

# 2021 Exhibitor Application & Agreement

## FADONA's 34<sup>th</sup> Annual Trade Show: March 22-25, 2021



Exhibiting Firm: \_\_\_\_\_

(Please print or type on this form. Provide firm name as you wish it to appear in the convention material and on booth sign.)

Name of Company Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

1. List the type of goods or services that you will exhibit at your booth. \_\_\_\_\_

2. List companies that you would prefer **NOT** to be placed near when exhibiting. Every effort will be made to accommodate your request. \_\_\_\_\_

3. I, the undersigned, agree to purchase \_\_\_\_\_ exhibit booth(s) at **FADONA's 34<sup>th</sup> Annual Trade Show, March 23-24, 2021, at the Rosen Plaza Hotel.**

4. No refunds will be made after **Feb. 22, 2021**, and a **\$150** administrative fee will be deducted for written cancellations received prior to **Feb. 22, 2021**.

5. I further understand and agree that all costs and obligations of exhibiting will be the responsibility of the applicant.

6. I have read the enclosed rules, regulations, and agreements of **FADONA's 34<sup>th</sup> Annual Trade Show** and do fully understand, hereby agree to, and will comply with all said rules, regulations, releases, and/or agreements.

7. **(Optional)** I do hereby agree to donate \_\_\_\_\_ to be given away as a silent auction item or door prize. Our company name will be included in convention materials as the donor.

8. **Name Badges:** Print names of representatives who will need badges (**Limit 4 per booth – \$25 for each extra rep.:**)

a. \_\_\_\_\_ b. \_\_\_\_\_

c. \_\_\_\_\_ d. \_\_\_\_\_

**All Trade Show name badge requests must be received prior to March 2, 2021.**

**Get Involved!** Join the Alliance Council to network with LTC directors and assistant directors of nursing. Distinguish your company from the competition with marketing tools that identify you as a member in good standing of the Alliance Council.

9.  **Yes! Alliance Council** dues in the amount of **\$250** are enclosed.

10.  **Yes!** We want to sponsor a specific event or speaker! Call us.

11.  **Yes!** We want to reserve **Sponsorship Opportunities** (see Section 9, on page 3): \_\_\_\_\_

12.  **Platinum Partners: Fun Night Sponsors** — only **\$500**.

13.  The number of booths requested is \_\_\_\_\_, for a total of \$ \_\_\_\_\_.

14.  a. A check in the amount of \$ \_\_\_\_\_, to cover the entire exhibit fee, membership, and sponsorship(s) is enclosed; **or;**

b. Payment in the amount of \$ \_\_\_\_\_ was made online at **www.fadona.org** on \_\_\_\_\_. We are mailing/faxing this completed and signed agreement directly to FADONA.

15. Approved by: \_\_\_\_\_  
Authorized signature of exhibiting firm Date

16. Accepted by FADONA: \_\_\_\_\_  
Date

### 2021 Exhibit Fees & Sponsorships\*

— Please **circle** your choices —

**The cost per 8' x 10' Exhibit Booth is \$1,125.**

The following discounted exhibit fee rates apply\*:

|            |       |                |
|------------|-------|----------------|
| Early Bird | \$995 | Before Dec. 30 |
|------------|-------|----------------|

**Final Fees**

|                   |       |
|-------------------|-------|
| Alliance Council* | \$895 |
| Patron Member*    | \$945 |
| Non-member        | \$995 |

For sponsorship levels, which include booth/exhibit fees, refer to Section 9 inside:

|   |                |
|---|----------------|
| <input type="checkbox"/> <b>Grand</b>   | <b>\$5,195</b> |
| <input type="checkbox"/> <b>Classic</b> | <b>\$2,495</b> |
| <input type="checkbox"/> <b>Other</b>   | <b>\$_____</b> |

\*Alliance Council/Patron members in good standing through **March 31, 2021**, are entitled to discounts on exhibit fees only.

**Mail completed form with check payable to FADONA to: FADONA, Attention: Ian Cordes,  
 400 Executive Center Drive, Suite 208, West Palm Beach, FL 33401  
 (561) 689-6321 • Fax: (561) 689-6324 • Email: icordes@fadona.org**

Early-bird registration rate expires Dec. 30, 2020



# 2021 FADONA Annual Trade Show



**Exhibit Booth Fees:** Cost for each 8 x 10-foot exhibit booth in the exhibit hall is \$1,125. The **Early-Bird** rate is \$995 per booth, for all paid agreements received on or prior to Dec. 30, 2020.

