

# Exhibit and Sponsorship Planner

## AHCA/NCAL Convention and Expo is Heading to Nashville, TN

The 73rd Convention and Expo will be October 9-12, 2022 with thousands of industry professionals from across the country convening in downtown Nashville. 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.

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 planner, 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 Music City Convention Center is located in the heart of downtown Nashville and will offer us the back drop to conduct business in a modern and lively setting. The newer convention center will hold our education sessions, general sessions, and expo hall all under one roof only a couple blocks from the selected hotels and the entertainment-filled downtown scene.

**See you in October!**



The AHCA/NCAL Convention and Expo will bring business partners and providers together under one roof in downtown Nashville.

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 Nashville, TN

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.

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**100%** READY TO SEE COLLEAGUES AND NETWORK AT CONVENTION



# SECURE

## Your Booth Space

On **October 10 & 11** during dedicated expo hall hours demonstrate solutions to decision makers right in your booth.

### Expo Hall Hours:

Monday, October 10, 11:30 AM – 3:00 PM

Tuesday, October 11, 10:30 AM – 1:30 PM

### 2022 Booth Fees

Standard Booth Rate per 10x10 Space

Member: \$3,000

Nonmember: \$4,000

Corner Fee: \$200 per Corner

Premium Booth Rate per 10x10 Space

Member: \$5,700

Nonmember: \$6,700

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, 2022.

Cancellation Policy: Booth reservations may be canceled with a full refund minus a \$100 cancellation fee up until June 1, 2022. No refunds will be extended after June 1, 2022.

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.

Vaccination against COVID-19 will be required for all attendees, exhibitors, and all vendors at Convention. See our website for the complete policy.



### 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
  - Opening & Closing General Sessions
  - Quality Awards Ceremony
- 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 2022.

For additional booth information, please contact [exhibitors@ahca.org](mailto: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.

### Gala Entertainment Sponsor

**\$25,000**

At the conclusion of Convention, sponsoring this ticketed event is where you will have the opportunity to network with 600 influential leaders. To help hype the audience, the entertainment sponsor will introduce the headliner entertainment to kick off the show. Tickets are included with your sponsorship.



Contact: [sales@ahca.org](mailto: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.

### Opening Session Keynote Sponsor \$25,000 - **SOLD OUT**

An opportunity for the sponsor to make brief remarks to a captive audience during the general session while introducing the speaker, keynote speaker to be named. Includes logo on all pre-event and on-site promotions including AHCA convention web page, email communications, signage, and program book.

### 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.



### 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.

### 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 opportunities that attendees will see as they walk through the first level of the convention center to access the escalator to take them to registration.

### Clings on Windows Facing Omni Nashville Hotel \$10,000 each

4-panel window clings, 2 available

Each Panel: 4.5'W x 7'H

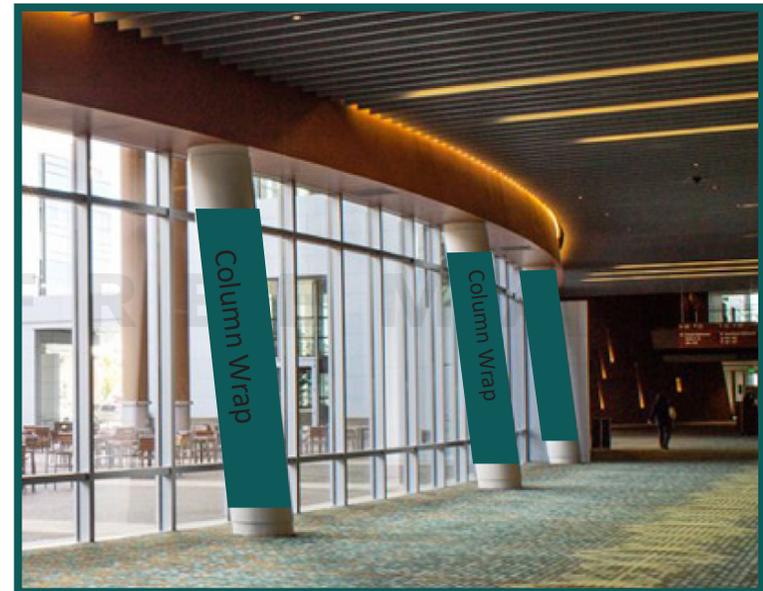


### Level 1 Column Wraps \$8,000 Each Column

1 wrap sold, only 8 column wraps available

9 columns available on level 1 across from education sessions of the convention center

