

CONFERENCE & EXHIBIT ELECTRICAL/SERVICES FORM

SHIPPING AND RECEIVING INFORMATION

RECEIVING PROCEDURE- Send shipment to:

Grand Traverse Resort and Spa
100 Grand Traverse Village Boulevard
Acme, Michigan 49610-0404
Attention: **GUEST NAME**
Hold For: **CONFERENCE NAME**
Date of Event:
Number of Boxes (i.e. 1 of 2, 2 of 2, etc.)

RETURN SHIPPING PROCEDURE

#1: Attach properly filled out shipping labels (Fed Ex, UPS, etc...) to packages **Each package MUST be labeled.** Have packages taken to Shipping Office.

OR

#2: Fill out "Shipping Information Form" which can be obtained from the Concierge, Bellstand, or the Conference Registration Desk. **Each package MUST be marked.** Have packages taken to Shipping Office.

The Shipping Office is open Monday through Friday, 8am-5pm and can be reached by calling 231-534-6000 extension 6617. After hours call Banquets extension 6100 or Security 2300. Shipments subject to a \$1 per box handling charge.

Please note: Grand Traverse Resort and Spa will not accept shipments of exhibit materials when a display company is handling an exhibit show. Contact Art Craft Display directly.

Grand Traverse Resort & Spa **will not** accept shipments more than one week prior to the conference.

ATTENTION EXHIBITORS: This form must be returned 14 days prior to your event.

**Due to PCI compliance, please do not email this form.
You may fax it to Michigan Home Care, 517/349-8090.**

CC #	Expiration Date
Authorized Signature	Date



ACCOMMODATION DESCRIPTIONS

HOTEL GUESTROOM:

The Hotel is a 6 story building, which offers newly renovated rooms. These traditional style rooms have such amenities as hairdryers, and iron and ironing boards. These rooms feature either one king size bed with a full size sofa sleeper or 2 double beds. These rooms are located in our main complex.

TOWER GUESTROOM:

The Tower rooms are located in a 17 story glass enclosed high rise building, which features beautiful view of East Grand Traverse Bay or of our Golf courses. These deluxe rooms have such amenities as, an iron and ironing board, an un-stocked wet bar, small refrigerator, two telephones (one located in the bathroom) and 1-2 person Jacuzzi bathtubs. Tower rooms also have hair dryers, makeup mirrors and heat lamps. These rooms feature one king size bed or 2 queen size beds. These rooms are located in our main complex.

CONDOMINIUM:

The condominiums are located throughout the Resort property; many of these units are located approximately ½ mile from the main resort.

Studio Condominiums:

Studios are a one room efficiency unit. They feature a queen size Sico bed, a queen size sofa sleeper, a dining area, and a kitchenette. These rooms are located at our private beach area. Room sleeps 2 people comfortably.

One-Bedroom Condominiums:

One-bedroom condos feature a separate bedroom with a queen size sofa sleeper in the living room, a dining area and a kitchenette. These rooms are located along our golf courses and at our private beach area. Room sleeps 4 people comfortably.

Two-Bedroom Condominiums:

The two-bedroom condos feature 2 separate bedrooms (or a loft) with a queen size sofa sleeper in the living room. These units have a living area, dining area and a kitchenette. Bedding types in each room may vary. Rooms are located along our golf courses and at our private beach area. Room sleeps 6 people comfortably.

Three-Bedroom Condominiums:

The three-bedroom condos feature 3 separate bedrooms (or a loft) with a queen size sofa sleeper in the living room. These units have a living area, dining area and full kitchen. Bedding types in each room may vary. Rooms are located along our golf courses. Room sleeps 8 people comfortably.

We look forward to your visit!
Grand Traverse Resort and Spa Staff



Grand Traverse Resort and Spa

100 Grand Traverse Village Blvd P.O. Box 404, Acme, MI 49610-0404

MI Association of Home Care May 12-15, 2015

Please join us at The Grand Traverse Resort and Spa. We have secured discounted room rates listed below.

Book your Hotel or Tower guest room Reservation on- line today! Go to the Grand Traverse Resort's web site www.grandtraverseresort.com enter the group code "MIHCARE15" on the page under Group/Promo Code.

Call the Grand Traverse Resort directly at 1-800-968-7352
and mention MI Association for Home Care.

Room Type	Rate	Room Type	Rate
Hotel Guest room	119.00	Tower Guest Room	145.00
1 bedroom condo	149.00	2 bedroom condo	179.00
3 bedroom condo	239.00	Studio condo	119.00

Rates above do not include 6% state tax, 5% city assessment, or \$14.95 nightly resort fee

Important Information

Cancellations or changes must be made at least 72 hours prior to arrival to avoid a penalty equal to one night's room charge.

