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**THCA|TNCAL**  
TENNESSEE HEALTH CARE ASSOCIATION  
TENNESSEE CENTER FOR ASSISTED LIVING

# EXHIBITOR PROSPECTUS

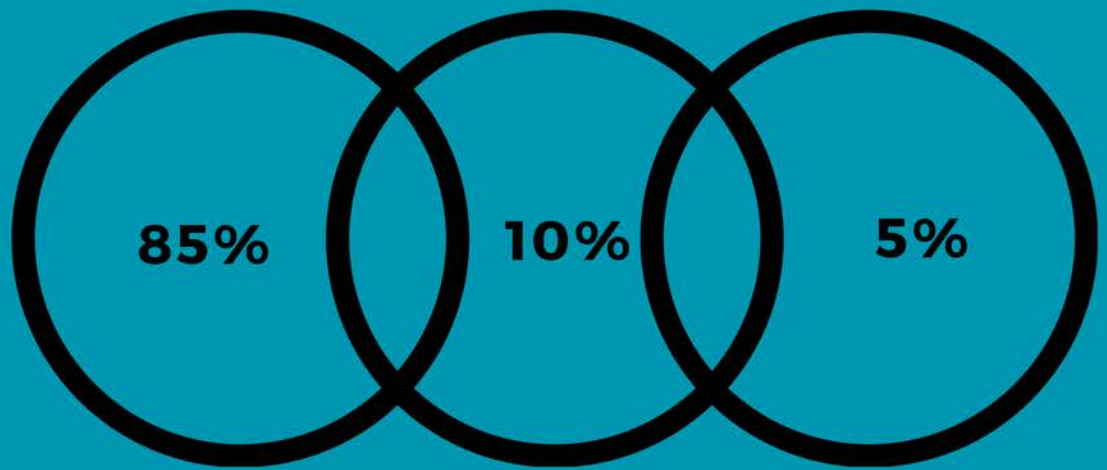
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**THCA|TNCAL ANNUAL  
CONVENTION & TRADE SHOW  
AUGUST 20-22, 2025  
MUSIC CITY CENTER**

**2025**

**THCA.ORG**

# THCAITNCAL ATTENDEE PROFILE



ADMINISTRATORS  
OWNERS  
CORPORATE  
DIRECTOR OF  
NURSING

Activities  
Social Services

Office  
Dietary

## JOIN US IN 2025

The THCA/TNCAL Convention & Trade Show brings together more than 500 long-term care leaders from across Tennessee to enjoy high quality education, networking with peers and exploring cutting-edge supplies and services provided by more than 180 exhibiting companies. We invite you to exhibit with us and learn more about your customers' needs while showcasing your products, building brand awareness, visiting with current customers and collecting new leads.





# Who Should Exhibit

Companies that offer innovative products and services to the long-term care industry such as:

- Clinical and healthcare consulting
- Clothing & Textiles
- Food Service Management
- Financial Services
- Furnishings
- Information Systems/Services
- Insurance
- Pharmaceuticals
- Specialized Training
- Therapy Services
- Telecom & Security Services
- Other Products & Services utilized by skilled nursing and assisted living facilities

## WHY EXHIBIT

01

Showcase and introduce new products and/or services

02

Strengthen relationships with existing customers through face-to-face interactions

03

Discover new customers in the long-term care industry

04

Network with peers and stay up-to-date on current trends and developments within the long-term care industry

# Booth Fee Includes:

- 10' x 10' booth
- 8'high draped backdrop curtain, 3' draped side walls
- (1) 6' x 30" draped table
- (2) folding chairs
- (1) wastebasket
- (1) exhibitor ID sign
- (4) complimentary exhibitor badges per 10x10 booth
- Company listing in convention brochure and program (provided contract submitted prior to publication deadlines)
- Full company profile in the exhibitor directory published in the summer issue of Perspective magazine (Pre-Convention)
- Mobile App listing
- Pre- and Post-Attendee list



