

# EXHIBITOR PROSPECTUS

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## SPONSORSHIP INFORMATION & BENEFITS GUIDE



# LPCA35

## ANNUAL CONFERENCE

SHREVEPORT | OCTOBER 9-12, 2018



**COMMUNITY HEALTH CENTERS:  
LEADING THE FUTURE OF VALUE BASED CARE**

# LPCA35

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# LPCA35

## Welcome & Conference Overview

Dear Interested Partners,

On behalf of the Louisiana Primary Care Association's Board of Directors and staff, thank you for your interest in serving as a sponsor or exhibitor for LPCA's 35th Annual Conference. As you may already know, this annual event is our state's premiere healthcare conference for Community Health Center professionals, board members, clinical providers, and community partners.

**LPCA's 35th Annual Conference will be held October 9-12, 2018 at the Shreveport Convention Center in Shreveport, LA.** My staff is working hard to assemble a fantastic lineup of sessions, speakers, and entertainment. I have no doubt that our 35th Annual Conference will be bigger and better than ever!



## Why should your company be a part of LPCA's 35th Annual Conference?

Your company's participation as a sponsor, exhibitor, or advertiser in this event will provide an excellent opportunity to share program, product, and service information with key Community Health Center decision-makers and C-suite personnel. Our conference draws a variety of attendees from all across Louisiana, neighboring states, and beyond. This is an unparalleled opportunity for your company to be in front of healthcare leaders who are shaping our state's primary care landscape and working to improve Louisiana's health outcomes.

Your support is critical to the success of our conference. We know you want this event to be a productive use of your time and resources. With this in mind, our conference schedule is crafted to allow for regular breaks and networking time - giving you ample opportunity to mingle with our conference attendees. Our previous years' sponsors can attest, this is a conference you do not want to miss!

Thank you for your consideration. I hope to see you in Shreveport this October!

A handwritten signature in blue ink that reads "Gerrelda Davis". The signature is fluid and cursive.

**Gerrelda Davis**

Executive Director

Louisiana Primary Care Association



## About the Louisiana Primary Care Association

The Louisiana Primary Care Association (LPCA) serves as the trade-association, membership organization, and collective voice of Louisiana’s network of Federally Qualified Health Centers.

The LPCA represents 35 federally-funded, private, non-profit and public Community Health Centers across Louisiana that serve nearly 385,000 patients annually. LPCA promotes community-based health services through advocacy, education, and collaboration with community partners. Our goal is to ensure that every Louisianan has access to affordable, quality primary care services.

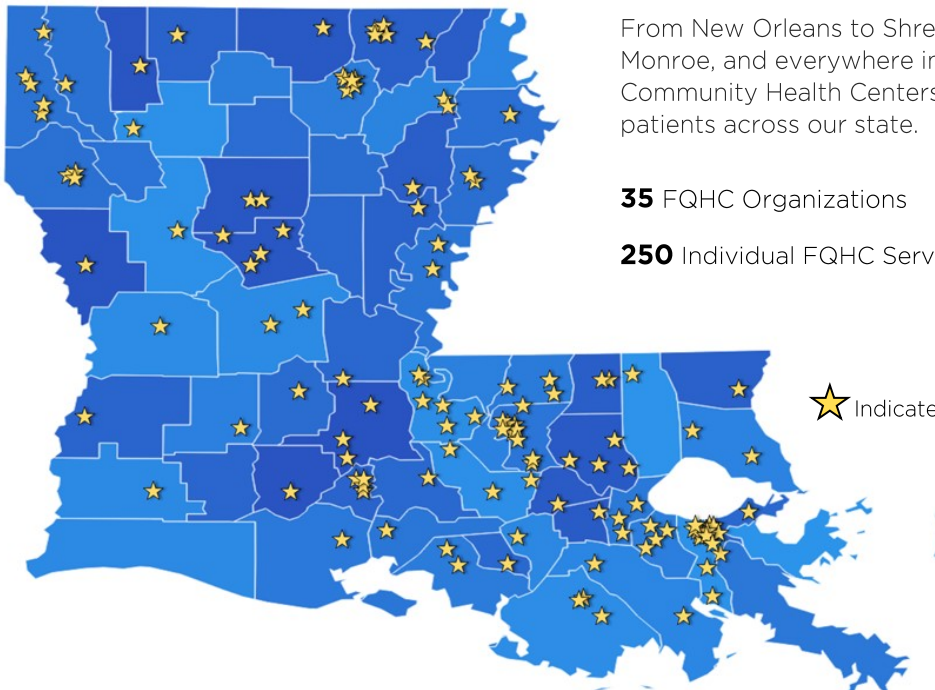
LPCA directs its efforts to ensure that Community Health Centers remain viable providers of primary healthcare throughout the state and valuable partners in comprehensive healthcare delivery systems.

