



**UCA Urgent Care Convention & Expo
April 7-10, 2019 (Expo, April 7-9)
The Palm Beach County Convention Center, West Palm Beach, Florida**

EXHIBITOR GENERAL INFORMATION

Exhibit Dates: April 7-9, 2019

Convention Dates: April 7-10, 2019

Anticipated Attendance: 600

Event Property: The Palm Beach County Convention Center

Booth Fees:	<u>Booth</u>	<u>Vendor Member</u>	<u>Non-Member</u>
	Inline	\$3,000	\$3,650
	Corner	\$3,400	\$4,050
	Prime*	\$3,400	\$4,050
	Prime* Corner	\$3,800	\$4,450

*Available to 2019 Convention & Expo Sponsors (investing \$2,500 or greater) and current Corporate Support Partners only.

Vendor membership must be secured prior to booth purchase in order to get the Vendor Member rate on the booth. Membership must be current on show dates in order to receive discount – be sure to renew. Member rate will also be granted for CLINIC membership (just not individual membership).

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

Exhibit Services Provider: [Freeman](#)

**Not a UCA Vendor Member yet? Sign up now and save \$650 per booth.
Send an email to jstasch@ucaoa.org or kholzkopf@ucaoa.org
to get your Vendor Membership secured today!**

Booth Fee Include

- Booths, both Prime and Standard, are 10' wide by 10' deep, piped and draped in WHITE.
- 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 UCA web site Virtual Exhibit Hall for one year after the convention.
- NOTE: **Furniture and carpet are NOT included.** Carpet (or other flooring) is REQUIRED.
- Special booth package (which includes carpet, skirted table, 2 chairs, and wastebasket, \$499) 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 will be placed first) 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. 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

Sunday, April 7: 8am-3:30pm

Move-Out

Tuesday, April 9: 6-10pm
Wednesday, April 10: 8am-noon

Exhibit Hall Agenda*

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

Sunday, April 7

8am-3:30pm
5:00-6:30pm
6:30pm

Exhibitor Registration and Move-In

EXHIBIT HALL OPEN

EXHIBIT HALL CLOSED

Satellite Events may begin at 6:30pm or later

Monday, April 8

10am-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, April 9

10am-6pm
6pm
6-10pm
6pm

EXHIBIT HALL OPEN

EXHIBIT HALL CLOSED

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

Satellite Events may begin at 6pm or later

Wednesday, April 10

8am-noon

Exhibit 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 will 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. Cancellations received on or before March 1, 2019 are entitled to refund of 50% of booth fees. There is no refund for booths cancelled after March 1, 2019.

Hotel Information

Event Properties: Hilton West Palm Beach and West Palm Beach Marriott

Housing Link: Hilton: <https://book.passkey.com/event/49709399/owner/14106173/home>

Marriott: <https://book.passkey.com/e/49815998>

Room Rate: \$199

New Exhibitor Housing Policy:

UCA exhibiting companies are required to have at least 1 booth staff, per 10' x 10' booth stay at one of the two conference hotels. 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 Hilton or the Marriott).

Reservation Deadline: March 11, 2019 or when the UCA block is sold out

Dates to Remember/Deadlines

February 1, 2019

March 1, 2019

March 1, 2019

March 8, 2019

March 18, 2019

March 25, 2019

April 7-9, 2019

Artwork deadline for onsite program advertising

Booth cancellation on or before this date - receive 50% refund
(any cancellation received after this day – no refund)

Event/item sponsorship commitment (to be included in convention signage)

Deadline to submit "giveaway/raffle" information

Attendee List distributed. *Subject to change.

Deadline to enter badges. As of 3/26/19 all changes/additions handled onsite
\$50 onsite badge fee applies. \$50 badge replacement fee applies

ADDITIONAL INFORMATION • A-Z

Attendee List Usage

A complimentary attendee list will be available 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 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. List will only become available to those companies who have agreed to the List Usage Agreement. *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 UCA attendee list is monitored and exhibitors will be billed for overuse at a rate of \$1,000 per 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.

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.

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 your 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 UCA prior to March 8, 2019, 2019 will be publicized in the convention 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.

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.

Member's Lunch

Exhibiting companies who are Vendor Members of UCA will receive 2 complimentary tickets to the Member's Lunch Monday, April 8. Tickets will be dropped off when the show opens on Sunday with your Class Pass. You will determine who on your team should represent you at the luncheon. Note: the exhibit hall will be open during this time, so please staff your booth accordingly.

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, 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 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 UCA Guidelines for Commercial Supporters of CME Activities
- Company Details - Contact Info/Description for convention website and mobile app
- Logo upload
- Raffles/Giveaways
- Download "I'm Exhibiting" logo for e-mail signature/social media
- Exhibitor badge data (comp and additional exhibitor badge purchases)
- 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.

Vendor Directory

The Vendor Directory is a database of urgent care industry product and service providers, manufacturers and consultants. This public database on the UCA web site is searched by urgent care clinicians, center buyers, business professionals and others for the most advanced products and services. Listings are exclusive to vendor members.

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. 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 (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 Convention & Expo

The UCA 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.