Each column: 7'w x 14.5'H



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# BOOST

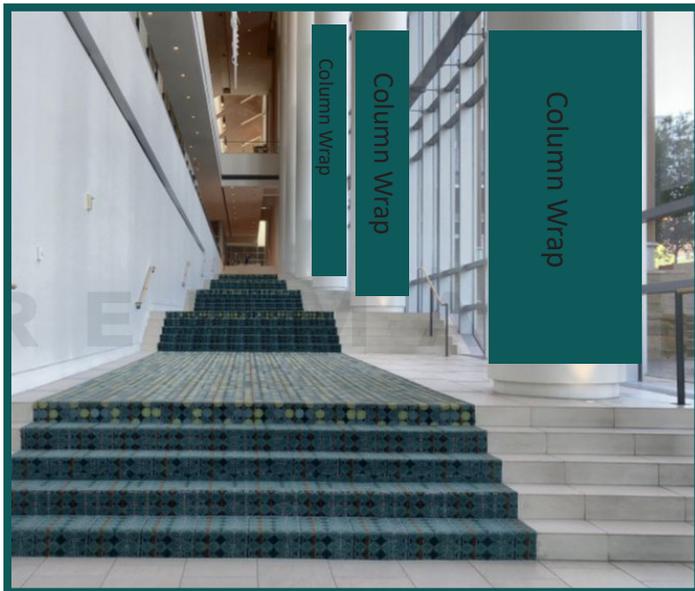
Your brand with advertising

Explore these opportunities in this high trafficked atrium walkway that will bring attendees from the center's entrance on level 1 to level 2 and higher floors.

## Level 2 Column Wraps \$10,000 Each Column

3 columns available line the atrium walkway as attendees access level 2

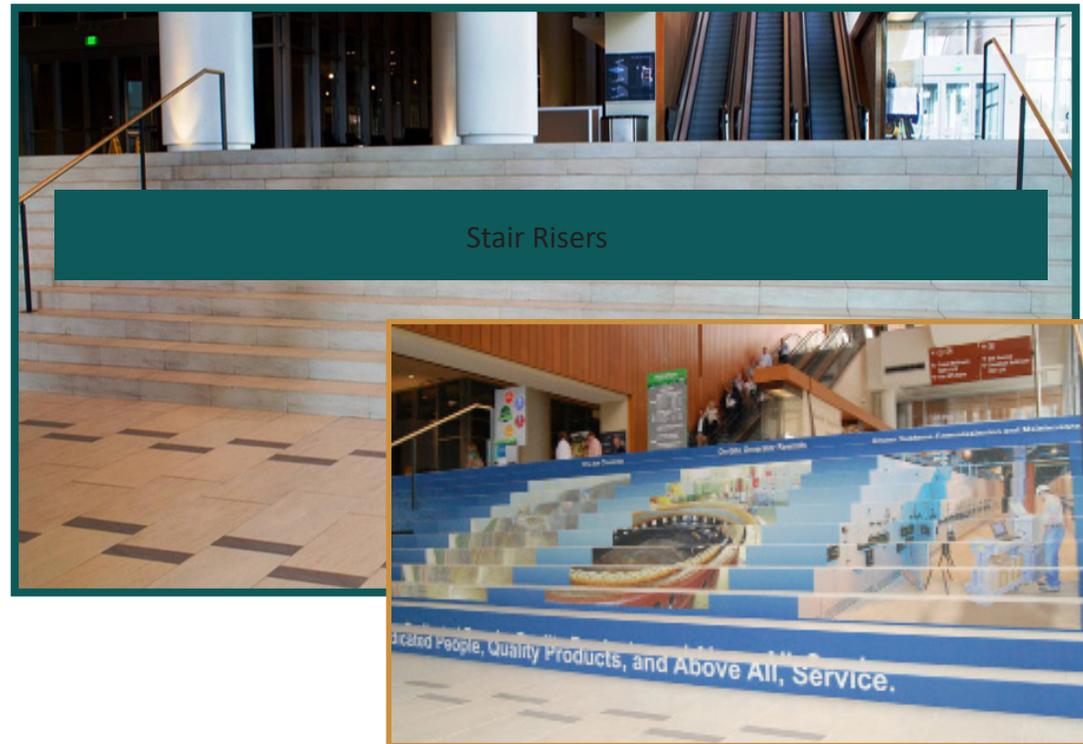
Each column: 11.5'W x 12'H



## Level 2 Stair Risers \$12,000

12 risers at the end of the atrium walkway nearing the main escalator

Each riser: varying widths x 6"H



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# BOOST

## Your brand with advertising

View these level 2 impactful opportunities that will be seen when attendees are traveling through the convention center enroute to education sessions and registration.

