



72ND AHCA/NCAL CONVENTION & EXPO

OCTOBER 10-13, 2021
WASHINGTON, DC • HELD AT NATIONAL HARBOR



In-Person Networking is Back at the AHCA/NCAL Convention and Expo

The American Health Care Association/ National Center for Assisted Living is excited to announce the 72nd Convention and Expo will be a 4-day in-person event with thousands of industry professionals from across the country convening in Washington, DC. Long term care, post-acute care, and senior living providers are looking forward to seeing live demonstrations, discussing industry solutions through multiple educational tracks, and engaging in meaningful networking opportunities that are not through a screen.

This October, as an exhibitor, you will have many opportunities to showcase solutions to attendees through unique branded spaces and traditional in-person networking channels. In this exhibitor guide, you will see how business partners can actively participate in Convention and market your offerings to industry professionals.

[Click Here](#) to view the virtual expo hall to begin your booth reservation process.

The National Harbor is located right along the Potomac River and will offer us the back drop to conduct business in a world-class setting.

The Gaylord National Harbor offers signature meeting spaces, seven distinct restaurants, a spa, and spacious hotel rooms. There will be plenty to explore right under the 19-story glass atrium roof of the Gaylord.

See you in October!



For the first time in over a year, the AHCA/NCAL Convention and Expo will bring business partners and providers together under one roof.

As a trusted long term care industry vendor, showcase your innovative solutions over 2 days of non-competing expo hall time. At the AHCA/NCAL Convention, attendees have real buying power and explore the expo hall looking for the latest offerings for their staff, residents, patients, and communities.

Owners, executives, administrators, clinicians, and other corporate staff are ready to hear from you about your unique solutions that will help owners and operators solve the many challenges they are facing. Attendees are looking forward to setting up in-person meetings for demonstrations and discovery discussions with exhibitors.



CONNECT

With Decision Makers in Washington, D.C.

50% of attendees APPROVE purchasing decisions or ARE the decision makers for their centers.

Who Will Be in Attendance?

29% Facility Administrator / Assistant Administrator / Executive Director

15% Owner/ CEO / President / C-Suite Executives

23% Regional Execs / VPs / Corporate Staff

10% Clinical / DONs

23% Other: dietary, activities, social services, therapy, state affiliate staff, etc.

100% READY TO SEE COLLEAGUES AND NETWORK IN-PERSON AGAIN AT CONVENTION



SECURE

Your booth space

On **October 11 & 12** during dedicated expo hall hours demonstrate solutions to decision makers right in your booth.

Expo Hall Hours:

Monday, October 11, 11:30 AM – 3:00 PM

Tuesday, October 12, 10:30 AM – 1:30 PM

2021 Booth Fees

Standard Booth Rate per 10x10 Space

Member: \$2,800

Nonmember: \$3,800

Corner Fee: \$200 per Corner

Premium Booth Rate per 10x10 Space

Member: \$5,500

Nonmember: \$6,500

Corner Fee; \$200 per Corner

Companies spending over \$75,000 annually in Provider Magazine, AHCA/NCAL sponsorship programs, Associate Business Membership, and exhibiting are invited to reserve booth space in the VIP section, in the front of the Expo Hall.

View the Floor Plan and Reserve Your Booth

A 50% deposit is due upon booth reservation. Full payment due by June 1, 2021.

Cancellation Policy: Booth reservations may be cancelled with a full refund minus a \$100 cancellation fee up until June 1, 2021. No refunds will be extended after June 1, 2021.

Due to sales tax implications and security concerns, direct sales transactions (cash, check or credit card) are prohibited within the exhibit area.

All booth rules and regulations can be viewed during the booth rental process.

Inclusive with Your Booth Reservation:

- Three (3) Complimentary Badges per 10x10 space
- Convention Attendee Lists are Available to use 30 Days Prior to Event and Final Registration List Given at Event Conclusion
- Company Profile Listing on the Virtual Expo Hall Floor Plan
- Complimentary Private Brunch for Each Registered Exhibitor Staff
- Network Opportunities Outside of the Show Floor
 - Welcome Reception
 - Education Sessions
 - Opening & Closing General Sessions
- Access to non-ticketed education sessions
- Access to the Mobile App
- Company Listing in the AHCA/NCAL & Provider Magazine Annual Purchasing Guide

Booth reservations DO NOT include carpet and booth furnishings. The Exhibitor Service Manual will be available to Exhibitors in June 2021.