Grand Traverse Resort & Spa is a non-smoking resort in compliance with Michigan Law. Designated outdoor smoking areas have been established. If smoke is detected in a guest room, or if evidence is found that smoking has occurred on a patio or balcony a \$250 penalty will apply.

Rates above are based on single or double occupancy. Additional adults will be charged \$15 per person per night for hotel and tower only.

Grand Traverse Resort & Spa gladly accepts requests for specific room locations and bedding type preferences. We will make every effort to provide accommodations as requested, however, cannot always guarantee that every request will be met on the date of arrival.

MICHIGAN ASSOCIATION FOR HOME CARE ASSOCIATE MEMBERSHIP APPLICATION

New Member

Renewal

To be eligible to join in the Associate Member category, your organization must qualify according to the Michigan Home Care by-laws definition:

Associate Membership: Businesses that provide goods or services to home care industry providers but do not provide goods and services directly to the end users are eligible as Associate members. Associate members may also be local, regional and national associations that have an interest in home care delivery in the state of Michigan, but do not directly provide that care. Holding companies and organizations formed to provide group contracting and/or services for a coalition of home care industry service providers are ineligible for membership. The Board of Directors shall determine whether any applicant shall be denied membership on the basis of this provision. Each associate membership shall have one vote in association elections. There will be one Board of Directors seat reserved for associate members. The associate representative of the Board of Directors shall not hold office.

Please note: Organizations that sell home care products or services to patients are ineligible as Associate members, but may qualify as Service Line Members.

Your Associate membership fee entitles your organization to select **ONE** service line membership reflecting your interests. Employees of your organization are permitted to participate only on the committees associated with the selected service line, and your organization will receive monthly mailings pertaining to *only* the selected service line. If your organization has an interest in other service lines, you may select additional service line memberships by paying an additional \$500 per selection. All Michigan Home Care members are welcome to participate on the Public Policy Committee and may attend any workshop offered, regardless of the service line selected.

Associate Membership Benefits: As an Associate Member of Michigan Association of Home Care, you will receive:

- ◆ Discounts on registrations at all Michigan Home Care workshops and conferences;
- ◆ Monthly *Bulletin Board*;
- ◆ Opportunities to join & participate in Michigan Home Care Committees within selected service line;
- ◆ Membership on the Public Policy Committee;
- ◆ Discounts on publications and videos;
- ◆ Recognition as a supporter of Michigan Home Care; and much more!

Membership in the Association increases your networking opportunities through contact with other Michigan Home Care members.

The Michigan Home Care membership year runs one year from date of application.

Michigan Home Care Associate Membership Application

ORGANIZATION: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

TELEPHONE #: _____ FAX #: _____

COUNTIES SERVED: _____

CHIEF EXECUTIVE OFFICER (CEO): _____

CEO E-MAIL: _____

CONTACT PERSON: _____

CONTACT E-MAIL: _____

VOTING MEMBER: _____

We are selecting the following service line(s):

Certified/Hospice Private Duty HME/Infusion Pharmacy

Consulting/Products:

Accreditation Billing Clinical Financial Management Other:
 Information Technology/Information Systems Legal Insurance Medical Supplies

Associate Membership\$500.00 Annual Dues per Service Line Selected

Payment Method:

Enclosed is our check payable to the Michigan Association for Home Care

Credit Card Payment:

Visa MasterCard Discover American Express

Credit Card No.: _____ Exp. Date: _____

Authorized Signature on Card: _____

I understand that by providing my mailing address, e-mail, telephone and fax number, I hereby consent to receive any and all communications sent by or on behalf of the Michigan Association of Home Care solely via regular mail, e-mail, telephone and fax. I also certify that all information contained in this application is correct and valid to the best of my knowledge. I further certify that I have read the Michigan Association of Home Care Code of Ethics and Article III Membership Insert and pledge that this organization understands and will adhere to the Code of Ethics. I further certify that I have read the bylaws definition of Associate Member, stated above, and verify that my organization qualifies as an Associate Member.

Signature: _____ Date: _____

(Return to Michigan Association of Home Care, 2140 University Park Drive, Suite 220, Okemos MI 48864)

2014 Michigan Association for Home Care

SPONSORS

Our conference is made possible through the support and generosity of our sponsors. We thank the following sponsors for their commitment to our industry, and our association.

ACHC—Advertisement in Program Book & Mobile App Text Alerts

Airway Oxygen, Inc. – Name Badge Holders

Axxess—Mobile App Sponsorship

CHAP—Conference Pens & 1/2 Page Advertisement in Program Book

CIA Financial Group—Full Page Advertisement in Program Book

Consumers Energy—Conference Tote Bags

Hall, Render, Killian, Heath & Lyman—Thursday morning Refreshment Break & 1/2 Page Advertisement in Program Book

Health Numeric—Full Page Advertisement in Program Book

Kinnser Software—Hotel Key Cards

Remington Report—Bag Insert

U of M Home Care Services—Conference Mugs