



EXHIBITOR PROSPECTUS



October 1-3, 2023
Rosen Shingle Creek • Orlando, Florida

39th Annual FPC Seminar + Expo

The FPC Seminar, formerly the AHCA Seminar, is in its 39th year, and is unequivocally the state's most important meeting for Florida's health care facility leaders working in health care facility design, construction, and management.

Who attends the FPC Seminar

FPC Seminar attendees are a unique and comprehensive group of leaders from throughout the state of Florida working in health care facility design, construction, and management -- architects, engineers, health care facility directors and facility engineers, contractors, as well as AHCA (Agency for Health Care Administration) review architects and engineers, and Fire Protection Specialists from AHCA Field Offices.

In 2022 FPC had a record breaking year with over 1500 seminar registrants in attendance, as well as an additional 700+ individuals representing their companies in the Expo.

The FPC Seminar + Expo provides the ideal environment for sharing and learning not only inside the classroom, but from each other outside the classroom and at the Expo. We are looking forward to breaking records again in 2023. Reserve your booth quickly to ensure your space.

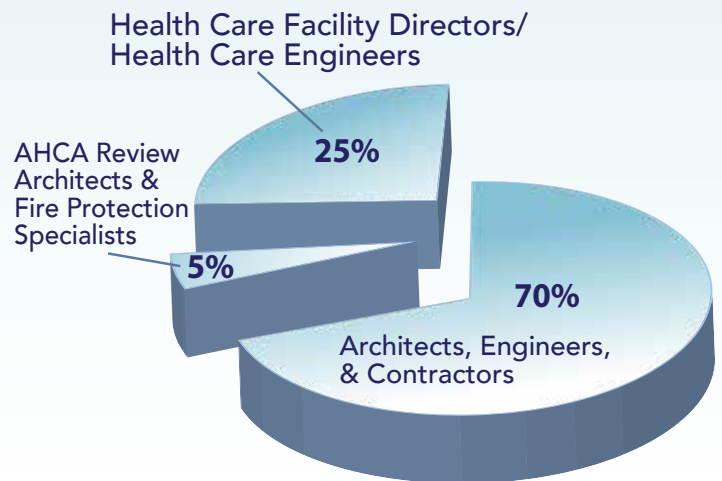


Who should exhibit in the FPC Expo

This is the most important meeting this year for Florida's health care facility professionals, both for its critical education and for sheer numbers of health care facility professionals gathered in one place. For companies whose target audience are the decision makers for health care facilities, design or owner/management side, your participation as a FPC Expo exhibitor provides your company maximum, cost-effective exposure in the ideal environment to engage and connect to this group.

FPC Seminar Attendees At-A-Glance

Seminar attendance continues to grow each year. Last year over 1500 attended the sessions and the Expo. On average, 25% of those registrants are health care facility directors and health care engineers.



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Exhibitor Space Pricing

10' x 10' premium corner booth: \$1400

10' x 10' inline booth (only 9 available): \$1350

A maximum of two booths can be reserved by any company.

Booths are **UNFURNISHED**. Booth includes:

- 8' back wall drapes and 3' side rail drapes
- ID sign with company name and booth number

Expo Exhibitor Booth Price Includes:

- Three (3) Expo Exhibitor Representative Badges* per 10' x 10' **UNFURNISHED** booth – a maximum of 3 additional badges per booth are provided upon request for shifts. (Access to Expo Floor and Booth is limited to three reps at any given time. Badges must be checked in before additional badges can be checked out.)
- Company listing and profile/contact info on FPC Seminar website
- Company listing in FPC Seminar printed program which is distributed to all seminar attendees (provided contract/booth payment is received prior to publication deadline)
- Inclusion in FPC Seminar Event Mobile App floorplan and directory
- Access to FPC Seminar Event Mobile App for exhibitors and attendees to chat, schedule one-on-one meetings at seminar
- Pre- and post attendee mail list (USPS addresses; email addresses of attendees who opt to share.)
- Complimentary Monday lunch (for 3 Expo exhibitor reps)
- Opening Reception on FPC Expo floor, Monday, 4:30-7:00 PM (for 3 Expo reps - light hors d'oeuvres and cash bar)
- Complimentary Tuesday breakfast (for 3 Expo reps)
- Complimentary Tuesday lunch (for 3 Expo reps)
- Complimentary tickets for three per booth to FPC Seminar Opening Meet & Greet, Sunday, 5:30-7:00 PM
Complimentary drink ticket, one per entry ticket
- Option to purchase Lead Capture
- Option to purchase additional booth rep badges, max. 6 per booth
- Priority consideration for on-site hospitality events during FPC Seminar & Expo dates (times not to coincide with FPC events)

*Expo Exhibitor badges provide access to the Expo floor; they do not include Seminar sessions. For Seminar registration: www.fpcseminar.com.