**Learn more about LPCA at [www.LPCA.net](http://www.LPCA.net).**

## Who are Louisiana’s Community Health Centers?

For over 50 years, Federally Qualified Health Centers (commonly known as Community Health Centers) have been providing primary care, oral health, and behavioral health services for our nation’s rural and underserved communities.

These health centers, supported by federal funding, have spread across the country and now serve over 25 million people in 9,200 communities across America. In Louisiana, 35 Community Health Center organizations collectively operate over 250 individual healthcare facilities. In 2016 alone, these organizations served nearly 385,000 patients and saw well over one million patient visits.



From New Orleans to Shreveport, Lake Charles to Monroe, and everywhere in between, Louisiana’s Community Health Centers serve as medical homes for patients across our state.

**35** FQHC Organizations

**250** Individual FQHC Service Delivery Sites

 Indicates Individual Service Delivery Site

# LPCA35

## Conference Schedule at a Glance (Tentative & Subject to Change)

Please see below for our schedule at a glance. Note this listing below has been shortened and does not reflect every conference activity. Items **in bold** pertain directly to sponsors & exhibitors.

### OCTOBER 9, 2018 | TUESDAY

8:30am - 2:00pm	Pre-Conference Workshops
<b>1:00pm - 6:00pm</b>	<b>Participant, Speaker, &amp; Exhibitor Registration</b>
<b>1:00pm - 6:00pm</b>	<b>Designated Exhibitor Setup Time</b>
<b>6:30pm - 8:30pm</b>	<b>LPCA Welcome Reception</b>

### OCTOBER 10, 2018 | WEDNESDAY

<b>7:00am - 7:00pm</b>	<b>Participant, Speaker, &amp; Exhibitor Registration</b>
8:00am - 9:00am	Opening Plenary
9:15am - 10:15am	Concurrent Educational Sessions
<b>10:15am - 11:00am</b>	<b>Networking Break With Exhibitors</b>
11:00am - 12:00pm	Concurrent Educational Sessions
12:15pm - 1:15pm	Lunch & Keynote Speakers
<b>1:15pm - 2:00pm</b>	<b>Networking Break With Exhibitors / Door Prize Giveaways</b>
2:15pm - 3:15pm	Concurrent Educational Sessions
3:30pm - 4:30pm	Concurrent Educational Sessions
6:00pm - 8:30pm	<b>Community Healthcare Excellence Awards Banquet</b>

### OCTOBER 11, 2018 | THURSDAY

8:00am - 9:00am	Breakfast & Keynote Speaker
9:15am - 10:15am	Concurrent Educational Sessions
<b>10:15am - 11:00am</b>	<b>Networking Break With Exhibitors</b>
11:00am - 12:00pm	Concurrent Educational Sessions
<b>12:15pm - 1:30pm</b>	<b>Closing Lunch Session and LPCA Door Prize Giveaways</b>
<b>1:30pm - 2:30pm</b>	<b>Designated Time for Exhibitor Display Take Down</b>
2:30pm - 5:00pm	Post Conference Board Governance Training
6:00pm - 8:00pm	Advocacy Branch Meeting & Dinner

### OCTOBER 12, 2018 | FRIDAY

8:00am - 11:30am	Post Conference Board Governance Training
8:00am - 3:00pm	LPCA Front Office Boot Camp



## **Sponsorship Opportunities & Benefits**

Your company's participation as a sponsor, exhibitor, or advertiser in this event will provide an excellent opportunity to share program, product, and service information with key Community Health Center decision-makers and C-suite personnel.

