

2018 SHOW HOURS

SET-UP TIME

Thursday, April 12, 2018

6:00 a.m. - 11:00 a.m.

SHOW TIME

Thursday, April 12, 2018 11:45 a.m. - 2:15 p.m.

TEAR-DOWN Thursday, April 12, 2018 2:30 p.m. - 5:30 p.m.

Exhibitor Information

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

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 12, 2018. 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-Conference 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.

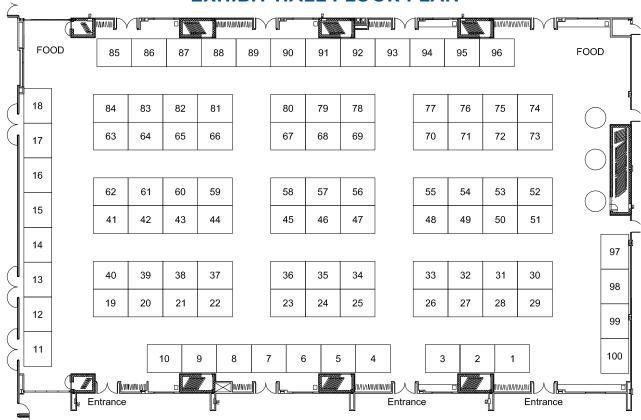
Results: Your attendance at this exposition will help you open new markets, introduce new products/ services, generate sales leads, increase your number of sales and provide networking with providers so important to you.

Booth Reservations: A reservation form is enclosed for your booth space along with registration material for all marketing, sponsorship and promotional programs. (Register by 1/31/18 and receive 2015 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.

For More Information Contact: (608) 257-0125 or info@whcawical.org.

EXHIBIT HALL FLOOR PLAN



KALAHARI RESORT & CONFERENCE CENTER

2018 Spring Conference TRAFFIC BUILDER PACKAGE



We offer a limited number of traffic builder booths available to exhibitors. These booths come with a \$200 Member/\$250 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, *CareConnection* 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.

This package is available to you for only \$200. Please call WHCA/WiCAL at (608) 257-0125 or e-mail at info@whcawical.org and let us know that you do not want to miss this opportunity. We also can make payment easy for you by accepting VISA/Master Card/American Express or we can invoice you. For you to participate we must hear from you by March 23, 2018.

Rules, Regulations and Other Information

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 9, 2018.

Product/Service Description: Select two categories (below) under which your company should be listed in the official program.

(Your first two listings are complimentary; additional listings are available for \$20 each.)

- Accounting
- Apparel/Footwear/Uniforms
- Architects/Construction/ Renovations
- Banking & Financial -Billings/Collections
- Bariatric Equipment
- CBRFs, RCACs
- Computers/ Communications Systems
- Construction
- Consultant Services
- Diagnostic Services/ X-Ray Services
- Education & Training/ Inservice
- Employee Benefits, Services & Staffing
- Energy/Environmental/ Pest Control

- Equipment Sales and Leasing
- Financial Services, including CPAs
- Fire Protection
- Food/Beverage/Nutrition
- Furniture/
 - Furnishing & Interior Design
- Group Purchasing
- Home Health Care Services/ Geriatric Care Mgmt
- Housekeeping, Laundry & Linens
- Inactive Administrators
- Incontinence Products
- Insurance & Risk Management
- Laboratory
- Legal Services
- Management Services
- Marketing

- Medical Supplies & Equipment
- Medical/Physician Services
- Mental Health Services
- Paper Supplies
- Pharmacy Services
- Private Cable TV Service
- Quality Improvement
- Real Estate Appraisals,
 Sales and Acquisitions
- Rehabilitation & Therapy
- Respiratory Services
- Safety/Security Systems
- Skin Care/Hair Care
- Staffing Services
- Transportation Services / Sales
- Websites
- Wound Care

SECTION 2: BOOTH RENTAL FEES

2018 Booth Space Fees if paid by March 9, 2018 (2015 Pricing if paid by January 31, 2018):

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

2018 Booth Space Fees if paid after March 9, 2018:

One 8' x 10' Space: Member Fee \$769.00 Non-Member Fee \$869.00 Corner Booth Add: Member Fee \$40.00 Non-Member Fee \$50.00

For multiple booth space, deduct \$50 for each additional booth, \$40 for Non-Members. A 50% deposit or payment in full must be remitted to WHCA/WiCAL to secure booth space. (WHCA/WiCAL Business Partners may be invoiced with approval from the WHCA/WiCAL office.)