## Trade Show Schedule (tentative)

### Wednesday, August 20

Exhibitor Registration & Move-In  
11:00 AM - 7:00 PM

Opening Welcome Mixer  
4:30 PM - 6:00 PM

### Thursday, August 21

Trade Show Open to All  
10:30 AM - 1:30 PM

Lunch Served in Exhibit Hall  
11:00 AM - 12:30 PM

### Friday, August 22

Trade Show Open to All  
8:30 AM - 10:30 AM

Exhibitor Move Out  
10:30 AM - 3:30 P



# Booth Pricing

## THCA Associate Members - Discounted Fee

- **INLINE BOOTH PACKAGE: \$950**  
(\$100 discount on more than one booth)

## THCA Non-Members - Regular Fee

- **INLINE BOOTH PACKAGE: \$1,600**

## Booth Upgrades/Traffic Builders

**Corner** • Add \$50 per booth

**Premium Location** • Add \$150 per booth (shaded in red on floorplan)

**Game Ticket Space** • Add \$100 per booth (shaded in blue on floorplan)

**Grand Prize Ticket Space** • Add \$150 per booth (shaded in gold on floorplan)

**Discounted Carpet Rate** • Add \$200 per booth

**Discounted Carpet:** THCA/TNCAL offers standard carpet at a discounted rate to exhibitors. Colors to be selected prior to show dates.

# Associate Membership



Associate membership is designed to keep you informed of industry happenings, improve communications and networking between vendors and member facilities, and to provide a channel for building business relationships. Associate members are an integral part of the long-term care community and we value your support and participation.

## Become a Member

### Benefits Include:

- Discounted member rate to exhibit (\$600 less than a non-member)
- Standard company listing in the Buyer's Guide section of the annual Membership Handbook (provided application is received by 12/31/24)
- Company listing in online Vendor Finder of the THCA website
- Electronic copy of THCA/TNCAL member facilities, including administrator contact information
- Subscription to Perspective magazine, THCA's quarterly publication
- Company listing on the "Welcome Member" page in an issue of Perspective magazine
- Subscription to Associates Monthly, an e-newsletter to keep Associate members informed of critical long-term care issues
- Subscription to Week In Review e-newsletter, a weekly compilation of news related industry articles
- First option for advertising and sponsorship opportunities

**THCA Associate Membership dues for 2025 are \$525 per calendar year**

**Apply online [thca.org](https://thca.org)**



# Become an Annual Corporate Partner

Annual Sponsorship partners participate in all of THCA's major vendor programs throughout the year and receive special recognition, including a corporate sponsors only event at the annual trade show and convention.