For additional booth information, please contact exhibitors@ahca.org.

BUILD

Brand identity to all attendees

There are many sponsorship opportunities to reach all attendees that will build brand identity and traffic to your booth. Let Vendor Relations help you create an interactive experience.



WELCOME RECEPTION

\$5,000

Take advantage of the first time convention attendees are together with this opportunity to kick-off the week and generate excitement that leads attendees to your exhibit booth. Includes logo on all on-site signage, pre-event promotions, convention website, and printed on-site guide.

PAC EVENT

\$15,000 - \$25,000

This exclusive ticketed event is where you will find creative promotion of your brand. At the event, ticket holders enjoy the star-studded entertainment all while supporting the PAC that works to raise awareness among long term care professionals about AHCA's advocacy efforts. Tickets are included with your sponsorship.



Contact: sales@ahca.org to begin planning your marketing experience at Convention

REACH

Your target audiences at Convention

Sponsor a constituency event that are attended by your target market and topical to your brand's solutions. All sponsorship benefits include logo on all pre-event and on site promotions.

NCAL DAY

\$10,000

Spend the day with more than 200 owners, executive directors, and corporate staff at this exclusive program designed for the senior living industry. The program includes breakfast, lunch, and an opportunity for sponsors to make brief remarks.

REHABILITATION SYMPOSIUM

\$3,500

During coffee and snack breaks network with more than 100 reimbursement professionals, therapists, managers, and trainers for a four-hour program that will include presentations and panel discussions focused on the changes in SNF rehabilitation operations and clinical practices.

INDEPENDENT OWNER BREAKFAST

\$7,500

Network with providers who own less than 10 buildings to learn about what their specific challenges are for the sector. This informal setting is a great way to meet decision makers.

ID/DD & NFP PROGRAM

\$3,500

Join ID/DD and NFP providers for a full day of motivational and educational sessions. Network with attendees during breaks about how your solutions work with mission driven organizations.

NOT FOR PROFIT RECEPTION

\$3,500

Join Not For Profit professionals after the Quality Awards Ceremony to celebrate the work they do and the missions they believe in.



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BOOST

Your brand with advertising

Explore these well placed lobby digital signs that will get the attention of attendees as they enter the Gaylord property.

