



UCAOA Urgent Care Convention & Expo
May 6-9, 2018
Paris Hotel, Las Vegas, NV

EXHIBITOR GENERAL INFORMATION

Exhibit Dates: **May 6-May 8, 2018**

Convention Dates: May 6-May 9, 2018

Anticipated Attendees: 550

Event Property: Paris Hotel, Las Vegas, Nevada

Booth Fees:	<u>Booth</u>	<u>Vendor Member</u>	<u>Non-Member</u>
	Inline	\$2,900	\$3,400
	Corner	\$3,300	\$3,800
	Prime*	\$3,300	\$3,800
	Prime* Corner	\$3,700	\$4,200

*Available to 2018 Convention Sponsors (investing \$2,500 or greater) and Corporate Support Partners only.

Sr. Manager of Corporate Relations: Jackie Stasch, jstasch@ucaoa.org, 331-215-6063

Exhibit Services Provider: [Freeman](#)

Not a UCAOA Vendor Member yet? Sign up [here](#) and save \$500 per booth at UCAOA 2018 events.

Booth Fees Include

- Booths, both Prime and Standard, are 10' wide by 10' deep, piped and draped in GREY.
- 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, and wastebasket, \$290) available through pre-order only – see Freeman Exhibitor Kit. Package pricing will expire and is special pricing is NOT available onsite, check exhibitor kit for deadline!)

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.

Move-In

Saturday, May 5: 1-5pm
Sunday, May 6: 8am-4pm

Move-Out

Tuesday, May 8: 6-9pm
Wednesday, May 9: 8am-noon

Exhibit Hall Agenda*

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

Saturday, May 5
1-5pm

Exhibitor Registration and Move-in

Sunday, May 6
8am-4pm
5:15-6:45pm
6:45pm

Exhibitor Registration and Move-In

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

EXHIBIT HALL CLOSED

Satellite Events may begin at 6:45pm or later

Monday, May 7
9am-4pm
4pm
6:30pm

EXHIBIT HALL OPEN

EXHIBIT HALL CLOSED

Foundation Celebration Event

Satellite Events will not be approved this evening. Exhibitors are encouraged to purchase a table(s) at the Foundation Celebration and invite attendees to sit with you. It's the perfect way to show your clients and prospects your commitment to the industry!

Tuesday, May 8
11am-6pm
6pm
6-9pm
6pm

EXHIBIT HALL OPE

EXHIBIT HALL CLOSED

Exhibit Hall Move-Out (*move –out continues Wednesday from 8am-noon*)

Satellite Events may begin at 6pm or later

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. Cancellations received on or before March 15, 2018 are entitled to refund of 50% of booth fees. There is no refund for booths cancelled after March 15, 2018.

Hotel Information

Event Property: Paris Las Vegas

Housing Link: <https://aws.passkey.com/go/SPUCA8>

Room Rate: \$159 + \$32 resort fee/night, plus state and local taxes (currently 13.38%)

Rate includes: unlimited local calls; 2 guest admissions per day to fitness center, in room internet access to include 2 devices per room per day and complimentary parking (over conference dates only).

New Exhibitor Housing Policy:

UCAOA exhibiting companies are required to have at least 1 booth staff, per 10' x 10' booth stay at the Paris, Las Vegas Hotel in the UCAOA room block. Companies who do not meet this minimum requirement will be assessed a \$350 fee post-conference. (Example, if you have a 20' x 20' booth, with 8 complimentary badges, 4 of them must stay in individual rooms, at the Paris Las Vegas Hotel).

Reservation Deadline: April 13, 2018 or when the UCAOA block is sold out

Dates to Remember/Deadlines

March 15, 2018	Booth cancellation on or before this date - receive 50% refund <i>(any cancellation received after this day – no refund)</i>
March 15, 2018	Event/item sponsorship commitment <i>(to be included in convention signage)</i>
April 13, 2018	Deadline to submit “giveaway/raffle” information
April 16, 2018	Attendee List distributed. <i>*Subject to change.</i>
May 2, 2018	Deadline to enter badges. As of 5/3/18 all changes/additions handled onsite
May 5-8, 2018	\$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 (3rd 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.

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.

Exhibit Hall Only Passes/Be Our Guest

Each exhibiting company will receive a PDF invitation to share with clients to attend the “exhibit hall only” portion of the Convention & Expo. Use this for your clients who might not have the time to attend the whole convention, but could possibly get away for a day. They will certainly appreciate you for saving them \$\$ on an Exhibit Hall Only badge. *This pass is not for staff, spouses or business partners.*

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.

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 Friday, April 13, 2018 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.

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

Exhibitors who are members of UCAOA (named benefit recipients will receive a ticket) to the Members Lunch on Monday. The “walking lunch” in the exhibit hall will also have a ticket available for purchase. 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.

Prime Booth

A select number of booths have been designated as PRIME booth space based on their proximity to the main entrance/main aisle . Prime booths have a different booth rate and are exclusively available to Corporate Support Partners or companies that have invested \$2,500 or more in sponsorships (over and above their booth investment) at that event.

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 account in the Exhibitor Service Center.

Exhibitors will populate these items (and others) 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
- Logo upload
- Raffles/Giveaways
- Compliance with AdvaMed and Pharma regulations
- 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, and 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 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.

BOOTH 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 UCAOA Urgent Care Convention & Expo

The UCAOA National Urgent Care Convention & Expo is an interactive, networking experience for the entire urgent care team. During the 3-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 nearly 200 companies.