

Exhibitor Prospectus

2024 SPRING CONFERENCE AND TRADE SHOW

TEXAS ORGANIZATION OF RURAL
& COMMUNITY HOSPITALS (TORCH)



AND TEXAS ASSOCIATION OF
RURAL HEALTH CLINICS (TARHC)



REGISTER ONLINE

<https://2024torchspringconference.expofp.com>



APRIL 1-4
2024



LOEWS HOTEL
ARLINGTON - ON-SITE



VIRTUAL APP
ANYWHERE



MARCH 25, 2024
ON-SITE DEADLINE

PRESIDENT'S MESSAGE

It is my pleasure to invite you to participate in the 2024 TORCH/TARHC Spring Conference and Trade Show. With over 160 rural and community hospitals and over 330 rural health clinics located throughout the state, this event is the premiere source for quality education and networking opportunities for rural hospital leaders and decision-makers in Texas.

While our hospital/clinic attendees seek opportunities to learn important, timely healthcare information, while earning continuing education credits, they are also very enthusiastic about interacting with our vendors to learn about the latest technologies, products and services you have to offer. We feel it is the intersection between the great education and the networking with our vendors that makes the TORCH/TARHC Spring Conference and Trade Show truly distinctive and that is why it is crucial that your company has a presence on the exhibit show floor. Please carefully review the Exhibitor Prospectus and return your application promptly.

On behalf of TORCH, TARHC and all of our hospital attendees, thank you for helping advance rural healthcare in Texas and I enthusiastically welcome you all to join us at the Loews Arlington Hotel for the first time in 2024.

Sincerely,
John Henderson
President/CEO



EXHIBITOR & SPONSOR BENEFITS

- Virtually all hospital attendees are purchasing decision-makers
- Exhibit hall is strategically designed to bring the audience to you multiple times
- Receptions, breaks and breakfasts take place in the exhibit hall/foyer
- Dedicated exhibit hall/foyer time is on the agenda
- All exhibits are in the same room and foyer
- Advertising space is in the conference app
- Exhibitors may attend all events with the audience for optimum interaction
- After-hours events facilitate networking outside the traditional sales pitch
- Exhibit hall and outside foyer are easily accessible to the meeting rooms
- Casual, friendly atmosphere is conducive to forming personal relationships
- On-site hospital attendee badges are easy to identify and read
- Timely and relevant educational sessions and experienced faculty attract a large crowd
- Activities are on-site with more than 800 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

EXHIBIT & SPONSOR PACKAGES

DEADLINE FOR APPLICATION – MARCH 25, 2024 OR WHILE EXHIBIT SPACES ARE AVAILABLE

As an exhibitor or sponsor, you get singular opportunities to position your company to meet the unique needs of this important market. The sponsorship level you choose determines the recognition and exposure you can expect to receive. At all levels, you are assured of 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. You need not be an exhibitor to sponsor. TORCH corporate members have special signs provided for their in-person and virtual exhibit space to advertise their support of the organization. On behalf of our hospital/clinic members, we look forward to working with you.

***All costs are inclusive. On-site exhibitors receive complimentary conference meals, refreshments and event admission, plus a six-foot exhibit table and two chairs at no extra charge.**

182 TOTAL BOOTHS AT THE TRADE SHOW INSIDE THE EXHIBIT HALL AND FOYER

EXHIBIT AND SPONSOR PACKAGES

<i>Diamond</i>		<i>Platinum</i>		<i>Gold</i>		<i>Silver</i>	
\$4,500	\$5,000	\$3,500	\$4,000	\$2,500	\$3,000	\$1,500	\$2,000
MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER
<ul style="list-style-type: none"> On-site foyer exhibit space Two 6' tables and two chairs Ability to rearrange tables in a layout that is customized for your product and flow Ability to set up booth prior to exhibit hall opening reception On-site prominent floor-standing or tabletop space in a location with electricity (5 amp/120v) Dedicated Diamond break with members in foyer on the first day of the event Online listing in conference app Company listed on game card Verbal recognition throughout the conference Three complimentary conference registrations Electronic pre-registration list three weeks prior and electronic post-registration list 		<ul style="list-style-type: none"> On-site exhibit space Online listing in conference app On-site prominent floor-standing or tabletop space in a premium location with electricity (5 amp/120v) One 6' table and two chairs Company listed on game card Verbal recognition throughout the conference Two complimentary conference registrations Electronic pre-registration list two weeks prior and electronic post-registration list 		<ul style="list-style-type: none"> On-site exhibit space Online listing in conference app On-site prominent floor-standing or tabletop space in a premium location One 6' table and two chairs Verbal recognition throughout the conference Two complimentary conference registrations Electronic pre-registration one week before conference and online listing in conference app 		<ul style="list-style-type: none"> On-site exhibit space Online listing in conference app On-site tabletop-only exhibit area of space in a preferred location One 6' table and two chairs One complimentary conference registration Electronic pre-registration one week before conference and online listing in conference app 	

CALL THE TORCH OFFICE FOR MORE INFORMATION AT (512) 873-0045.

