



# 2025 LNHA Spring Conference

## Exhibitors and Sponsors

### April 21 – April 23, 2025

### Baton Rouge, LA

The Louisiana Nursing Home Association (LNHA) invites you to saddle up and blaze a trail to the 2025 LNHA Spring Conference on April 21-23, 2025, at the [Crowne Plaza](#) in Baton Rouge, Louisiana. This year's theme, "Saddle Up for Success on the Long-Term Care Frontier," offers exhibitors and sponsors the chance to stand out from the herd and showcase their company's products and services.

The Trade Show is an excellent opportunity to connect with long term care professionals and key decision-makers, including owners, administrators, nurses and managers and maximize your brand exposure. Exhibitors will receive the following with a booth purchase: three passes for entry to the Trade Show, meals and refreshments and admission to the Convention's social functions. Register online today!

### Contents of This Packet

- Page 1: exhibitor information, hotel information and schedule of events
- Page 2: exhibitor and sponsor terms and conditions, exhibitor registration, payment and exhibitor policies
- Page 3: exhibitor and sponsor guidelines and sponsorship information, link to Trade Show booth map and questions

### Hotel Information

To receive the LNHA group room rate of \$120 at the Crowne Plaza Hotel, make your reservations early using this [special link](#) or call 225.925.2244 and mention code **LNH**. The deadline to receive the group room rate is **March 27** and after this deadline a hotel room may not be available. The Crowne Plaza Hotel is located at 4728 Constitution Avenue, Baton Rouge, LA 70808.

### Schedule of Events

#### Monday, April 21

2 p.m. – 5 p.m.      Booth set up for Opening Reception  
5 p.m. – 6:30 p.m.      Trade Show with Opening Reception and hors d'oeuvres

#### Tuesday, April 22

7:30 a.m. – 9 a.m.      Breakfast in exhibit hall  
  
11 a.m. – 2 p.m.      Trade Show closing with lunch in exhibit hall  
  
1:30 p.m.      Door prizes will begin  
(Do not break down your booth until the Trade Show officially concludes. This is a two-day trade show.)  
  
6 p.m. – 8 p.m.      You are invited to attend the Legislative Reception at the [Capital Park Museum](#) (660 N. Fourth Street, Baton Rouge, LA 70802), where sponsors, exhibitors and attendees can connect with legislators. Transportation from the Crowne Plaza to the Capital Park Museum will be provided. If you prefer to drive, on-street parking is available on Fourth Street, Fifth Street and Spanish Town Road. Parking is also available at the Capitol and Galvez Parking Garage.



## Exhibitor and Sponsor Terms & Conditions

**Online registration terms and conditions:** The LNHA Board of Directors has the final authority on exhibitor and sponsor participation. Each exhibitor and sponsor online registration submission is a request pending review. Until a “confirmation” email is received, the registration should be considered a request. If LNHA does not grant approval, the registration cost will be refunded. A refund will not be issued for other expenses incurred, such as travel or lodging and LNHA will not be held liable.

Each exhibitor and sponsor agrees to follow the policies and guidelines set forth by LNHA noted on pages 2-3 of this program. Exhibitors and sponsors agree to indemnify LNHA against and hold it harmless for all damages, costs and expenses incurred in connection with such claims arising out of acts of negligence by their agents, staff or employees.

**Event terms and conditions:** LNHA reserves the right to cancel or modify the event due to unforeseen circumstances beyond the control of LNHA, including but not limited to, adverse weather conditions, civil disorder, government regulation or public health emergency. In such case, LNHA reserves the right to cancel or modify the event and issue a refund of the registration cost. A refund will not be issued for other expenses incurred, such as travel or lodging and LNHA will not be held liable.

## Exhibitor Registration and Payment

Register online at [www.lnha.org/eventscalendar](http://www.lnha.org/eventscalendar) to reserve your space. Be sure to select the exhibitor registration and review the terms and conditions, policies and guidelines in this packet on pages 2-3.

Booths are \$1,000 for members and \$1,500 for nonmembers. Booths are reserved on a first-come-first-serve basis. During online registration, you will be prompted to provide the following: your top three preferred booth locations (reference the booth map linked on page 3) and names for three Trade Show badges that come with the purchase of a booth. If an exhibitor cancels its registration on or before **April 2, 2025**, it will be assessed a \$100 cancellation fee and refunded the remaining amount of the registration cost. A refund will not be issued for those who cancel after the deadline.