**Please see below for sponsorship opportunities & benefits:**

### **Diamond Sponsorship (\$25,000)**

#### **1 Diamond Sponsorship Available**

- 1 (8' x 10') Booth Space in High Profile Area
- Full Page Advertisement on Back of Conference Book
- Opportunity to Address Attendees at Opening Plenary
- Company Items Inserted in Conference Tote Bag
- Exclusive Sponsor for LPCA Board of Directors' Meeting
- Exclusive Sponsor for Conference Welcome Reception
- Access to Attendee List 1 Week Before Event

### **Platinum Sponsorship (\$20,000)**

#### **2 Platinum Sponsorships Available**

- 1 (8' x 10') Booth Space in High Profile Area
- Full Page Advertisement in Conference Book
- Company Items Inserted in Conference Tote Bag
- Sponsor for LPCA Awards Banquet
- Access to Attendee List 1 Week Before Event

### **Silver Sponsorship (\$6,000)**

#### **4 Silver Sponsorships Available**

- 1 Exhibitor Table
- Half Page Advertisement in Conference Book
- Sponsor for all Lunches
- Access to Attendee List 1 Week Before Event

### **Gold Sponsorship (\$15,000)**

#### **3 Gold Sponsorships Available**

- 1 Exhibitor Table
- Full Page Advertisement in Conference Book
- Sponsor for All Keynote General Sessions
- Access to Attendee List 1 Week Before Event

### **Bronze Sponsorship (\$4,000)**

#### **5 Bronze Sponsorships Available**

- 1 Exhibitor Table
- 1/4 Page Advertisement in Conference Book
- Sponsor for all Breakfasts
- Access to Attendee List 1 Week Before Event

***These sponsorship packages also include all vendor benefits. See next page for details.***

For any questions, please contact Ryan Sinitiere at [rsinitiere@lpcanet.net](mailto:rsinitiere@lpcanet.net) or (225) 927-7662, ext. 210.



## Vendor Booth Space and Benefits

Your company's participation as a sponsor, exhibitor, or advertiser in this event will provide an excellent opportunity to share program, product, and service information with key Community Health Center decision-makers and C-suite personnel.

**Please see below for exhibitor booth space information & benefits:**

### **Vendor Booth Space (\$2,000)**

**Limited Spaces Available - First Come, First Served**

A maximum number of two representatives are allowed to participate at each table.

- 1 Exhibitor Table (Includes Skirt, Signage, and Two Chairs)
- Complimentary Breakfast & Lunch for Each Representative
- Complimentary Admission to Welcome Reception, Opening Plenary, Keynote Sessions, and LPCA Awards Banquet
- Complimentary Wi-Fi Access in Conference Space
- Listing in Conference Book
- Listing in Conference App
- Listing in Signage Throughout the Event
- Limited Electrical Hook-Ups are Available at No Extra Charge (First Come, First Served)

## Additional Sponsorship Opportunities

Do you want your company to stand out even further? Consider participating in these additional sponsorship opportunities.

**The opportunities\* listed below will be offered on a first come, first served basis:**

- Exclusive Pre-Conference Session Sponsorship (\$3,000)
- Exclusive Board Governance Training Sponsorship (\$3,000)
- Exclusive Front Desk Boot Camp Sponsorship (\$3,000)
- Conference App Sponsor (\$3,000) (*Two Opportunities Available*)
- Conference Wi-Fi Sponsor (\$3,000) (*Two Opportunities Available*)
- Conference Tote Bag Sponsor (\$1,500)
- ~~Conference Lanyards Sponsor (\$1,000)~~

\*Note - These special sponsorship opportunities do not include vendor table.

# LPCA35

## Conference Book Advertising Opportunities

Sponsors will automatically be awarded advertisement pages in our Annual Conference Book. Those not serving as sponsors are welcome to purchase an advertisement.

### **Please see below for advertising options and prices:**

- Full Page Advertisement (\$500)
- Half Page Advertisement (\$350)
- 1/4 Page Advertisement (\$250)

Our conference book is 6" x 9".

Advertisements must be submitted by **September 21, 2018** in order to ensure placement in conference book.

Advertisements should be submitted in PDF, JPEG, or PNG formats.



## Conference Rules & Regulations

All conference sponsors and exhibitors are expected to abide by the conference rules and regulations listed below. By registering, you and your company agree to the following:

### Space Rental Regulations

The LPCA, in its sole discretion, determines the eligibility of an entity or product for exhibit space. The LPCA Board of Directors has adopted the following Guidelines for the Acceptance of Technical Exhibits at its meetings:

- Products and services to be exhibited must meet standards of generally accepted medical practices.
- Technical data and scientific documentation may be required for products not regulated by the FDA or other governmental agency.
- Food products and nutritional supplements will be accepted for exhibition at our event only when their safety and usefulness are documented to the satisfaction of the LPCA.
- Exhibits will not be accepted if they contain false or misleading statements, in the sole discretion of the LPCA.
- Products and services will be accepted for exhibit only if they are in harmony with the LPCA's mission to serve the medically underserved and uninsured.





