



TORCH/TARHC
FALL CONFERENCE
& TRADE SHOW

SEPTEMBER 23-26, 2024

EXHIBITOR PROSPECTUS

DEADLINE FOR APPLICATION
AUGUST 31, 2024



KALAHARI
RESORTS
AND
CONVENTIONS
ROUND ROCK,
TX

PRESIDENT'S MESSAGE

Once again, our friends from the Texas Rural Health Clinics Association will be joining us at our fall conference. Given that many of our hospitals own primary care clinics, it just makes sense for us to combine both groups and increase our reach in Texas rural healthcare. With these changes comes new faces, expanded educational offerings, larger tradeshow footprint and increased networking opportunities. Once again we'll gather at the amazing Kalahari Resort on September 23-26.

The fall conference will focus on keynote sessions sandwiched by time devoted to visits with exhibitors and breakout tracks focused on more specific operational issues like quality, finance, IT, leadership, clinics, etc., and we'll intentionally finish a little early to allow attendees time for experience and relationship building. As always, we will have a trade show component to this event with dedicated exhibiting hours and we are hopeful this will allow you the opportunity to reinforce relationships you built at the spring conference. As you probably already know, TORCH conferences and our rural Texas hospital/clinic leaders are as friendly and accessible as any you will ever meet.

We recognize and understand our speakers and topics matter, but the meetings and social interactions around our meeting are arguably an equally important ingredient in an effective conference recipe. Please know I appreciate and value what you do to support our member hospitals, clinics and our educational offerings – they simply wouldn't be possible without your participation. You make us all better, and we are grateful. I look forward to seeing you in Round Rock.

Sincerely,

John Henderson
President/CEO



Texas Association of
Rural Health Clinics

EXHIBIT & SPONSOR BENEFITS

- Almost all hospital/clinic attendees are purchasing decision-makers
- All exhibitors get a complimentary virtual set up on the conference app and interaction with attendees
- Advertising space in the conference app with your uploaded videos and any giveaways you offer
- Exhibit hall is strategically designed to bring the audience to you multiple times during the conference
- Receptions and breaks take place in the exhibit hall and foyer
- Dedicated exhibit hall time is on the agenda
- Exhibitors may attend all events with the audience for optimum interaction
- Conference app allows for continued networking long after show ends
- Venue helps facilitate networking outside the traditional sales pitch
- Exhibit hall is easily accessible to the meeting room
- Casual, friendly atmosphere is conducive to forming personal relationships
- Attendee badges are easy to identify and read
- Timely and relevant educational sessions and experienced faculty attract a large crowd
- All activities are on-site with more than 600 in expected attendance
- The registration list provided at the opening of the conference and the complete attendee list sent afterwards are valuable marketing tools that last long after the conference ends



EXHIBITOR PACKAGES



DEADLINE FOR APPLICATION:

AUGUST 31, 2024 OR WHILE EXHIBIT SPACES ARE AVAILABLE

Each exhibitor is assured maximum traffic at multiple times, throughout the three-day conference. Your access to decision-makers is unsurpassed. Your participation and support is promoted throughout the conference and you need not be an exhibitor to sponsor. TORCH corporate members have special signs provided for their exhibit space to advertise their support of the organization. On behalf of our hospital and clinic members, we look forward to working with you.

***All costs are inclusive. Exhibitors receive complimentary conference meals, refreshments and event admission, plus an 8 foot long x 32 inches wide exhibit table and two chairs at no extra charge.**

EXHIBITOR TRADE SHOW PACKAGES

DIAMOND

MEMBER - \$4,500

NON-MEMBER - \$5,000

- On-site exhibit space with electricity in foyer
- Two prominent 8' x 32" table tops OR 1 table/1 oversized equipment in foyer
- Ability to set up booth early – beginning Monday, September 23 at 1:00 pm
- Virtual booth in conference app
- Verbal recognition throughout the conference
- Online listing on TORCH and TARHC websites
- Three complimentary conference registrations
- Logo/name on app and name printed on Game Card
- Social media marketing announcements
- Electronic pre-registration list three weeks prior and electronic post-registration list
- Floor standing and oversized booth banners are allowed within designated space in foyer
- Ability to customize your exhibit area
- End of show ROI lead report