TO RESERVE SPACE

To secure a booth during
Early Bird Registration period:

During this period, only this year's sponsors and last year's exhibitors are eligible to reserve exhibit space.

Use the link provided in your email invitation. On the interactive floorplan, make your choice then proceed to registration/payment.

Be sure to check who is exhibiting nearby. Do not choose a booth adjacent to or across from companies that are competitors. FPC Expo Management reserves the right to reassign booths.

To secure a booth during
Open Registration:

On the Expo page, click the "Reserve Booth" button.

On interactive floorplan that comes up, select your booth(s), and proceed to registration/payment.

Be sure to check who is exhibiting nearby. Do not choose a booth adjacent to or across from companies that are competitors. FPC Expo Management reserves the right to reassign booths.

NOTE: FPC Expo Management is not responsible for companies being located near competitors.

FPC Expo Management does reserve the right to relocate exhibitors -- in particular in cases where a company secured a booth first and a competitor reserves a booth adjacent or across from the company that was there first.

This is a live reservation process where multiple companies online at the same moment may not see all information about other users reserving a booth simultaneously. your selection.

Questions? aletheavitray@gmail.com

39th Annual FPC Seminar + Expo

Sunday, October 1 - Tuesday, October 3, 2023

Rosen Shingle Creek • 9939 Universal Blvd, Orlando, Florida

This version of the FPC Seminar + Expo schedule pertains just to Expo events:
to view the timing of full FPC Seminar event that begins on Sunday,
please see the following page.

EXPO EXHIBITOR SCHEDULE

Move-In (Sebastian Hall):

Sunday, October 1: 2:00 - 5:00 PM

Monday, October 2: 8:00 - 11:00 AM

All exhibit setup to be completed by Monday, 11:00 AM

Move-Out:

Tuesday, October 3: 1:30 - 5:00 PM

FPC Expo Open Hours - Sebastian Hall

Monday, October 2

Expo Hours: 12:30 - 7:00 PM

12:30 - 1:00 PM Dessert in the Expo

2:00 - 2:30 PM Refreshment Break in the Expo

4:30 - 7:00 PM Opening Reception in the Expo

Tuesday, October 3

Expo Hours: 7:00 AM - 1:30 PM

7:00 - 8:30 AM Breakfast in the Expo

9:30 - 10:00 AM Refreshment Break in the Expo

1:00 - 1:30 PM Dessert in the Expo / Door Prizes

1:30 PM FPC Expo Closes / Move-out commences

FPC Expo Reg Desk Hours (Sebastian)

Sunday, October 1: 2:00 - 6:00 PM

Monday, October 2: 7:00 AM - 6:00 PM

Tuesday, October 3: 6:30 AM - 1:30 PM



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Sunday, October 1 - Tuesday, October 3, 2023

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FPC Seminar + Expo SCHEDULE

Sunday, October 1

- 8:00 AM Charity Golf Tournament at Shingle Creek Golf Club
- 12:00 - 6:00 PM FPC Seminar Registration
- 3:00 - 5:30 PM FPC Seminar Educational Sessions
- 5:30 - 7:00 PM FPC Seminar Meet & Greet Reception (Butler)

Exhibitors: Your booth registration includes THREE complimentary tickets (per booth) to the Meet & Greet. Anyone planning to attend must pick up their badge and ticket at Sebastian Registration Desk between 2-6 PM on Sunday prior to the event.

Monday, October 2

- 7:00 - 8:45 AM Breakfast (for Seminar Registrants)
- 8:45 AM - 4:30 PM FPC Seminar Educational Sessions
- 11:30 AM - 12:30 PM Lunch for Seminar Registrants and Expo Exhibitors (limit 3) (Gatlin)
- 12:30 - 1:00 PM Expo Soft Opening: Dessert in Expo
- 2:00 - 2:30 PM FPC Seminar Break in Expo
- 4:30 - 7:00 PM Expo Opening Reception

Tuesday, October 3

- 7:00 - 8:30 AM Breakfast in Expo
- 8:30 AM - 3:30 PM FPC Seminar Educational Sessions
- 9:30 - 10:00 AM FPC Seminar Break in Expo
- 12:00 - 1:00 PM Lunch for Seminar Registrants and Expo Exhibitors (limit 3) (Gatlin)
- 1:00 - 1:30 PM Dessert in Expo / Door Prizes
- 1:30 PM Expo Closes; Exhibitor Move-Out until 5 PM

Exhibitors: On Monday and Tuesday, your booth registration includes the food events listed for up to three badged representatives. If you paid for additional booth reps, they also have access to these events.

