th WH(A/Wi(AL ANNUAL 5, SPRING CONFERENCE AND EXPOSITION

APRIL 20-22, 2016 SHOW DATE APRIL 21, 2016

Kalahari Resort & Convention Center Wisconsin Dells, WI



www.whcawical.org





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Welcome: Don't miss this opportunity to meet Wisconsin's long-term care providers.

Goals: This exposition affords you the opportunity to present your supplies, services, and equipment to the decision-makers and others who have an influence on important members in the long term care community in Wisconsin. Conference attendees are interested in seeing the latest technology available for long term care facilities. They are also eager to learn about your products/services and meet your sales people. You won't want to miss this tremendous networking opportunity.

Attendees: This is one of the largest long term care trade shows in Wisconsin. Those in attendance will include owners, administrators, Assisted Living managers, DONs, nurses, as well as activity, dietary, therapy, maintenance and other facility personnel. WHCA/WiCAL will be inviting all long term care facilities, CBRFs and assisted living facilities in Wisconsin to attend this Conference.

Dates/Times:	Set-up Time	<u>Thursday, April 21, 2016</u> 6:00 a.m 11:00 a.m.	Show Time	<u>Thursday, April 21, 2016</u> 11:30 a.m 2:30 p.m.
	Tear-down	<u>Thursday, April 21, 2016</u> 2:30 p.m 6:30 p.m.		

Site: This exhibition will be held at the Kalahari Resort and Convention Center, 1305 Kalahari Dr, Wisconsin Dells, WI 53965, (888) 710-8345. The exhibit hall is located near all educational sessions, meal functions, and sleeping rooms. The hotel has convenient loading and unloading areas along with free parking.

Facts: Your investment in reaching our entire membership could be as little as \$1.00 per contact. A badge will be provided for one exhibitor representative, and each representative will receive complimentary admission to all educational sessions on April 21, 2016. Exhibitors will be listed alphabetically and by booth number, in a pocket-size exhibitor list, and on the exhibit hall map. Your company will also receive complimentary pre- and post- acknowledgment in WHCA/WiCAL publications.

Special Features: WHCA/WiCAL will be providing several cash prizes that will be awarded in the exhibit area at various times during the exposition. Complimentary desserts and other refreshments will be made available throughout the exhibit hall in the hospitality areas of the exhibit floor.

Marketing Opportunities: Each exhibitor will have advertising opportunities and sponsorships available to them. We encourage you to take advantage of these valuable programs.

Results: Your attendance at this exposition will help you open new markets, introduce new products/ services, generate sales leads, increase your number of sales and provide networking with providers so important to you.

Booth Reservations: A reservation form is enclosed for your booth space along with registration material for all marketing, sponsorship and promotional programs. (Register by 1/29/16 and receive 2014 prices)

WHCA/WiCAL Facts: Founded in 1951, WHCA/WiCAL is the largest state-wide association representing Wisconsin Nursing Homes and Assisted Living Facilities. WHCA/WiCAL has over 250 member facilities representing more than 18,000 beds including a diverse membership of DD's, individually owned, corporate chains, non-proprietary facilities, assisted living and CBRFs. The WHCA/WiCAL office is located in Madison, Wisconsin and is a state affiliate of the American Health Care Association/National Center for Assisted Living located in Washington, D.C.

WHCA/WiCAL Conference Contact: George W. (Skitch) MacKenzie, Director of Member Services, 131 West Wilson Street, Suite 1001, Madison, WI 53703 (608) 257-0125 or skitch@whca.com.

April 21, 2016 Kalahari Resort and Convention Center 1305 Kalahari Dr, Wisconsin Dells, WI 53965 (888) 710-8345

SECTION 1: PROGRAM LISTING DESCRIPTION / SERVICE DESCRIPTION

Please enclose a brief product/service description (50 words or less) for handouts, pre-conference promotions, etc.

This description must be in the WHCA/WiCAL office by March 18, 2016.

