



Urgent Care Fall Conference

September 24-26, 2015 | New Orleans



EXHIBITOR INFORMATION PACKET

**Urgent Care Association of America
2015 Urgent Care Fall Conference
Sheraton New Orleans Hotel, New Orleans, LA**

GENERAL INFORMATION

Exhibit Dates:	September 24-26, 2015
Anticipated Attendees:	350-400
Event Property:	Sheraton New Orleans Hotel 500 Canal Street New Orleans, LA 70130 (504) 525-2500
Exhibit Hall:	Napoleon Ballroom, Floor 3
Booth Fees:	10' wide by 8' deep space Standard \$1,300 + \$250/corner Prime* \$1,700 *Available to Sponsors (\$2,500 or greater) and Corporate Support Partners only
Max Booth Spaces Available:	122 (subject to change based on booth selection)
Sr. Manager of Corporate Relations:	Jackie Stasch, jstasch@ucaoa.org , 331-215-6063
Exhibit Services Provider:	Shepard Exposition Services
UCAOA Fall Exhibitor Site:	ucaoa.org/?2015FallConference

Booth Fees Include

- All booths, Prime and Standard, are 10' wide by **8' deep**, piped and draped.
- Registration and name badges for two exhibitor representatives per 10' x 8' booth purchased. (each additional rep \$350).
- Listing on interactive floor plan and [conference web page](#).
- Profile and listing on mobile app. Upgraded profile and advertising opportunities available for purchase.
- Listing on the UCAOA web site Virtual Exhibit Hall for one year after the conference.
- NOTE: **Furniture is NOT included.** Special discounted booth packages and additional amenities are available through Shepard Exposition Services **by pre-order only**.
- The Napoleon Ballroom is carpeted.

Booth Selection

Booths are placed based on Priority Points (island booths have been placed prior to the floorplan being "open"), then on a first come, first served basis in priority point order. [Vendor coalitions](#) will be placed based on the total points of contracted booths in the coalition. UCAOA is not responsible for selected booth locations, and space is not guaranteed. Please visit the Exhibitor Information webpage frequently to review the online floor plan and exhibitor list. Changes to booth selections may be made if space is available.

At the time of booth selection, companies with a balance due from a previous event will forfeit their right to be placed by priority points and may select their booth when registration opens to the public.

Exhibit Set-up Dates/Hours

Wednesday, September 23: Early set-up for multiple booth exhibitors (must be pre-scheduled with Shepard)
Thursday, September 24: Exhibitor move-in from 7:00 am to 3:00 pm
Saturday, September 26: Exhibitor move-out from 10:30 am – 3:30 pm

Exhibit Hall Agenda

Subject to change. See conference web page for most current schedule.

Wednesday, September 23

6am – 5pm

Shepard Exposition Services Booth Installation Begins

1pm – 5m

Early Exhibitor Set-up - By Appointment (with Shepard) Only

Thursday, September 24

7am – 3pm

Exhibitor Check-in and Booth Move-in (*\$0 balance required for move-in*)

TBD

Exhibitor Welcome Meeting

3pm

Move-in must be complete – hall clear for final cleaning and prep

4:45pm

Exhibitors Return to Booths

5:15pm

EXHIBIT HALL OPEN - Opening Reception in Exhibit Hall – *Heavy Traffic*

6:45pm

EXHIBIT HALL CLOSED

NOTE: Based on attendee and exhibitor feedback, the exhibit hall schedule has been adjusted from historical schedules. Please be prepared to staff your booth from OPEN – CLOSE and adjust your staffing needs according to the traffic detailed below.

Friday, September 25

9am

EXHIBIT HALL OPEN

10:15 – 11am

Coffee Break in Exhibit Hall – *Heavy Traffic*

2:00 – 3:00pm

Coffee Break in Exhibit Hall – *Heavy Traffic*

5:30 – 7:00pm

Networking Reception in Exhibit Hall – *Heavy Traffic*

7:00pm

EXHIBIT HALL CLOSED

Saturday, September 26

7:30am

EXHIBIT HALL OPEN

9:00 – 10:00am

Coffee Break in Exhibit Hall – *Heavy Traffic* (*times revised 6/22/15*)

10:00am

EXHIBIT HALL CLOSED

10:15am – 3:30pm

Exhibitor Tear-down

2:30pm

Exhibitor Freight Re-Route Time

UCAOA Exhibit Policies and Procedures require that booths are staffed during all published hours. Booths must be staffed during all open exhibit hours. *UCAOA understands that there may be times when you have to leave your booth unexpectedly, please use a sign indicating your return time.*