**Early-Bird Member Discounts: Alliance Council – Up to \$100 • Patron Member – \$50**

## 1. Exhibit Fee Includes:

- One (1) 8-foot deep by 10-foot wide booth with one (1) 6-foot draped table
- Back and side drapes
- One (1) 7 by 44-inch, one-line identification sign indicating company name and booth number
- Two (2) folding chairs
- One (1) wastebasket
- Promotional material about each exhibitor will appear in the convention program
- An exhibitor services kit provided by **Goben Convention Services**, the general services contractor
- Broad exposure to FADONA members, who authorize and recommend millions of dollars annually in purchases for routine supplies, services, and equipment
- Exhibitor Staff:** May register to attend any of the seminars and earn contact hours for FL-licensed nurses and NHAs at **no cost**



**2. Trade Show Site:** The Trade Show will be held in **Ballroom AB** of the **Rosen Plaza Hotel**, 9700 International Drive, Orlando, FL 32819; (407) 996-9700.

**3. Rosen Plaza Hotel\*:** The special FADONA group rate is \$162 per single/double occupancy with no resort fee, and 50% discount off self-parking for overnight guests. Hotel amenities include:

- ◀ Hotel will provide group rate for three (3) days pre- and three (3) days post-program dates, based on availability.
- ◀ Complimentary high-speed internet access in guestrooms and public spaces with basic wireless internet access in the assigned meeting rooms and pre-function areas.

For hotel reservations, call **800-627-8258**; or **407-996-9700** (hotel direct) and identify yourself as part of the FADONA Convention Group to receive the group rate. You may also reserve online by going to [www.fadona.org/convention.html](http://www.fadona.org/convention.html) (once the link is live).

\* *Reservations must be made no later than Feb. 25, 2021. Reservations requested after the cut-off date will be on a space-available basis.*

**4. Hotel Catering & Special Services** (see #5 below): If you need any special services such as catering a product theater, planning a private dinner, etc., contact **Harold Donnelly, Convention Services Manager, Phone: 407-996-1714; Fax: 407-996-9111; email: [hdonnelly@rosenplaza.com](mailto:hdonnelly@rosenplaza.com)**.

**5. Conflicting Events:** As a condition of this application to exhibit, you agree not to host/support/sponsor any meetings or receptions within 10 miles of the location of the FADONA Annual Convention, within 24 hours of the beginning or end of the FADONA meeting, unless specific written/email consent is obtained from FADONA's Director of Operations.

**6. Decorator Services:** **Goben Convention Services (Goben)** is the official general services contractor for FADONA's 34<sup>th</sup> Annual Trade Show. Upon receipt of your confirmation to exhibit, we will give **Goben** your name and contact information. They will be in touch with you regarding your additional needs (i.e., furniture/exhibit equipment rentals, shipping and storage of your equipment and materials, electrical service, etc.) and will provide you with an exhibitor service kit illustrating all products and services available. If you have questions about their services or products, please contact **Goben Account Manager, Stephanie Placeres** at [stephanie@gobencs.com](mailto:stephanie@gobencs.com), (407) 872-2223.

## 7. Trade Show-Related Times (subject to change):

- Registration:** 9 a.m.-5 p.m., **Tuesday, March 23, 2021**. As an exhibitor, a conference brochure will be sent to you describing the planned activities, and you will be given the opportunity to register as a full participant.
- Setup:** Exhibitors may set up their booths between **12 and 3 p.m.** on **Tuesday, March 23**.
- Exhibit Hours:** There will be a total of **4.5** quality exhibit hours. The exhibit hours are:
  - ◀ **Tuesday, March 23, 3:30-6 p.m.**
  - ◀ **Wednesday, March 24, 1-3 p.m.**
- Dismantling:** All materials must be dismantled/removed from the exhibit area no later than **4:15 p.m., Wednesday, March 24**.

**8. Application for Exhibit Space:** Complete the enclosed *Exhibitor Application & Agreement* and return it to: **FADONA, Attention: Ian Cordes, 400 Executive Center Drive, Suite 208, West Palm Beach, FL 33401**. You may also fax it to (561) 689-6324, or email it to [icordes@bellsouth.net](mailto:icordes@bellsouth.net).

*Booth numbers will be assigned one week prior to the Trade Show. Please do not call the business office asking for your booth number before then, as they will not be available.* The date your application arrives at the FADONA business office determines the order in which your application is processed. To improve your chances of getting a preferred location, applications should be submitted as soon as possible. In addition, there is a limited number of booths this year, and we anticipate that all the booths will sell very quickly.