## **Conference Rules & Regulations**

### **Payment**

An application for exhibit space or sponsorship will not be official unless it is accompanied by payment in full for the requested amount and received by the LPCA. Applications received without full payment will not be processed, nor will exhibit space be assigned. Payment is expected at least 30 days after receipt of invoice.

### **Hospitality Rooms & Exhibitor Events**

Hospitality rooms and special exhibitor events should be discussed with LPCA staff. Such activities must be scheduled when no other LPCA activity is in progress. All activities hosted outside of conference schedule must be approved by the LPCA.

### **Promotional Literature & Giveaways**

No goods may be displayed in any part of the hotel except within the limits of the exhibitor space contracted for with the LPCA and assigned to the exhibitor. LPCA does encourage giveaways to be given out at the exhibitor table.

### **Decorations and Damage to Conference Venue**

Exhibitors shall be responsible for compliance with all rules and regulations with respect to such decorations, including local fire codes. In order to maintain the integrity and aesthetic quality of the convention center, nothing shall be posted, nailed, screwed, or otherwise attached to columns, walls, floor, or other parts of the building or furniture.

### **Use or Subletting of Exhibit Space**

No exhibitor shall assign, sublet, share, or otherwise transfer its assigned exhibit space with another entity unless prior written approval has been obtained from LPCA. The LPCA, in its sole discretion, determines the eligibility of an entity or product for exhibit space.

### **Refund Policy**

Written cancellations must be received by September 1, 2018 in order to receive 50% money back. Refunds will be mailed within 30 days post conference. After September 1, 2018, there will be no refunds issued. There are no refunds for no-shows.

### **Americans with Disabilities Act (ADA)**

Exhibitor represents and agrees that its exhibit space shall be reasonably accessible and usable by persons with disabilities and that it is in compliance to the extent applicable under regulations implementing Title III of the Americans with Disabilities Act. Exhibitor shall indemnify and hold the LPCA exempt from and against any and all claims and expenses, including attorneys' fees and litigation expenses that may be incurred by or asserted against the LPCA, its directors, agents or employees, on the basis of exhibitor's breach of this paragraph or noncompliance with any provision of the ADA



## **Conference Rules & Regulations**

### **Applicable Laws**

Exhibitor shall comply with all laws, ordinances, and regulations pertaining to health, fire prevention and public safety, as well as rules of the meeting facility that are provided. The LPCA shall have no responsibility pertaining to exhibitor's compliance with such laws, ordinances, rules and regulations. This contract shall be governed by the laws of the state of Louisiana, without regard to its conflict of laws principles.

### **Liability and Insurance**

All property of the exhibitor is understood to remain under its custody and control in transit to, from and while at the event. Neither the LPCA, nor any of its directors, agent or employees are responsible for the safety of the property of the exhibitor from theft, damage by fire, accident, vandalism, or other causes. The exhibitor expresses, waives, and releases any claim or demand it may have against any of them by reason of any damage or loss of any of the exhibitor's property.

### **Indemnification**

Exhibitor shall protect, indemnify and hold harmless the LPCA, its officers, directors, agents, and employees against and from any and all loss, costs, damages, liability, or expense arising from or out of any accident or other occurrence to anyone, including exhibitor, its agents, employees and business invitees, which arise from, out of, or by reason of exhibitor's occupancy and use of the exhibition premises or any part thereof. By exhibiting, exhibitor for and on behalf of itself, its employees, agents and invitees, releases and waives any and all claims, demands or actions against LPCA and its officers, directors, agents and employees resulting from any act or omission of exhibitor, its employees, agents and invitees.

### **Inability to Perform**

If the LPCA is prohibited from conducting the meeting or is unable to permit the exhibitor to occupy its space due to circumstances beyond its control, including without limitation strike, civil disobedience, government regulations and/or acts of God, LPCA will refund to exhibitor the amount of exhibit fee paid, less a proportionate share of LPCA expenses. Exhibitor agrees that the LPCA will have no liability for any costs, damages or expenses that exhibitor incurs as a result of the meeting being cancelled.

### **Interpretation, Adherence to General Rules**

All matters not specifically covered by the preceding rules shall be subject solely to the decision of the LPCA. The LPCA shall have sole authority to interpret, amend, and enforce these rules and regulations, provided exhibitors receive notice of any amendments when made. Each exhibitor and its employees agree to abide by these rules and regulations, and by any amendments to them. Exhibitors or their representatives who fail to observe these conditions of contract or who, in the sole opinion of the LPCA, conduct themselves inappropriately, immediately may be dismissed from the exhibit area without refund or appeal.

