

Illinois Health Care  
ASSOCIATION®



## 62nd Annual Convention & Trade Show

September 10-13, 2012

Peoria, Illinois

# Through the Years ...

## Trade Show Prospectus

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**Although we live in an increasingly digital world, most people agree that nothing beats a face-to-face meeting when it's time to conduct serious business.**

Travel costs and time constraints often make these meetings impractical. But what if you and your company could meet face-to-face with key decision makers from more than 150 long term care facilities, and do it in the course of two days, in the same location?

You can do just that at the 62nd Annual Illinois Health Care Association (IHCA) Convention and Trade Show. The 2012 IHCA Convention and Trade Show will bring you and your company together with key decision makers in long term care, including owners, administrators, corporate managers, directors of nursing, and other department heads from skilled nursing facilities, homes for the developmentally disabled, and assisted living facilities across Illinois. This exposure, combined with IHCA's top-notch service, makes our Convention and Trade Show a can't-miss event for companies like yours!

## **IHCA: Who We Are**

Founded in 1950, the Illinois Health Care Association is a non-profit organization comprised of more than 375 licensed and certified long term care facilities and programs throughout the state. Its members are comprised of proprietary and non-proprietary facilities which represent skilled, intermediate, developmentally disabled, skilled pediatric, assisted living and sheltered levels of care. IHCA seeks to promote the highest standard of services in facilities and programs for the elderly and physically and mentally challenged.

## **Rave Reviews** *Here's a sampling of what past exhibitors are saying about the IHCA Convention and Trade Show:*

*"This is the best state show in the Midwest."*

— Rocky Howard, Professional Medical, Inc.

*"Do yourself a favor and attend the IHCA convention! It is a great way to visit with your clients and cultivate new business opportunities."*

— Ken Mullé, M.E.S./HPSI

*"I go to lots of different shows to exhibit and the IHCA show is GREAT!!! If I need anything, you guys are ALWAYS there."*

—Lisa Zaenger, PEL/VIP

# Trade Show Schedule

## Monday, Sept. 10

- 10 a.m. – 5 p.m. .... Exhibitor Move-in
- 8 – 11 a.m. .... Board Meeting (WeaverRidge)
- 11 a.m. – 5 p.m. .... Golf Outing (WeaverRidge)
- 4 – 8 p.m. .... Registration Desk Open

## Tuesday, Sept. 11

- 7 a.m. – 5 p.m. .... Registration Desk Open
- 8:30 – 10 a.m. .... Educational Session
- 10 a.m. – Noon .... *Decision Makers Only*
- 10:30 a.m. – Noon .... Educational Session
- Noon – 1:30 p.m. .... Lunch and Trade Show
- 1:45 – 3 p.m. .... General Session
- 3:30 – 5 p.m. .... Educational Session
- 3:30 – 5 p.m. .... *By Invitation Only!*
- 6 – 8:30 p.m. .... Hospitality Hop

## Wednesday, Sept. 12

- 7 a.m. – 5 p.m. .... Registration Desk Open
- 7:30 – 9:30 a.m. .... Ovations Breakfast
- 8 – 9:30 a.m. .... Educational Session
- 10 – 11:30 a.m. .... Educational Session
- 11:30 a.m. – 1 p.m. .... Lunch and Trade Show
- 1 – 5 p.m. .... Exhibitor Move Out
- 1 – 2:30 p.m. .... Educational Session
- 3 – 4:30 p.m. .... Educational Session
- 4:30 – 5:30 p.m. .... Nursing Facility Constituency Meeting
- 6:30 – 8:30 p.m. .... Tribute (Dinner and Awards for Staff and Volunteers)
- 8:30 – 11:30 p.m. .... Live Band, Dancing, Grand Prize Giveaway!

## Thursday, Sept. 13

- 8 – 9:30 a.m. .... Educational Session
- 9:45 – 11:15 a.m. .... Educational Session
- 11:30 a.m. – 1 p.m. .... Educational Session

### Visit these links for:

2011 Exhibitors

Advertising and Sponsorship Application

Annual Golf Outing

Associate Membership Application

Exhibit Contract and Regulations

For information or to register click here



## 2012 Convention and Trade Show Theme and Awards

The theme for this year's Convention and Trade Show is "Through the Years." This theme encompasses the long and honorable history of long term care and the United States of America and how they are entwined. IHCA encourages exhibitors to utilize this theme in their booth decorations, games and premiums. Each area of the Trade Show Floor will be assigned a decade for that area's exhibitors to utilize.

A Best Booth contest will be held to recognize exhibitors who use outstanding creativity to celebrate the theme. Awards will be given for the best in the following categories: Best Use of Theme Single Booth-First Place, Best Use of Theme Single Booth-Second Place, Best Use of Theme Multiple Booths-First Place, Best Use of Theme Multiple Booths-Second Place, and Most Interactive Booth.