RUBY

MEMBER - \$3,500

NON-MEMBER - \$4,000

- On-site exhibit space with electricity in hall
- Table top with drape on 8' x 32" table in exhibit hall
- Virtual booth in conference app
- Verbal recognition throughout the conference
- Online listing on TORCH and TARHC websites
- Two complimentary conference registrations
- No oversized equipment allowed in booth space
- **Floor standing or table top pull-up banner allowed**
- Logo/name on app and name printed on Game Card
- Social media marketing announcements
- Electronic pre-registration list two weeks prior and electronic post-registration list
- End of show ROI lead report

SAPPHIRE

MEMBER - \$2,500

NON-MEMBER - \$3,000

- On-site exhibit space in hall
- Table top with drape on 8' x 32" table in exhibit hall
- Virtual booth in conference app
- Verbal recognition throughout the conference
- Online listing on TORCH and TARHC websites
- One complimentary conference registration
- No oversized equipment allowed in booth space
- **Only table top pull-up banner allowed**
- Social media marketing announcements
- Electronic pre-registration list one week prior and electronic post-registration list
- End of show ROI lead report

PLEASE CALL THE TORCH OFFICE FOR MORE INFORMATION.

ALL CONFERENCE SPONSORSHIPS ARE EXCLUSIVE UNLESS SPECIFIED OTHERWISE.



SPONSORSHIP OPPORTUNITIES



AWARDS LUNCHEON – \$10,000

- Marketing video in the conference app
- Listing in conference app as a sponsor
- Ability to add marketing collateral on sponsorship page in app
- Sponsor signage, includes company name and logo
- Recognition in conference award program and conference program agenda
- Verbal recognition throughout the conference
- One complimentary registration
- Sponsor ribbon
- Electronic pre-registration list one week prior to conference
- Electronic post-registration list
- Online marketing listing and logo on the TORCH website sponsor announcement event page and social media

RECEPTION – \$5,000

- Marketing video in the conference app
- Listing in conference app as a sponsor
- Ability to add marketing collateral on sponsorship page in app
- Sponsor signage, includes company name and logo
- Recognition in conference program agenda
- Verbal recognition throughout the conference
- One complimentary registration
- Sponsor ribbon
- Electronic post-registration list



EACH VENDOR IS RESPONSIBLE FOR SETTING UP THEIR OWN EXHIBITOR PAGE IN THE CONFERENCE APP.



SPONSORSHIP OPPORTUNITIES



BREAKFAST SPONSOR – \$2,000

- Marketing video in the conference app
- Listing in conference app as a sponsor
- Ability to add marketing collateral on sponsorship page in app
- Sponsor signage, includes company name and logo
- Recognition in conference program agenda
- Sponsor ribbon
- Electronic post-registration list

MORNING OR AFTERNOON BREAK – \$1,500

- Marketing video in the conference app
- Listing in conference app as a sponsor
- Ability to add marketing collateral on sponsorship page in app
- Sponsor signage, includes company name and logo
- Sponsor ribbon
- Must be registered as an exhibitor attending the event



**PLEASE CALL THE TORCH OFFICE FOR MORE INFORMATION.
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SPONSORSHIP OPPORTUNITIES



SPECIAL EVENTS

- **5k Fun Run/Walk Sponsor** - \$2,500 – benefits TORCH Foundation/Lindsey Horton Memorial Scholarship Fund (**2 available**)
- **Lazy Man Beer and Donuts Fun Run/Walk Sponsor** - \$3,000 – benefits TORCH Foundation/Lindsey Horton Memorial Scholarship Fund (**2 available**)

