



**UCAOA Urgent Care Fall Conference  
October 26-28, 2017  
Disneyland Hotel, Anaheim, California**

**EXHIBITOR GENERAL INFORMATION**

<b>Exhibit Dates:</b>	<b>October 26-27, 2017</b>
Convention Dates:	October 26-28, 2017
<b>Anticipated Attendees:</b>	400+
<b>Event Property:</b>	Disneyland Hotel
<b>Exhibit Hall:</b>	Disneyland Exhibit Hall
<b>Booth Fees:</b>	10' wide by 10' deep space Inline \$1,900 Corner \$2,300 Prime* \$2,300 Prime* Corner \$2,700 *Available only to 2017 Conference Sponsors (\$2,500 or greater) and Corporate Support Partners.
<b>Sr. Manager of Corporate Relations:</b>	Jackie Stasch, <a href="mailto:jstasch@ucaoa.org">jstasch@ucaoa.org</a> , 331-215-6063
<b>Exhibit Services Provider:</b>	<a href="#">Freeman</a>

**Booth Fees Include**

- Booths, both Prime and Standard, are 10' wide by 10' deep, piped and draped in BLUE.
- Registration and name badges for two exhibitor representatives per 10' x 10' booth purchased. (each additional rep \$300).
- Listing on interactive floor plan and convention 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 convention.
- NOTE: **Furniture is not included.** Special booth package (which includes skirted table, 2 chairs, carpet and wastebasket) is available through pre-order only – see Freeman Exhibitor Kit. Package pricing will expire, check for deadline!)
- This exhibit hall 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. [Vendor coalitions](#) will be placed based on the total points of contracted booths in the coalition after island booths are placed. 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.**

## EXHIBITOR MOVE IN

Thursday, October 26, 8am-4pm

## EXHIBITOR MOVE OUT

Friday, October 27, 6:30-8:30pm

Saturday, October 28, 8am-1pm

### Exhibit Hall Agenda\*

*\*Subject to change. See convention web page for most current schedule.*

Thursday, October 26

8am-4pm

**5:30 – 7:00pm**

7:00pm

**Exhibitor Registration and Move-In**

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

**EXHIBIT HALL CLOSED**

Satellite Events may begin at 7:00 pm or later

Friday, October 27

**9am – 6:30pm**

9:15 -10:15am

2-3pm

5-6:30pm

6:30-8:30pm

**EXHIBIT HALL OPEN**

Exhibit Hall Break

Exhibit Hall Break

Networking Reception in the Exhibit Hall

**Exhibitor Move Out**

Saturday, October 28

8am – 12pm

**Exhibitor Hall Move Out**

**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 the general service contractor 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](mailto:jstasch@ucaoa.org). Cancellations received on or before September 1, 2017 are entitled to refund of 50% of booth fees. There is no refund for booths cancelled after September 1, 2017.

### Hotel Information

#### **Event Property:**

Disneyland Hotel  
1150 West Magic Way  
Anaheim, CA 92802

#### **Reservations:**

See UCAOA Urgent Care Fall Conference [site](#) for housing information and link to room and discounted park tickets.

**Deposit of one-night room and tax must be charged to a credit card for reservation to be guaranteed.**

#### **Group Name:**

Urgent Care Association of America or UCAOA

#### **Room Rate:**

- \$199 + tax

**Reservation Deadline:** September 25, 2017 or when the UCAOA block is sold out

**Dinners/Events:** Please be aware that Halloween is Disney's second busiest holiday and our event is the weekend prior. The hotel has very few dining options, but there are many restaurants in Downtown Disney – literally steps away from the hotel. You are encouraged to reserve any private events, restaurant reservations, attraction buy-outs, private parade viewings, etc. as soon as possible.

### **Dates to Remember/Deadlines**

September 1, 2017	Booth cancellation on or before this date - receive 50% refund (any cancellation received after this day – no refund)
September 22, 2017	Event/item sponsorship commitment (to be included in convention signage)
October 6, 2017	Deadline to submit "giveaway/raffle" information
October 11, 2017	Attendee List distributed. <i>*Subject to change based on registrations.</i>
October 19, 2017	Deadline to enter badges – after this – all onsite
October 30-27	\$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 convention contact for all registered exhibitors about three weeks prior to the convention and a complete final list of participating attendees will be emailed two weeks following the last day of the convention. 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 convention.