## SPONSORSHIP LEVELS

PLATINUM

\$7,600

MINIMUM COMMITMENT LEVEL

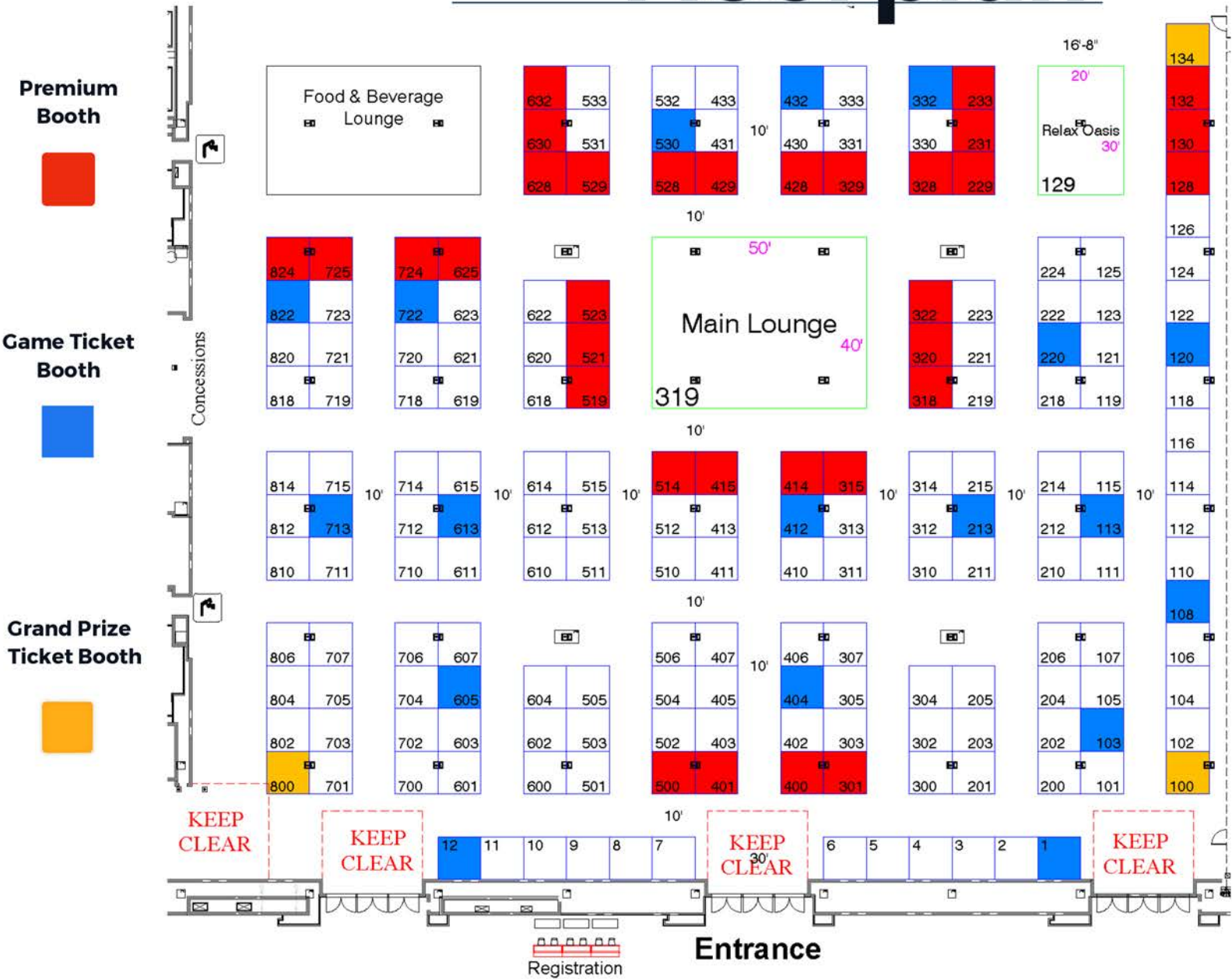
GOLD

\$4,100

MINIMUM COMMITMENT LEVEL



# Floorplan



**THCA/TNCAL  
TRADE SHOW,  
AUGUST 20-22,  
2024**

**SET-UP ON  
AUGUST 20**

**MUSIC CITY  
CENTER,  
NASHVILLE, TN**

Questions?

**Marla Thompson, 615.346.7115,**

## How to Reserve Exhibit Space



**At the 2024 Convention & Trade Show**

Pick your booth space and complete an online contract visit the main lounge during Trade Show hours to confirm your booth location. No deposit required. Full payment due by March 31, 2025.



**visit <http://floorplan.thca.org/2025>**

View available spaces and complete the online booth reservation form



**Email: [mthompson@thca.org](mailto:mthompson@thca.org)**



# Convention Sponsorships

A great way to show your support of the association



**Customize your own package!**



## **\$5,000-\$9,999 LEVEL**

Opening Session Speaker  
Closing Session Speaker  
Attendee Badge Holders  
Board of Directors Pre-Convention Dinner



## **\$3,000 - \$4,999 LEVEL**

Convention Brochure  
Convention Program  
Convention Tote Bags



## **\$2,000 - \$2,999 LEVEL**

Trade Show Aisle Signs  
Mobile Event App  
TNCAL Luncheon  
Refreshment Break in Exhibit Hall



## **\$1,000- \$1,999 LEVEL**

Cup/Coffee Sleeve Sponsor  
Convention Schedule Boards  
Seated Massage  
Entertainment Sponsor



## **New Opportunities**

Drink Tickets at Mixer  
Hotel Room Drop  
Ribbon Wall




































# THCA | TNCAL

TENNESSEE HEALTH CARE ASSOCIATION  
TENNESSEE CENTER FOR ASSISTED LIVING

Contact Marla Thompson  
615.346.7115 or  
mthompson@thca.org  
for a customized package