Product/Service Description: Select two categories (below) under which your company should be listed in the official program. (List Product/Service listing on Fee Calculation page. Additional listings are available for \$20 each.)

SECTION 2: BOOTH RENTAL FEES

2016 Booth Space Fees if paid by March 18, 2016 (2015 Pricing if paid by January 29, 2016):

One 8' x 10' Space: Corner Booth Add: Member Fee \$749.00 Member Fee \$30.00 Non-Member Fee \$849.00 Non-Member Fee \$40.00

2016 Booth Space Fees if paid after March 18, 2016:

One 8' x 10' Space: Corner Booth Add: Member Fee \$769.00 Member Fee \$40.00

Non-Member Fee \$869.00 Non-Member Fee \$50.00

For multiple booth space, deduct \$50 for each additional booth. A 50% deposit or payment in full must be remitted to WHCA/WiCAL to secure booth space. (WHCA/WiCAL Associate Members may be invoiced with approval from the WHCA/WiCAL office.)

Those who have reserved exhibit space by March 18, 2016, will be eligible for a special drawing at this year's conference which is a registration package for the WHCA/WiCAL Care Classic to be held at The Oaks Golf Course, Cottage Grove, WI on July 18, 2016 (prize non-transferable).

SECTION 3: BOOTH SELECTION

Booth space will be assigned on a first-paid basis. WHCA/WiCAL will accommodate all booth selections as is possible._ WHCA/WiCAL "Gold Club" Members have first selection on booth space if received by January 29, 2016.

SECTION 4: TERMS / CONDITIONS

- Exhibit space will be limited! This contract application does not assure your company of a booth or booths. You will be notified within five days of the receipt of your application if all exhibit space is filled. Full refunds will be made for those not able to exhibit for above reason.
- 2) Full payment or 50% deposit must be received by WHCA/WiCAL with contract application for exhibit space. Space will be assigned on a first-paid basis. Vendors can be invoiced with WHCA/WiCAL approval. <u>Payment in full must be made by April 8, 2016</u>.
- 3) All exhibitors shall abide by WHCA/WiCAL exhibit regulations.
- 4) This application for exhibit space becomes effective only after it has been properly executed by the exhibitor and is accepted by the WHCA/WiCAL. Full payment of exhibit space rental must be made no later than April 15, 2016. Any space not paid by due date will be charged an additional 10% unless other arrangements have been made with the WHCA/WiCAL office.
- 5) Side rails or partitions between booths cannot exceed 36" in height and back wall partitions cannot exceed 96" in height unless prior approval is received from the WHCA/WiCAL office.
- 6) Exhibitor agrees that this application is not re-assignable. Exhibitor agrees to be financially responsible for the full rental price of the space contracted for in the event of a cancellation, unless the space is resold.
- 7) Each booth space will be provided with drapes, sign, one 8' standard height table and one chair.
- 8) Booth space cannot be shared or sublet.

SECTION 5: MEAL FUNCTIONS

One Exhibit Hall lunch ticket will be provided with each booth space. Additional lunch tickets can be purchased.

SECTION 6: NEW THIS YEAR

WHCA/WICAL "INNOVATION" THEME

WHCA/WiCAL is pleased to welcome you to the 54th Annual Spring Conference, which is being held April 20-22, 2016 at the Kalahari Resort and Convention Center in Wisconsin Dells!

The theme of this year's Spring Conference is Innovation. The dictionary defines innovation as the act something new or different being introduced. In the world of long-term care, you and the members of your team engage in innovation every day just to stay on top the regulatory, operational, legal and other challenges that your community faces. With the workforce staffing shortage, changes in reimbursement from managed care to bundled payments, the redesign of the Wisconsin's Family Care program, and so many other issues, Wisconsin's long-term care provider community needs to remain in a constant state of innovation to meet its constantly growing list of challenges. Yet with challenge, there's opportunity. Innovation is the vehicle through which we maximize our opportunities and conquer our challenges.

