

2018 Midwest Regional Conference
on Palliative & End of Life Care



Exhibit Prospectus

CONFERENCE SPONSORS:

Missouri Hospice & Palliative Care Association
Western Missouri Hospice Host

WHO CAN EXHIBIT?

An exhibitor is a business or organization that provides education or services to hospice and palliative care programs.

IMPORTANT NOTICE

All exhibitors are expected to have exhibits open both days of the conference.

- On Monday, October 8, 2018, the exhibit hall is available at 8:00am. Exhibits should be set up by 10:00am and remain open through the closing at 6:00pm.
- On Tuesday, October 9, 2018, the exhibit hall opens at 7:00am and remains open until 1:00pm.
- Exhibitor(s) that do not comply with exhibit hours will not be invited to participate in future events.
- The Exhibitors Welcome Reception will be held on **Sunday, October 7, 2018 at 5:30pm at Harrah's North Kansas City Casino and Hotel**. Contact the MHPCA office at 573-634-5514 with any questions.

REGISTRATION INCLUDES

- 6 ft. table or free standing exhibit
- Reception
- Listing in Final Program
- Booth Signage
- Two company representatives per booth
- List of pre-registered conference attendees

- **Not included but may be purchased:**
 - Additional company representatives at \$25/pp
 - Registration for workshops
 - Ticket(s) for box lunch on Monday at \$30/pp
 - Ticket(s) for lunch on Tuesday at \$45/pp
 - Conference Syllabus at \$50/pp
 - Advertisement Space in the final program (see below)
 - Events Sponsorships (contact the MHPCA office)

ANNUAL SYMPOSIUM AND EXPOSITION

This conference is designed to assist health care professionals in understanding health care issues when treatment changes from curative to palliative. Palliative care focuses on comfort and quality of life rather than cure and prolongation of life. Topics include pain/symptom management, conflict resolution, bereavement, communication, boundaries, spiritual care, patient's rights, caregiver support and cultural diversity issues.

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TARGET AUDIENCE

Hospital Nurses, Social Workers & Discharge Planners, Hospice Workers & Chaplains, Ethics Committees, Long Term Care Nurses, Medical Directors, and Administrators.

UNOPPOSED EXHIBIT HOURS!

MHPCA values the exhibitors that attend its annual meeting, and that value is reflected in our exhibit hours.

EXHIBIT HOURS

SUNDAY, OCTOBER 7, 2018

5:30pm -- 6:30pm: Exhibitors Reception

MONDAY, OCTOBER 8, 2018

8:00am – 10:00pm: Exhibit Set-Up

8:00am -- 12:30am: Pre-Conference Functions

1:45pm – Break: (Break times are subject to change)

3:30pm – Break:

4:00pm -- Game Night: (Contact MHPCA for More Information.)

6:00pm -- Close for the day.

TUESDAY, OCTOBER 9, 2018

7:00am -- Breakfast/Exhibits

9:30am -- Break

10:45am -- Break

1:00pm -- Dismantle Exhibits

BOOTH INFORMATION

All space will accommodate a 6-foot table or free standing exhibit. More than one booth may be rented by a single exhibitor, standard rates still apply.

Rates are as follows:

\$700.00 -- Non-Member Rate

\$600.00 -- Member Rate

\$450.00 -- Non-Profit Organization Rate

Harrah's Convention Services will handle electric, internet, shipping and other services. Paperwork will be provided to all exhibitors. **(A \$100.00 late fee will apply to registrations received after August 15, 2018.)**

MHPCA makes the most of your exhibit dollar by providing the following:

- A one-line identification sign with your company name
- Pre-registration list of attendees
- Your company name in the Final Program
- Exhibitors Reception (and/or other opportunity)
- Registration located in the exhibit hall
- Silent Auction located in the exhibit hall
- Breaks and breakfast located in the exhibit hall

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BOOTH APPLICATION

- Please complete the attached application and return it to MHPCA with your check or money order.
- **Booths will be assigned in the order in which payments are received.**
- Confirmation will be emailed following receipt of your application and payment.
- **Space is limited**, so be sure to get your application in early. We booked every booth last year so don't delay!

LUNCHEON TICKETS

- Box lunch tickets for Monday, October 8, 2018 can be purchased for \$30.00 each.
- Luncheon tickets for Tuesday, October 9, 2018 can be purchased for \$45.00 each.

