IHCA/INCAL
2020 Convention & Expo
Virtual Exhibitor Guide

These are unprecedented times for Indiana’s long term care providers and for the companies that provide important goods and services to our skilled nursing and assisted living facilities and residents. The safety of our members, their residents, and the greater community is our top priority, and after careful consideration of several factors and with feedback from our Board of Directors, IHCA/INCAL has made the decision to offer this year’s Annual Convention & Expo in an exciting new virtual format.

About the 2020 Convention & Expo
- The revised convention format will be presented on a dynamic and intuitive mobile-friendly website hosted by CadmiumCD, a nationally-recognized virtual event software platform, and all content will be available for attendees to access on their schedule, 24/7 from August 3-31, 2020.
- The virtual event will offer 15 on-demand virtual educational sessions totaling 15 CEUs approved for Indiana licensed Administrators, Indiana licensed Social Workers, and Indiana licensed Occupational Therapists.
  - To view a list of sessions descriptions and presenters, please click here.
- Attendee registrations are available for $50 for members or $250 for non-members. Exhibitors have the option of registering separately as attendees with the member/non-member rate based on their membership status.
- The Virtual Expo will also be available to all attendees from August 3-31, 2020. Exhibitors will build out their booth in the CadmiumCD Exhibitor Portal software that includes step-by-step instructions and regular task reminders.

Virtual Exhibit Package Pricing
IHCA/INCAL is committed to providing our Virtual Exhibit Package at a competitive price while providing considerable value and a variety of engagement components.
- Members - $450
- Non-members - $600
Virtual Exhibit Package Fee Includes
(See additional details on pages 3&4 for specific information about each package element.)

- Virtual Exhibit Booth hosted on the Interactive Floor Plan
  - IHCA/INCAL will place exhibitors in booths for this show.
- One Digital Product Showcase Add-on
- Scavenger Hunt Lead Generation Tool

Registration Process
- Exhibitors can register beginning June 1 and registration will remain open until all booths are sold. Space is limited and early registration is encouraged to insure your spot.
- Click here to begin the online registration process. Online registration will require payment by credit card. To register and pay by check, please contact Colin Hebenstreit at chebenstreit@ihca.org.
  - Your booth will not be confirmed and access to the Exhibitor Portal will not be granted until payment is received.

Virtual Booth Set-up Process
Details will be sent to all virtual exhibitors by early July with next steps on accessing the Exhibitor Portal in order to set up your booth, build your digital product showcase, and submit your scavenger hunt question. Exhibitors will have the month of July to build their booths out and will receive regular reminders about exhibitor tasks that need to be completed.

Cancellation Policy
- Booth space cancelled by June 23, 2020 will be refunded, less a $100 processing fee.
- No refunds will be issued for cancellations or withdrawals made after June 23, 2020.
- All cancellations and withdrawals must be submitted in writing and emailed to Colin Hebenstreit at chebenstreit@ihca.org.

Questions
Please contact Colin Hebenstreit, Director of Member Services, at chebenstreit@ihca.org or call (317) 616-0209.
Virtual Exhibitor Package Elements

Each of the three elements listed below are included in the package fee.

[1] Virtual Exhibit Booth

Attendees can “walk” the exhibit hall using the Interactive Floor Plan map just like they would at our in-person event. Attendees can also search by exhibitor category, browse the exhibitor list, or find companies on the floorplan to find new products and contacts.

As an exhibitor you can upload a company video along with your brochures or presentation files, designate product categories, share staff contact information, include a company description, and highlight your website and social media platforms.

Exhibitors will receive attendee registration lists with contact information (including emails) before, during and after the event.

[2] Digital Product Showcase Add-on

Feature a new product or highlight a current promotion with high quality images and videos.

Generate leads as attendees request information about your specific product.
[3] Scavenger Hunt Tool

Drive traffic to your booth and capture attendee leads using this fun gamification tool.

Attendees visit your booth and answer a question about your company (supplied by you) to be eligible to win gift card prizes provided by IHCA/INCAL.

Contact us:
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