Your WHCA/WiCAL Education Committee welcome you to enjoy enriching professional development seminars, fun and exciting entertainment and valuable networking opportunities that celebrate your commitment to Innovation. With 4 educational tracks and invaluable peer networking throughout the Spring Conference, this year's educational programming will include a total of 10 possible continuing education credits per person across Spring Conference and pre-Conference seminars with programming in administrative, clinical, innovation and assisted living tracks. The diverse array of educational offerings at this year's Spring Conference will offer the tools and knowledge you need to continue providing the best quality care to those who need it through the hard-work, innovation of long-term care providers.

SECTION 7: 2016 "PROMOTIONAL PACKAGE" (TRAFFIC BUILDER PROGRAM)

We offer a limited number of traffic builder booths available to exhibitors. These booths come with a \$175 Member/\$200 Non-Member premium and are strategically located throughout the exhibit hall to help move traffic across all rows and to all ends of the hall. All attendees receive a traffic builder card with their registration materials and are encouraged to visit each traffic builder booth for a signature. Once the traffic builder card is fully signed they are entered to win a Grand Prize of \$500 plus several other monetary prizes. This is a great incentive that will guarantee you traffic. Please check appropriate space on exhibitor agreement if you are interested.

Promotional Package Special Includes

Exhibitors who want to offer "Show Specials" can advertise these specials through special listings in various pre-conference mailings, handouts, etc. at no charge. The "Show Specials" information must be in the WHCA/WiCAL office by 2/12/16.

Bold & Boxed Print For 2016 Traffic Builder Program Exhibitors

All exhibitors participating in the promotions package will be listed in conference printing in bold and boxed print, in brochures and other promotions.

Advertising

Invite all registrants to your booth with an advertisement in the initial brochure and other conference promotions. The brochure will be sent to all Wisconsin nursing homes, most assisted living facilities and other long-term care entities. This is an opportunity you won't want to miss. All advertisements will be a part of the initial brochure, other conference printing and e-mail blasts on several occasions. Request for advertisement must be in by 2/12/16. (See exhibit application for advertising costs).

Sponsorships

Receive additional exposure by being a "Conference Sponsor" of any of the following:

- #1 Registration Area \$500
- #2 Registration Gift \$1,200
- #3 Coffee, Soda Breaks (six available) \$750
- #4 Exhibit Hall Refreshments \$4,000 (SOLD)

- #5 Thursday Lunch (Four Available) \$750
- #6 Thursday, Exhibit Luncheon Dessert Sponsor \$750
- #7 Classroom Sponsor (Ten available) \$500
- #8 Social Event Sponsor (six available) \$750

Please contact skitch@whca.com or call the WHCA/WiCAL office for further details and for your selected sponsorships (608) 257-0125



2016 Application/Contract for Exhibit Space

(Please type/print clearly all information as it should appear in handouts and on booth identification sign)

Company							
Address							
CityStateZip							
Phone () Fax () E-Mail (required)							
(required)							
Pre-Show Contact Person(Contact person will receive all pre-show correspondence)							
Pre-Show Contact E-Mail							
(required) Authorized Signature							
Name Badges Needed for Booth Personnel (One person included in Booth Fee)							
1) 3)							
2) 4)							
Please check below if you want a complimentary table and chair in your booth.							
Yes							
BOOTH SELECTION							
1st Choice 2nd Choice 3rd Choice 4th Choice List the companies you prefer NOT to be near							

Please complete and return both sides of application before March 18, 2016 and Save!

