

AHCA
AMERICAN HEALTH CARE ASSOCIATION

NCAL
NATIONAL CENTER FOR ASSISTED LIVING

2024 MARKETING PLANNER

sales@ahca.org





2024 GUIDE FOR MARKETING & NETWORKING OPPORTUNITIES

Explore Strategic Moves

Show your customers that your business has genuine interest in furthering the quality of long term care.

Participate in strategic sponsorship opportunities to give your business an avenue to reach decision makers in the long term care industry.



Contact sales@ahca.org to inquire about investment levels.

TABLE OF CONTENTS

- ▶ Reach Your Target Audience Page 4
- ▶ Support the Profession Page 5
- ▶ Sponsorship Opportunities Page 6
 - ▶ Strategic Opportunities Page 7
 - ▶ Unique Opportunities Page 8
 - ▶ Focused Opportunities Page 9
 - ▶ Expansive Opportunities Page 10
- ▶ Advertising Opportunities Page 11
- ▶ Our Committed Partners Page 12



REACH YOUR TARGET AUDIENCE

AHCA/NCAL members are small, independent operators, as well as regional and national multi-facility companies, serving both for-profit companies and not for profit organizations.



Constituency Groups:

Partners Advancing Post-Acute Care (PAPAC)
Senior executives from the nation's largest post-acute companies (more than 4,000 beds).

Regional Multi-Facility Council
Senior leaders from multi-facility organizations (more than 10 buildings).

Independent-Owners Council
Owners from across the country (less than 10 buildings).

Not-For-Profit Council
Supports and facilitates AHCA's mission, vision, and policy goals in an ongoing effort to ensure that long-term care is viewed as one profession, speaking in one voice, delivering a unified message.

Connect with provider members with an ABM membership.



SUPPORT A PROFESSION

Share Our Passion & Become a Member

AHCA/NCAL's Associate Business Member program is designed for vendor companies that share our passion for excellence in the field of long-term care. ABMs are proud to support programs and services that bring about improvements to the industry and help create strategies for relevant professional issues.

All ABM's receive discounts on booths, priority booth placement, discounted rates on advertising, and many other benefits. Learn about all benefits and investment levels online.

Membership Connections

Becoming an ABM allows you to gain visibility in regards to topics that are most critical to the industry:

- Workforce Challenges
- Meeting Quality Goals
- Adapting New Payment Models
- Census Development

CONNECT THROUGH SPONSORSHIP OPPORTUNITIES

Get in front of decision makers who are seeking experts, solutions, and products that support clinical, operational, and workforce advancements within their organization.



STRATEGIC OPPORTUNITIES

Connect Over Quality Improvement & Leadership Development Opportunities

OFFICIAL CO-SPONSOR

An opportunity to represent quality excellence as an official AHCA/NCAL National Quality Award Program sponsor. Sponsors support the specific criteria that skilled nursing facilities and assisted living communities strive for as they journey toward performance excellence.

Join member centers as they apply for three progressive awards: Bronze, Silver, or Gold. Each level has its own distinct rigors and requirements for quality excellence. Compared to the national average, award recipients have better quality performance indicators and overall better 5-Star Ratings.

Align your business with National Quality Award Program recipients because you will be supporting champions in quality.



National Quality Award

MAY

Join over 150 industry leaders with various disciplines coming together to develop initiatives that align with the work of the five AHCA quality committees in support of achieving quality improvement goals.



Quality Cabinet Strategic Planning Meeting

SEPTEMBER

The year-long program kicks off with a two-day symposium held each year in Washington, DC. As a sponsor, join the new cohort class that has demonstrated leadership potential and a desire to represent the interests of LTC providers at the state and national level. The program covers the latest theories and practical applications in quality management, customer satisfaction, and leadership development.



Future Leaders



UNIQUE OPPORTUNITIES

Network with Influential Industry Leaders at National Conferences



Partners Winter and Summer Leadership Summit

Hosted in January & June

PAPAC consists of more than 50 post-acute care member companies, each company representing more than 4,000 skilled nursing beds. Hosted in Washington, DC, sponsors of the Partner Summit attend legislative briefings and join providers at networking receptions and formal dinners.