# The 1920s and 1930s

1920

1921

1922

1923

1924

1925

1926

1920

1928

1929

*Radio became a commercial broadcasting medium.*

*Health insurance vanished during the 1920s.*

*The stock market crashed, launching the Great Depression.*

## Exhibit Hall Traffic Builders

### Complimentary Lunch Service

Lunch will be served on Tuesday and Wednesday in the exhibit hall, creating a special event to draw attendees to the exhibit floor.

### Decision Makers Only

A special preview event will be held Sept. 11 from 10 a.m. – noon, allowing exhibitors to meet with department heads and management personnel. This event gives exhibitors the opportunity to meet one-on-one with decision makers wanting to improve their services through financial savings, the latest products and services, and new techniques.

Prize drawings will take place to encourage the attendance of decision makers. IHCA recognizes owners, administrators, corporate managers, directors of nursing, and facility department heads as decision makers. These individuals will be issued special colored badges: orange for owners, administrators, and corporate managers; and blue for directors of nursing and department heads. This arrangement ensures that exhibitors can easily identify decision makers throughout the course of the trade show.

### By Invitation Only!

This second-year event was a *great* success in 2011. Exhibitors are encouraged to submit the name(s) of up to four corporate or facility decision makers with whom they would like to meet. IHCA coordinates the invitations and RSVPs. On Tuesday afternoon from 3:30 – 5 p.m., in the exclusive Lexus Club, you will have the opportunity to meet with the decisions makers who accept your invitations. The setting is relaxed and informal, with hors d'oeuvres and cocktails. Following your meeting, you are free to mingle with other decision makers and exhibitors.

## Marketing Opportunities

### Advertising

Placing an advertisement in the Convention and Trade Show program book and submitting a “stuffer” for inclusion in registrant packets are excellent opportunities to enhance your exposure and success in the show. [Click here](#) to view the Advertising Agreement.

## Sponsorship Opportunities

There are a variety of sponsorship opportunities to fit any budget. Sponsorships are a great way to provide added exposure for your company. [Click here](#) to view a complete listing of sponsorship opportunities.

### Hospitality Hop

IHCA is continuing the extremely successful IHCA Hospitality Hop in 2012. The hop will be Sept. 11 from 5:30 – 8 p.m. IHCA has a limited number of spots to host the Hop. IHCA is reviewing the Hop for changes for 2012. More details will be made available to exhibitors as soon as possible.

# The 1940s and 1950s

1940

1941

1942

1943

1944

1945

1946

1940

1948

1949

*Average Salary \$1,299*

*The first digital computer was unveiled in February at the University of Pennsylvania.*

1930

1931

1932

1933

1934

1935

1936

1937

1938

1939

*A terrible drought set in and became the worst agricultural disaster in American history.*

*Franklin D. Roosevelt instituted the Social Security Act.*

*Hitler invaded Poland.*

### Name Badges

IHCA will use color-coded name badges for all attendees. Badge stock will be:

- Yellow for exhibitors
- Orange for owners, administrators, corporate managers
- Blue for other facility decision makers
- White for general attendees

Badges will display each decision maker's name, title, and facility/company.



*In the 1920s, health examiners almost uniformly showed that very few people were healthy and normal, which helped to foster the belief that Americans needed more medical care and health supervision.*

*Without a federal assistance program to help pay for the care of elderly or disabled, most states sent their impoverished citizens to "poor farms" or "almshouses."*

*In the 1930s, The New Deal helped promote the idea that elderly citizens should receive federal benefits on the basis of need. Social Security is now universal, and only tangentially needs-based.*

*During World War II, more than 3 million women were recruited for war-related jobs.*

*While President Harry Truman lobbied hard for a national health insurance program in the 1940s, the AMA lobbied hard against it, calling it "socialized medicine," and turned the polls completely around from a plan favored by the American people to one that was vanishing.*

*Nostalgia for the 1950s began while memories of the decade were still fresh. Tail-finned cars, hula hoops, poodle skirts, Elvis Presley, mothers in aprons, and "Leave It To Beaver" conjure up images of a genial time that seems better, softer, simpler. Indeed, the years from 1950 to 1959 were a time of optimism, domesticity, security through compliance with the system, and apparent simplicity.*

**Click Below For:**

[Exhibit Contract and Regulations](#)

## Exhibit Booth Costs & Features

### Each booth includes:

- One draped table, two chairs, and trash can with daily pickup
- Back and side drapes
- Exhibitor booth sign
- Wireless Internet on the Trade Show floor
- General security guard service in exhibit hall
- Alphabetical and categorical listings in the Convention and Trade Show program book (if signed booth contract is on file by July 6, 2012)
- Post-convention list of key registrants
- Exceptional support service from IHCA staff

### IHCA member booths also include:

- One-year IHCA associate membership dues
- Booth carpeting
- Pre-event list of key registrants
- Member insignia on booth sign and program book listing
- Business card drop box (attendee cash drawings)