Fee Calculations

Selection	Member Fee	Non-Member Fee	Total Due	
Booth Space by 1/29/16	\$699.00	\$799.00		
Booth Space by 3/18/16	\$749.00	\$849.00		
Booth Space after 3/18/16	\$769.00	\$869.00		
Corner Booth Space-Before 3/18/16	\$30.00	\$40.00		
Corner Booth Space-After 3/18/16	\$40.00	\$50.00		
Advertisement - Full Page	\$100.00	\$200.00		
Advertisement - 1/2 Page	\$75.00	\$175.00		
Advertisement - 1/4 Page	\$50.00	\$125.00		
2016 Traffic Builder Program	\$175.00	\$200.00		
Sponsorships (amount here)				
Add'1. Booth Personnel (Includes lunch)	\$25.00	\$35.00		
Additional Product Listings	\$20.00	\$25.00		
Discounts: Each Additional Booth \$50	()	()	()	
GRAND TOTAL DUE				

Product/Service Description Listings/and from Section 1:_____

Please send separate page if needed

Contract/Cancellations

This application becomes a contract for exhibit space in accordance with the rules and regulations outlined in this exhibitor prospectus. The undersigned understands and accepts all terms of this contract. Upon acceptance by WHCA/WiCAL, this document constitutes a contract. Exhibit space assigned, then canceled, on or before 3/18/16, entitles exhibitor a full refund minus \$100 handling charge. No refunds will be made after 3/18/16.

Authorized Company	y Signature:		Date	
Accepted By (WHCA/WiCAL)			Date	
Pleas	131 West Wilson Stree		CAL Spring Exposition dison, WI 53703	
Credit Card Payment:	Master Card	VISA		
Name on Card		CC#		
Signature			Exp Date	

Get Promotional Package for April 21, 2016 Exhibit

We offer a limited number of traffic builder booths available to exhibitors. These booths come with a \$175 Member/\$200 Non-Member premium and are strategically located throughout the exhibit hall to help move traffic across all rows and to all ends of the hall. All attendees receive a traffic builder card with their registration materials and are encouraged to visit each traffic builder booth for you to initial. Once the traffic builder card is fully initialed they are entered to win a Grand Prize of \$500 plus several other monetary prizes. This is a great incentive that will guarantee you traffic. Please check appropriate space on exhibitor agreement if you are interested.

This Traffic Builder package also includes:

Buyers' Special: Exhibitors who want to offer "Show Specials" can advertise these specials in the initial brochure, handouts, e-mail blasts, etc.

Promotions will bring attendees to your booth and afford you the opportunity to market your products/ services.

You will be listed in WHCA/WiCAL's weekly electronic newsletter, Friday Update leading up to the conference.

Bold & Boxed Print in the Handouts: All exhibitors participating in the promotions package will be listed in handouts and other conference printing in bold and boxed print.

"Promotional Package": This package is available to you for only \$175. Please call Skitch at (608) 257-0125 or e-mail him at skitch@whca.com and let him know that you do not want to miss this opportunity. We also can make payment easy for you by accepting VISA/Master Card or we can invoice you. For you to participate we must hear from you by March 25, 2016.



EXHIBIT HALL FLOOR PLAN

KALAHARI RESORT & CONFERENCE CENTER





2015-2016

CE SOLUTIONS

1111 West San Marnan Waterloo, IA 50701 Tyler Mahncke Tyler.Mahncke@vgm.com Lisa Weber lisaw@discovercesolutions.com www.discovercesolutions.com

M3 INSURANCE

828 John Nolen Drive Madison, WI 53713 Chris Kenyon Chris.kenyon@m3ins.com Gregory Syvrud Greg.syvrud@m3ins.com www.m3ins.com

ADVACARE SYSTEMS

2939 North Pulaski Road Chicago, IL 60641 Josh Lukkes jlukkes@advacaresystems.com www.advacaresystems.com

AIRE-MASTER OF THE MIDWEST INC.

