

AHCA[®]
AMERICAN HEALTH CARE ASSOCIATION

NCAL[®]
NATIONAL CENTER FOR ASSISTED LIVING

2024 Exhibit & Sponsorship Planner



Visit Our Website
ahcadeliveringsolutions.org





Come join us !

Delivering Solutions 24' will be hosted in Orlando, FL on October 6-9, 2024 & we will be celebrating our 75th anniversary!

Thousands of long-term care, post-acute care, and senior living provider professionals will convene in Orlando for this year's annual industry event. Providers from across the country will attend to expand their partner networks, engage in live demonstrations, discuss challenges with peers through multiple educational tracks, and connect in meaningful networking opportunities.

As an exhibitor, you will have many opportunities to showcase solutions to decision makers 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 secure a booth now.



CONNECT

With Decision Makers in Orlando, FL.

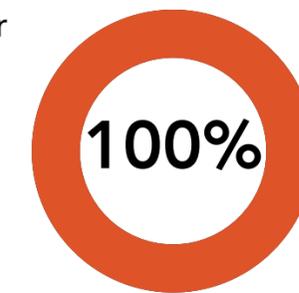
As a trusted long-term care industry partner, showcase your innovative solutions over 2 days of non-competing expo hall time. At the AHCA/NCAL convention, attendees have real buying power and explore the Expo Hall looking for the latest offerings for their staff, residents, patients, and communities. Owners, executives, administrators, clinicians, and other corporate staff are ready to hear from you about your unique solutions that will help to solve the many challenges they are facing.



WHO WILL BE IN ATTENDANCE?

Plan to meet with decision makers.

- 29% Regional Execs / VPs / Corporate Staff
- 28% Facility Administrator / Assistant Administrator / Executive Director
- 23% Owner / CEO / President / C-Suite Executives
- 13% Clinical / DONs
- 7% Other: dietary, activities, social services, therapy, state affiliate staff, etc.



READY TO CONNECT!

SECURE



Your Booth Space

Expo Hall Hours

Non-competing expo hall hours for demonstrations and deals in your booth!

EXPO HALL HOURS:

Monday, October 7, 11:30 AM – 3:00 PM

Tuesday, October 8, 10:30 AM – 1:30 PM

Booth Fees

Standard Booth

Rate per 10x10 Space Member: \$3,100

Nonmember: \$4,300

Corner Fee: \$200 per Corner

Premium Booth

Rate per 10x10 Space (Located near entrance, or main aisle)

Member: \$5,800

Nonmember: \$7,000

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.

A 50% deposit is due to secure your booth. Full payment due by June 1, 2024.

Cancellation Policy: Booth reservations may be canceled with a full refund minus a \$100 cancellation fee up until June 1, 2024. No refunds will be extended after June 1, 2024.



WHAT'S INCLUDED WITH EACH 10X10 BOOTH



(3)
Complimentary
Badges Per
10x10 Space



Convention
Attendee List 30
Days in Advance
of the Show
(opt-in emails
included)



Company
Profile
Listing
Online



Complimentary
Private Brunch
for Each
Registered
Exhibitor Staff
Member



Quality
Awards
Ceremony



Access to
Non-Ticketed
Education
Sessions



Access to
the Mobile
App

Booth floor covering is required for all booths. For additional booth information, please contact exhibitors@ahca.org.

[View the Floor Plan and Reserve Your Booth!](#)

BUILD



Your Brand Identity to All Attendees

There are many sponsorship opportunities to reach all attendees that will build brand identity and traffic to your booth. For any questions, contact Vendor Relations at sales@ahca.org.

Come Celebrate 75 Years with AHCA!

\$7,500

We're bringing this celebration back for the second year! **All registrants are welcome.** AHCA/NCAL will host this event on Tuesday. It will feature live music, dancing, and appetizers for those who want to celebrate the profession. Sponsors will receive recognition at the event through onsite signage and convention materials.

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.