Dismantling of booths prior to designated tear-down is prohibited. Lack of representation or early teardown will result in fines equaling 25% of your total exhibit rental expense, loss of Priority Points, and possible loss of future UCAOA exhibit participation. Advance arrangements can be made with Shepard to tear down a booth in the event it is absolutely necessary *at the exhibiting company's expense.*

Cancellation Policy

Cancellation for exhibit space is required in writing to the attention of Jackie Stasch, jstasch@ucaoa.org. Cancellations received on or before July 9, 2015 are entitled to refund of 50% of booth fees. There is no refund for cancelled booths after July 9, 2015.

Hotel Information

Event Property: Sheraton New Orleans Hotel
500 Canal Street
New Orleans, LA 70130
(514) 525-2500

Reservations: Reservations can be made using this link (exclusive to exhibitors):
<https://www.starwoodmeeting.com/events/start.action?id=1505215992&key=3155C6A1>

Group Name: Urgent Care Association of America or UCAOA

Room Rate: \$189 single/double occupancy + 13% tax & \$3 per room, per night occupancy tax

Reservation Deadline: **September 2, 2015** (Room block may sell out prior to this date - don't wait!!)

NOTE: There is a mandatory two-night reservation per individual exhibitor. Only registered exhibitors/ reps/sponsors are eligible for the UCAOA rate. Please email hotel confirmation to bsmogoleski@ucaoa.org prior to August 28, 2015.

*New Orleans is a popular tourist and meeting destination. The UCAOA room block will sell out quickly.
Secure your hotel accommodations as soon as possible.

Dates to Remember/Deadlines

Now	Hotel reservations open
June 26, 2015	Exhibit booth fee discount ends
July 2, 2015	Exhibitor Rep Registration opens
July 9, 2015	Booth cancellation on or before this date receive 50% refund (any cancellation received after this day – no refund)
August 14, 2015	Event/item sponsorship commitment (to be included in conference signage)
August 14, 2015	Submit Satellite Event, Educational Symposia or Focus Group proposals
August 28, 2015	Submit hotel room reservation confirmation to bsmogoleski@ucaoa.org
August 28, 2015	Deadline to submit "giveaway/raffle" information
September 2, 2015	Hotel room reservations close
September 3, 2015*	Attendee List distributed. *Subject to change based on registrations.
September 8, 2015	Additional rep badge fee increased to \$400
September 24-26	\$50 onsite badge fee applies. \$50 badge replacement fee applies.

ADDITIONAL INFORMATION • A-Z

Attendee List Usage

A complimentary attendee list will be emailed to the primary conference contact for all registered exhibitors about three weeks prior to the conference and a complete final list of participating attendees will be emailed two weeks following the last day of the conference. Please be certain to review the Exhibitor Policies and Procedures for specifics on list use. *Attendees may opt-out of sharing their email addresses with exhibiting companies.* Attendee List must be used within sixty (60) days of the conference.

NEW: Attendee list may be used one time pre-conference and one time post-conference to promote your participation in/follow up to the Fall Urgent Care Conference. **This list may not be added to your database.** One additional use of the attendee list (3rd and final use) - \$500. The UCAOA attendee list is monitored and exhibitors will be billed for overuse.

Exhibitor Reps Attending Educational Sessions

Exhibitor reps may register and pay to attend courses at a special rate of \$250.

Fire Marshall – Storage on Exhibit Floor

Per the New Orleans Fire Marshal, storing materials behind the drape line, behind a pop-up or underneath tables is not permitted. Only a one day supply of material is allowed to be stored within your booth space. Please request Empty Labels from the Shepard Exposition Service Desk. You may take these items to your guest room.

Giveaways

Exhibitors will be responsible for any giveaways and/or drawings at their booth. Giveaways and drawing dates/times provided to UCAOA prior to Friday, August 28 will be announced via the conference app. No announcements will be made for any exhibitor drawings.

Height Restrictions: Ceiling heights vary throughout the Napoleon Ballroom. Booths may not exceed 10' in height unless otherwise approved through UCAOA. Hanging signs are not permitted.

Island Booth Schematic Required: Any booths larger than 10' wide by 8' deep MUST submit a design schematic to Shepard by the deadline indicated in the Shepard Services Kit.