## Exhibitor Policies

- Solicitation:** All promotional activity and distribution of promotional materials must be confined to the limits of the exhibitor's display space.
- Subletting of Space:** The exhibitor agrees not to assign, sublet or apportion space or any part thereof allotted to the exhibitor and not to exhibit, advertise or offer for sale goods other than manufactured or sold by the exhibitor in the regular course of business.
- Conflicting Activities:** The use of hotel suites/meeting rooms for the purpose of entertaining convention attendees is subject to approval. Activities held during general sessions and educational sessions will not be approved.
- Removal of Booth Materials:** Once the Trade Show has opened, exhibit materials may not be removed from the exhibit area until the official move-out has begun. Failure to comply may jeopardize the right to exhibit at future LNHA Trade Shows.
- Late Arrival:** If an exhibitor has not arrived in the Trade Show exhibit hall by the designated time on opening day and has not been granted pre-approval for late set up, LNHA reserves the right to use the vacant exhibit space as it sees fit, with no obligation to issue a refund.
- Other:** Do not take promotional items off another exhibitor's table. Do not leave valuables in the Trade Show exhibit hall when it closes.



## Exhibitor and Sponsor Guidelines

- Networking is reserved for the Trade Show and social events only. **Exhibitors and sponsors are not allowed to network inside or outside of the classrooms** as it is disruptive for both the attendees and speakers.
- Exhibitors and sponsors are not allowed in the seminar rooms unless they have applied for continuing education or they are sponsoring a speaker.
- LNHA does not sell Trade Show guest passes to interested staff members of companies that may want to exhibit or sponsor future events. You may only attend as an exhibitor or sponsor if you have the proper credentials. **If the Trade Show sells out, you must be at least a Bronze Sponsor to attend.**
- Nonregistered individuals present at the event will be asked to leave and may be barred from participating in future LNHA events.

**Failure to comply with the above policies and guidelines may result in restriction from future LNHA events.**

## Sponsor Registration and Payment

Being a sponsor of the LNHA Spring Conference and Trade Show offers your company strategic opportunities to effectively elevate your brand recognition and promote your products and services to key decision-makers in the Louisiana nursing facility profession, including owners, administrators, nurses and managers. This year's Conference provides an array of sponsorship packages designed to reach your target audience so select the one that best suits your needs.

### Gold Spur Sponsor: \$5,500

- One booth at the Trade Show
- Full-page ad in the program
- Signage with company logo displayed for the duration of the Spring Conference
- Company logo on Spring Conference bags
- Recognition in Spring Conference program
- Six passes to the Trade Show

### Silver Saddle Sponsor: \$4,500

- Half-page ad in the program
- Signage with company logo displayed for the duration of the Spring Conference
- Company logo on Spring Conference bags
- Recognition in Spring Conference program
- Five passes to the Trade Show

### Bronze Boot Sponsor: \$3,500

- Business Card ad in the program
- Signage with company logo displayed for the duration of the Spring Conference
- Recognition in Spring Conference program
- Four passes to the Trade Show

### Rancher Rendezvous Sponsor: \$2,500

- Signage with company logo displayed for the duration of the Spring Conference
- Company name on the event promotional items
- Recognition in Spring Conference program

Register online at [www.lnha.org/eventscalendar](http://www.lnha.org/eventscalendar). Be sure to select the sponsor registration and review the terms and conditions, policies and guidelines in this packet on pages 2-3.

## LNHA Spring Conference Trade Show Floor Plan

View the Trade Show floor plan [here](#). Purple highlight indicates the booths that are reserved. Yellow booths are exclusively reserved for LNHA Service Corporation members. The map is periodically updated manually and does not refresh automatically. Availability may not always be accurate.

Contact LNHA Convention Coordinator Julie Ory at [jory@LNHA.org](mailto:jory@LNHA.org) or 225.927.5642 with any questions.



Louisiana Nursing Home Association  
[www.lnha.org](http://www.lnha.org) | 225.927.5642