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

### **Audio**

Exhibitors may have an audio system within their booth. Audio must be maintained at an appropriate volume and not disrupt the business of neighboring booths. Audio is intended for the audience within the confines of your booth space. Booths should be designed to accommodate that audience. UCAOA reserves the right to reduce or eliminate audio from an exhibitor's booth if complaints are received during the event.

### **Be Our Guest Passes**

**NEW in 2017!** Each exhibiting company will receive a PDF invitation to share with clients to attend the "exhibit hall only" portion of the Conference. Use this for your west coast clients who might not have the time to attend the whole conference, but could possibly get away for part of the day. They will certainly appreciate you for saving them \$\$ on an Exhibit Hall Only badge. These invitations will be available for download from the Exhibitor Service Center about a month before the event.

### **Booth Types**

See Exhibitor Rules and Regulations for a description of the types of booths that are allowed and guidelines for each.

### **Child Care Services**

Please note, UCAOA does not allow anyone under the age of 18 into the exhibit hall or classrooms. If you need to make child care arrangements, please check with the hotel concierge for local recommendations.

### **Competitors**

Your booth may be perfectly situated at your time of selection – far enough away from your competitors and just around the corner from your partners....but sometimes things change. Companies cancel and companies move – your perfect spot might not be as perfect when you arrive onsite.

It is the *responsibility of the exhibitor* to check the floor plan periodically to be sure you are still satisfied with your location. Booth moves will be accommodated upon request, based on availability either pre-show or on-site.

### **Exhibitor Reps Attending Educational Sessions**

All exhibitors are welcome to attend the Keynote Session or General Sessions on the agenda as long as you are not wearing any clothing with your company name/logo printed on your attire since these courses have CME.

**NEW in 2017!** Each exhibiting company will receive one **CLASS PASS** – a badge that can be used by any member of your onsite team to attend courses during the Urgent Care Convention & Expo. Pass it around, send one team member to a practice management course and during the next block of sessions, send a different person to a clinical course. This Pass does not include food functions or CME.

If you have more exhibitor reps who want to attend courses, you may register and pay to attend courses at a special rate of \$250. This fee does not include food functions or CME.

### **Giveaways**

Exhibitors will be responsible for any giveaways and/or drawings at their booth. Giveaways and drawing dates/times provided to UCAOA prior to October 6, 2017 will be publicized in the convention app. No announcements will be made for any exhibitor drawings.

**Height Restrictions:** See the UCAOA Exhibiting Policies and Procedures for specific guidelines regarding booth/booth component height restrictions.

**Island Booth Schematic Required:** Any booths larger than 10' wide by 10' deep **MUST** submit a design schematic to Freeman by the deadline indicated in the Exhibitor Service 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 in the Exhibitor Service Kit. ATS will be available on site for orders.

### **Lunch**

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 and enhanced profiles are available on the Mobile App.

### **Scholarships**

**New in 2017!** UCAOA wants to **help you send a client** to the Urgent Care Fall Conference. Discounted full-conference registrations are available for purchase in the Sponsorship Opportunities section of the Exhibitor Service Center. Show your special customers how much you value them and “pick up” the tab for their Convention registration!

### **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](mailto: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 these items (and other) via the Task Manager in the Exhibitor Service Center:

- Electronic signature required for Policies and Procedures and UCAOA Guidelines for Commercial Supporters of CME Activities
- Company Details - Contact Info/Description for convention 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)
- Pay balance due via credit card or print invoice
- Purchase support opportunities (branding, visibility, networking) over and above your booth purchase
- Hotel reservations tracking – name and reservation number

Tasks may be added periodically. Please check often to see if there are any outstanding tasks on your task list.

### **Virtual Exhibit Hall**

The Virtual Exhibit Hall is 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 convention 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.

### **CORPORATE SUPPORT PARTNERSHIP**

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

### **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 UCAOA Urgent Care Fall Conference**

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