For any questions, please contact Ryan Sinitiere at [rsinitiere@lpcanet.net](mailto:rsinitiere@lpcanet.net) or (225) 927-7662, ext. 210.

April 16, 2018

Dear \_\_\_\_\_:

We take this opportunity to welcome you to the Shreveport Convention Center – the premier convention facility in Louisiana! Our staff eagerly awaits the opportunity to serve you. Please familiarize yourself with the following guidelines under which we operate, and feel free to ask a member of our staff if you have questions regarding any of our procedures:

- Materials may not be taped, stapled, nailed, or affixed to ceilings, painted surfaces, columns, fabrics, or decorative walls in the Center.
- All banners other than those affixed to your exhibit booth pipe & drape must be hung by SCC staff. Please see banner flyer for appropriate rates. All banners must be 14' high from the floor up. This is a regulation on behalf of \_\_\_\_\_.
- Exhibitors who manufacture, process, or distribute food in their normal course of business may distribute free food samples, provided their food samples are packaged for off-premise consumption or are not larger than one (1) ounce ("bite-size"), and beverage samples are not larger than two (2) ounce cups. Exhibitors who do not manufacture, process, or distribute food in their normal course of business and would like to distribute food from their booths must purchase from the SCC Food & Beverage Department. All food distribution must be pre-approved. Decisions made by SCC are final.
- Loading & unloading is permitted only through the loading dock located at the rear of the building. The rear door measurements are 14' tall and 19'wide.
- Forklifts and heavy equipment can be rented and may be operated by SCC personnel only. Exhibitors are allowed to bring in forklift, however proof of insurance for personal & property damages along with workmen's comp must be provided and submitted in advance of arrival. Equipment must meet all operating standards.
- Vendor access is only through the rear of the building (dock). After the first day of the show, vendors will only be permitted in the hall one (1) hour prior to show time.
- Animals and pets are not permitted in the Center, except in conjunction with a pre-approved (in writing) exhibit, display show, etc. Service dogs are permitted.
- The use of helium balloons, confetti, and/or glitter must be approved by the General Manager. Helium tanks must be tied down and secured in designated storage areas. Costs associated with the clean up of balloons, confetti or related materials are the responsibility of the exhibitor.
- All facility utilities and equipment are the property of the Center and it is prohibited to access, tamper, or otherwise utilize said utilities or equipment without prior written approval. Exhibitors are not permitted to share utilities. Please inquire with show management or facility personnel for associated costs.



- City Ordinance #37 prohibits smoking in the Center. Designated smoking areas are located outside the building and identifiable by appropriate signage.
- All fire and safety regulations must be adhered to. At no time may exit doors be blocked or obstructed. Combustible decorative material must be flame retardant.
- Adhesive backed decals and stickers may not be distributed anywhere on the premises.
- Motorized vehicles displayed in the building must have less than 1/8 tank of fuel and one battery cable disconnected. Plastic provided by the client, must be placed under the entire length of the vehicle (after it is cooled). Wheels must be placed on carpet squares or plywood when displayed on carpeted areas. *Keys and security alarm deactivation* codes must be left with the SCC Security Department.
- Motorized vehicles, carts, bicycles or similar equipment may not be operated in public areas or in any carpeted area of the facility.
- All shipments made to SCC property must have on the shipping label: Event Name, Contact person's name, Event Manager's name (with SCC). All shipments made 24-hrs prior to move-in day is a storage fee of \$30 per 100lbs.
- Failure to comply with the above or any Building Regulations can result in additional financial obligations on the part of the \_\_\_\_\_ and/or the exhibitor. We look forward to a smooth and successful conference and exposition, and having you as our guest in the future.

Sincerely,

*Marla Mitchell*

Marla P. Mitchell  
Director Event Services Manager



## Shipment Notification Form

### **INBOUND SHIPPING INFORMATION:**

Ship to:

Shreveport Convention Center  
**LA Primary Care Assoc. Annual Conference**  
**ATTN: Marla Mitchell**  
**Booth Name and Number**  
400 Caddo Street  
Shreveport, LA 71101

(Any items shipped two (2) weeks prior to the move-in date of the event will be charged a storage fee for \$30.00 per 100lbs.)

