

2024 Urgent Care Convention

April 14-17, 2024

Caesars Forum, Las Vegas

Exhibitor Information

Expo Dates: April 14-16, 2024

UCA Contact: corporate@urgentcareassociation.org

Exhibit Services Provider: [Freeman](#)

Booth Fees: **Corporate Member \$3,900/booth**
Non-Member \$4,950/booth

Corporate Membership must be secured prior to booth purchase to get the Corporate Member rate.

Booth Includes:

- 10’ wide by 10’ deep booth space, piped and draped in **white**.
 - All booths are corner booths
- Registration and name badges for **two exhibitor representatives per 10’ x 10’ booth** purchased. (Each additional badge is \$400.) Corporate members receive additional badges at no charge, based on membership level. All exhibitor badges include lunch on Monday and Tuesday in the Solutions.Expo.
- Profile and listing on mobile app.
- Complimentary attendee list, pre-convention & post-convention.

NOTE: Furniture is NOT included. Special booth package pricing is available for pre-order only, including 1-6’ table, 1 chair and wastebasket for a reduced fee.

- The Exhibit Hall is **carpeted**.

Booth Placement Process

Booth placement will begin with a call for island booths (20’x20’ or larger), then UCA corporate members will be contacted to secure booths on this schedule:

| | |
|-------------------|------------------------------|
| November 15, 2023 | Diamond Members |
| November 27, 2023 | Platinum Members |
| November 29, 2023 | Gold Members |
| December 6, 2023 | Silver Members |
| December 14, 2023 | Bronze Members |
| December 20, 2023 | Copper Members |
| January 8, 2024 | Floorplan open to the public |

UCA Corporate Members save over 25% per booth.
Learn more about becoming a [UCA Corporate Member](#) and [sign up today](#).

A-Z Answers to Exhibit FAQs

Attendee List Usage

A complimentary attendee list will be available to the primary convention contact for all registered exhibitors 2-3 weeks prior to the convention and a complete final list of participating attendees will be available two weeks following the last day of the convention. This list will contain only the information the attendee gave UCA permission to share. Please be certain to review the Exhibitor Policies and Procedures for specifics on list use. List will only become available to those companies who have agreed to the List Usage Agreement. *Attendees may opt-out of sharing their information with exhibiting companies.* Attendee list must be used within sixty (60) days of the event.

NOTE: Pre-convention attendee list may be used one time pre-convention and post-convention list may be used one-time post-convention to promote your participation in/follow up to the 2024 Urgent Care Convention. **This list may not be added to your database.** One additional use of the attendee list (third and final use) = \$500. The UCA attendee list is monitored, and exhibitors will be billed for overuse at a rate of \$1,000 per overuse.

Audio

Exhibitors may have an audio system within their booth. Audio must be maintained at an appropriate volume and not disrupt the business of neighboring booths. Audio is for the audience within your booth space. Booths should be designed to accommodate that audience. UCA reserves the right to reduce or eliminate audio from an exhibitor's booth if complaints are received during the event.

Cancellation Policy - Booth

Exhibitor cancellation is required in writing to the attention of Jackie Stasch, corporate@urgentcareassociation.org. Cancellations received on or before February 24, 2024, are entitled to a refund of 50% of booth fees. There is no refund for booths cancelled after February 24, 2024. There will be a \$40/badge fee assessed for any paid badge cancellation if cancellation is received in writing prior to the event. There will be no refunds for badges cancelled during or after the event or not picked up.

Cancellation Policy - Event

Should UCA cancel our in-person convention, your fees will be refunded or transferred to a credit onto your UCA account for use on other products, membership, etc.

Childcare Services

Please note, UCA does not allow anyone under the age of 18 into the Solutions.Expo or classrooms. If you need to make childcare arrangements, please check with the hotel concierge for local recommendations.

Competitors

Your booth may be perfectly situated at your time of selection – far enough away from your competitors and just around the corner from your partners.... but sometimes things change. Companies cancel and companies move. Keep this in mind as you arrive onsite (and tell your team).

The exhibitor is responsible for checking the floor plan periodically to be sure you are still satisfied with your location. Booth moves will be accommodated upon request, based on availability either pre-show or on-site.

Dismantle, Early

Dismantling of booths prior to published tear-down is prohibited. Lack of representation or early teardown may result in fines equaling 25% of your total exhibit rental expense and possible loss of future UCA exhibit participation. Advance arrangements can be made with Freeman to tear down a booth in the event it is necessary *at the exhibiting company's expense*.

Exhibit Policies and Procedures

During the booth selection process, you agree to the Exhibit Policies and Procedures. Please read these carefully prior to finalizing your participation.

Giveaways

Exhibitors will be responsible for any giveaways and/or drawings at their booth. No announcements will be made for any exhibitor drawings. You are encouraged to email and/or text your winners.

