

**2025 Urgent Care Convention | May 3 - 6, 2025 | Hilton Anatole, Dallas TX**  
**Expo Dates: May 4 - 6, 2025 | [corporate@urgentcareassociation.org](mailto:corporate@urgentcareassociation.org)**

**Exhibit Services Provider: [Freeman](#)**

**Booth Includes:**

- 10' wide by 10' deep booth space, piped and draped in **white**.
- Registration and name badges for **two exhibitor representatives per 10' x 10'** booth purchased. (Each additional badge is \$500.) Corporate members receive additional badges at no charge, based on membership level. All exhibitor badges include lunch on Monday and Tuesday in the Solutions.Expo.
- **BADGE registration information will be sent in March. Complimentary exhibitor badges/convention registrations that are included (based upon your Corporate Membership level) will be pre-loaded into your allotment. Badges will be reserved in your Exhibitor Portal.**
- Profile and listing on mobile app.
- Complimentary attendee list, pre-convention & post-convention.

**Booth Does Not Include:**

- Carpet. Carpeting or other flooring is required and is the responsibility of the exhibitor.

**NOTE: Furniture is NOT included.** Special booth package pricing is available for pre-order only, including 1-6' table, 1 chair and wastebasket and booth carpet for a reduced fee.

**Freeman Exhibitor Kit (online access) will be emailed to the booth contact. Please forward to the correct individual – note: Freeman database can only support one contact name per exhibiting company.**

## A-Z Answers to Exhibit FAQs

NEW

### 360 EXPERIENCE PACKAGES

Take advantage of upgrading your exhibit to increase visibility and brand recognition by reserving an experience package. Included are Themed Lounge Areas and placement is on a first-come, first-served basis. All packages include two tickets to the Monday night UCF Celebration, one tote bag insert, and recognition on the Convention web page, event signage, and in the mobile app as a Convention Sponsor.

### ATTENDEE LIST USAGE

A complimentary attendee list will be available to the primary convention contact for all registered exhibitors 2-3 weeks prior to the convention and a complete final list of participating attendees will be available two weeks following the last day of the convention. This list will contain only the information the attendee gave UCA permission to share. Please be certain to review the Exhibitor Policies and Procedures for specifics on list use. List will only become available to those companies who have agreed to the List Usage Agreement. *Attendees may opt-out of sharing their information with exhibiting companies.* Attendee list must be used within sixty (60) days of the event.

**NOTE: Pre-convention attendee list may be used one time pre-convention and post-convention list may be used one-time post-convention** to promote your participation in/follow up to the 2025 Urgent Care Convention. **This list may not be added to your database.** The UCA attendee list is monitored, and exhibitors will be billed for overuse at a rate of \$1,000 per overuse.



**BEWARE OF SCAMS:** The Urgent Care Convention attendee list is only available to contracted exhibitors through UCA, and at no charge to contracted exhibitors. If you receive an email from a company claiming to have our attendee list available for purchase, please DELETE. This is a scam to steal your money and give you a bunch of junk data.

### AUDIO

Exhibitors may have an audio system within their booth. Audio must be maintained at an appropriate volume and not disrupt the business of neighboring booths. Audio is for the audience within your booth space. Booths should be designed to accommodate that audience. UCA reserves the right to reduce or eliminate audio from an exhibitor's booth if complaints are received during the event.

### BOOTH SPECIFICATIONS

All linear booths are 100 square feet (10' x 10') unless otherwise noted. Booths have a back wall drape that is 8 feet high, with sidewall drapes that are 36 inches high. No special signs, booth construction, apparatus, equipment, lighting fixtures, etc., will be permitted to extend above 8 feet in height. **All display fixtures more than 4 feet in height and placed within 8 linear feet of an adjoining exhibit must be confined to that area of the exhibitor's space that is at least 5 feet from the aisle line.**

Graphics, products or portions of the display are not permitted outside the confines of the booth unless supplied by UCA as sponsorship recognition or as part of a sponsorship. Exposed parts of displays and/or

equipment must be finished in a professional manner, so an attractive appearance is presented when viewed from the aisles of adjoining booths.



**ISLAND BOOTHS:** An island booth is a display of four standard 10' x 10' booths spaces merged with aisles on all four sides. Full use of the space is permitted, but the design of the booth must allow see-through visibility and accessibility from all four sides (UCA must approve limited-visibility islands pre-event). **In 2025, companies who select an island understand and agree to provide flooring for the space in its entirety – 20' x 22'.**

**HANGING SIGNS/COMPONENTS:** Hanging signs are permitted ONLY over island booths (20' x 20' or larger). All expenses related to the hanging sign are the responsibility of the exhibiting company.

**EXHIBITOR RESPONSIBILITY:** Carpeting (required), furniture (optional), electric (optional), internet (optional) are the responsibility of the Exhibitor and are not included in the booth purchase.