Carrier Name: \_\_\_\_\_ Carrier Phone Number: \_\_\_\_\_

Shipped to: Warehouse  Show Site

Shipped From City/ State: \_\_\_\_\_

Total Number or Crates: \_\_\_\_\_ Cartons: \_\_\_\_\_ Fiber Cases: \_\_\_\_\_ Other (Specify): \_\_\_\_\_

## Move-out Shipping Information

Vendors that have items that needs to be shipped out after the event, please follow the procedures below.

1. Pack all items in shipping boxes and put shipping labels on each one.
2. Contact your provider (UPS, FedEx, etc) to arrange shipment pickup. (our security office is open 24hrs, seven days a week)
3. You may make arrangements (at registration) for your packages to be picked up from your booth and taken to the Shreveport Convention Center Security Storage. Security will check-in all boxes and wait for their pick up.



## **Safety First!**

### **NOTICE TO ALL EXHIBITORS**

PLEASE WATCH FOR MOVING VEHICLES SUCH AS MOTORIZED CARTS, SCOOTERS AND FORKLIFTS. THE DRIVER MAY NOT BE ABLE TO SEE YOU.

TO ENSURE THEIR SAFETY, CHILDREN ARE NOT ALLOWED ON THE SHOW FLOOR DURING MOVE-IN OR MOVE-OUT.

PER FIRE MARSHALL REGULATIONS, YOU MAY NOT PIN, STAPLE OR AFFIX ANYTHING TO THE BOOTH DRAPES OR TABLE SKIRTS.

PLEASE **DO NOT** STAND ON TABLES OR CHAIRS. LABOR IS AVAILABLE AT THE SERVICE DESK TO ASSIST YOU.

PLEASE **DO NOT** REMOVE BOOTH DRAPES, SKIRTS OR TABLES. PLEASE CONTACT SHOW DESK FOR ASSISTANCE.

ALL DAMAGE WILL BE ASSESSED AND BILLED TO THE EXHIBITOR.

SHREVEPORT CONVENTION CENTER DOES NOT LOAN EQUIPMENT, TOOLS OR DOLLIES.

## FIRE DEPARTMENT REGULATIONS

**The information contained in this brief outline does not by any means cover completely the ordinances and regulations contained in the City of Shreveport Fire Code, but it does provide the basic rules governing concessions, exhibits and shows in any building open to the public.**

1. Submit plans to the fire marshal before erecting a structure as a display inside an exhibit building unless the decorative and construction materials are non-combustible or flameproof.
2. All exit doors serving any occupied area of the building must remain unlocked, unobstructed and in proper operating condition; exit signs must function properly and be visible from all areas.
3. All curtains, drapes or decorations must be non-combustible or flameproof.
4. Any merchandise or material attached to drapes or table skirts must be non-combustible or flameproof.
5. Fire extinguishing equipment needs will be determined by the fire marshal and any such equipment must remain visible and accessible.
6. Automotive vehicles and equipment may be displayed if:
  7. There is not more than 5 gallons of fuel or the minimum amount for positioning.
  8. Fuel tanks are locked and sealed.
  9. Battery cables are disconnected.
  10. Ignition keys are removed and at display location.
11. Vehicle operation is limited to brief parade type displays specifically approved by the fire marshal.
12. The storage of combustible shipping containers must be confined to areas approved by the fire marshal.
13. The use, display or storage of LPG, flammable liquid or flammable gas must be approved by the fire marshal in writing.
14. NO SMOKING BY ORDER OF THE FIRE MARSHAL signs must be posted and maintained in areas so designated by the fire marshal.
15. The use of open flames, burning or smoke-emitting materials as part of an act, display or show is prohibited.
16. Combustible waste is to be collected as it accumulates and be stored in non-combustible, covered containers which are emptied at least once each day.
17. The use of welding and cutting equipment for demonstration purposes must be by permit from the fire marshal.
18. The use of compressed gas cylinders must be approved by the fire marshal and cylinders must be firmly secured in an upright position.
19. All commercial type cooking appliances shall be equipped with ventilation hoods and approved automatic extinguishing systems. All other cooking devices shall have adequate separation from combustible materials by spacing or non-combustible shielding.
20. The use of gas or any gas-fired appliances must be approved by the fire marshal; the use of salamander stoves is prohibited.
21. Sawdust and shavings shall be kept flameproof.
22. The storage of hay and straw must be approved by the fire marshal.

These are Basic Rules which every exhibit must comply with prior to the scheduled opening.