Closing Session Keynote Speaker

\$25,000

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





REACH

Your Target Audiences at Convention

Sponsor a constituency event 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, and an opportunity for sponsors to make brief remarks.

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, and lunch.

NCAL Day

\$10,000

Network with nearly 100 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.

Independent Owner Breakfast

\$7,500

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

Investment Solutions/Executive Program

\$15,000

BOOST



Your Brand with Advertising

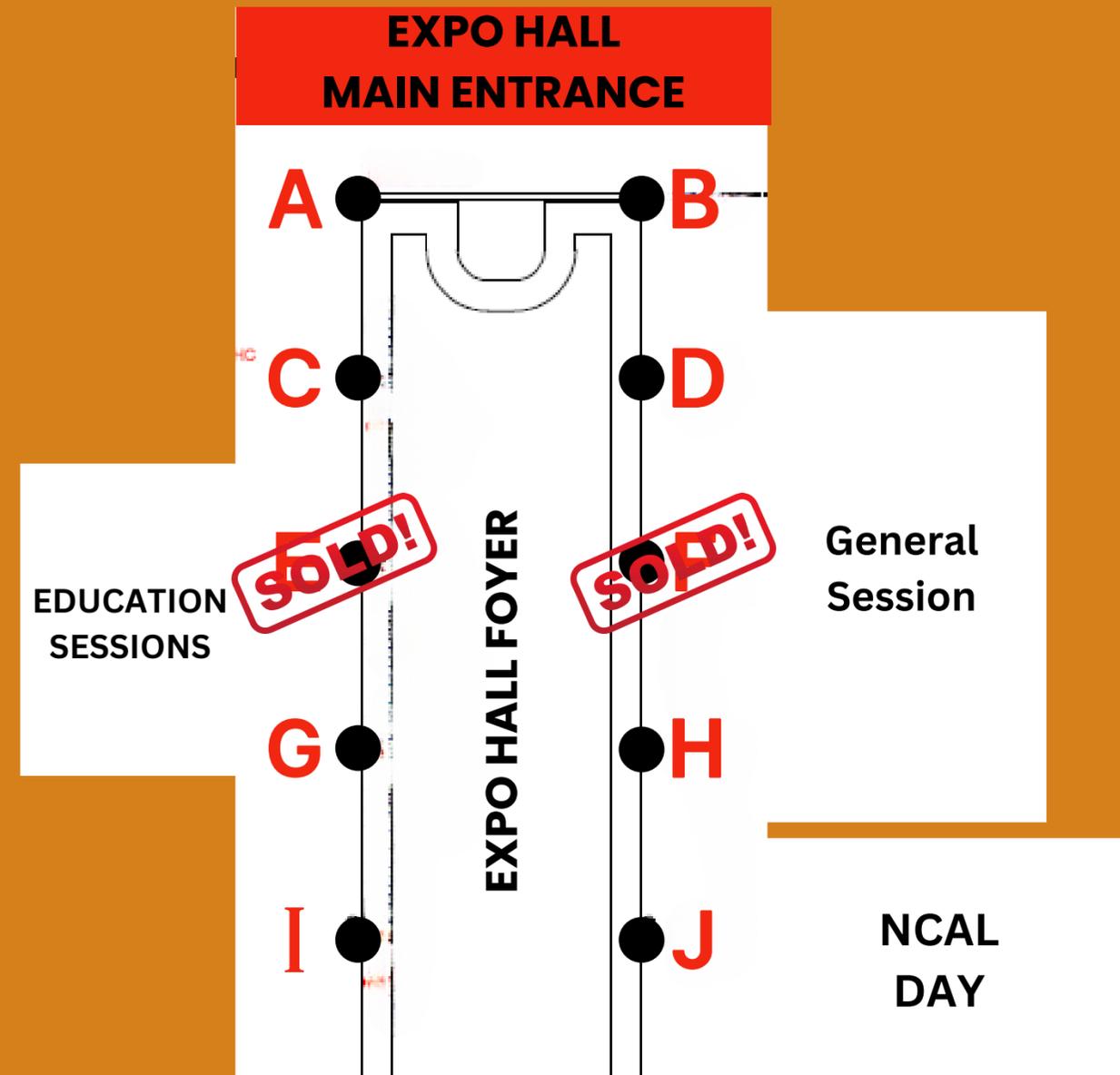
Explore these opportunities that attendees will see as they arrive to walk through the main level of the convention center, access the registration foyer, education sessions, and expo hall.