Those who have reserved exhibit space by March 9, 2018, 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 16, 2018 (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 Business Partners have first selection on booth space if received by January 31, 2018.

SECTION 4: TERMS/CONDITIONS

- 1) 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/WiCA approval. Payment in full must be made by April 2, 2018.

Rules, Regulations and Other Information cont.

SECTION 4: TERMS/CONDITIONS cont.

- 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 WHCA/WiCAL. Full payment of exhibit space rental must be made no later than April 2, 2018. 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 approved in advance by 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 subleased.

SECTION 5: MEAL FUNCTIONS

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

SECTION 6: 2018 TRAFFIC BUILDER PACKAGE

We offer a limited number of traffic builder booths available to exhibitors. These booths come with a \$200 Member/\$250 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.

Traffic Builder Package Also Includes:

Show Specials

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 2/9/18.

■ Bold & Boxed Print For 2018 Traffic Builder Package Exhibitors

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

SECTION 7: 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 2/9/18. (See exhibit application for advertising costs).

SECTION 8: Sponsorships

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

- #1 Registration Area \$500 #5 Thursday Lunch (Four Available) \$750
- #2 Registration Gift \$1,200 #6 Thursday, Exhibit Luncheon Dessert Sponsor \$750
- #3 Coffee, Soda Breaks (six available) \$750 #7 Classroom Sponsor (Ten available) \$500
- #4 Exhibit Hall Refreshments \$4,000 (SOLD) #8 Social Event Sponsor (six available) \$750

Please contact info@whcawical.org or call the WHCA/WiCAL office for further details and for your selected sponsorships (608) 257-0125, or register online at www.whcawical.org/vendor.



2018 Application/Contract for Exhibit Space

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

Company			
Address			
City		State	Zip
Phone () Fax ()	E-Mail	(required)
Vebsite			
Pre-Show Contact Person			
		I receive all pre-show corresp	
Pre-Show Contact Person's E-Mail _		(required)	
Authorized Signature			
)	3)		
)	3)		
2)	4)		
Please check below if you wa	nt a complimen	tary table and chair in y	our booth.
	Yes	-	
	BOOTH SELECT	TION	
1st Choice 2nd Choice	e 3rd	Choice 4th	Choice
List the companies you prefer NC	T to be near		

Please complete and return both sides of application before March 9, 2018 and Save!
- OR - Register online at www.whcawical.org/vendor

Fee Calculations

(Please check the appropriate box for booth space and other promotional items you would like to select.)

	BUSINESS		NON-BUSINESS	
SELECTION	PARTNER FEE		PARTNER FEE	
Booth Space by 1/31/18	\$699.00		\$799.00	
Booth Space by 3/9/18	\$749.00		\$849.00	
Booth Space after 3/9/18	\$769.00		\$869.00	
Corner Booth Space-Before 3/9/18	\$30.00 Up-Charge		\$40.00 Up-Charge	
Corner Booth Space-After 3/9/18	\$40.00 Up-Charge		\$50.00 Up-Charge	
Advertisement - Full-Page	\$100.00		\$200.00	
Advertisement - 1/2 Page	\$75.00		\$175.00	
Advertisement - 1/4 Page	\$50.00		\$125.00	
2018 Traffic Builder Program	\$200.00		\$250.00	
Sponsorships	Varies		Varies	
Add'l. Booth Personnel (Includes lunch)	\$25.00		\$35.00	
Additional Product Listings	\$20.00		\$25.00	
Discounts: Each Additional Booth Discount	(\$50.00)		(\$40.00)	
Please send segontract/Cancellations This application becomes a contract for exhiboutlined in this exhibitor prospectus. The uncontract. Upon acceptance by WHCA/WiCAL, assigned, then canceled, on or before 3/9/18, entered	dersigned understand this document const	e with s and itutes	l accepts all terms of a contract. Exhibit s	this pace
No refunds will be made after 3/9/18. Authorized Company Signature:			Dato	
Authorized Company Signature:			Date	
Accepted By (WHCA/WiCAL)			Date	
Please make checks payable 131 West Wilson Street, FAX 6		_	-	
Credit Card Payment: Master Card	VISA Ar	neric	an Express	
Name on Card	CC#			
Signature	CSV#		Exp Date	