FRONT DESK DIGITAL SIGN

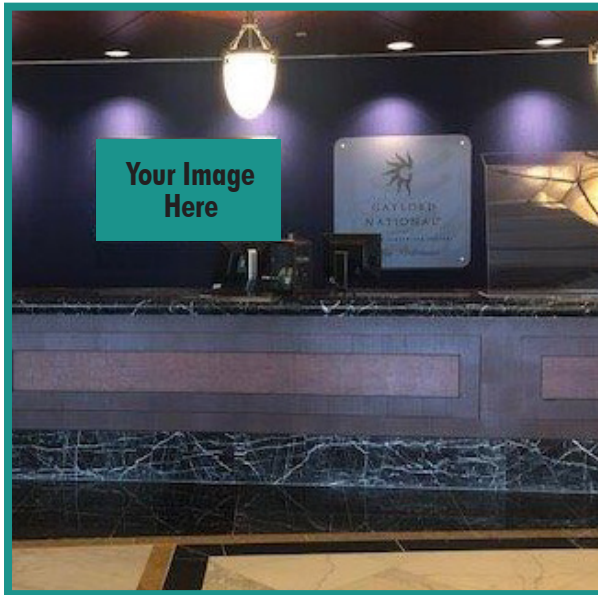
\$5,000 Each Message

3 rotating messages available

6' Horizontal Screen

1920 x 1080 resolution

A digital sign located behind the front desk in the lobby



LOBBY AREA DIGITAL SIGN

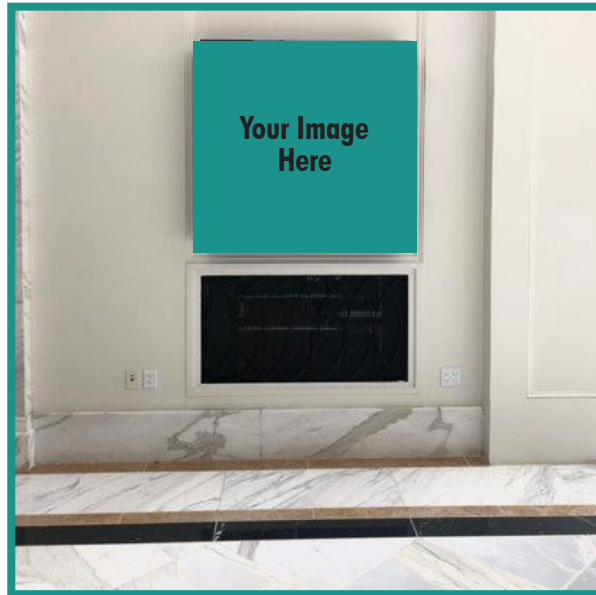
\$2,500 Each Message

2 rotating messages left

6' Horizontal Screen

1920 x 2160 resolution

A digital sign located next to the concierge desk



LOBBY ELEVATOR BANK DIGITAL SIGN

\$2,500 Each Message

3 rotating messages available

6' Horizontal Screen

1920 x 1080 resolution

A digital sign located near the concierge desk and lobby elevators



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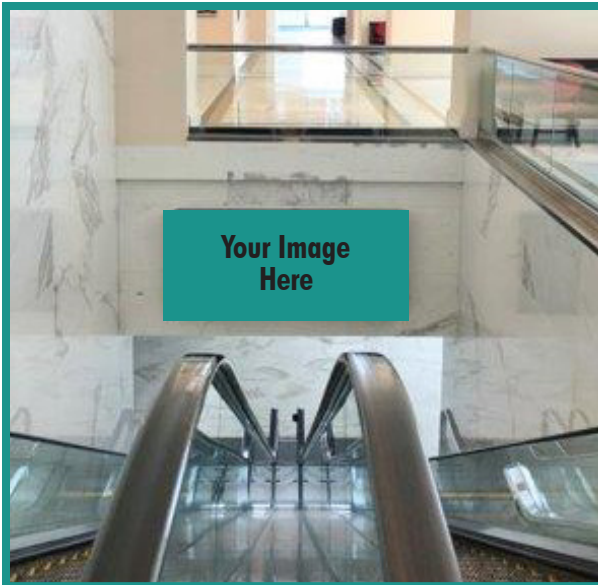
BOOST

Your brand with advertising

Explore these opportunities located in the highly visible and well trafficked Cherry Blossom Lobby. The Cherry Blossom Lobby connects the hotel area to the Convention Center.

CHERRY BLOSSOM VIDEO WALL \$7,500 Per Message

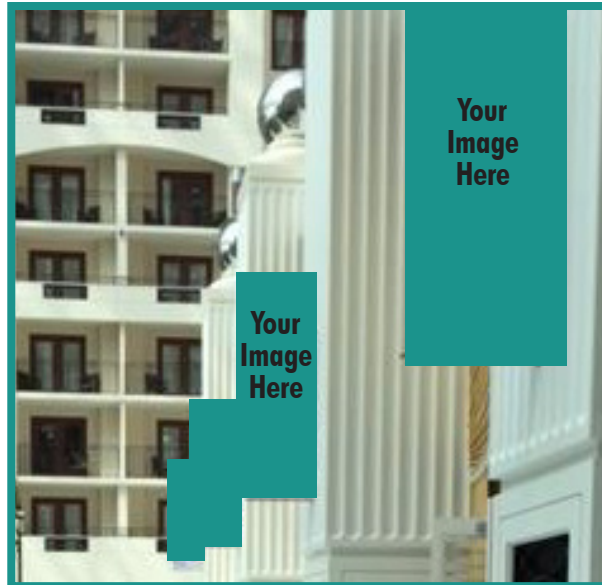
Only 1 Video Wall Message Left
3840 x 2160 resolution with audio
Your custom message rotating on digital sign above escalators from hotel lobby to Cherry Blossom Lobby