ALL CONFERENCE SPONSORSHIPS ARE EXCLUSIVE UNLESS SPECIFIED OTHERWISE.

OTHER SPONSORSHIP OPPORTUNITIES

Awards Program – \$10,000

- Dedicated sponsorship landing page
- Listing in virtual conference sponsorships
- On-site sponsor signage, includes company name and logo and virtual agenda recognition
- Recognition in conference award program and conference program agenda
- Verbal recognition throughout the conference
- One complimentary registration
- Opportunity to present an award at the on-site luncheon
- Sponsor ribbon
- Electronic pre-registration list two weeks prior to conference
- Electronic post-registration list

Evening Receptions – \$5,000

- Dedicated sponsorship landing page
- Listing in virtual conference sponsorships
- On-site sponsor signage, includes company name and logo and virtual agenda recognition
- Recognition in virtual conference program agenda
- Verbal recognition throughout the conference
- One complimentary registration
- Sponsor ribbon
- Electronic post-registration list

Non-exhibiting Attendee – \$1,500 MEMBER / \$2,000 NON-MEMBER

- One complimentary registration
- Hard copy post-registration list
- Sponsor ribbon

Representatives of companies not exhibiting or sponsoring will be permitted to participate only at the same levels and amounts as exhibitors listed above and can take advantage of networking opportunities to discuss their product/service.

VENDORS MAY NOT ATTEND AT THE REGULAR ATTENDEE REGISTRATION FEE.

OTHER SPONSORSHIP OPPORTUNITIES

Breakfast Sponsors – \$2,000

- Dedicated sponsorship landing page
- Listing in virtual conference sponsorships
- Sponsor signage, includes company name and logo
- Recognition in conference program agenda
- One complimentary registration
- Sponsor ribbon
- Hard copy post-registration list

Morning or Afternoon Breaks – \$1,500

- Recognition in conference online listing
- Sponsor signage, includes company name and logo
- Sponsor ribbon

Miscellaneous Items

CORPORATE MEMBERS ONLY, MUST BE EXHIBITING AT THE CONFERENCE

- **CE Sponsor – \$2,000 for a keynote speaker (2 available)**
- **Mobile Charging Station – \$1,500 (1 available)**
- **Hotel Keys – \$1,500 plus cost of keys (1 available)**

**PLEASE CALL THE TORCH OFFICE FOR MORE INFORMATION AT (512) 873-0045.
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EXHIBITOR INFORMATION

REGISTER ONLINE

<https://2024torchspringconference.expofp.com>

Your presence at the Spring Trade Show is important to you and our hospitals/clinics.



to interact with all attendees

All trade show vendors will also be able to access the online virtual app. You get the best of both worlds in interacting with our on-site and virtual member attendees. **All vendors can interact with hospital membership prior to conference start and up to six months after the conference is over.** Each vendor is responsible for setting up your booth and marketing materials, such as a custom video, logo, promotional collateral and any giveaways or drawings you want to offer. Many attendees from previous 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.
- 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 Loews Hotel Arlington at 888 Nolan Ryan Expressway, Arlington, Texas, 76011. Please call the hotel directly at **(682) 277-4900** before **March 25, 2024** for reservations or register online. The special conference rate is \$189 (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 between 4:00 p.m., April 1 and 9:00 a.m., April 4. The tentative schedule below gives times for sales and networking. You are not required to staff your exhibit space the entire time.