MISCELLANEOUS ITEMS

CORPORATE MEMBERS ONLY, MUST BE REPRESENTED AT THE CONFERENCE

- **CE Sponsor** - \$4,000 (for a keynote speaker – opening and welcome) (**2 available**)



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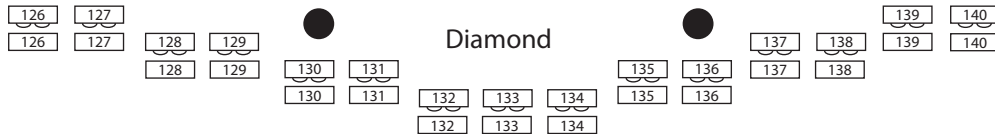
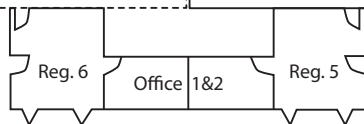
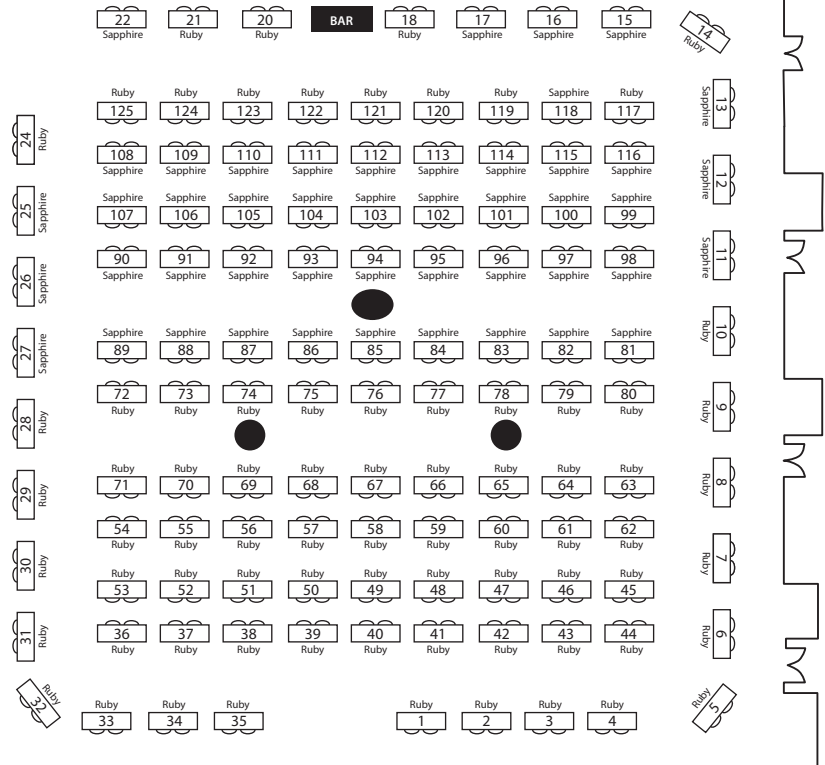
EXHIBIT HALL/FOYER FLOOR PLAN



Texas Association of Rural Health Clinics

Kilimanjaro Ballroom – General Session

Kilimanjaro Ballroom – Vendor Hall



TO PURCHASE AN EXHIBIT SPACE YOU MUST GO ONLINE.

Early registration is open to endorsed and corporate members only.

Company representatives attending should read the Information & Regulations section and will be expected to comply. Selection and payment for exhibit space must be done online. Cancellation refund minus a \$100 processing fee, will be available for notices received before the deadline date.

ANY CANCELLATIONS AFTER AUGUST 31 ARE NON-REFUNDABLE.



EXHIBITOR INFORMATION



YOUR PRESENCE AT THE TRADE SHOW IS IMPORTANT TO YOU AND YOUR CUSTOMERS.

THE BEST OF BOTH WORLDS!