1950

1951

1952

1953

1954

1955

1956

1957

1958

1959

*The polio vaccine was developed.*

# The 1960s and 1970s

1960

1961

1962

1963

1964

1965

1966

1967

1968

1969

*The Kennedy administration took up the cause of "community care" and turned it into a major federal program in the 1960s.*

*President Johnson on July 30 signed into effect Medicaid and the Medicare Law.*

*Woodstock Festival in New York.*

## Prime Patron Opportunities Increase Visibility!

As a Prime Patron, the best booth locations in the Trade Show are reserved for you. You can choose to make that vital first impression by taking a Front Prime Booth at the main Trade Show entrances. You can also elect to take advantage of a booth in one of the three hospitality areas where attendees linger over lunch and network with their peers. Your company will receive premier exposure through your special booth. Prime Patrons underwrite the costs of convention, such as tote bags, badge holders, refreshment breaks, and other amenities for all convention attendees.

### Front/Center Prime Booth – \$1,700

This is the premier exhibit space. Booths are adjacent to the center hospitality area, on the main aisle, or nearest the entrance. Your company will benefit from the excellent exposure these locations provide. Additional recognition for your company in IHCA's publications and the IHCA Convention and Trade Show program book are included so your company is amply recognized for its support of the Association.

### Hospitality Prime Booth – \$1,450

At this level, booths are adjacent to the intimate hospitality areas where attendees spend time networking and enjoying lunch, or near the main entrances. Additional recognition for your company will appear in IHCA's publications and the IHCA Convention and Trade Show program book. All prime booths include one-year IHCA Associate Membership.

### Additional Member Booths

Front/Center Prime – \$1,475; Hospitality Prime – \$1,225. A prime/non-prime booth combination is another alternative to consider—the cost is \$925 for each additional non-prime booth.

### Standard Booth Pricing

Standard Member Booth – \$1,200 (includes one-year IHCA Associate Membership)

Each Additional Standard Member Booth – \$725

Standard Non-member Booth(s) – \$1,400 each



#### Sources for timeline content:

<http://midwiferytoday.com/articles/timeline.asp>

<http://www.pbs.org/newshour/health/nursinghomes/timeline.html>

<http://www.asktheinternettherapist.com/articles/elderly-in-america/>

<http://www.pbs.org/newshour/health/nursinghomes/timeline.html>

<http://www.enotes.com/1950-fashion-american-decades>

# The 1980s and 1990s

1980

1981

1982

1983

1984

1985

1986

1987

1988

1989

*AIDS came to the forefront.*

*Federal legislation required states to ensure "reasonable and adequate" provider reimbursement rates.*

*The INF treaty, eliminating nuclear missiles, was adopted*

1970

1971

1972

1973

1974

1975

1976

1977

1978

1979

*HMOs were created.*

*The Watergate hearings were under way.*

## Important Details

### Trade Show Venue

Peoria Civic Center

201 South West Jefferson Street | Peoria, IL 61602-1448

Phone: 309-673-8900 | Fax: 309-673-9223

### Trade Show Decorator

Peoria Flag & Decorating Co.

920 East Glen Avenue | Peoria Heights IL 61616-5399

Phone: 800-322-3946

### Convention Hotels

#### Four Points by Sheraton

500 Hamilton Boulevard | Peoria, IL 61602 | 309-674-2500

\$105 Single/Double

#### Mark Twain Hotel

225 NE Adams Street | Peoria, IL 61602 | 309-676-3600

\$115 Single/Double

#### Par-A-Dice

7 Blackjack Boulevard | East Peoria, IL 61611 | 800-438-6777

\$98 Single/Double

#### Stoney Creek Inn

101 Mariners Way | East Peoria, IL 61611 | 800-659-2220

\$109 Single/Double

## Correspondence

Approximately 12 weeks before the show, IHCA will send a copy of the Convention Highlights brochure, name badge order form, and exhibitor services kit. The full preliminary program will be available on our website ([www.ihca.com](http://www.ihca.com)) on or about July 1, 2012 and provides a comprehensive schedule, an overview of educational sessions, and registration information for special events. The exhibitor services kit includes service contractor forms, schedules, and shipping information. Associate Member exhibitors will also receive a pre-show registrant list via e-mail approximately two weeks before the convention.

*In the 1960s and 1970s, government-funded projects to increase health care for the poor were on the rise. This gave all mid-level health care workers a tremendous increase in jobs and opportunities.*

*In the early 1970s, the sense of crisis in health care was accompanied by considerable optimism about the possibilities for successful reform.*

*In 1974, the incentives that favored hospital care promoted the neglect of ambulatory and preventive health services. The incentives that favored specialization also caused primary care to be neglected.*

*The concept of "health care as a matter of right, not privilege" captured the spirit of the time better than any other single idea.*



1990

1991

1992

1993

1994

1995

1996

1997

1998

1999

*In response to federal payment incentives, a new field of sub-acute care emerges to provide care for people released from hospitals who still need more care than found in intermediate-care nursing facilities.*