**9. Sponsorship Opportunities:** We invite you to sponsor one or more of the following convention events:

- a. **Tuesday, March 23, Lunch and Educational Session:** \$7,500
- b. **Breakfast:** \$4,000 each
- c. **Educational Sessions:** \$3,500 each
- d. **Welcome Reception on Monday, March 24:** \$2,500
- e. **Special Keynote Leadership Speaker on Tuesday, March 23:** \$2,500
- f. **Tote Bags:** \$2,000
- g. **LPN and CNA Awards of Excellence:** \$2,000
- h. **Hotel Key Cards with your imprint:** \$1,750
- i. **T-Shirts:** \$1,500
- j. **Nursing Administrator of the Year Award:** \$1,500
- k. **Coffee Breaks:** \$1,250 each
- l. **Name Badge Holders:** \$1,000
- m. **Platinum Partners: Official Fun Night Sponsors:** \$500
  - This support level is available only to **Alliance Council** members.
- n. **Grand Sponsor** — The following benefits are included in this level:
  - i. Annual Alliance Council membership dues: **A \$250 value.**
  - ii. One (1) 8 by 10-foot exhibit, in preferred area of Annual Trade Show: **A \$1,125 value.**
  - iii. Upgrade to a double or triple booth for only **\$750** each (optional). **A \$375 savings.**
  - iv. One (1) free, full-page ad or its equivalent (must use within 18 months) in the award-winning *FADONA Focus* newsletter: **A \$750 value.**
  - v. Free company listing with Alliance Council in each issue of *FADONA Focus*. Value: **Priceless!**
  - vi. One (1) free 1/2-page ad in the Annual Convention Program: **A \$275 value.**
  - vii. **Platinum Partners: Official Fun Night Sponsor** — **\$500** (comes with two [2] tickets worth **\$75** each)
  - viii. **Bonus:** Two (2) additional tickets to *Fun Night*: **A \$150 value.**
  - ix. Company logo and website link at [www.fadona.org](http://www.fadona.org): **A \$250 value.**
  - x. Recognition as the sponsor of one of the educational sessions: **A \$3,500 value.**
  - xi. High-profile recognition in print, collateral material, website, onsite signage, mentioned in announcements, etc.
  - The total of these benefits adds up to **\$7,175**. As a **Grand Sponsor**, the total is only ~~(\$5,195)~~ — **A \$1,980 savings, or 27%.**
- o. **Classic Sponsor** — This level includes all the benefits in “n” above, except section “x” for educational session sponsor.
  - The total of these benefits adds up to **\$3,675**. As a **Classic Sponsor**, the total is only ~~(\$2,495)~~ — **A \$1,180 savings, or 32%.**



**There is a limited number of sponsorship opportunities. We urge you to act now to reserve your event(s) by contacting Ian Cordes at the FADONA business office, (561) 689-6321, [icordes@fadona.org](mailto:icordes@fadona.org).**

As the generous sponsor of one of these events, you will receive the following (appropriate to the function):

- Your company name shown as sponsor of the event in the convention program and promotional material.
- Your company name prominently displayed at the event.
- **Platinum Partners, the Official Fun Night Sponsors,** will be able to participate in the Trade Show game and draw more attendees to your booth.
- Introduction and recognition at the event, where appropriate.
- Name badges with special “**Sponsor**” ribbons for your company representatives.
- Acknowledgment of your sponsorship included in *FADONA Focus*, the association’s official statewide newsletter, and on our website.

**10. Seventh Annual Silent Auction:** This event is held in the Exhibit Hall and keeps our attendees engaged. You and your company are invited to donate auction items to raise money for FADONA’s scholarship fund. Over the years, FADONA has provided tens of thousands of dollars in scholarships to its members and their staff. Acknowledgment of your generous donation will be made.

**11. Door Prizes:** Door prizes are especially popular with convention participants and draw big crowds. Door prize giveaways will be held at the end of the Trade Show, when exhibitors are invited to present their door prizes to the lucky winners (participants must be present to win). If you would like to donate a prize, please indicate on the enclosed agreement.

**12. Cancellations:** In order to receive a refund of your exhibit fee, a request must be received in writing before **Feb. 22, 2021** (an administrative fee of \$150 will be deducted from your refund). Cancellations after **Feb. 22** will result in forfeiture of the entire fee.