CHERRY BLOSSOM LOBBY SIGN COVERS \$7,500 Per Sign

SOLD OUT

4 double sided signs in the Cherry Blossom Lobby
2'W x 6'H



CHERRY BLOSSOM LOBBY \$7,500 Per Planter

3 Planters Left

Four sided planters available located in the Cherry Blossom Lobby
Front panels: 6'W x 3'H
Side panels: 5'W x 3'H



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BOOST

Your brand with advertising

Explore these opportunities located in the highly visible pre-function space of the Gaylord Convention Center. From the pre-function space, attendees will be able to access all the spaces for the general sessions, education, registration, and the expo hall.

CONVENTION CENTER PRE-FUNCTION VIDEO WALL

SOLD OUT

\$10,000 Each Video

2 fifteen second looping videos
3840x1080 resolution

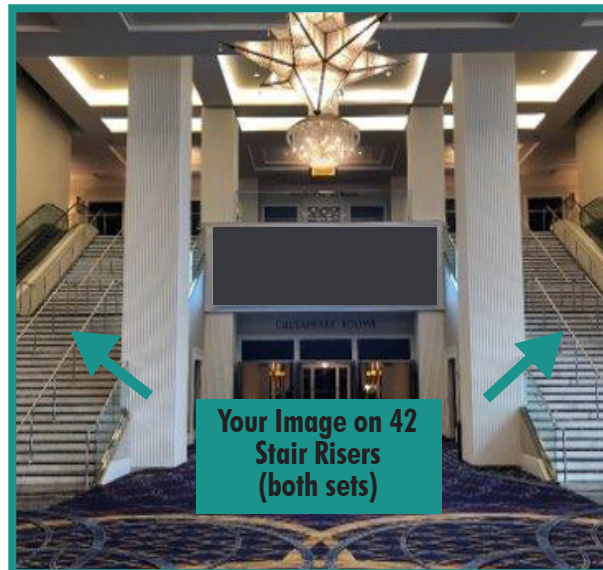


NATIONAL HARBOR STAIRS

\$25,000

SOLD OUT

2 sets of stairs leading from
Convention Center foyer to National
Harbor education rooms