WHCA/WiCAL

SAVE \$100 ON EXHIBIT SPACE

Become A WHCA/WiCAL Business Partner

Please Complete Application and Return

Company Name		
Contact Person	- 1	SPACE! SARTNER
Address	N BOOTH	ISINESS PAIN
City	Sto	ateZip
Telephone SAVE CAN		
Fax COME		
E-mail Address		
Website		
Product/Service		
Apply online at www.whcawical.org/s or mail Application and Payment to:	WHCA/WiCAL	
Please invoice: Yes N	0	
Fee: 2018 Annual Business Partnership	\$350	
Credit Card Payment: Master Card	VISA	American Express
Name on Card	CC#_	
Signature	CSV# _	Exp Date





ELITE BUSINESS PARTNERS

CE SOLUTIONS 1111 W. San Marnan Drive Waterloo, IA 50701 (866) 650-3400 Deb Martin

debm@discovercesolutions.com www.discovercesolutions.com

M3 INSURANCE

828 John Nolen Drive Madison, WI 53713 (608) 288-2740 Chris Kenyon chris.kenyon@m3ins.com Pat LeMire pat.lemire@m3ins.com www.m3ins.com

MARTIN BROS DISTRIBUTING

6623 Chancellor Drive Cedar Falls, IA 50613 (608) 343-3194 Christy Edwards cedwards@martinbros.com Ryan Young ryoung@martinbros.com www.martinbros.com

MCKESSON MEDICAL SURGICAL

8121 10th Avenue North Golden Valley, MN 55427 (800) 328-8111 Jay Molter jay.molter@mckesson.com www.mckesson.com

NAVIGATOR GROUP

PURCHASING, INC. 25-A Vreeland Road Suite 200 Florham Park, NJ 07932 (800) 642-3020 Laurie Jochmann Laurie.Jochmann@ navigatorgpo.com www.navigatorgpo.com

SPECIALIZED MEDICAL

SERVICES, INC. 5343 N. 118th Court Milwaukee, WI 53225 (414) 476-1112 Theresa Lang theresa.lang@ specializedmed.com . www.specializedmed.com

WHCA/WICAL

Service Corporation 131 W. Wilson Street, Suite 1001 Madison, WI 53703 (608) 257-0125 info@whcawical.org www.whcawical.org

WIPFLI LLP

10000 Innovation Drive Milwaukee, WI 53226 (414) 431-9300 Larry Lester llester@wipfli.com www.wipfli.com

SELECT BUSINESS PARTNERS

BROTHERS INTERIORS

Kathy Osowski 400 S. 5th Street Wauwatosa, WI 53204 (414) 750-2523 kosowski@brothersinteriors.com www.brothersinteriors.com

NASSCO, INC.