1



Column Wraps – Squared Off

- 4 sides, each side measures 3.3' W x 8' H; full color
- (10) Columns Available; A-J
- Located in the the main lobby near Expo Hall entrance and education sessions.
- \$15,000 for each column (includes all 4 panels)



For additional information, please reach out to sales@ahca.org.

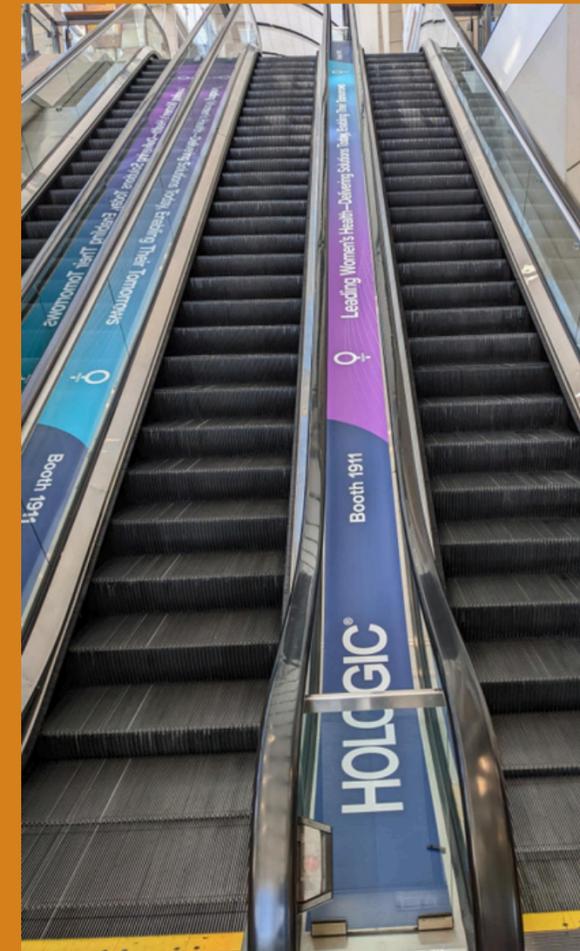
BOOST



Your Brand with Advertising

Explore these opportunities that attendees will see as they arrive to walk through the main level of the convention center, access the registration foyer, education sessions, and expo hall.

2



Escalator Runner Clings

- (4) escalator clings running up the middle of each set, full color; about 12.5' L each.
- Located to the right of the main lobby, leads up to the 3rd floor where education sessions are held
- \$10,000 per cling (A-D)

For additional information, please reach out to sales@ahca.org.