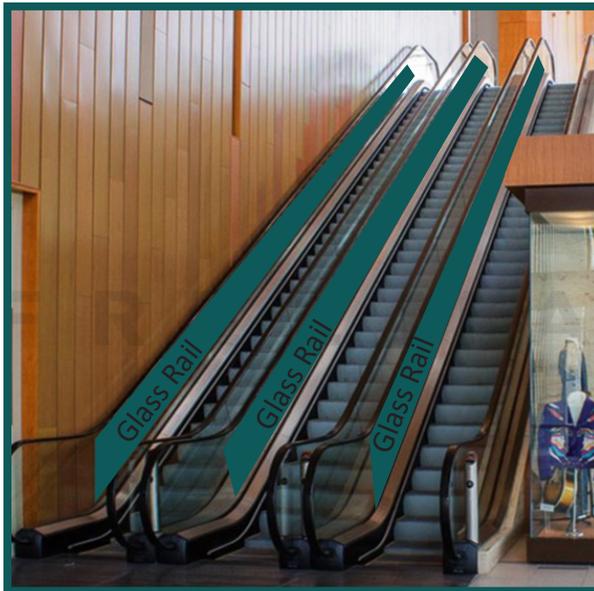
### Level 2 Escalator Rails

**\$12,000 for 2 rails**

**Middle section sold, only 2 sections available**

3 sections of 2 glass rails each (left and right), clings will be adhered to the straight sections of the escalator's glass rails

Sizing varies



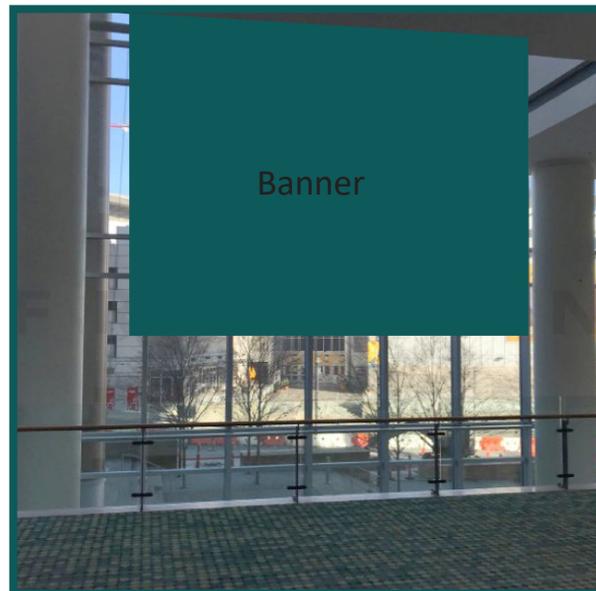
### Level 2 Hanging Banners

**\$12,000 Each Banner**

**3 banners sold, only 1 banner available**

4 hanging banners in atrium walkway available, can be seen from level 2 as attendees are enroute to education

Each banner: 25'W x 15"H



### Level 2 Glass Rails

**\$5,000 Each Cling**

40 glass rail clings available along level 2 walkway to education

Each glass rail cling: 4'3.5"W x 2'7.5"H



# BOOST

## Your brand with advertising

Explore these premium level 3 opportunities that will be seen when attendees are traveling in the grand lobby space as they walk to registration and the expo hall.

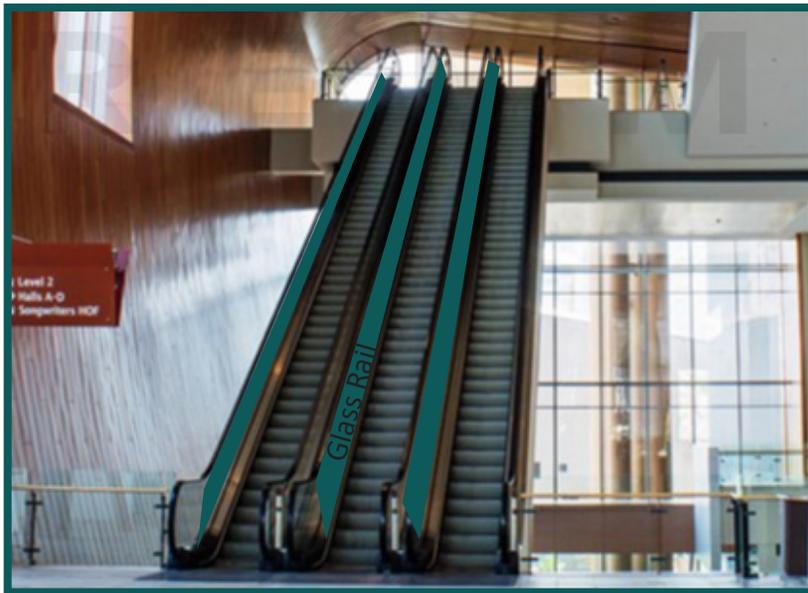
### Level 3 Escalator Rails

**\$12,000 for 2 rails**

**2 sections sold, only 1 section available**

3 sections of 2 glass rails each (left and right), clings will be adhered to the straight sections of the escalator's glass rails

