Bumpy Road Ahead

Embrace the Drive and Thrive

Annual Conference

Exhibits: October 29, 2013

Renaissance Palm Springs Hotel
Palm Springs, California

CALIFORNIA HOSPICE & PALLIATIVE CARE ASSOCIATION
The CHAPCA Annual Conference moves to Southern California with an all new schedule to maximize networking opportunities and 100% no conflict time in the exhibit hall. Opening the exhibit hall with a walk around lunch ensures that all attendees will spend time in the exhibits.

A survey of past attendees shows how valuable an audience the CHAPCA Conference is to exhibitors:

68% of attendees found new products & services in the exhibit hall which they immediately planned to apply in their workplace; and

77% of attendees have an active role in recommending the purchase of products they viewed on the exhibit floor.

These are the decision makers you need to reach.

### Attendees by job title

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered Nurse</td>
<td>24%</td>
</tr>
<tr>
<td>Administrator/Executive Director/COO/CEO</td>
<td>23%</td>
</tr>
<tr>
<td>Social Worker</td>
<td>13%</td>
</tr>
<tr>
<td>Hospice Care Provider</td>
<td>9%</td>
</tr>
<tr>
<td>Chaplain/Bereavement Staff</td>
<td>9%</td>
</tr>
<tr>
<td>Medical Doctor</td>
<td>5%</td>
</tr>
<tr>
<td>Education Director</td>
<td>5%</td>
</tr>
<tr>
<td>Palliative Care Provider</td>
<td>4%</td>
</tr>
<tr>
<td>Volunteer</td>
<td>2%</td>
</tr>
<tr>
<td>Other Manager</td>
<td>3%</td>
</tr>
<tr>
<td>Other Staff</td>
<td>3%</td>
</tr>
</tbody>
</table>

### Employment Setting

- Hospice Care Provider 80%
- Hospital Staff 13%
- Palliative Care Provider 3%
- Government/Regulatory Staff 2%
- Higher Education 2%
The reputation of CHAPCA’s Annual Conference attracts attendees from across California and Nevada. There will be numerous qualified attendees interested in seeing a wide range of products and services:

- Administrative Software .................................................. 14%
- Advance Care Planning Resources ................................. 3%
- Billing Services/Software ................................................ 10%
- Body Donation Programs .............................................. 25%
- Consulting Services ...................................................... 41%
  (Management, Hospice Start-up, QAPI, etc.)
- Electronic Hardware (computers, cell phones, GPS devices) ..... 34%
- Hospice/Home Health Accreditation ................................ 31%
- Insurance Services ....................................................... 17%
- Medical Equipment ...................................................... 31%
- Pharmaceutical Supplies ............................................... 41%
- Recruiting Services (Employment Agencies, Hospice Staff Recruiters) .................................................. 28%
- Spiritual Care Materials .................................................. 4%
- Staffing ........................................................................ 31%
- Symptom Management Pharmaceuticals .......................... 5%
- Vehicle Fleet Services .................................................... 10%

**Books/Publications**
- Bereavement Counseling ............................................... 55%
- Cultural Diversity ........................................................... 48%
- Ethics ........................................................................... 46%
- General Management/Staffing ....................................... 33%
- Hospice Management/Regulatory .................................... 36%
- Pediatric/Teen Hospice ................................................... 15%

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**How We Help You**

The CHAPCA Conference provides many traffic builders to help draw attendees to the exhibit floor.

**A Show Schedule to increase traffic on the exhibit floor**

The exposition schedule is designed to accommodate more activities on the exhibit floor. This will include a lunch reception to open the exhibits. All attendees will be welcomed during this no conflict time with food, drinks and music throughout the exhibits. This special event will draw traffic all over the exhibit floor and give exhibitors quality time to meet and greet attendees. Take advantage of this special opportunity with new products and promotions in your booth. This will be an excellent way to kick off the conference and insure an audience for your booth.

**One day of exhibits to focus attendee time**

Exhibitors asked and we answered by changing the exhibit schedule to focus attendee time on visiting the exhibits. Placed between the strength of the conference program and the Awards Reception, all attendees will spend time in the exhibit hall with plenty of time to network.

**Exhibitor Showcase Theater**

New this year, a small theater will be built on the exhibit floor allowing exhibitors to offer products demos for small groups. 20 minute time slots will be available for exhibitors to show off their newest products and services.

**Poster Sessions**

We are bringing back poster sessions to drive attendee traffic through the hall.

**End the Exhibits with Dessert**

The exhibit hall will close with a Dessert Reception from 3:00 pm - 4:00 pm. This is a time for one last chat with clients old and new.

**Plan to stay for the Awards Reception**

The CHAPCA Annual Awards Reception will be held at 6 pm. Break down your booth between 4:00 pm and 6:00 pm, and then come to informally network with conference attendees. Two tickets to this reception are included in your booth purchase.

Increase your impact with an ad in the Conference Program. The program is used on site by each conferee and serves as a reference tool after the show has ended.

- 46% are more likely to visit an exhibit based on an ad they see.
- 71% refer to the Program after the show.
- 63% use the Final Program to contact exhibitors after the show.

**Exhibitors receive increased exposure and promotion through a:**

- Pre-Show Expo Preview email blast
- Post-Show Expo Spotlight
- Web-based Product Showcase
- Company listing in the Interactive Show Planner & Expo Directory.
Exposition Calendar

EXHIBITS SET-UP
October 28 – 1:00 pm – 4:30 pm

EXHIBIT HOURS
October 29 – 11:30 am – 4:00 pm
Opening Lunch Reception 11:30 am – 1:00 pm
Poster Sessions in the Exhibit Hall 1:30 pm – 3:00 pm
Dessert in the Exhibit Hall 3:00 pm – 4:00 pm

EXHIBIT DISMANTLE
October 29 – 4:00 pm – 6:00 pm

Mail completed application to:
CHAPCA Exhibition Management
Hall-Erickson, Inc.
98 East Chicago Ave.
Westmont, Illinois 60559

For more information, contact:
Exhibit Space, Advertising and Sponsorship Sales
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