Housing Policy

UCA exhibiting companies are required to have at least 1 booth staff, per 10' x 10' booth, stay at the convention hotel, Harrah's Hotel, Las Vegas. Companies who do not meet this minimum requirement will be assessed a \$350 fee post-convention. Local companies are exempt from this policy. (Example: If you have a 20' x 20' booth, with 8 complimentary badges, 4 of them must stay in individual rooms, at Harrah's Hotel, Las Vegas.)

Lead Retrieval

Lead Retrieval is being provided through Cvent and can be secured via the Exhibitor Portal that will launch in February 2024.

Mobile App

Be sure to download the app to your android or iOS mobile devices so that you can interact with the attendees.

New in 2024 ...We heard you.

Last year exhibitor after exhibitor mentioned that the exhibiting at UCA would be better if the days were shorter for you (while attendees are in session) and more dedicated time with attendees in the expo. We also heard from the attendees that they needed more time – more time to network, more time to explore the exhibits and find solutions in the expo and simply, more time to Recharge at the Urgent Care Convention. So, during the exhibit hall hours, there will be few or no conflicts with the expo hours.

In 2024, the schedule has been adjusted for everyone. Now the exhibit hours are compressed into the middle of the day – time for you and your team to take/make calls, visit a local customer, have team meetings or time with customers or prospects. Added to the exhibit hall are 6 unique lounges to encourage attendees to spend more time in the expo. Also, lunch will be served in the expo on Monday and Tuesday (included with exhibitor badges).

Payment Policy

Any booth secured but not paid in full by February 15, 2024, will be released back into inventory. Booths secured February 16 or later will require payment in full to secure.

Security

UCA will provide security as required by the facility during move-in and move-out and an overnight guard. Although every effort is made to secure the exhibit hall, **it is strongly encouraged that all valuable items be stored in your guest room each night.**

“Selling” or Meeting with Attendees Outside the Exhibit Hall

Those with services and products to sell should do so within the confines of their contracted booth in the Exhibit Hall (or contracted satellite event). If you seek access to/meetings with attendees and are not exhibiting, please contact Jackie Stasch, jstasch@ucaoa.org. Any meeting space within the hotel or convention center must be arranged through UCA.

Schedule of Events*

**Subject to change. See convention web page for most current schedule.*

Saturday, April 13:

3:00 p.m. – 7 p.m. Island Booth Move-In
(Island booths, 400 sq. ft+) with advanced UCA approval only

Sunday, April 14

8 a.m. - 3 p.m. **Exhibitor Registration and Move In**
 9:15 a.m. - 3:30 p.m. Convention Sessions
 3:30 p.m. - 4:30 p.m. Keynote
4:30 - 6:00 p.m. Exhibit Hall Open – Opening Reception
 6:00 p.m. **Exhibit Hall Closed**
 Satellite Events may begin at or after 6:30 p.m.

Monday, April 15

9:00 a.m. - 4:30 p.m. Convention Sessions
10:30 a.m. - 2:30 p.m. Exhibit Hall Open
 2:30 p.m. **Exhibit Hall Closed**
Foundation Celebration Event (tickets, tables, and sponsorships available for purchase)
 Satellite Events are prohibited this evening. Exhibitors are encouraged to purchase a table(s) at the Foundation Celebration and invite attendees to sit with you. It is the perfect way to show your clients and prospects your commitment to the industry!

Tuesday, April 16

9:00 a.m. - 9:45 a.m.
10:00 a.m. - 4:00 p.m.
10:30 a.m. - 1:30 p.m.
1:45 p.m. - 6:00 p.m.
1:00 p.m. - 7 p.m.
4:15 p.m. - 5:00 p.m.

Keynote
Convention Sessions
Exhibit Hall Open
Exhibit Hall Closed
Exhibit Hall Move Out
Members Meeting and Reception

(Corporate members should plan to attend this Member Meeting and networking event)

5:00 p.m. - 6:30 p.m.
6:30 p.m.

Closing Reception (all are invited!)
Satellite Events may begin at or after 6:30 p.m.

Sponsorship Opportunities

Sponsorships and booth upgrade packages are available for purchase after you secure your booth. Sponsorships may be added, so check back to see what new opportunities are available. Customization is available, so do not hesitate to ask.

Staffing, Booth

UCA Exhibit Policies and Procedures require that booths be staffed during all published hours. Booths must be staffed during all open exhibit hours. *UCA understands that there may be times when you must leave your booth unexpectedly; please use a sign indicating your return time.*

Tasks in the Exhibitor Portal

Exhibitors will manage their presence in the Exhibitor Portal including:

- Company Details: Contact Info/Description for convention website and mobile app
- Logo upload
- Download "I'm Exhibiting" logo for e-mail signature/social media
- Secure Lead Capture licenses
- Exhibitor badge data entry (comp and additional exhibitor badge purchases)

Confirmed exhibitors will receive a link to the portal in February. Tasks may be added periodically. Please check often to see if there are any outstanding tasks on your task list.