**CARPETING:** Carpeting is required and is the responsibility of the Exhibitor.

### **CANCELLATION POLICY - BOOTH**

Exhibitor cancellation is required in writing to the attention of UCA Corporate Strategy, corporate@urgentcareassociation.org. Cancellations received on or before February 20, 2025, are entitled to a refund of 50% of booth fees. There is no refund for booths cancelled after February 20, 2025. There will be a \$50/badge fee assessed for any *paid* badge cancellation if cancellation is received in writing prior to the event. There will be no refunds for badges cancelled during or after the event or not picked up.

### **CANCELLATION POLICY - EVENT**

Should UCA cancel our in-person convention, your fees will be refunded or transferred to a credit onto your UCA account for use on other products, membership, etc.



**CARPETING**  
**Carpeting is required within booth space and is the responsibility of the Exhibitor.** It is not included in the booth price but may be purchased through Freeman Exhibitor Services. In 2025, **Island booths understand and agree to carpet the space in its entirety – 20' x 22'**

### **CHILDCARE SERVICES**

Please note, UCA does not allow anyone under the age of 18 into the Solutions.Expo or classrooms. If you need to make childcare arrangements, please check with the hotel concierge for local recommendations.

## **COMPETITORS**

Your booth may be perfectly situated at your time of selection – far enough away from your competitors and just around the corner from your partners.... but sometimes things change. Companies cancel and companies move. Keep this in mind as you arrive onsite (and tell your team).

**The exhibitor is responsible for checking the floor plan periodically to be sure you are still satisfied with your location. Booth moves will be accommodated upon request, based on availability either pre-show or on-site.**

## **DISMANTLE, EARLY**

Dismantling of booths prior to published tear-down is prohibited. Lack of representation or early teardown may result in fines equaling 25% of your total exhibit rental expense and possible loss of future UCA exhibit participation. Advance arrangements can be made with Freeman to tear down a booth in the event it is necessary *at the exhibiting company's expense*.

## **ELECTRICITY FOR BOOTH**

Hilton Anatole is the provider of electrical services for exhibitors. A form to order electric can be found in the Freeman Exhibitor Kit.

## **EXHIBIT POLICIES AND PROCEDURES**

During the booth selection process, you agree to the Exhibit Policies and Procedures. Please read these carefully prior to finalizing your participation.

## **EXHIBITOR PORTAL**

You will be able to manage your entire presence in the Exhibitor Portal. An access key login will be provided upon booth selection.

**REQUIRED TASKS:** Accept Terms & Conditions; Upload proof of COI; Pay outstanding balances

**OPTIONAL TASKS (BUT RECOMMENDED):** Upload any needed EAC form; Complete your company profile for your mobile app listing; Register exhibitors badges; Access the attendee list; Purchase additional sponsorships; Submit proofs and details for purchased brand and visibility opportunities; etc.

## **GIVEAWAYS**

Exhibitors will be responsible for any giveaways and/or drawings at their booth. No announcements will be made for any exhibitor drawings. You are encouraged to email and/or text your winners.

## **HOUSING POLICY**

UCA exhibiting companies are required to have at least 1 booth staff, per 10' x 10' booth stay at the Hilton Anatole Dallas in the UCA room block. Companies who do not meet this minimum requirement will be assessed a \$350 fee post-conference. (Example, if you have a 20' x 20' booth, with 8 complimentary badges, 4 of them must stay in individual rooms, at Hilton Anatole Dallas.)

## HOUSING

Use this link to secure your housing – [2025 Urgent Care Convention Hotel Block Reservations](#) (block closes April 3, 2025 based on availability)



**BEWARE OF SCAMS:** UCA does not provide services to book or manage housing – it is the responsibility of the exhibitor to use the UCA provided secure link for hotel reservations. **NO ONE** from UCA will be soliciting you for your sleeping room reservations by phone or email. If you receive a call or email from anyone claiming to be UCA's housing vendor – **DO NOT BOOK OR USE THEIR SERVICE.** Please let us know any suspicious communications about housing at [corporate@urgentcareassociation.org](mailto:corporate@urgentcareassociation.org).

## INTERNET ACCESS

If you need reliable internet access within your booth, please see the order form in the Freeman Exhibitor Kit to secure dedicated internet access. Café-style wifi will be available but will be slower and performance is not guaranteed.

## LEAD RETRIEVAL

Lead Retrieval is available and can be secured via the Exhibitor Portal starting February 2025. Expenses related to Lead Retrieval and the responsibility of the exhibitor.

## MEALS, EXHIBITORS

Lunch will be served in the expo on Monday and Tuesday (included with exhibitor badges). Other meals are the responsibility of the exhibitor.

## MOBILE APP

Be sure to download the event app to your android or iOS mobile devices so that you can interact with the attendees.

**NEW**

### MEETING HOURS ...WE HEARD YOU.

We heard your feedback to include time to host meetings in your booth space outside Solutions.Expo hours. In 2025, there will be designated hours before and after the expo on Monday and Tuesday (see [SCHEDULE OF EVENTS](#)) that exhibitors may schedule one-on-one meetings at their booth space in the exhibit hall. Exhibitors are required to escort their guests from the entrance (badge checkers will be on duty).