CONFERENCE REGISTRATION

Exhibitors wishing to attend conference workshops must register.

HOTEL RESERVATION

- Conference special room rate is: \$111.00 single/double and \$159.00 suite
- For hotel reservations, contact Harrah's North Kansas City Hotel online at www.caesars.com/harrahs-kansas-city or call 816-472-7777. Ask for the Missouri Hospice & Palliative Care Association room rate or go to the MHPCA website at www.mohospice.org for the personalized group page.
- Hotel Parking Options: There is ample parking at no charge.

Our room block cut-off date is 9/14/18, after which reservations will be accepted on a space available basis only. This popular hotel will sell out quickly, so make your reservations as early as possible.

ADVERTISING

Exhibitors may purchase advertising space in the Final Program. This full size (8 ½" x 11") booklet, attractively printed and bound, is an indispensable guide to the Conference. It includes the final agenda, workshop presentations and exhibitor product descriptions, maps, and other important information.

Advertising rates are as follows:

- | | | | |
|----------------------|----------|-------------|----------|
| • Inside Back Cover | \$400.00 | • Full Page | \$300.00 |
| • Outside Back Cover | \$450.00 | • ½ Page | \$200.00 |
| • Inside Front Cover | \$400.00 | • ¼ Page | \$150.00 |
| • Double-Page Spread | \$400.00 | | |

Identify your preferred ad placement on the application form. Ad placement will be accepted on a first-come, first-serve basis, so be sure to apply early.

- **Ads must be a minimum of 300 dpi, be saved in a .jpg, .tif, or high resolution format and received no later than August 15, 2018.** (NO PDF Format!!)
- Cover and full page artwork is not to exceed 7 ½" wide x 10 ½" high; ½ page dimensions are 7 ½" wide x 5 ¼" high. A vertical format is required. Any re-shooting or cropping of artwork that is required will be an additional charge.

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SHIPPING TO THE HOTEL

All packages will be handled through the Hotel Convention Services. You can download the forms from the MHPCA website. No packages will be accepted by the hotel that are not prepaid. Please contact the hotel directly about any package information. MHPCA is not responsible for packages, hotel shipping fees or any agreements set by an exhibitor with the hotel.

EXHIBITOR CHECKLIST

- ✓ **FULL PAYMENT** -- at time of application
- ✓ **FINAL PROGRAM ADS** --August 15th, 2018
- ✓ **HOTEL SLEEPING ROOM CUT OFF** – August 14, 2018
- ✓ **EXHIBIT SET UP** -- October 8, 2018, 8:00am until 10:00am.
- ✓ **EXHIBIT DISMANTLING** -- October 9, 2018 1:00pm.

MHPCA Professional Membership

- ◆ Professional Membership is extended to organizations and institutions in the health care environment that support the hospice concept by providing goods and services that enhance the care of the terminally ill.
- ◆ The Missouri Hospice & Palliative Care Association (MHPCA) is the state-wide not-for-profit health care organization whose mission is to support and strengthen coordinated care for terminally ill patients and their families through the advancement of hospice care.
- ◆ MHPCA has provided educational and technical assistance to the growing number of hospice programs in the state, encouraging the growth and quality of service.
- ◆ Missouri hospices are linked in partnership with one another. Missouri hospices all have a goal of serving the needs of the terminally ill patients and their families.
- ◆ Missouri hospices share resources, ideas, support and encouragement with one another.

WHY JOIN MHPCA

- ◆ To support quality care for the terminally ill and their families.
- ◆ Work with over 88 member hospice programs throughout the state of Missouri; and
- ◆ Support well established educational events with excellent member participation.
- ◆ Discounts at all MHPCA sponsored events.
- ◆ Receive the *MHPCA Updates* emailed weekly and MHPCA e-alerts.
- ◆ Join our Twitter or Facebook page.
- ◆ Have access to MHPCA Job Bank.

Professional Membership is \$500.00. For more information, contact MHPCA at 573-634-5514,
Or join with your Exhibitor Application.

*****Important Notice *****

HOTEL POLICY ON FOOD/BEVERAGE DISTRIBUTION IN EXHIBIT AREA -- Harrah's North Kansas City Casino and Hotel policy does not allow food or beverage to be brought in from outside the hotel. If you want to offer such items at your booth, please contact the hotel to make arrangements directly with their staff person.