BOOST

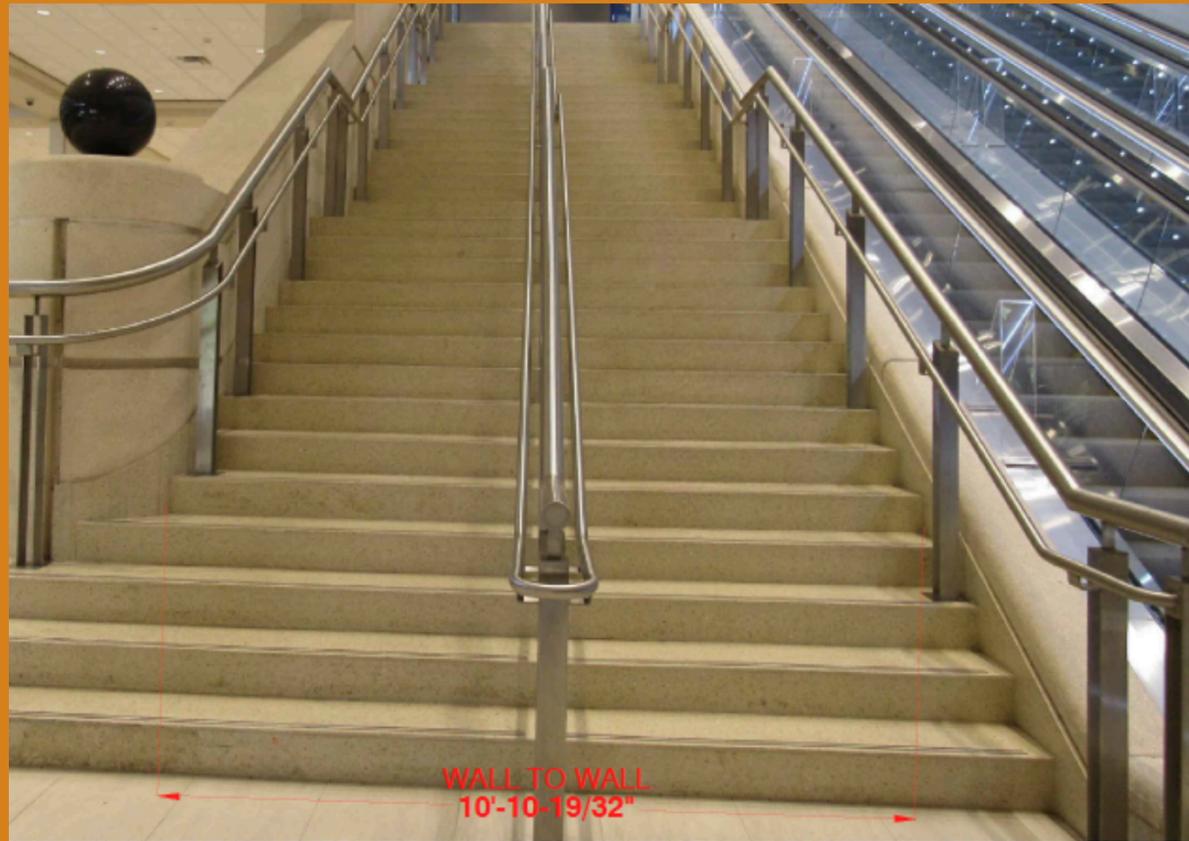


Your Brand with Advertising

Explore these opportunities that attendees will see as they arrive to walk through the main level of the convention center, access the registration foyer, education sessions, and expo hall.



3



Stair Clings

- (34) individual stair clings available; about 6.75" H x 10' W per stair.
- Located to the right of the main lobby, leading up to the 3rd floor where education sessions are held; the stairs are directly left of the escalators.
- \$10,000

For additional information, please reach out to sales@ahca.org.