## PAYMENT POLICY

Any booth secured but not paid in full by February 1, 2025, will be released back into inventory. Booths secured February 1 or later will require payment in full to secure.

## SECURITY

UCA will provide security as required by the facility during move-in and move-out and an overnight guard. Although every effort is made to secure the exhibit hall, **it is strongly encouraged that all valuable items be stored in your guest room each night.**

### **“SELLING” OR MEETING WITH ATTENDEES OUTSIDE THE EXHIBIT HALL**

Those with services and products to sell should do so within the confines of their contracted booth in the Exhibit Hall (or contracted satellite event). If you seek access to/meetings with attendees and are not exhibiting, please contact [corporate@urgentcareassociation.org](mailto:corporate@urgentcareassociation.org). Any meeting space within the hotel or convention center must be arranged through UCA.

### **SCHEDULE OF EVENTS\***

*\*Subject to change. See convention website/app for most current schedule.*

<b>Saturday, May 3</b>	
3 p.m. – 7 p.m.	Island Booth Move-In (Island booths, 400 sq. ft+) with advanced UCA approval <b>only</b>
<b>Sunday, May 4</b>	
8 a.m. – 3 p.m.	<b>Exhibitor Registration and Move In</b> (Exhibitor Lunch On Own today)
9 a.m. – 4:15 p.m.	Convention Sessions
4:30 p.m. – 5:45 p.m.	Keynote
5:45 p.m. – 7:15 p.m.	<b>Exhibit Hall Open</b> – Opening Reception
7:15 p.m.	<b>Exhibit Hall Closed</b>
	Satellite Events may begin at or after 7:15 p.m.
<b>Monday, May 5</b>	
8 a.m. – 10 a.m.	<b>Exhibit hall open for private appointments at booths</b> (exhibitor must escort guest past security)
8 a.m. – 9:45 a.m.	Convention Sessions
10 a.m. – 2 p.m.	<b>Exhibit Hall Open</b> 10:00 a.m. Coffee Break in Exhibit Hall Noon Lunch in Exhibit Hall (exhibitors and attendees)
11 a.m. – 11:45 a.m.	General Session
2 p.m.	<b>Exhibit Hall Closed</b>
2 p.m. – 4 p.m.	<b>Exhibit hall open for private appointments at booths</b> (exhibitor must escort guest past security)
2:15 p.m. – 5 p.m.	Convention Sessions
6 p.m.	Foundation Celebration Event (tickets & sponsorships for purchase)
	Satellite Events are prohibited this evening. Exhibitors are encouraged to purchase tickets for booth staff and clients to attend the Foundation Celebration. It is the perfect way to show clients and prospects your commitment to the industry!
<b>Tuesday, May 6</b>	
7:30 a.m. – 9 a.m.	<b>Exhibit hall open for private appointments at booths</b> (exhibitor must escort guest past security)
8 a.m. – 8:45 a.m.	Convention Sessions
9 a.m. – 1:30 p.m.	<b>Exhibit Hall Open</b> 9:00 a.m. Coffee Break in Exhibit Hall

	Noon Lunch in Exhibit Hall (exhibitors and attendees)
10 a.m. – 11:45 a.m.	Convention Sessions
1:15 p.m. – 5 p.m.	Convention Sessions
1:30 p.m. – 7:30 p.m.	<b>Exhibit Hall Move Out</b>
5 p.m. – 5:30 p.m.	<b>Join us for 20<sup>th</sup> Anniversary Cake!</b>
5:30 p.m. – 6 p.m.	<b>Members Meeting and Reception</b> <i>(Corporate members should plan to attend this Member Meeting and networking event)</i>
6 p.m.	Satellite Events may begin at or after 6:00 p.m.

**NEW**

### SOLUTIONS.DEMO

Drive traffic to your booth with a product demonstration. UCA will make announcements in the exhibit hall; your demo and time will be included in the schedule listed in the mobile app and in a flyer in the attendee tote bag. When reserving your booth, make sure your booth size can support your demonstration.

**NEW**

### SOLUTIONS.EXPO SCAVENGER HUNT

UCA is offering exhibit hall gamification with a Solutions.Expo Scavenger Hunt (exhibitor purchase required). Attendees visit booths to scan and play for UCA-provided prizes. Participating exhibitors submit a question to drive attendee engagement at their booth. Purchase to participate via the exhibitor portal or contact [corporate@urgentcareassociation.org](mailto:corporate@urgentcareassociation.org).

### SPONSORSHIP OPPORTUNITIES

Sponsorships and booth upgrade packages are available for purchase after you secure your booth. Sponsorships may be added, so check back to see what new opportunities are available. Customization is available - do not hesitate to ask.

### STAFFING, BOOTH

**UCA Exhibit Policies and Procedures require that booths be staffed during all published hours.** Booths must be staffed during all open exhibit hours. *UCA understands that there may be times when you must leave your booth unexpectedly; please use a sign indicating your return time.*