



**UCA Urgent Care Fall Conference  
 October 12-14, 2018  
 Houston Marriott Marquis, Houston, Texas**

**EXHIBITOR GENERAL INFORMATION**

**Exhibit Dates:** **October 12-13, 2018**

Conference Dates: October 12-14, 2018

**Anticipated Attendees:** 400+

**Event Property:** Houston Marriott Marquis

**Exhibit Hall:** **Texas Ballroom**

**Booth Fees:** 10' wide by 10' deep space

<u>Booth</u>	<u>Member Rate</u>	<u>Nonmember Rate</u>
Inline	\$2,100	\$2,600
Corner	\$2,500	\$3,000
Prime*	\$2,500	\$3,000
Prime* Corner	\$2,900	\$3,400

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

**Sr. Manager of Corporate Relations:** Jackie Stasch, [jstasch@ucaoa.org](mailto:jstasch@ucaoa.org), 331-215-6063

**Exhibit Services Provider:** [Freeman](#)

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

**Booth Fees Include**

- Booths, both Prime and Standard, are 10' wide by 10' deep, piped and draped in FLAX (beige).
- Registration and name badges for two exhibitor representatives per 10' x 10' booth purchased. (each additional rep badge \$300).
- Listing on interactive floor plan and conference web page.
- Profile and listing on mobile app. Upgraded profile and advertising opportunities available for purchase.
- NOTE: **Furniture is not included.** Special booth package (which includes skirted table, 2 chairs, and wastebasket for \$285) 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. UCA 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 11, 1-5pm

Friday, October 12, 8am-3pm

### **EXHIBITOR MOVE OUT**

Saturday, October 13, 6:45-10pm

Sunday, October 14, 8am-noon

### **Exhibit Hall Agenda\***

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

Thursday, October 11  
1-5pm

**Exhibitor Move-In**

Friday, October 12  
8am-4pm  
**4:30-6:00pm**  
6:00pm

**Exhibitor Move-In**

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

**EXHIBIT HALL CLOSED**

Satellite Events may begin at 6:00pm or later

Saturday, October 13  
**8-11am**  
11am-4:30pm  
**4:45-6:45pm**  
6:45-10pm

**EXHIBIT HALL OPEN**

Exhibit Hall Closed – Open for private appointments, vendor hosted lunches and/or participation in the “Choose your Own Adventure”

**Networking Reception in the Exhibit Hall – Heavy Traffic**

**Exhibitor Move Out**

Satellite Events may begin at 6:45pm or later

Sunday, October 14  
8am – 12pm

**Exhibitor Hall Move Out**

**UCA Exhibit Policies and Procedures require that booths are staffed during all published hours.** Booths must be staffed during all open exhibit hours. *UCA 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 may result in fines equaling 25% of your total exhibit rental expense, loss of Priority Points, and possible loss of future UCA 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 August 24, 2018 are entitled to refund of 50% of booth fees. There is no refund for booths cancelled after August 24, 2018.

### Hotel Information

**Event Property:** Houston Marriott Marquis  
1777 Walker Street  
Houston, TX 77010

**Reservations:** <https://book.passkey.com/event/49667217/owner/14793349/home>

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

**Group Name:** Urgent Care Association

**Room Rate:** \$237+ tax

**Reservation Deadline:** September 21, 2018 or when the UCA block is sold out

### Dates to Remember/Deadlines

August 24, 2018	Booth cancellation on or before this date - receive 50% refund (any cancellation received after this day – no refund)
September 6, 2018	Event/item sponsorship commitment (to be included in conference signage)
September 28, 2018	Attendee List distributed. <i>*Subject to change based on registrations.</i>
September 28, 2018	Deadline to submit “giveaway/raffle” information
October 3, 2018	Deadline to enter badges – after this – all onsite
October 12-13, 2018	\$50 onsite badge fee applies. \$50 badge replacement fee applies.

### ADDITIONAL INFORMATION • A-Z

#### Attendee List Usage

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

Attendee list download is exclusive to companies who have agreed to the terms of use and have a zero balance.

**NOTE:** Attendee list may be used one time pre-conference and one time post-conference to promote your participation in/follow up to the Urgent Care Fall Conference. **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 UCA 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. UCA reserves the right to reduce or eliminate audio from an exhibitor's booth if complaints are received during the event.

## **Be Our Guest Passes**

Each exhibiting company will receive a PDF invitation to share with clients/prospects to attend the "exhibit hall only" portion of the Conference. Use this for your 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. **This pass is not for your staff, spouses or business partners.**

## **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, UCA 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.

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 Fall Conference. 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 access to workshops, Summits, symposia or any session that has an additional fee, course materials, food functions or CME.

If you have more exhibitor reps who want to attend courses, you may register your badged exhibitors at a special rate of \$250. This fee does not include food functions or CME, but does include access to course material.

## **Giveaways**

Exhibitors will be responsible for any giveaways and/or drawings at their booth. Giveaways and drawing dates/times provided to UCA prior to September 28, 2018 will be publicized in the conference app. No announcements will be made for any exhibitor drawings.

**Height Restrictions:** See the UCA 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 me at [jstasch@ucaoa.org](mailto:jstasch@ucaoa.org) by September 28, 2018.

### **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.

### **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**

UCA 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 UCA.

### **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 others) via the Task Manager in the Exhibitor Service Center:

- Electronic signature required for Policies and Procedures
- 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)
- 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. A virtual exhibit hall listing is complimentary with vendor membership or can be purchased separately.

## **PRIORITY POINTS**

UCA 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.

## **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-conference advertising on the web site, in newsletters and JUCM, recognition and advertising on site as well as booth signage.

### **About the Urgent Care Association (UCA)**

The Urgent Care Association (UCA) is a membership association for urgent care health and management professionals, centers and those who support the urgent care industry. UCA 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. UCA provides leadership, education and resources for the successful practice of urgent care for its members.

### **About the UCA Urgent Care Fall Conference**

The UCA 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.