39th Annual FPC Seminar + Expo

Name Badges

- Three (3) Expo Exhibitor badges for your booth representatives will be provided per booth
- A maximum of three (3) additional badges *for shifts only* will be provided upon request. (A total of three reps can be on the Expo floor and in the booth at any given time. Badges must be turned in to the Expo registration desk before shift badges can be checked out.)
- Exhibitor badges provide access to the Expo floor, and to the two lunches served in Gatlin on Monday and Tuesday. Badges do not provide access to educational sessions.

How to register your booth reps: After you reserve your booth(s), you will receive an invitation from Map Dynamics to return online to set up your dashboard, where you can complete your profile and register your booth personnel.

- The fields you complete for registration are used to print your exhibitor rep badges
- Complete the fields for Name, Title, Company, City/State/or Region, and Email Address
- Badges will be available for pick up at the Expo registration desk (Sebastian)
- Deadline for registering your reps is Friday, September 15

Additional Exhibitor badges: Exhibiting companies have the option to register additional Exhibitor representatives (not for shifts).

- Cost: \$155 per registration/badge. Maximum is six additional Exhibitor badges per booth.
- Registration for additional Exhibitor badges can be completed on the Map Dynamics dashboard at any time after the booth is reserved.
- These badges provide access to the Expo floor during all open hours and to the two lunches served in Gatlin on Monday and Tuesday; they do not provide access to educational sessions.

Lead Capture

Capture, qualify, and take notes on your leads. Exhibitors purchasing this option will be directed to an easy download of the **FPC Expo Lead Capture App** which will enable you to use your own Android or iPhone device as a scanner. All leads are stored on the cloud as well as in the App, making follow-up effortless.

- Purchase of lead capture can be completed at time of booth reservation or you can return to your Map Dynamics dashboard later to purchase.
- Lead Capture Single Activation: \$125
- Lead Capture Three Activations \$275

Hotel Reservations

The FPC Seminar + Expo has secured special group room rates at Rosen Shingle Creek. Your link to make reservations will be provided in your booth confirmation emailed to you. Your booth number will be required to secure a room. There is a limit of three rooms per booth number.

FPC Expo Show Contractor

US Tradeshows will be the official service decorator/contractor for the FPC Expo.

Beginning three months out from the event date (early July), US Tradeshows will make the FPC Expo Exhibitor's Kit available online to the Expo Exhibitors' designated administrative contact. Certificate of Insurance (COI) for the event must be on file to receive. Online ordering for booth furniture, electrical, equipment, drayage and labor services, including curbside cart service, new this year, are detailed in the kit.

Joan McKee

US Tradeshows Exhibitor Services Manager

Ph: 407-812-8225

Email: jmckee@ustshows.com

39th Annual FPC Seminar + Expo

Enhancing the FPC Seminar + Expo Experience Vision for Connecting!

The FPC Seminar has always embraced the connections, learning, and networking that takes place outside the classroom. This synergy drives our attendance numbers up each year.

This year we are excited to announce a new element to enhance the connection!

FPC Expo SCANTrivia Game

New this year! FPC Seminar is partnering with SCANTrivia, to offer an enhanced digital game that is the perfect ice breaker to amp up the energy level on the Expo floor, increase attendee-exhibitor engagement, and add value to your investment.

- Increase traffic and exposure to your booth
- Using your own question, visitors will engage with you
- Easy for everyone to use - game is located within the FPC Seminar Mobile App
- Participants will be highlighted on the printed program floorplan and on mobile app

How does ScanTrivia Game Work? As a participating exhibitor, you will receive an 8.5"x11" sign with a QR code tagged to the question you've chosen to begin the conversation. It can be a serious question about your company's history, or products and services, or a simple humorous ice breaker. Once attendees scan your code, your question will pop up on their phone, and they will talk to you to obtain information to get the correct answer. A conversation is begun! Attendees enter the right answer and score points for their visit and possibly win one of the great prizes.