AHCA PAC

Hosted in June & October

The PAC works with individuals from across the political spectrum to fight for improvement in our nation's long term care profession. PAC sponsorship would provide access to a private reception that is hosted in conjunction with AHCA's Congressional Briefing. The reception would consist of owners, c-suite's, corporate staff, and administrators who make personal contributions to PAC. Sponsorship would also provide brand recognition and exclusive access to the PAC Concert at AHCA/NCAL's Delivering Solutions event. At the concert, network with close to 1,000 attendees that include owners, administrators, corporate staff and c-level participants.

Quality Summit

Hosted in May

AHCA/NCAL's commitment to quality has raised the profile of the long term and post-acute care profession. Join administrators, clinicians, and quality leaders at this annual two-day gathering bringing together sponsors and dedicated quality improvement professionals for focused education and networking meetings. Sponsors will benefit from the specialized programming given by subject matter experts and networking with like-minded providers.

Population Health Management Summit

Hosted in May

At this conference hosted in Washington, DC, nationally renowned speakers, innovators, and industry leaders come together to network on the exciting opportunities in population health and value-based care. Sponsors have the opportunity to showcase solutions that influence growth with provider networks.



FOCUSED OPPORTUNITIES

Reach Association Board Members & Leaders in the Sector

NCAL Board Dinner

Hosted in June

Spend the entire evening meeting with the 20+ NCAL Board of Directors as they discuss the future growth and current opportunities of the assisted living industry.

AHCA Board of Governors and Independent Owner Council Dinner

Hosted in September

Spend the day networking with the well-regarded board and council members on important industry initiatives as the parties strategically plan for the future. As a sponsor, learn and share about the top-of-mind strategic objectives for the sector.

Delivering Solutions '24

Hosted in October

NCAL Day at DS24

Join more than 200 professionals working in the assisted living industry during the all-day event at the convention and expo. NCAL Day helps kick off Convention with a full day of programming that exceeds expectations every year with its excellent education and networking opportunities.

Independent Owners Breakfast

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.

Investment Solutions Program

This breakfast meeting is by invitation only, for owners and C-Suites from provider companies. Sponsors will have exclusive access to network with more than 75 C-Suite's during the program.



Plan Your Marketing Mix for a Successful Convention

- ▶ Build brand identity to all attendees throughout DS24.
- ▶ Reach a target audience with constituency group sponsorships.
- ▶ Boost brand awareness with creative onsite advertising.



EXPANSIVE OPPORTUNITIES

Showcase Industry Solutions to Decision Makers at the Convention & Expo

4 Dedicated Days

October 6 - 9

Thousands of AHCA/NCAL members from across the country will be convening in Orlando, FL to share their passion for long term care.

Showcase Solutions

Expo Hall: October 7 & 8

Reserve a booth in the expo hall and expect dedicated access to thousands of industry professionals seeking solutions from experts in the profession. Booth reservations will begin in spring of 2024.

Expand Your Partner Network by 100%

Who attends our convention & expo?

27%
VPs/Regional
Corporate Staff

21%
Administrators/
Executive
Directors

20%
Owners/C-Suite
Executives

13%
Clinicians/DONs

10%
State Affiliate
Staff

9%
Other (Dietary,
Social Services,
Therapy, Etc.)

ADVERTISING OPPORTUNITIES

Bring Brand Recognition & Sponsored Content Inside Facilities Nationwide

► Print: 50,000 Subscribers

Partnering with Provider ensures your brand will reach a national long term care provider audience. All Provider issues have bonus distributions to association national conferences.

► Digital Banners

Banner advertisements are available online at providermagazine.com, and ads are seen throughout the entirety of the page in a companion style. A specialty banner spot is available on educate.ahcancal.org the online education platform for members.

► Marketplace Content

The marketplace section is designed for advertisers to produce short-form sponsored content. The content is published twice a month in an e-newsletter, The Link, that services 50,000+ subscribers.

► Customizable Advertising Opportunities

Create valuable content by showcasing a new product in a marketplace listing or writing interesting advertorials all while having an impactful brand presence.