Lead Retrieval

Lead Retrieval is being provided through ATS. Please be sure to preorder your device to ensure your equipment is reserved. The order form will be available on the Exhibitor Information web page and in the Shepard Services Kit. ATS will be available on site for orders.

Lunch

Lunch is on your own. UCAOA recommends the restaurants on site, Roux Bistro, Pelican Bar, or Starbucks, or one of the many venues available in the area. You are required to have staff at your booth at all times – so please stagger your lunch breaks.

Mobile App

Be sure to download the app to your android or iOS mobile devices so that you can interact with the attendees. Sponsorship opportunities, banner ads, and enhanced profiles are available on the Mobile App.

One-on-One Networking Appointments

Exhibitors will have the opportunity to schedule appointments with the attendees during all Exhibit Hall hours. Appointment cards will be included in your Welcome Packet. Once you make the appointment, just write the time/date on the ticket and give it to the attendee as a reminder of your appointment. It is strongly encouraged to pre-set appointments using the attendee list.

Security

UCAOA will provide security as required by the facility during move-in and move-out and an overnight guard. Although every effort is made to secure the exhibit hall, **it is strongly encouraged that all valuable items be stored in your guest room each night.**

“Selling” or meeting with attendees outside the Exhibit Hall

Those with services and products to sell should do so within the confines of the exhibit hall (or contracted satellite event). If you seek access to/meetings with attendees and are not exhibiting, please contact Jackie Stasch, jstasch@ucaoa.org, for proper procedure and to ensure compliance with ACCME requirements and exhibit/vendor guidelines. Any meeting space within the hotel must be arranged through UCAOA.

Tasks in EXHIBITOR SERVICE CENTER

Upon completion of your booth reservation, you will receive a confirmation email with a “key” to log in to your exhibitor account.

Exhibitors will populate the following information via the Tasks:

- Electronic signature required for Policies and Procedures and UCAOA Guidelines for Commercial Supporters of CME Activities
- Company Details - Contact Info/Description for conference website and mobile app
- Upload your Logo
- Raffles/Giveaways
- Compliance with Advamed and Pharma
- Download “I’m Exhibiting” logo for e-mail signature
- Exhibitor badge data (comp and additional exhibitor badges) – OPENS JULY 2
- Purchase support opportunities (branding, visibility, networking) over and above your booth purchase

Tasks may be added periodically and some, like exhibitor badge registration, will open at a later date. Please check often to see if there are any outstanding tasks on your task list.

Virtual Exhibit Hall

The Virtual Exhibit Hall a database of urgent care industry product and service providers, manufacturers and consultants. This public database is searched by urgent care clinicians, center buyers, business professionals and others for the most advanced products and services. Exhibit booth purchase includes a 1-year listing in the Virtual Exhibit Hall.

PRIORITY POINTS

UCAOA rewards our loyal exhibitors that attend our events each year by our Priority Points System. Points are accrued every year that a company exhibits at least one event per year. Points are also received for any financial support provided through conference sponsorships, Corporate Support Partnerships, Satellite Events, etc. Registration appointments are set for booth selection based on the total number of Priority Points. Details for the Priority Points System are included in the Exhibitor Policies & Procedures available at <http://www.ucaoa.org/?2015FallConference>.

CORPORATE SUPPORT PARTNERSHIP

Visit the Corporate Support Partner web page at ucaoa.org/?CSPs to review the benefits of this year-round support opportunity!. Partners receive discounts on booth fees, pre-conference advertising on the web site, in newsletters and JUCM, recognition and advertising on site as well as booth signage.

CANCELLATION

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About the Urgent Care Association of America (UCAOA)

The Urgent Care Association of America (UCAOA) is a membership association for urgent care health and management professionals, centers and those who support the urgent care industry. UCAOA provides educational programs in clinical care and practice management, has a monthly Journal of Urgent Care Medicine and maintains an active online presence and member community for daily exchange of best practices. UCAOA provides leadership, education and resources for the successful practice of urgent care for its members.

About the Urgent Care Fall Conference

The UCAOA Urgent Care Fall Conference is an interactive, networking experience for the entire urgent care team. During the 2 1/2-day event, our cadre of industry pioneers, center owners, business moguls, and marketing experts offer best practices and real-world knowledge through compelling presentations, high-level debates and hands-on workshops. The Exhibit Hall also showcases the industry's latest products, services and technology from more than 100 companies.