Danell White 5365 S. Moorland Road New Berlin, WI 53151 (262) 432-4977 dwhite@nasscoinc.com www.nasscoinc.com

ADVACARE SYSTEMS

2939 N. Pulaski Road Chicago, IL 60641 (888) 233-7677 Josh Lukkes ilukkes@advacaresystems.com www.advacaresystems.com

AMERICAN MEDICAL **TECHNOLOGIES**

17595 Cartwright Road Irvine, CA 92614 (412) 699-0425 Beth Sherman beth sherman@ amtwoundcare.com www.amtwoundcare.com

BASIC AMERICAN MEDICAL PRODUCTS 2935 Northeast Pkwy

Atlanta, GA 30360 (920) 904-0989 Luke Smet lsmet@grahamfield.com www.grahamfield.com

BEHAVIORAL CARE SOLUTIONS 39465 W. 14 Mile Road

Novi, MI 48377 (248) 859-3900 Anthony Bunin abunin@bcsgps.com www.behavioralcaresolutions.com

DRYLOCK TECHNOLOGIES, LTD.

3921 N. Hastings Way Eau Claire, WI 54703 (715) 280-1593 Jim Bogner jim.bogner@ drylocktechnologies.com www.drylocktechnologies.com

DYNAMIC MOBILE IMAGING 500 West Silver Spring Drive

Suite K-204 Glendale, WI 53217 (414) 335-7605 Carey Burrall cburrall@ dynamicmobileimaging.com www.dynamicmobileimaging.com

EASYSHIFTS.COM

4398 N. Bull Rush Drive Appleton, WI 54913 (920) 403-0405 Jordan Giessel jordan@easyshifts.com www.easyshifts.com

FORBO FLOORING SYSTEMS

8 Maplewood Drive Hazleton, PA 18202 (800) 842-7839 Lisa Krevenko lisa.krevenko@forbo.com www.forboflooringna.com

GROWTH RESOURCE PARTNERS, LLC

4785 Hodgson Road, Unit 204 St. Paul, MN 55126 (612) 554-9024 Lynn Hauger growthresourcepartners.com www.growthresourcepartners.com

HEALTHCAP RISK

MANAGEMENT & INSURANCE 130 S. First Street, #400 Ann Arbor, MI 48104 (734) 929-6422 Stephanie Hale stephanie.hale@ chelsearhone.com www.HealthCapUSA.com

HEALTHCARE SERVICES GROUP

3200 Alfa Romeo Road Green Bay, WI 54313 (920) 216-2458 Jason Skolaski jskolaski@hcsgcorp.com www.hcsgcorp.com

IDEACOM MID-AMERICA

30 W Water Street St. Paul, MN 55107 (651) 292-0102 Meagan Weigelt mweigelt@idea-ma.com www.idea-ma.com

INTEGRA HEALTHCARE EQUIPMENT

2855 S. 160th Street New Berlin, WI 53151 (888) 828-7729 Brett Penkwitz bpenkwitz@ integraequipment.com www.integraequipment.com

KRAEMER BROTHERS, LLC

925 Park Avenue, Box 219 Plain, WI 53577 (608) 546-2411 Grea Callin gcallin@kraemerbrothers.com kraemerbrothers.com

MAKING EDUCATION POSSIBLE

401 Cypress St. Suite 222 Abilene, TX 79601 (817) 205-1641 Shara Wright swright@ makingeducationpossible.com www.makingeducationpossible.com

MARKET & JOHNSON, INC.

2350 Galloway Street Eau Claire, WI 54703 (715) 834-1213 Jason Plante jplante@market-johnson.com www.market-johnson.com

MBS ENVISION, INC.

2707 CR 350 E Mahomet, IL 61853 (217) 897-6655 Ethan Whitesell Ewhitesell@mbsenvision.com www.mbsenvision.com

MEDLINE

3 Lake Drive Northfield, IL 60093 (262) 412-4001 Jeff Praefke jpraefke@medline.com www.medline.com

MERIDIAN CONSULTING FIRM

5115 Maryland Way Brentwood, TN 37027 (615) 691-2757 Abby Sweeney abby.sweeney@ meridianconsultingfirm.com www.MeridianConsultingFirm.com

METROPOLITAN FOOD SERVICE EQUIPMENT

2618 Birch Street Eau Claire, WI 54703 (715) 215-2546 Mike Mattson mmattson@mfsewi.com www.mfsewi.com

MJ CARE, INC.