Watch this short video of event using SCANTrivia!



Participation Fee: \$50

Fee can be submitted during exhibit space registration or you can return to your dashboard later to select to participate.

Sponsorship Opportunities for Game Prizes: Increase your exposure with a sponsorship. Sponsors will receive recognition on the FPS Seminar website, in Seminar e-newsletters emailed to all registrants, and on signage at the event. Sponsorships are available on a limited first-come, first-served basis. Contact Expo Admin: aletheavitray@gmail.com for details.

FPC Seminar Event Mobile App

As in the past, all attendees and exhibitors will be able to connect before, during, and after the meeting using the FPC Seminar Mobile App which will include an easy-to-navigate Expo section with interactive floorplan, company profile, chat capability and details and contact information for each exhibiting company. This app will be an invaluable tool during the meeting for attendees to find and contact you. Promote your company, your booth, booth prize, on the app's Activity Feed!

Booth Prizes

Exhibitors are still welcome to offer a prize at their booth, maximum value \$250. Eligible recipients for your prize pool can be collected via business cards or through the FPC Expo Lead Capture that is available for purchase at time of booth reservation.

Download the FPC Seminar Event Mobile App (available free on-site). Use the app's Activity Feed to post your prize, promote your company and announce your winner. Exhibitors are responsible for connecting with winners to present door prizes.

FPC Expo Exhibitor Policies

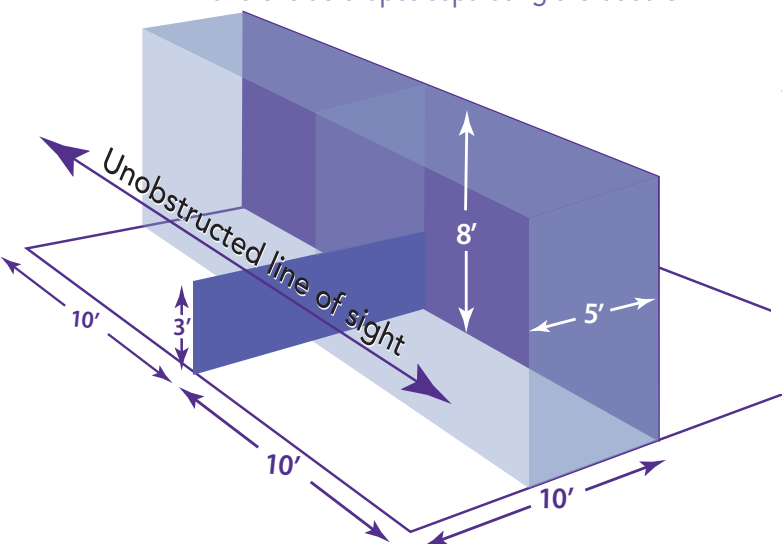
It is the responsibility of the exhibiting company's primary contact to see that all booth staff and their contractors are aware of and adhere to FPC Expo Exhibitor Policies and are also aware of the Terms and Conditions agreed to and in effect for this meeting.

Booth Installation / Tear Down Exhibitor Courtesy

1. Exhibitor move-in begins at 2:00 PM, Sunday, Oct. 1. Sunday move-in hours are 2-5 PM and then continue on Monday, Oct. 2, 8-11 AM. All exhibits must be completed by Monday 11 AM before the Expo has its soft opening for dessert at 12:30 PM. It is the exhibiting company's responsibility to make their staff and contractors aware of and ensure their adherence to meeting this schedule. Access during installation will be restricted to Exhibitors and independent contractors with badges only.
2. Exhibits must be staffed during all publicized FPC Expo hours when events in Expo are scheduled. Exhibitors must wear badge provided by FPC Expo at all times.
3. Sound enhancement may be used but the level must be such as to not interfere with adjacent exhibitors. FPC Expo Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued or modified.
4. Inspection: All exhibits will be inspected during move-in and any Exhibitor deviating from the Booth Design Rules must make modifications to its exhibit space at Exhibitor's expense prior to Expo opening.
5. As a courtesy and for the safety of other exhibitors and to attendees, exhibitors will not be allowed to tear down their booths until the close of the FPC Expo at 1:30 PM, Tuesday, Oct. 3.

Linear booth configuration

Illustration depicts 10'x10' booths with 8' back drape and 3' side drapes separating the booths.



