



2026 LNHA Spring Conference

Exhibitors and Sponsors

April 27 – April 29, 2026

Baton Rouge, LA

Stars, Stripes & Standards of Excellence celebrates Louisiana’s pride, responsibility, and leadership at the heart of quality long-term care. Timed to honor America’s birthday, this convention brings together healthcare professionals committed to upholding the highest standards of service, regulatory compliance, and resident-centered care.

The Spring Conference will take place April 27–29, 2026, at the [Crowne Plaza](#) in Baton Rouge, Louisiana. This premier educational event will focus on strengthening leadership, reinforcing regulatory excellence, and advancing quality outcomes across the continuum of care through engaging sessions, expert insight, and meaningful collaboration.

The Trade Show offers an outstanding opportunity to showcase your products and services to approximately 250 long-term care professionals. Exhibitors will have the chance to make valuable face-to-face connections with potential new clients while strengthening relationships with existing customers.

Join LNHA as we celebrate America’s birthday, recognize professional excellence, and elevate quality care across Louisiana’s long-term care community.

Contents of This Packet

- Page 1: exhibitor information, hotel information and schedule of events
- Page 2: exhibitor and sponsor terms and conditions, exhibitor registration and payment
- Page 3: exhibitor policies and sponsor guidelines
- Page 4: 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, click this [special link](#) or call 225.925.2244. 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 27

11 a.m. - 3 p.m. Booth set up for Opening Reception
4 p.m. - 6 p.m. Trade Show opening with Opening Reception

Tuesday, April 28

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.)

(Continued on page 2)



6 p.m. - 8 p.m.

You are invited to attend the Legislative Reception at the [Capital Park Museum](#) at 660 N. Fourth Street, Baton Rouge, LA 70802. 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 to reserve your space. Be sure to select the exhibitor registration and review the terms and conditions, policies and guidelines in this packet.

- Member rate: \$1,000
- Nonmember rate: \$1,750

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 Trade Show floor plan [here](#)) and the names for the three company name badges that come with the purchase of a booth. If an exhibitor cancels registration on or before **April 2, 2026**, there will be a \$100 cancellation fee and a refunded of the remaining amount of the registration cost. A refund will not be issued for those who cancel after the deadline.

Exhibitor Details

Exhibitors receive the following:

- Each exhibitor will be furnished with a 6-foot skirted table, an ID sign, two chairs, and one wastebasket. The Trade Show Floor Plan can be found [here](#).
- **An attendee list:** An attendee list will be made available ONLY to the primary point of contact. The list will contain each registered attendee's first and last name, company name and mailing address. Email addresses of attendees who opted in to receive exhibitor information will be included on this list. The first list will be sent two weeks before the event and the final list will be sent two weeks after.
- **Name Badges:** Name badges provide access to all Convention events. Each booth will receive three exhibitor badges with registration. Additional badges are \$50. Exhibitors must wear the official name badge at all times while at the Trade Show site. No partial-day tickets or guest passes will be sold to exhibitors.



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.
- **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.
- An attendee list will be emailed two weeks before the show and two weeks after the show. It will be sent only to the primary contact listed on the registration.
- 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.**
- Non-registered 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 various sponsorship packages designed to reach your target audience so select the one that best suits your needs.

Gold 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

Bronze 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

Silver 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

Stars & Stripes Soiree Sponsor: \$2,500

- Signage with company logo displayed for the duration of the Spring Conference
- Company name on promotional items for this event
- Recognition in Spring Conference program
- Three passes to the Trade Show

Register online at 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.

Questions

Contact LNHA Convention Coordinator Julie Ory at jory@LNHA.org or 225.927.5642 with any questions.