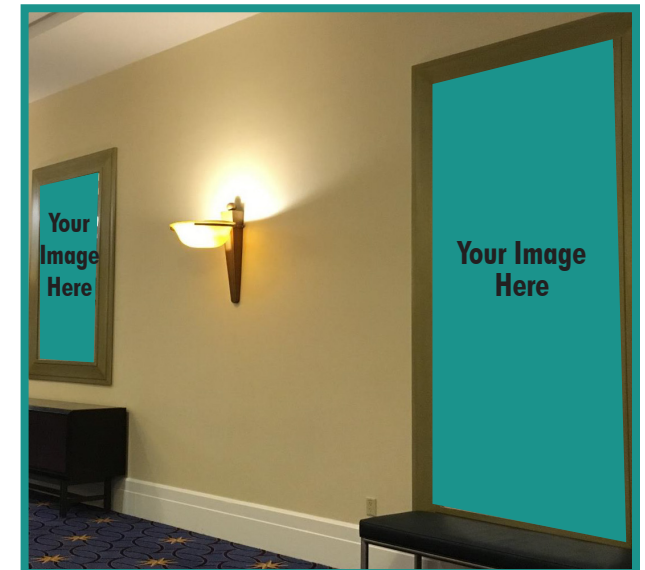


LOBBY MIRROR CLINGS

Located Near Education

\$4,000 Each Lobby

National Harbor Lobby - 3 Clings
Chesapeake Lobby - **SOLD OUT**



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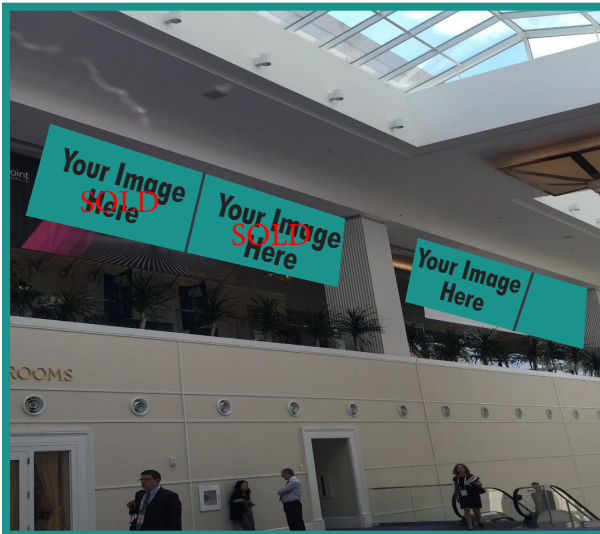
BOOST

Your brand with advertising

Explore these opportunities located in the highly visible Potomac Lobby which is close to the general session ballrooms and the open-air stair case to the expo hall and registration counters.

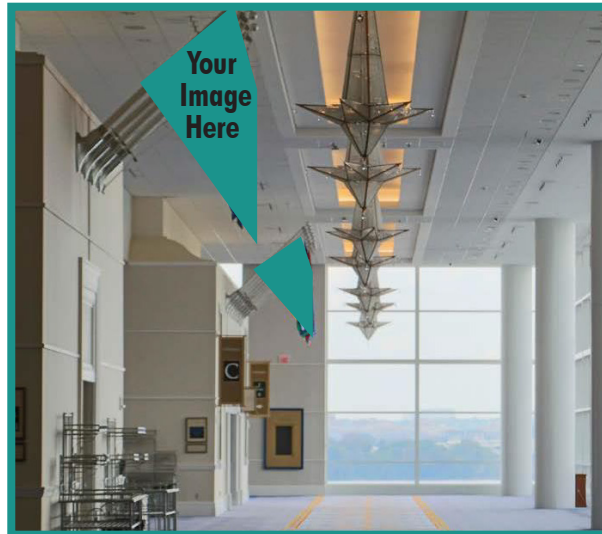
POTOMAC LOBBY BANNERS \$15,000 Double Sided Banner

4 Available
Overlooking the Potomac Lobby and
staircase to the exhibit hall
15'W x 10'H



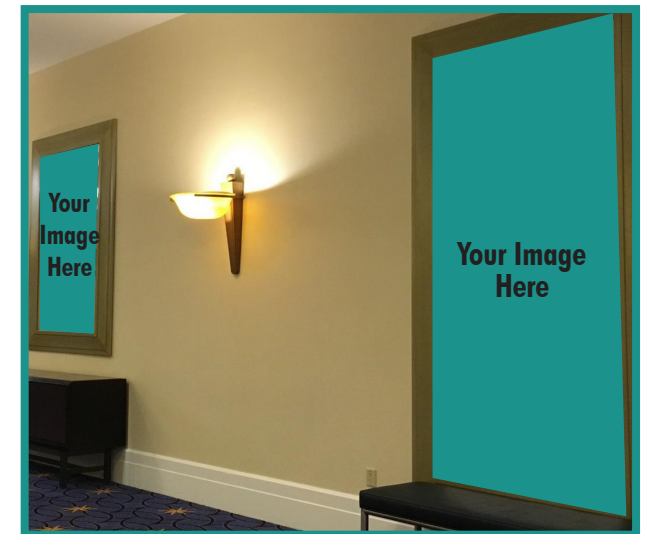
POTOMAC BALLROOM FLAGS \$2,000 Each Double Sided Flag

27 Available
Flags flank to entrances of the Potomac
Ballroom
4'W x 7'H



POTOMAC LOBBY MIRROR CLINGS

Located near General Sessions &
Quality Awards Ceremony
SOLD OUT



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BOOST

Your brand with advertising

Explore these opportunities located on the way to the Expo Hall and Registration.