P.O. Box 68 Eldorado, WI 54932 Donn Mortier donn@mortier.org www.airemaster.com

AMERICAN DATA

P.O. Box 640 Sauk City, WI 53583 John Ederer, NHA info@american-data.com www.american-data.com

AMERICAN MEDICAL TECHNOLOGIES

7618 Cherokee Springs Way Knoxville, TN 37919 Nancy McNally, PT CSW Nancy.Mcnally@amtwoundcare.com www.amtwoundcare.com

BASIC AMERICAN MEDICAL PRODUCTS

2935 Northeast Parkway Atlanta, GA 30360 Luke Smet Ismet@grahmfield.com www.grahamfield.com

COMMUNICATIONS MID-AMERICA 30 West Water Street St. Paul, MN 55107 Fric Hinz ehinz@idea-ma.com www.cma-ideacom.com

GOHME

2021 Riverside Drive Green Bay, WI 54301-2320 Eric Hagen erich@gohme.com www.gohme.com

GORDON FOOD SERVICE

10901 38th Street Kenosha, WI 53144 Toni McMonagle toni.mcmonagle@gfs.com www.gfs.com

HARTIG PHARMACY SERVICES

7425 Chavenelle Drive Dubuque, IA 52001 Michael Clasen mclasen@hartigdrug.com www.hartigdrug.com

HEALTHCARE SERVICES GROUP

3200 Alfa Romeo Road Green Bay, WI 54313 Jason Skolaski jskolaski@hcsgcorp.com www.hcsgcorp.com

HEALTHPRO® REHABILITATION

3703 West Lake Avenue, Suite 200 Glenview, IL 60026 Julie Bringas jbringas@healthpro-rehab.com www.healthpro-rehab.com

ELITE "GOLD PACKAGE" PARTICIPANTS

MARTIN BROS. DISTRIBUTING 6623 Chancellor Drive Cedar Falls, IA 50613 Christy Edwards cedwards@martinsnet.com www.martinsnet.com

MCKESSON MEDICAL SURGICAL 8121 10th Avenue North Golden Valley, MN 55427 Jay Molter jay.molter@mckesson.com www.mckesson.com

NAVIGATOR GROUP PURCHASING 1000 Corporate Centre Drive Suite 100 Franklin, TN 37067 Sara Gregorich Sara.Gregorich@navigatorgpo.com www.navigatorgpo.com

SPECIALIZED MEDICAL SERVICES, INC. 5343 North 118th Court Milwaukee, WI 53051 Theresa Lang Theresa.Lang@specializedmed.com www.specializedmed.com

WHCA/WiCAL Service Corporation

131 West Wilson Street Suite 1001A Madison, WI 53703 George W. (Skitch) MacKenzie, NHA skitch@whcawical.org www.whcawical.org

WIPFLI LLP 3703 Oakwood Hills Parkway Eau Claire, WI 54702 Larry Lester llester@wipfli.com www.wipfii.com

HPS

HPS 3275 North M-37 Highway, Box 247 Middleville, MI 49333 Jennifer Zech jzech@hpsnet.com Bryan Brauer bbrauer@hpsnet.com www.hpsnet.com

HPSI PURCHASING SERVICES

1 Ada, Suite 150 Irvine, CA 92618 Tom Klingman, Purchasing Consultant tomk@hpsionline.com www.hpsionline.com

INFINITY REHAB

25117 SW Parkway Avenue, Suite D Wilsonville, OR 97070 Susan Mayer samayer@infinityrehab.com www.infinityrehab.com

JANSSEN PHARMACEUTICALS, INC

1000 US Highway 202 Raritan, New Jersey 08869 Annie Ament Aament1@its.jnj.com www.JanssenPharmaceuticalsInc.com

KRAEMER BROTHERS, LLC

925 Park Avenue, P.O. Box 219 Plain, WI 53577 Greg Callin gcallin@kraemerbrothers.com www.kraemerbrothers.com

MARKET & JOHNSON

2350 Galloway Street Eau Claire, WI 54703 Jason Plante jplante@market-johnson.com www.market-johnson.com

MEDLINE INDUSTRIES

One Medline Place Mundelein, IL 60060 Jeff Praefke Jpraefke@medline.com www.medline.com

METASTAR, THE MEDICARE

QUALITY IMPROVEMENT ORGANIZATION FOR WISCONSIN

2909 Landmark Place Madison, WI 53713 Emily Nelson enelson@metastar.com Liz Dominguez Idomingu@metastar.com www.metastar.com

MJ CARE, INC.