Sizing varies



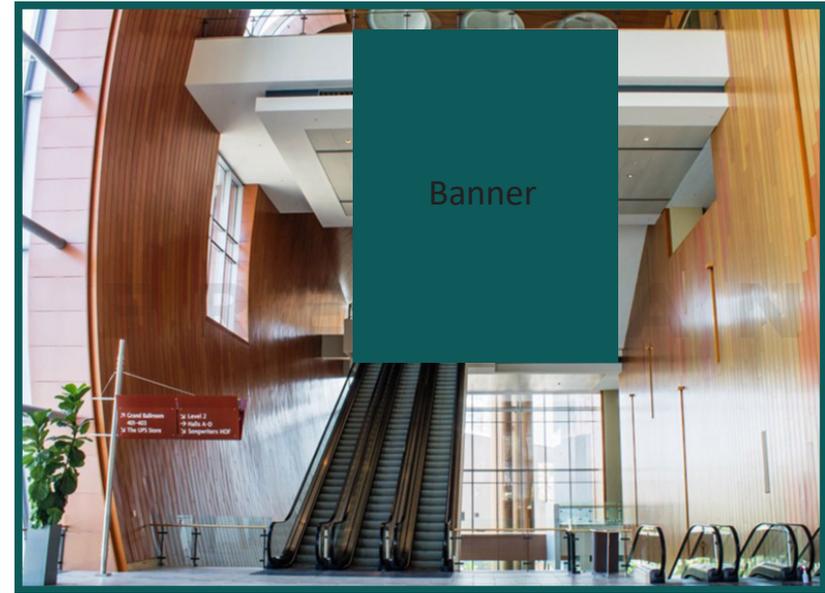
### Grand Foyer Hanging Banner

**\$20,000**

**SOLD OUT**

A double sided hanging banner available in the grand foyer which connects the escalators to the registration area

Hanging banner: 35'W x 25'H



# BOOST

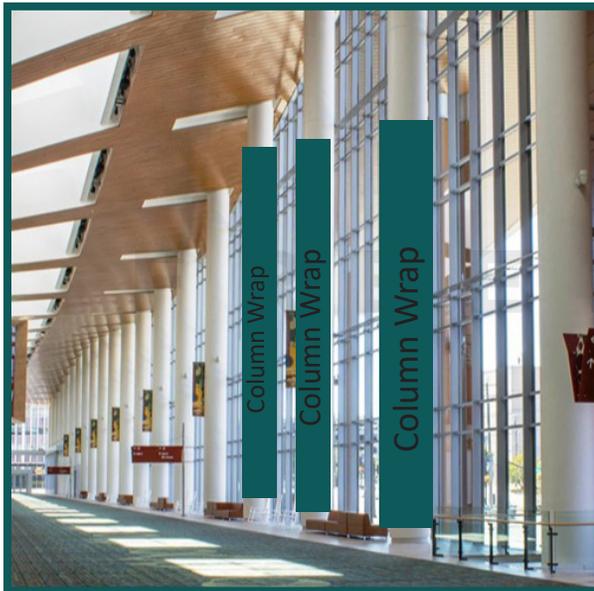
Your brand with advertising

Explore these opportunities conveniently located in the same foyer space as registration and the expo hall entrance.

## Level 3 Column Wraps \$12,000 Each Column

11 columns all situated near registration and the expo hall entrance

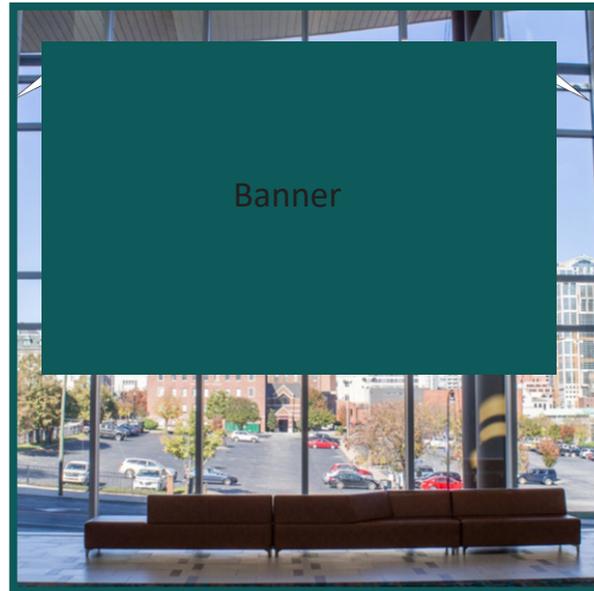
Each column: 11.5'W x 24'H



## Level 3 Hanging Banners \$15,000 Each Banner

**4 banners sold, only 5 banner available**  
9 single sided hanging banners available near registration and the expo hall entrance