# Convention Sponsorship Levels & Benefits

	Any combination of Convention sponsorships totaling <b>\$10,000 and above</b>	Any combination of Convention sponsorships totaling <b>\$5,000-\$9,999</b>	Any combination of Convention sponsorships totaling <b>\$3,000-\$4,999</b>	Any combination of Convention sponsorships totaling <b>\$2,000-\$2,999</b>	Any combination of Convention sponsorships totaling <b>\$1,000-\$1,999</b>
<b>Host Hotel</b> One room, one night stay at the host hotel.					
<b>E-Blast (Pre-Convention)</b> Logo with a link to your web site included in one e-blast to THCA/TNCAL members, administrators and corporate personnel.					
<b>Association Press E-Newsletter (Pre-Convention)</b> Your company spotlighted in one pre-Convention issue of Association Press e-newsletter sent to all THCA/TNCAL member administrators and corporate personnel.					
<b>Convention Program Advertising</b> Half page, color ad in the Convention program. Subject to production deadlines.					
<b>Perspective Magazine Sponsor Page (Pre-Convention)</b> Your logo, sized by sponsor level, included on a sponsor page in the summer issue.					
<b>Convention Program Sponsor Directory</b> Your company information & logo published in directory of sponsor companies.					
<b>Website</b> Your logo, sized by sponsor level, on Convention page of THCA/TNCAL website.					
<b>Perspective magazine (Post-Convention)</b> Company profile with product description and logo in the fall issue.					
<b>Announcement/Signage</b> Recognition through announcements and/or signage at sponsored event.					
<b>Main Event Recognition</b> Company logo, sized by sponsor level, periodically displayed on large media screens during the Keynote and Closing Sessions. Sponsor ribbons for staff badges					
<b>Recognition in official THCA Convention app</b>	Exhibit/Sponsor profile to include description, logo, external link to website, external link to sales rep email, internal link to floorplan	Exhibit/Sponsor profile to include description, logo, external link to website, external link to sales rep email	Exhibit/Sponsor profile to include logo, external link to website, external link to sales rep email	Exhibit/Sponsor profile to include logo, external link to sales rep email	Exhibit/Sponsor profile to include logo





# Exhibitor Additional Information

## Convention Mobile App

A list of exhibitors, sponsors, and speakers along with a full schedule are available to help you connect with attendees.



Two forms of lead retrieval are available. One option through the convention mobile app and one through MTS badge tracking.

## Lead Retrieval

## Prizes & Prize Announcements

Prize boards will be available in the exhibit hall for exhibitors to list the names of winners. Exhibitors are responsible for communicating with the winners directly.



Each confirmed exhibitor will be emailed a list of conference attendees in an Excel format.

## Pre- and Post-Conference Attendee Lists

## Hotel Reservations

THCA will notify exhibitors of the special room rate in June.



Each booth receives four complimentary badges. Additional badges can be purchased for \$200 each.

## Name Badges

# Join Us

## 2025 THCA/TNCAL Convention & Trade Show

August 20 - 22

Music City Center, Nashville, TN

### About THCA/TNCAL

Founded in 1947, the Tennessee Health Care Association (THCA) is dedicated to maintaining the high standards of licensed long-term care facilities through education, advocacy and leadership. THCA develops programs that advance care quality and strives to improve the public's understanding of long-term care's role in the health care system. In 2009, THCA launched the Tennessee Center for Assisted Living (TNCAL), a separate organization under the THCA umbrella that is dedicated to the interests of Tennessee's assisted care living facilities. THCA/TNCAL serves 94% of Tennessee's skilled nursing facilities and over 100 assisted care living facilities.



#### Address

P.O. BOX 440548, Nashville, TN 37244-0548      Mailing Address  
5120 Virginia Way, Suite A21, Brentwood, TN 37027      Office Address



#### Telephone

615.834.6520



#### Fax

615.834.2502



#### Website

[thca.org](http://thca.org)



Tennessee Health Care Association/Tennessee Center for Assisted Living



@thcatncal



thcatncal

#### Social