Confines of Booth / Booth Design

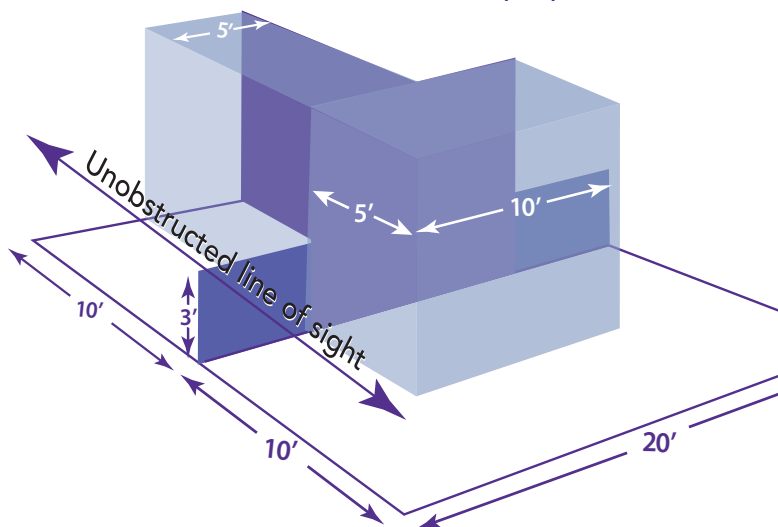
Exhibitor's display material shall stay within the allocated 10' x 10' space. No exhibit or lighting will be allowed to extend beyond the space assigned to the Exhibitor.

Standard display rules will be in place to address sightline. The maximum height of 8ft is allowed only on the rear half of the booth space, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle.

Endcap Use of Space -- In endcap booths where Exhibitor has reserved two booths for a 10' x 20' space which is oriented perpendicular to adjacent linear booths, the display along the back 20ft of the booth space may only extend at the maximum 8ft height including signage, for 10ft in the center portion to maintain sightline for the adjacent linear booths. Please review illustration below for linear and endcap booth sightline dimensions.

Exhibitors will not be permitted to erect signs or display products in such a manner as to obstruct the view or affect the display of other Exhibitors. Exhibits not conforming to these specifications, or which in design, operation, or otherwise, are deemed objectionable by FPC Expo Management in its sole discretion, are prohibited.

Endcap double booth configuration two 10'x10' booths, oriented perpendicularly



Portions of exhibit taller than 4ft, depicted as translucent blue areas, are restricted to rear area of booth, and restricted to the center rear area of an endcap double booth. This allows line-of-sight down the aisles which run front to back of the hall.

Exhibit Access

FPC Expo Management reserves the right to limit access to the exhibit floor to anyone during times when the FPC Expo is not officially open.

Food & Beverage at Booth

Arrangements for serving any food and beverage at your booth must be approved by FPC Expo Management and arranged through Rosen Shingle Creek. To contact the hotel:

Rosen Shingle Creek

Emma Dornath

Convention Services Manager

Email: edornath@rosenshinglecreek.com

Phone: 407-996-8504

Damage to Property

No part of an exhibit or sign shall be posted, nailed or otherwise attached to columns, walls, floors, or other parts of the building or its furniture, in any way to deface it. The Exhibitor, its agents, guests, or patrons shall not injure, mar, nor in any manner deface Rosen Shingle Creek premises or equipment therein, and shall not cause or permit anything to be done whereby Rosen Shingle Creek or its equipment shall be in any manner injured, marred, unduly soiled, defaced, lost, stolen, or otherwise removed from the building. Damages arising from failure to comply shall be the sole responsibility of the exhibitor.

Photography, Video Recording, and Audio Recording

By attending and exhibiting in the FPC Seminar you give permission for images of you, captured during the conference through video, photo, and/or digital camera, to be used by FPC Seminar in promotional materials, publications, and website and waive any and all rights including, but not limited to compensation or ownership.

Exhibitors are permitted to photograph, videotape, and/or audiotape within their own booth space and may photograph, videotape, and/or audiotape FPC Expo attendees provided permission has been granted by the subject.

Exhibitors may not photograph or videotape other Exhibitors' exhibits. All photography, video, and audio equipment must remain with Exhibitors' booth space and must not disrupt visitor traffic.

Unoccupied Space

Should any reserved booth remain unoccupied after 10:00 AM on Monday, Oct. 2, FPC Expo Management reserves the right to sell or occupy booth space. If Exhibitor has an emergency causing them to be delayed in setting up their exhibit, please contact Expo Management as soon as possible. aletheavitray@gmail.com