

2026 IHCA/INCAL Convention & Expo Exhibitor Booth Details & Pricing 2026 IHCA/INCAL Convention & Expo

The IHCA/INCAL offers a variety of opportunities to fit your engagement needs and budget.

Show Location

- The expo will be on Tuesday, August 18 in Griffin Hall at the JW Marriott Hotel Indianapolis (10 S West Street) in Indianapolis, Indiana.

Exhibitor and Sponsor Sales Timeline

- January 6 – March 3: Title and Key Associate Member priority sponsorship and exhibitor booth selection period.
- March 4 – May 28: Exhibitor booth and sponsorship registration opens for Standard Associate Members.
- May 29: Exhibitor and sponsorship registration opens for non-members
- July 1 Booth price for members goes up to \$2000

Expo Schedule

- Monday, August 17: 4:00 p.m.-6:00 p.m. Exhibitor Setup
- Tuesday, August 18: 7:00 a.m.-10:00 a.m. Exhibitor Setup
- Tuesday, August 18: 10:15 a.m.- 12:30 p.m. Expo open to Attendees
- Tuesday, August 18: 1:00 p.m. Exhibitor Teardown

Booth Pricing

8' x 8':

- Standard Associate Members March 4-May 29- \$1600
- July 1 (prices go up) all member booths will sold at - \$2000
- Non-members - \$2500

*Title Members will receive a 10' x 10' booth.

Booth Fee Includes

- One (1) CARPETED 8' X 8' booth with 8' high back drape and 3' high side drape (Title Members 10' x 10' booth)

- One (1) 6ft. skirted table
- Two (2) padded, armless chairs
- Free wireless internet
- Two exhibitor staff badges for working the exhibit booth (*only 2 exhibitors per booth allowed, Title Members receive 3 exhibitors per booth)
- Booth identification sign (7" X 44" in size, black and white)
- Electronic listing of attendees 2 weeks prior and post-convention, a hard copy will be provided during the event
- Access to the Convention App to connect with attendees
- Recognition in Convention App

Optional Add-Ons:

- Exhibitor Scavenger Hunt Add-on to drive additional traffic to your booth, \$350 per booth
- Keynote/Senior Living Awards Luncheon (luncheon tickets available for \$125 per person)
- Electricity or other AV needs available for purchase through the hotel's contracted provider, Markey's. Pricing varies.
- Lead Retrieval Package available for purchase through Trade Show Leads (TSL), IHCA/INCAL's contracted vendor. TSL staff provides onsite training to all exhibitors on the use of the equipment. TSL provides cell phone numbers to exhibitors which allow exhibitors to never have to leave their booth. Exhibitors have the ability to customize their experience by creating custom notes and/or questions in order to better qualify the lead.

Pricing starts at \$250.

Please note:

The 2026 convention theme is "Caregiver Extravaganza" and will play host to a carnival theme atmosphere. Exhibitors are encouraged to decorate their booths in line with the theme.

- Payment is due at the time of registration for all sponsorships and booths in order to receive an assignment. Payment must be received by July 19, 2026 in order to avoid the booth being voided. The applicant must also be in good financial standing with the association. **Booth prices increase after July 1.**

- All exhibitors and sponsors will receive access to a digital attendee list two weeks prior to the event, a hard copy attendee list at the event (if attending), and a digital attendee list post-event.

Attendee lists are shared only with the sponsors/exhibitors of the event.

- Sponsorships include recognition in the Convention App and event signage. Due to our printing deadline, sponsorships purchased after July 19, 2026 will not be included in event signage.
- Booth Placement: IHCA/INCAL will make every effort to ensure exhibitors receive their preferred booth. However, we reserve the right to adjust booth assignments to avoid conflict between competitors or to accommodate other space and planning considerations. Booth placement is not final until all booths are sold. Final booth placement will be confirmed with exhibitors at least one week prior to the event.

Cancelation Policy:

Convention & Expo: Payment is due at the time of registration for all sponsorships and booths in order to receive an assignment. Member booth rates increase to \$2000 after July 1. No Associate Membership applications will be processed between July 1 and September 30. Booth space cancelled prior to May 23 will be refunded, less a 25% processing fee. Booth space cancelled on or after May 23 but before June 23 will receive a 50% refund. No refunds will be issued for cancellations made after June 23. Sponsorship cancellation deadline for refunds is June 30 due to signage deadlines. All cancellations must be submitted in writing and emailed to Katy Quigley at kquigley@ihca.org