BOOST



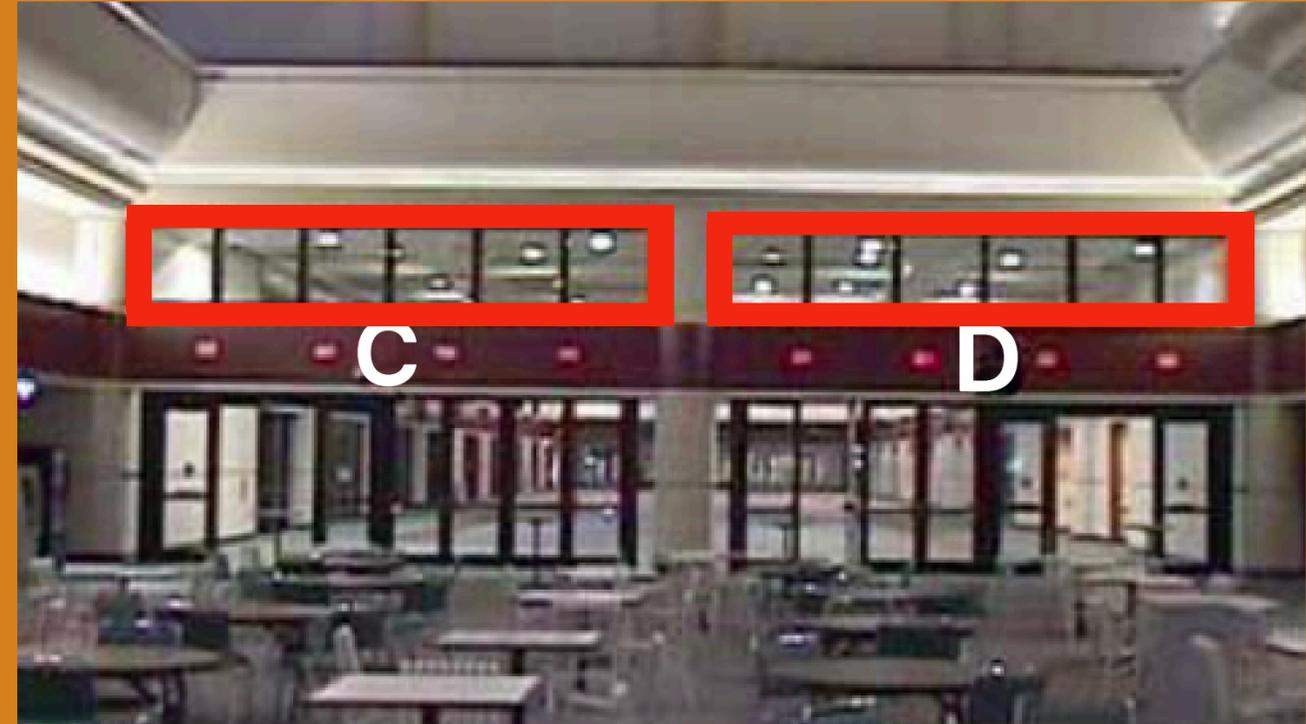
Your Brand with Advertising

Explore these opportunities that attendees will see as they arrive to walk through the main level of the convention center, access the registration foyer, education sessions, and expo hall.



4 Window Clings Above Doors (A & B)

- 2 sets (A & B), 6 panels each side (single-sided); 24' L x 4' H per set
- Located in the main hallway leading individuals from registration (main entrance/exit) to the Expo Hall.
- \$10,000 per set (6 windows total - all of section A or all of section B)



5 Window Clings Above Doors (C & D)

- 2 sets (C & D), 6 panels each side (single-sided); 24' L x 4' H per set
- Located in main hallway just outside of the Expo Hall, leads individuals from the Expo Hall to the registration area and the main entrance/exit.
- \$10,000 per set (6 windows total - all of section C or all of section D)



BOOST



Your Brand with Advertising

Explore these opportunities that attendees will see as they utilize the skybridges that take them directly to their hotel or to some of the additional convention events held at the hotels.



6 Skywalk from Convention Center to Hyatt Regency

- 13 locations available, double-sided
- Located on level 3, this skywalk connects the convention center to the Hyatt Regency
- \$7,500 each (double-sided), limit 7 per advertiser

7 Skywalk from Convention Center to Rosen Plaza Hotel

- 17 locations, double-sided
- Located on level 3, this skywalk connects the convention center to the Rosen Plaza Hotel
- \$6,500 each (double-sided)