Each banners: 25'W x 18'H

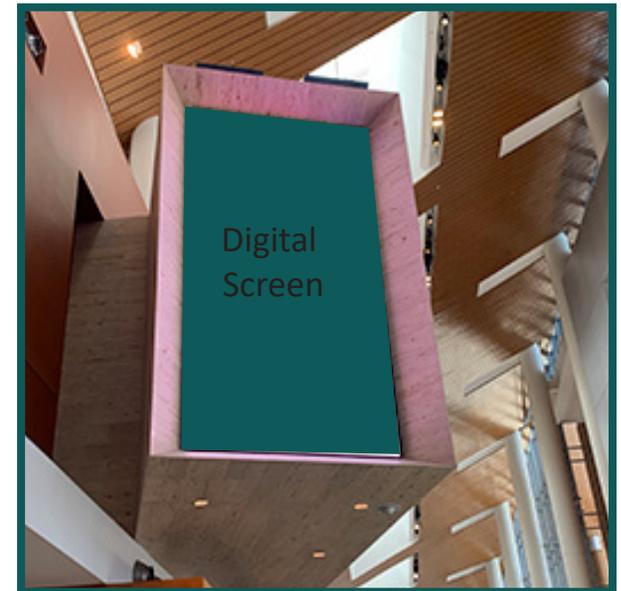


## Digital Sign \$10,000

**SOLD OUT**

2 digital signs located above of the entrance doors to the expo hall

Digital sign: 7'w x 14' H



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# BOOST

## Your brand with advertising

Explore these opportunities located near the grand ballroom where all the general sessions will take place including opening, closing, and the National Quality Award Program ceremony.

### Mezzanine Level Glass Rails \$5,000 Each Cling

10 glass rails available on the mezzanine level as an attendee makes their way to the grand ballroom

Each glass rail cling: 4'3.5"W x 2'7.5"H



### Level 4 Glass Rails \$5,000 Each Cling

40 glass rails outside the grand ballroom

Each glass rail cling: 4'3.5"W x 2'7.5"H

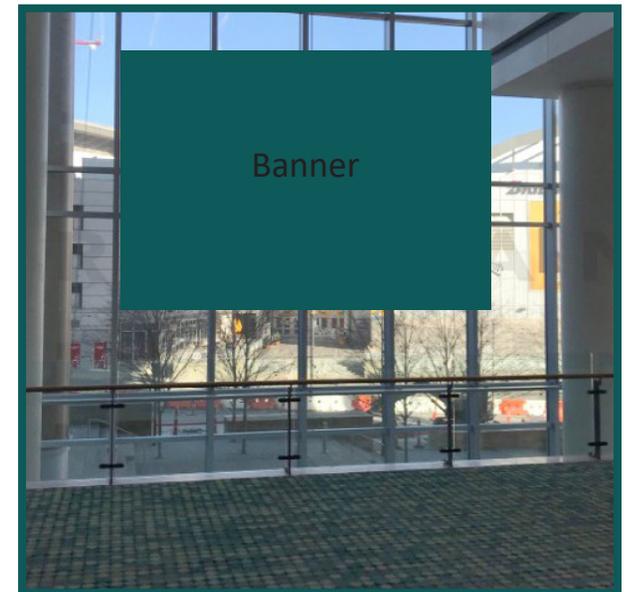


### Level 4 Hanging Banners \$12,000 Each Banner

**1 banner sold, only 3 banners available**

4 hanging banners available located outside the grand ballroom

Hanging banner: 25'H x 18'W



# BOOST

## Your brand with advertising

Explore these in-hand opportunities, all opportunities are provided directly to attendees.



### Room Drops \$25,000

Customizable room drops available for all 3 of our largest room block hotels, 1,500+ rooms, includes under the door or a small item inside room.

### Mobile App Banners

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

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

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

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

### Key Cards \$15,000

Customizable hotel key cards available at the Omni Nashville, largest room block.

### 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.

### 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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