MONDAY, APRIL 1

9:00 - 12:00 p.m.
Diamond set-up

3:00 - 3:30 p.m.
Diamond Opening
Reception

TUESDAY, APRIL 2

9:00 a.m. - 4:00 p.m.
Exhibitor Move-in/Set-up
Breakfast in Foyer

4:00 - 5:00 p.m.
Inspection of Exhibits/
Exhibitor Orientation

5:00 - 6:00 p.m.
Reception in the
Exhibit Hall

6:00 p.m.
Exhibits close for the day

WEDNESDAY, APRIL 3

7:30 - 9:00 a.m.
Exhibits Open
Buffet Breakfast
in Exhibit Hall

12:00 - 1:10 p.m.
Luncheon

3:00 - 3:30 p.m.
Break/Exhibit Hall Visits

4:30 - 6:00 p.m.
Reception in
Exhibit Hall

6:00 p.m.
Exhibits close
for the day

THURSDAY, APRIL 4

7:30 - 9:00 a.m.
Exhibits Open
Buffet Breakfast in
Exhibit Hall

9:00 a.m. - Noon
Exhibitor Move-out

Noon
Conference Ends



EXHIBIT/SPONSOR APPLICATION & AGREEMENT — Please complete both sides.

TORCH/TARHC Spring Conference and Trade Show

April 1–4, 2024 // Loews Arlington Hotel – Registration

Please mail or email the completed form with payment information by March 25, 2024

Mail: TORCH Conference Coordinator

3309 Forest Creek Dr., Unit 305, Round Rock, TX, 78664-6168



Any cancellations after the on-site March 25 deadlines are non-refundable. Cancellations prior to this date will result in a \$100 processing fee and balance remaining carried over to a future TORCH event. No refunds will be given, see Exhibitor Regulations page.

All applicable blank spaces must be completed. Please type or print legibly.

Organization Name: _____

Name: _____ Email: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone Number: _____ Fax Number: _____

OTHER COMPANY REPRESENTATIVES ATTENDING (3 COMPLIMENTARY DIAMOND, 2 PLATINUM OR GOLD LEVEL AND 1 FOR SILVER LEVEL)

Name: _____ Title: _____

Company: _____

Phone Number: _____ Email: _____

Additional representatives must be registered separately using the additional exhibitor registration form and sent in with designated additional registration fee of \$300 per each attendee. Fill out additional attendee virtual form next page if more attending than listed below.