2448 S. 102nd Street Milwaukee, WI 53227 (414) 329-2500 Jane Beisser jane.beisser@mjcare.com www.micare.com

MMIC

7701 France Avenue Suite 500 Minneapolis, MN 55435 (952) 838-6700 AJ Beck Aj.beck@mmicgroup.com www.mmicgroup.com

MOBILEXUSA

6185 Huntley Road, Suite A Columbus, OH 43229 (866) 682-5454 Lindsey Foss lindsey.foss@mobilexusa.com www.mobilexusa.com

NEW HORIZON FOODS

211 2nd Street NW St. Michael, MN 55376 (763) 218-3098 Amy Wemple RD, LD amy@newhorizonfoods.com www.newhorizonfoods.com

NORTHWEST RESPIRATORY SERVICES

716 Prior Avenue North St. Paul, MN 55104 (800) 232-0706 Mark Badenhoff mbadenhoff@nwrespiratory.com www.nwrespiratory.com

NUTRITION CARE SYSTEMS, INC.

8770 W. Bryn Mawr Avenue Chicago, IL 60631 (800) 761-9200 Lisa Stewart Istewart@ nutritioncaresystems.com www.nutritioncaresystems.com

OMNICARE, A CVS HEALTH COMPANY

5185 South Ninth Street Milwaukee, WI 53221-3627 (888) 545-6664 Eric Palm eric.palm@omnicare.com www.omnicare.com

PATHWAY HEALTH SERVICES, INC.

11240 Stillwater Blvd N Lake Elmo, MN 55042 (651) 407-8699 Stacy Jones stacy.jones@pathwayhealth.com www.pathwayhealth.com

PHILLIPS TOTAL CARE **PHARMACY**

121 E. State Street Mauston, WI 53948 (608) 547-0254 Stacy Madsen, RN, BSN, MSN stacy.madsen@phillipsrx.com www.phillipsrx.com

PREFERRED PODIATRY **GROUP, P.C.**

425 Huehl Road Northbrook, IL 60062 (262) 995-3340 Briana Silvani bsilvani@ppgpc.com

REHABCARE

680 S. 4th Street Louisville, KY 40202 (414) 378-1159 Renee Flis Renee.flis@rehabcare.com www.rehabcare.com

REINHART FOODSERVICE

1500 Saint James Street LaCrosse, WI 54603 (608) 793-9278 Katie Lenth klenth@rfsdelivers.com www.rfsdelivers.com

RELIANT REHABILITATION

6860 Dallas Pkwy, Suite 550 Plano, TX 75024 (972) 200-4271 Debbie Dupre ddupre@reliantpacs.com www.reliant-rehab.com

RURAL HEALTH TELECOM

21202 Gathering Oak San Antonio, TX 78260 (210) 408-0388 Kevin Melody kevin@ruralhealthtelecom.com www.telequality.com

SANOFI DIABETES

55 Corporate Blvd Bridgewater, NJ 08807 (608) 576-8796 Jodi Brezenski jodi.brezenski@sanofi.com www.sanofi.com

SCHENCK SC

200 E. Washington Street Appleton, WI 54911 (920) 996-1102 Brian Zaletel brian.zaletel@schencksc.com www.schencksc.com/ long-term-care-facilities

SELECT REHABILITATION LLC

2600 Compass Road Glenview, IL 60026 (847) 441-5593 Trent Hermen thermen@selectrehab.com www.selectrehab.com

ST. CROIX HOSPICE

1280 W. Clairemont Avenue Suite 4 Eau Claire, WI 54701 (855) 278-2764 Chris Hood chood@stcroixhospice.com www.stcroixhospice.com

SYSCO BARABOO

910 South Blvd Baraboo, WI 53913 (608) 477-5694 Lea Walters walters.lea@bar.sysco.com www.sysco.com

ZIEGLER

735 N. Water Street, Suite 1000 Milwaukee, WI 53202 (414) 978-6557 Nick Glaisner nglaisner@ziegler.com www.ziegler.com