Showcase your expertise and expand your network by sponsoring an interview lounge seen at AHCA/NCAL conferences

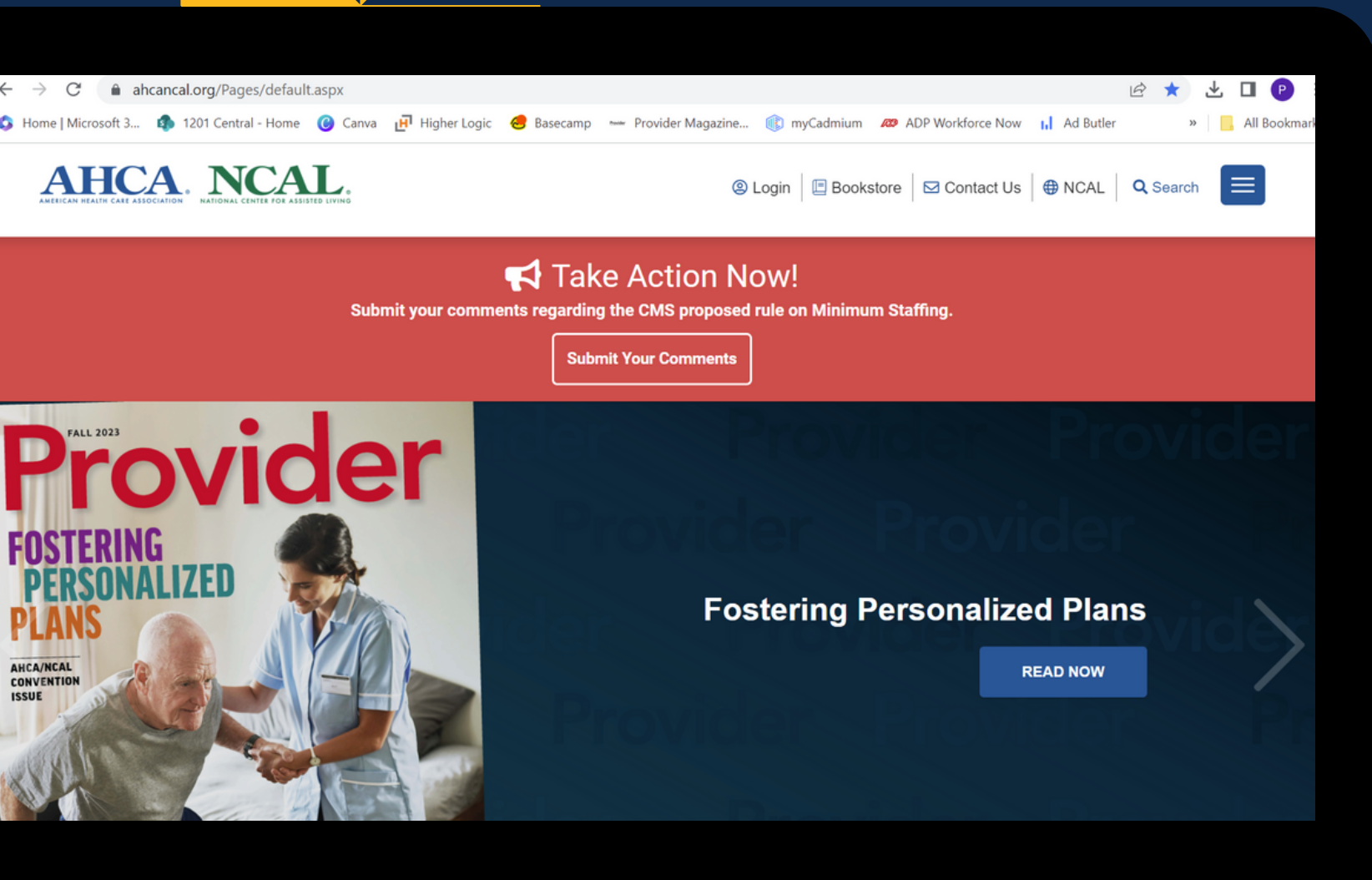


OUR COMMITTED PARTNERS

A Thank You to Our 2023 Exhibiting VIPs for their Continued Support of the Association



GET IN TOUCH



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