Name: _____ Title: _____

Company: _____

Phone Number: _____ Email: _____

Name: _____ Title: _____

Company: _____

Phone Number: _____ Email: _____

Name: _____ Title: _____

Company: _____

Phone Number: _____ Email: _____

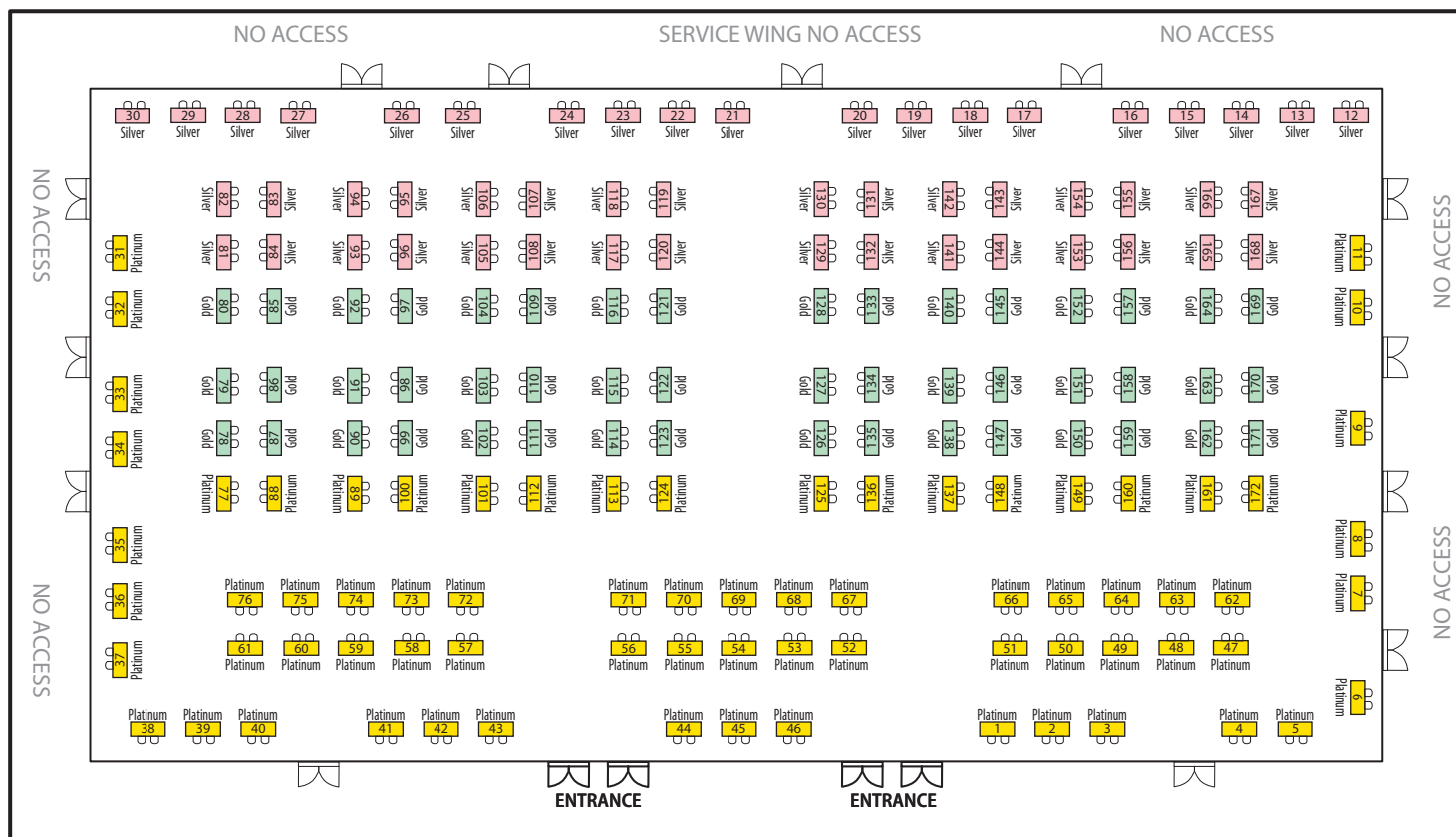
Name: _____ Title: _____

Company: _____

Phone Number: _____ Email: _____

ANY CANCELLATIONS AFTER THE MARCH 25, 2024 DEADLINE ARE NON-REFUNDABLE.

REGISTER ONLINE <https://2024torchspringconference.expofp.com>



	Diamond (10)
	Platinum (73)
	Gold (48)
	Silver (51)

DIAMOND VENDORS

173 173 174 174 175 175 176 176 177 177 178 178 179 179 180 180 181 181 182 182

KEY TO TYPES OF ON-SITE AND FOYER EXHIBIT SPACES

Diamond

On-site prominent floor-standing or 2 tabletop spaces in a foyer location with electricity (5 amp 120v)

Platinum

On-site prominent floor-standing or tabletop space in a premium location with electricity (5 amp 120v)

Gold

On-site prominent floor-standing or tabletop space in premium location

Silver

On-site space in a preferred location - TABLETOP ONLY

Instructions: Complete all form information. Circle your space choices on the diagram. Fill out credit card for payment and mail or scan and email by **March 25, 2024**. **NOTE:** Exhibit boards over six-feet in width will not be permitted in spaces designated for tabletops. Both floor plan and application are to be completed and submitted. A confirmation letter will be sent upon approval to exhibit. **If you have questions, contact Carrie Ruiz at cruiz@torchnet.org or (512) 873-0045.**

The undersigned, on behalf of all company representatives attending, has read and agrees to all exhibition/sponsorship regulations at the 2024 TORCH/TARHC Spring Conference Trade Show. Conference with exhibit rules in understood to be part of this agreement.

Approval Signature: _____ Date: _____

Print Name _____

Name of Company: _____

Please give the prospectus and a copy of the completed application to the people who will be attending the conference. Company representatives attending should read the Information & Regulations section and will be expected to comply. Payment in full for exhibit space must be enclosed with this signed agreement and floor plan. Refunds, minus a \$100 processing fee, will be available for notices received before the deadline date. A completed photocopy of this agreement with assignment of exhibit space and acceptance letter will be returned to you upon approval by TORCH.

Any cancellations after the March 25, 2024 deadline are non-refundable.