All on-site trade show vendors will also be assigned a virtual booth in our conference app! You get the best of both worlds in interacting with our on-site and virtual member attendees. **All virtual vendors can interact with hospital/clinic membership prior to conference start and up to six months after the conference is over.** Each vendor is responsible for setting up your virtual booth and marketing materials, such as a custom video, logo, promotional collateral and any giveaways or drawings you want to offer. There will be a constant scrolling of those companies who are sponsoring events in the app. Many attendees from the prior conferences loved how they really got to know each other and learned about everyone's lives through online interaction. So be prepared to have some great photos available to post in the community page and be thinking of some great topic questions you might want to ask other attendees.

IT'S A GREAT OPPORTUNITY TO:

- Reinforce old relationships and build new ones.
- Show your support for rural and community hospitals/clinics.
- Learn about current issues to stay in tune with your market.
- Evaluate your competition.

HOTEL INFORMATION

A block of rooms is reserved for TORCH conference participants at the Kalahari Resorts and Conventions, 3001 Kalahari Blvd., Round Rock, TX 78665. Please call the hotel directly at (877) 525-2427 before September 2, 2024 for reservations or click on this link: [TORCH 2024 Fall Conference - Start your reservation.](#) The special conference rate is \$204 (single/double) before the deadline. All programs and facilities are accessible to the handicapped. If you require assistance or have special dietary needs, please contact Carrie Ruiz at (512) 873-0045.

PRELIMINARY EXHIBIT SCHEDULE

Exhibits must remain in place by 3:30 pm September 24 and 9:00 am September 26. The tentative schedule below gives times for sales and networking. You are not required to staff your exhibit space the entire time. However, attendees will be visiting the trade show during breaks and meals to visit and get their game cards signed.

MONDAY SEPTEMBER 23

1:00 pm Diamond check-in

TUESDAY SEPTEMBER 24

7:30 am Fun Run check-in
8:00 am start
5k Fun Run/Walk

8:30 am – 3:30 pm
Registration check-in
Exhibitor Move-in/Set-up

3:30 – 4:15
Inspection of Exhibits/
Exhibitor Orientation

4:30 – 6:00
Opening Reception in
Exhibit Hall

6:00
Exhibits close for the day

WEDNESDAY SEPTEMBER 25

7:00 – 9:00 am
Exhibits Open
Buffet Breakfast in
Great Karoo Marketplace

10:00 – 11:00
Break

Noon – 1:00 pm
Luncheon/Event Barn

4:30 – 6:00
Happy Hour in Exhibit Hall

5:30
Lazy Man Fun Run/Walk

6:00
Exhibits close for the day

THURSDAY SEPTEMBER 26

7:00 – 9:00 am
Exhibits Open
Buffet Breakfast in
Great Karoo
Marketplace

9:00 am – 12:00 pm
Exhibitor Move-out

Noon
Conference Ends



EXHIBITOR RELATIONS



Exhibit spaces are reserved on a first come, first-served basis. Applications must be accompanied by payment in full and paid for online by the August 31, 2024 deadline. Applications won't be accepted by phone.

Exhibit tables may be used for display of printed materials, small equipment, and other promotional items. If you plan to have computers or other equipment in your exhibit area, they should be removed when the meeting is not in progress. Pipe and drape between/behind exhibits is NOT used; entire exhibit hall is an open concept plan. NOTE: You do not pay extra for exhibit table, chairs, or scheduled meals and receptions during the conference.