**13. Rules and Regulations:**

**a.** Neither FADONA, FADONA’s director of operations consultant (DOO), nor the Hotel will be held responsible for any injury, loss, or damage that may occur to the exhibitor, the exhibitor’s employees/contractors, or property, or to any other person prior to, during, or subsequent to the period covered by the exhibit contract. Each exhibitor releases FADONA, DOO, and the Hotel from such liabilities and agrees to indemnify and hold harmless FADONA, DOO, and the Hotel against any and all claims for such injury, loss, or damage. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims. Exhibitor assumes responsibility and agrees to indemnify and defend FADONA, DOO, and the Hotel and its respective owners, board members, employees, and agents against any claims and expenses arising from the use of the exhibition areas.

**b.** Exhibitor shall be fully responsible to pay for any and all damages that result from any act or omission of Exhibitor to property owned by the Hotel, its owners, or managers. Exhibitor’s liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident, or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees that arise from or out of the Exhibitor’s occupancy and use of the exhibition premises, the Hotel, or any part thereof.

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**FADONA/LTC**  
400 Executive Center Drive, Suite 208  
West Palm Beach, FL 33401  
(561) 689-6321 • [www.fadona.org](http://www.fadona.org)

**Early-Bird  
rate expires  
Dec. 30, 2020**

**Register to exhibit, reserve a sponsorship, join FADONA,  
and pay online by credit card at [www.fadona.org](http://www.fadona.org).**

**Presented by the Florida Association Directors of Nursing Administration/LTC**

**Continued from the previous page**

- c.** Exhibitor understands that neither FADONA nor the Hotel maintains insurance covering the Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance. Exhibitors are encouraged to carry their own insurance, through their own sources, at their own expense.
- d.** Materials and installations are subject to all federal, state, and local fire and building codes that may apply to places of public assembly. All materials in the Exhibit Hall must be flame-proofed to meet fire department regulations as stated in the local Fire Prevention Code.
- e.** Each exhibitor is responsible for the safeguarding of its goods, materials, equipment, and display at all times.
- f.** An exhibitor may not share any part of a booth with another exhibitor or may not resell all or part of a booth.
- g.** Each exhibitor must provide attendant(s) to man the exhibit space. We ask the exhibitor to name a representative who will be responsible for the installation, operation, and dismantling of the exhibit. Please introduce yourself to the convention coordinator and wear your name tag. Please notify the FADONA business office of any replacement of representatives for your exhibit space.
- h.** Noisy equipment, amplified speech or music, distracting bright lights, visual slides, music, or voices that may annoy other exhibitors or registrants and utilizing space outside a booth or in the aisles are banned. Appropriate action will be taken for those not complying with this rule.
- i.** Each exhibitor is obliged to keep a clean and orderly booth. All aisles must be kept clear of exhibits.
- j.** Any exhibiting firm that discards its display(s) or any type of "bulk" material not considered normal refuse accumulated during the *Trade Show* must make arrangements for removal at its own expense. If the Hotel is to remove this material, each exhibitor will be charged directly by the Hotel.
- k.** Soliciting in the Exhibit Hall by representatives of firms that have not purchased a booth is prohibited. FADONA reserves the right to eject from the exhibit area any unauthorized persons soliciting orders, distributing advertisements, or showing their products. The offenders waive any right and/or claims for damages against FADONA arising from the enforcement of this rule.
- l.** FADONA reserves the right to accept or reject applications for booth space at the *34<sup>th</sup> Annual Trade Show* without recourse from the applicant.
- m.** FADONA has the right to restrict, eject, or reassign any exhibitor or its representative(s) as may be required in the best interest of other exhibitors or FADONA, prior to and during the *34<sup>th</sup> Annual Trade Show*, without recourse from the restricted exhibitors.
- n.** FADONA may amend these terms and conditions and documents included herein by reference, and each exhibitor shall be bound thereby. In the event of any amendments or additions to these regulations, written notices will be given by FADONA to such exhibitors as may be affected by them. In addition, FADONA may post or publish notice of such amendments as it may think appropriate or find practical. FADONA may also amend the exhibit schedule without notice.
- o.** All matters and questions not covered by the regulations set forth will be decided by the convention chair. Additionally, the decisions of the convention chair must be accepted as final if there are disagreements between exhibitors.

**14. General Information & Inquiries:** Contact **Ian Cordes**, FADONA's Director of Operations, with any questions you may have regarding the *Annual Trade Show*, sponsoring events, how to join FADONA as an Alliance Council member, etc. He can be reached at (561) 689-6321, or via email at [icordes@fadona.org](mailto:icordes@fadona.org).