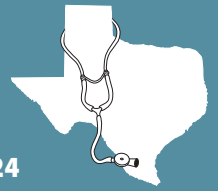
For TORCH Office use only:

Level Selected: _____ Amount Rec'd: \$ _____ Date: _____ Exhibit Location #: _____



2024 TORCH/TARHC SPRING CONFERENCE & TRADE SHOW

Additional Exhibitor Registration Form



APRIL 1-4, 2024 | LOEWS ARLINGTON HOTEL – REGISTRATION DEADLINE: MARCH 25, 2024

ADDITIONAL EXHIBITOR REGISTRATION FOR EACH CORPORATE MEMBER COMPANY ATTENDING THE SPRING CONFERENCE

Additional Exhibitor Registration Fee – \$300 per each additional attendee

Total Number Attending: _____

Total Amount Enclosed: _____

ADDITIONAL EXHIBITOR REGISTRATION FORM

Name: _____ Title: _____

Company: _____

Phone Number: _____ Email: _____

Name: _____ Title: _____

Company: _____

Phone Number: _____ Email: _____

Name: _____ Title: _____

Company: _____

Phone Number: _____ Email: _____

Name: _____ Title: _____

Company: _____

Phone Number: _____ Email: _____

REGISTER AND PAY ONLINE AT: <https://2024torchspringconference.expofp.com>

THIS REGISTRATION IS FOR EXHIBITORS ONLY. To help us plan properly and ensure optimal processing of conference materials, complete and submit your registration as early as possible. Your registration cannot be processed without payment in full. Registrants unable to attend may send an alternate; please notify TORCH of any changes prior to the event. **For cancellation, notify us in writing prior to March 25, 2024 for registrations.** Refunds, minus a \$50 processing fee, will be available for notices received by this date. No refunds will be issued for cancellations received after this date. TORCH reserves the right to cancel or reschedule the event if deemed necessary; or should a situation beyond the control of TORCH arise to prevent holding the conference, TORCH will not be held liable for any expenses incurred by the registrants, except for the registration fee, which would be refunded. **See this exhibitor prospectus for further information.**

EXHIBITOR REGULATIONS

On-site exhibit spaces are reserved on a first come, first-served basis via the online website at:

<https://2024torchspringconference.expofp.com>

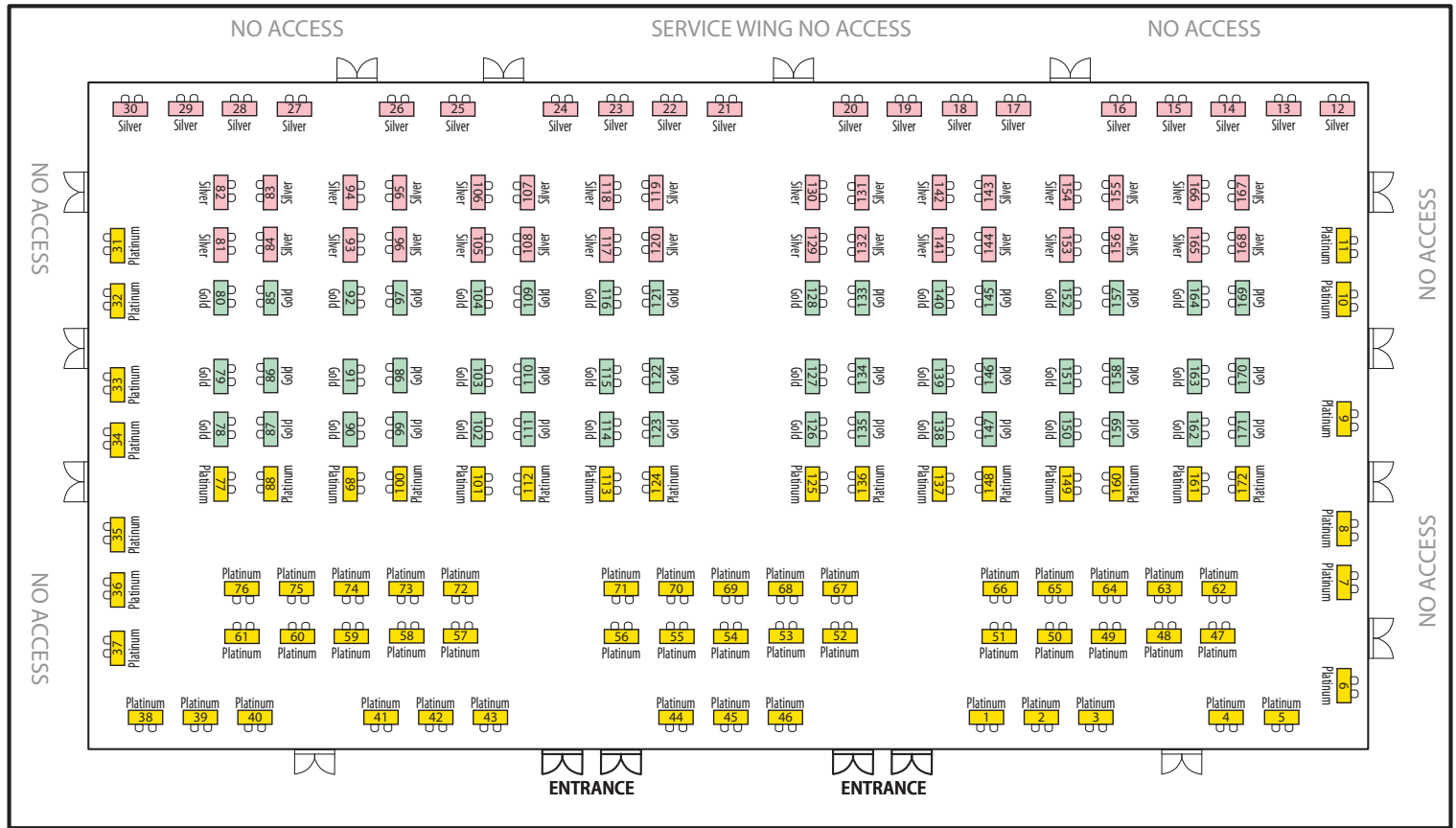
APPLICATIONS WON'T BE ACCEPTED BY PHONE.