1. Assignment of Exhibits: Exhibit space assignments will be secured online based on real-time availability. The application and exhibit hall Floor Plan with your selected exhibit location must be paid for by September 16 [See Floor Plan for space locations and numbers.] A confirmation email with the assigned exhibit space number will be sent. A company that has not settled all previous accounts with TORCH will not be assigned exhibit space. TORCH reserves the right to adjust exhibit space type/location and to accept/reject applications as to the space available and compatibility of vendor/display for the meeting purposes and TORCH standards.
2. All representatives must be registered in advance on the form provided, must wear an official conference badge at all times, in the meeting and exhibit areas, and during conference events. It is imperative that all individuals staffing exhibits at the conference have full knowledge of the exhibit regulations prior to the conference. Please give these regulations, a copy of the prospectus, and the completed copy of your agreement to those individuals before they travel to the meeting. By signing your agreement you bind all company representatives to the exhibit regulations.
3. Electricity, phone, and audio-visual equipment will be available for a fee from the Kalahari Resorts and Conventions. Contact the **AV Manager**, at **(956) 778-4783**, to arrange for audio-visual equipment. Order forms for electricity and phones are enclosed – please complete and send to the hotel prior to August 31, 2024.
4. Representatives of companies/organizations not exhibiting, sponsoring, nor registered for the conference are not permitted entrance to meetings, events, nor the exhibit hall.
5. Representatives substituting for previously registered company exhibitors will be required to show picture and company identification when requesting on-site registration/permission to exhibit and/or attend. **Substitutions are limited to one per company and are subject to a \$25 badge fee.**

Link for Exhibit Hall online:

6. **Exhibit items and equipment should not project beyond the space allotted, obstruct the view nor interfere with exhibit floor traffic.**
7. Exhibit materials may not be glued, nailed, or otherwise affixed to walls, doors, or curtains anywhere in the hotel that might cause defacement. Damage from failure to observe this notice is payable by the exhibitor. Prior approval from the hotel is required before hanging signs, banners, or displays.
8. Explanations, demonstrations, or distribution of materials should take place within exhibit space in order to avoid infringement on rights and privileges of other exhibitors.
9. Exhibitors may not assign, sublet, or apportion the whole or any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business.
10. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, save, and hold harmless TORCH employees, owners, and agents against all claims, losses, and damages to persons or property, governmental charges or fines and attorney's fees arising out of the exhibition premises or a part thereof, excluding such liability caused by the sole negligence of the hotel, its owners, employees, or agent, to include the period of storage before and following the meeting.
11. Each exhibiting company/organization is expected to insure itself against liability, property loss, and damage.
12. Should any situation beyond the control of TORCH arise to prevent holding the Conference, TORCH will not be held liable for any expenses incurred by the exhibitor except the cost of exhibit space.
13. Occupation of space: Space not occupied by the exhibiting company by 3:30 p.m. on September 24, will be forfeited without refund to the exhibitor and the space may be resold or used by TORCH.
14. Conformance with exhibit regulations is understood to be a part of this agreement.
15. Refunds, minus a \$100 processing fee, will be available for notices received before the deadline date. A completed copy of this agreement with assignment of exhibit space and acceptance letter will be returned to you upon approval by TORCH. **Any cancellations after the August 31 deadline are non-refundable.**



HOTEL/CONTACT INFORMATION



SHIPPING

If you will be shipping materials to the hotel, please do so no more than two (2) days in advance of the conference. The hotel charges a handling fee for storage and moving of boxes/crates shipped before the conference. All boxes/cases must be marked as follows:

- Complete return address of Exhibitor
- For TORCH/TARHC Fall Conference
- Hold for Arrival of (company rep's name)
- Date of Arrival (date rep checking into hotel)

Address to:
TORCH/TARHC Fall Conference & Trade Show
Kalahari Resorts and Conventions
3001 Kalahari Blvd.
Round Rock, TX 78665
(877) 525-2427



IMPORTANT DATES

Exhibit/Sponsor Application Due Dates:

August 31, 2024
or while exhibit spaces are available

Hotel Room Reservations made by:

September 2, 2024
[Online Hotel Link](#)
Or call hotel directly (877) 525-2427

5K Fun Run/Walk

*Benefiting the TORCH Foundation
and Lindsey Horton Memorial Fund*
September 24, 2024

Lazy Man Beer/Donut Fun Run/Walk

*Benefiting the TORCH Foundation and
Lindsey Horton Memorial Fund*
September 25, 2024