PRINCE GEORGE'S EXHIBITION HALL

TOP STAIRCASE \$15,000
SOLD OUT

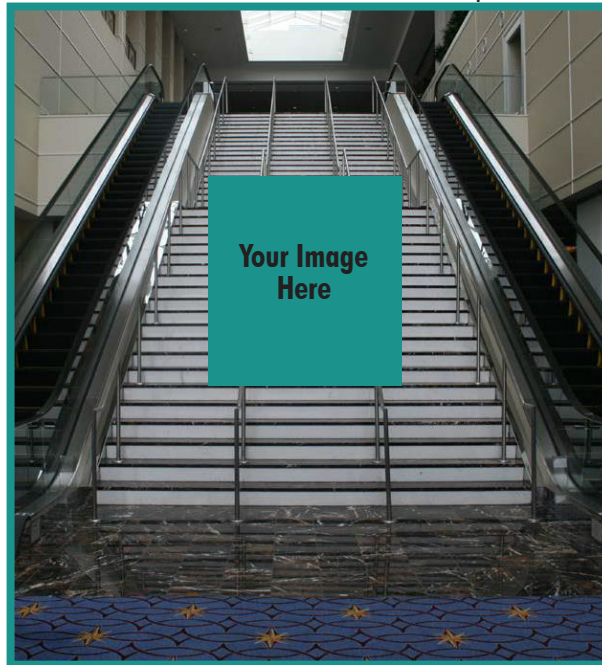
Your custom message on staircase
that leads to the Expo Hall.



PRINCE GEORGE'S EXHIBITION HALL

LOWER STAIRCASE \$15,000
SOLD OUT

Your custom message on
staircase that leads to the Expo Hall.



PRINCE GEORGE'S EXHIBITION HALL

ESCALATOR RAIL BANNER
\$7,500 SOLD OUT

1 exterior rail facing registration



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BOOST

Your brand with advertising

Explore these opportunities connected with the Gaylord National Resort & Convention Center, our largest room block.



WIFI SPONSOR

\$15,000 **SOLD OUT**

Includes a customizable splash page that will be used during the duration of Convention

ROOM DROPS

\$30,000

Customizable room drops available at the Gaylord.

IN ROOM CHANNEL

\$2,500

Video and image capable channel that Gaylord hotel room TVs will be set to when guest turn them on

KEY CARDS

\$15,000 **SOLD OUT**

Customizable hotel key cards available at the Gaylord



MOBILE APP

Reach 4,000+ active users on the convention mobile app through engaging banners.

DOOR HANGERS

\$15,000 **SOLD OUT**

As the sponsor, print and ship door hangers to the Gaylord and the entire room block will be greeted with them as they enter their hotel rooms

\$5,500 Interior Page Top Banner **SOLD OUT**

\$7,500 Home Screen Tile Banner **SOLD OUT**

\$7,500 Sticky Bottom Banner **SOLD OUT**



WEBSITE SPONSOR BANNERS \$5,000 Each Banner

For the duration of the marketing of Convention, digital rotating banners available on the official convention website

Select Size:

Tower Banners, 300px x 500px

Horizontal Banners, 1325px x 290px

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BOOST

Your brand with advertising

Explore these printed advertising opportunities that are shared with all attendees.

PRINTED ON-SITE GUIDE

\$3,500

Every attendee receives a full-color guide for them to browse the schedule of events, exhibitor listing, and general Convention information. Promote your booth experience with a full-page advertisement in the guide.

PROVIDER MAGAZINE ADVERTISING

See Provider Media Kit

Increase visibility throughout convention season with a *Provider* multi-platform approach: Print, Digital, Provider TV, and Social.

PRINT ADVERTISING

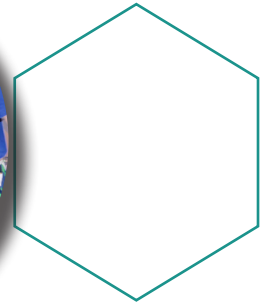
Provider's readers are engaged through quality subscriptions with a circulation of over 50,000. As the official publication of AHCA/NCAL, *Provider* is distributed to all Convention attendees, an additional 4,000 copies.

DIGITAL ADVERTISING

Use digital advertising to reach website users searching for relevant content, all in one place: breaking news, guest columns, and special features.

SOCIAL NETWORKS

Get social with us! Follow AHCA/NCAL on Facebook, Twitter, and YouTube for topical content related to our profession.



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