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 as is the foyer. 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 made upon receipt and acceptance of application, in order of receipt and as space permits. The application and exhibit hall Floor Plan with your selected exhibit location must be returned with your payment by March 25 [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 Loews Arlington. Contact presentation services, at PHONE, to arrange for audio-visual equipment. Order forms for electricity and phones are enclosed – please complete and send to the hotel prior to **March 25, 2024.** **There is no Wi-Fi available from TORCH at the on-site conference.**
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.**
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 April 2, 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 March 25 deadline are non-refundable.**

EXHIBITOR FLOOR PLAN

182 total booths in the trade show



 Diamond (10)
 Platinum (73)
 Gold (48)
 Silver (51)

DIAMOND VENDORS

173 173	174 174	175 175	176 176	177 177	178 178	179 179	180 180	181 181	182 182
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KEY TO TYPES OF ON-SITE AND FOYER EXHIBIT SPACES

Diamond

On-site prominent floor-standing or 2 tabletop spaces in a foyer location with electricity (5 amp 120v)

Platinum

On-site prominent floor-standing or tabletop space in a premium location with electricity (5 amp 120v)

Gold

On-site prominent floor-standing or tabletop space in premium location

Silver

On-site space in a preferred location - TABLETOP ONLY

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 tabletop, except for a limited number of spaces for floor standing displays at the Diamond, Platinum and Gold levels
- Draping is not used in order to promote visibility
- Floor standing exhibit boards will not be permitted in spaces designated for table tops
- Exhibit space is reserved on a first-come, first-served basis, all on-site vendors will also have a virtual set up
- All booth registrations must be reserved online.**

THE DEADLINE IS MARCH 25, 2024 OR WHILE EXHIBIT SPACES ARE STILL AVAILABLE

HOTEL INFORMATION/SHIPPING

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 Conference
- Hold for Arrival of (company rep's name)
- Date of Arrival (date rep checking into hotel)

HOTEL ADDRESS

Event Planning Manager
Loews Arlington Hotel
888 Nolan Ryan Expressway
Arlington, Texas, 76011



Important Dates

TORCH/TARHC Spring Conference & Trade Show

April 1–4, 2024

[LINK FOR FLOOR PLAN](#)

Exhibit/Sponsor

Application Due Date:

March 25, 2024 or while exhibit spaces are available

Hotel Room Reservations

made by:

March 25, 2024

Call hotel directly at (682) 277-4900

Or click on the link below:

[LINK](#)



Contact Information

TORCH Office

3309 Forest Creek Dr., Unit 305
Round Rock, TX 78664-6168

PHONE: (512) 873-0045

EMAIL: cruiz@torchnet.org

WEB: torchnet.org

See you at the



TEXAS ORGANIZATION OF RURAL & COMMUNITY HOSPITALS (TORCH)
AND TEXAS ASSOCIATION OF RURAL HEALTH CLINICS (TARHC)

2024 SPRING CONFERENCE AND TRADE SHOW

DEADLINE FOR APPLICATION
MARCH 25, 2024

REGISTER AND PAY ONLINE

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