TORCH/TARHC Fall Conference & Trade Show

September 23-26, 2024



CONTACT INFORMATION

TORCH Office
3309 Forest Creek Drive, Unit 305
Round Rock, TX 78664-6168

PHONE: (512) 873-0045
EMAIL: cruiz@torchnet.org
WEB: torchnet.org

EXHIBITOR FLOOR PLAN

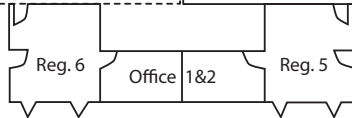
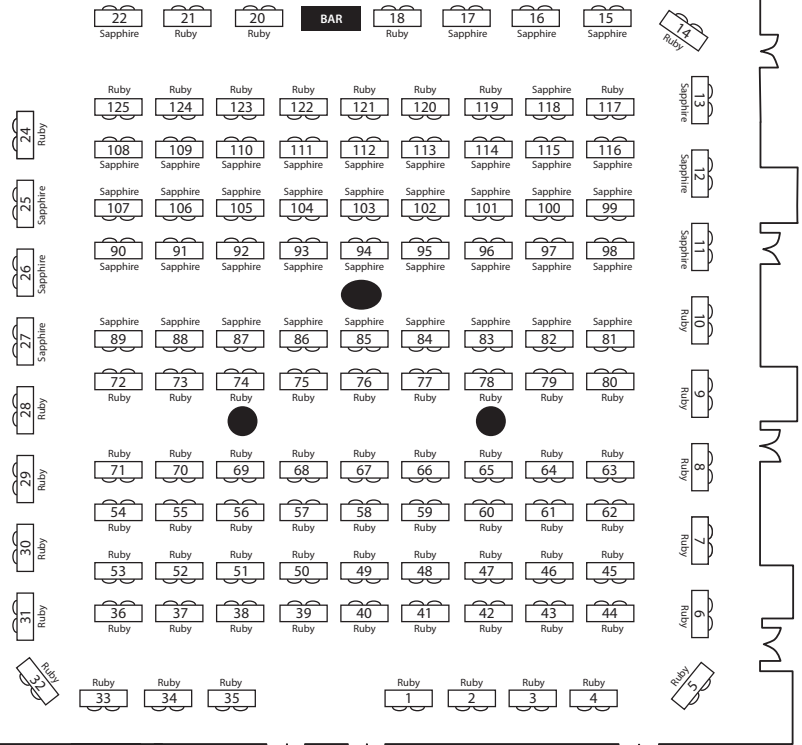


Texas Association of Rural Health Clinics

Kilimanjaro Ballroom – General Session

**FOOD/BAR
PLACEMENT
WILL BE MOVED
THROUGHOUT
THE HALL DURING
CONFERENCE
HOURS.**

Kilimanjaro Ballroom – Vendor Hall



**DEADLINE IS AUGUST 31, 2024
OR WHILE EXHIBIT SPACES ARE AVAILABLE**

PREMIUM SPACE AND POSITION FOR EXHIBITORS

The exhibit hall is strategically designed to give everyone ample exposure. The receptions, breakfasts and dedicated exhibit hall time will ensure maximum face-to-face interaction.

- Exhibits are both tabletop and floor standing displays of 8' x 32" spaces at both levels in hall and foyer.
- Draping is not used in order to promote visibility.
- Floor standing exhibit boards over 6' width will not be permitted in spaces designated for table tops.
- Exhibit space is reserved on a first come, first-served basis and must be reserved online.
- Space is limited, so reserve your booth before the deadline!



**TORCH/TARHC
FALL CONFERENCE
& TRADE SHOW**

SEPTEMBER 23-26, 2024

**SEE YOU
THIS FALL!**

**DEADLINE FOR APPLICATION
AUGUST 31, 2024**



TORCH/TARHC Fall Conference
3309 Forest Creek Drive, Unit 305
Round Rock, TX
78664-6168



Texas Association of
Rural Health Clinics