2448 South 102nd Street, Suite 340 Milwaukee, WI 53227 Jane Beisser Jane.Beisser@mjcare.com www.mjcare.com

MMIC

7701 France Avenue South, Suite 500 Minneapolis, MN 55435 Jana D'Arrigo Dana.Darrigo@mmicgroup.com Jeremy.Ginter Jeremy.Ginter@mmicgrouop.com www.mmicgroup.com

MOBILEX USA

333 West Brown Deer Road Fox Point, WI 53217 Paula Duebner paula.duebner@mobilexusa.com www.mobilexusa.com

NEW HORIZON FOODS 211 2nd Street NW St. Michael, MN 55376 Amy Wemple amy@newhorizonfoods.com www.newhorizonfoods.com

OMNICARE OF WISCONSIN 5185 South 9th Street

Milwaukee, WI 53122 Tracey Lewis Tracey.lewis@omnicare.com www.Omnicare.com

PATHWAY HEALTH SERVICES 2025 4th Street White Bear Lake, MN 55110 Lisa Thomson

Ithomson@pathwayhealth.com www.pathwayhealth.com

PHARMERICA N29 W23721 Woodgate Court West #101 Pewaukee, WI 53072 Joe Cacchione joe.cacchione@pharmerica.com www.pharmerica.com

PHILLIPS TOTAL CARE PHARMACY 125 E. State Street Mauston, WI 53948 Jordan Brown Jordan.Brown@phillipsrx.com www.phillipsrx.com

PREFERRED PODIATRY GROUP

2215 South Gladys Avenue Appleton, WI 54915 Ron Roberts rroberts@preferredpodiatry.com www.preferredpodiatry.com

PRESTO ABSORBENT PRODUCTS, INC.

3925 North Hasting Way Eau Claire, WI 54703 Leah Myers Imyers@gopresto.com www.prestoabsorbent.com

PULMONARY EXCHANGE

9840 Southwest Highway Oak Lawn, IL 60453 Linda Meinel lindam@pulmonaryexchange.com www.pulmonaryexchange.com

REHABCARE

680 South 4th Street Louisville, KY 40202 Doug Fox Doug.Fox@rehabcare.com www.rehabcare.com

RELIANT REHABILITATION

5212 Village Creek Drive Plano, TX 75093 Blake Bremer bbremer@reliant-rehab.com www.reliant-rehab.com

ROYAL CONSTRUCTION

3653 Greenway Street Eau Claire, WI 54701 Tim Olson tolson@royalbuilt.com www.royalbuilt.com

SANOFI DIABETES

1304 Hanover Court Waunakee, WI 53597 Jodi Brezenski Jodi.brezenski@sanofi.com www.sanofi.com

SCHENCK SC

200 East Washington Street Appleton, WI 54911 Brian Zaletel brian.zaletel@schencksc.com www.schencksc.com/longtermcare

SODEXO SENIOR LIVING

1215 Loyola Drive Libertyville, WI 600048 Tony D'Antonio Anthony.dantonio@sodexo.com www.sodexoUSA.com

STAHL'S HOTRONIX

One Paisley Park Carmichaels, PA 15320 Julie Coleman Julesacoleman@gmail.com www.clothingidlabel.com

ST CROIX HOSPICE 1280 W. Clairemont Avenue, Suite 4 Eau Claire, WI 54701 Carrie Furr cfurr@stcroixhospice.com www.stcroixhospice.com

THREE PILLARS TECHNOLOGY SOLUTIONS LLC

2701 International Lane, Suite 201 Madison, WI 53704 Jeff Grady jgrady@threepillarstechnology.com www.threepillarstechnology.com

VGM FORBIN

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WB MANUFACTURING

507 East Grant Street Thorp, WI 54771 Patty Leahy patty@wibench.com www.wibenchmfg.com

ZIEGLER 735 N. Water Street, Suite 1000 Milwaukee, WI 53202 Nick Glaisner nglaisner@ziegler.com www.ziegler.com