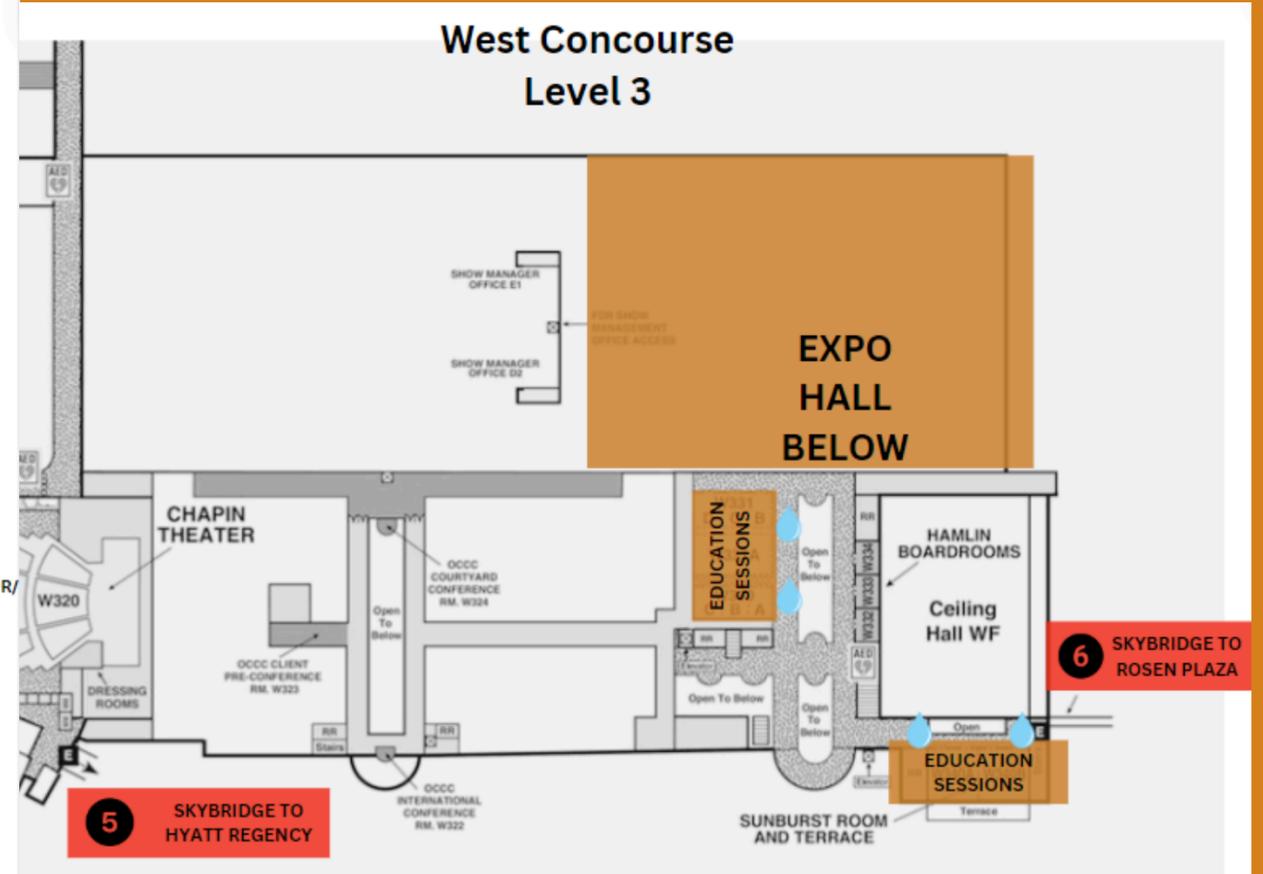
BOOST



Your Brand with Advertising

Explore these opportunities that attendees will see as they arrive to walk through the convention center, attend, education sessions, and explore the expo hall.

8



EXAMPLE OF WATER COOLER STATION LOCATIONS (NOT FINAL & SUBJECT TO CHANGE)

Custom Compostable Cups at All Water Cooler Stations

- Your brand on 10,000, 10 oz compostable cups spread out among all water cooler stations provided at convention - between 30-40 water stations.
- 1-Color Imprint on 1 Side
- \$10,000

For additional information, please reach out to sales@ahca.org.

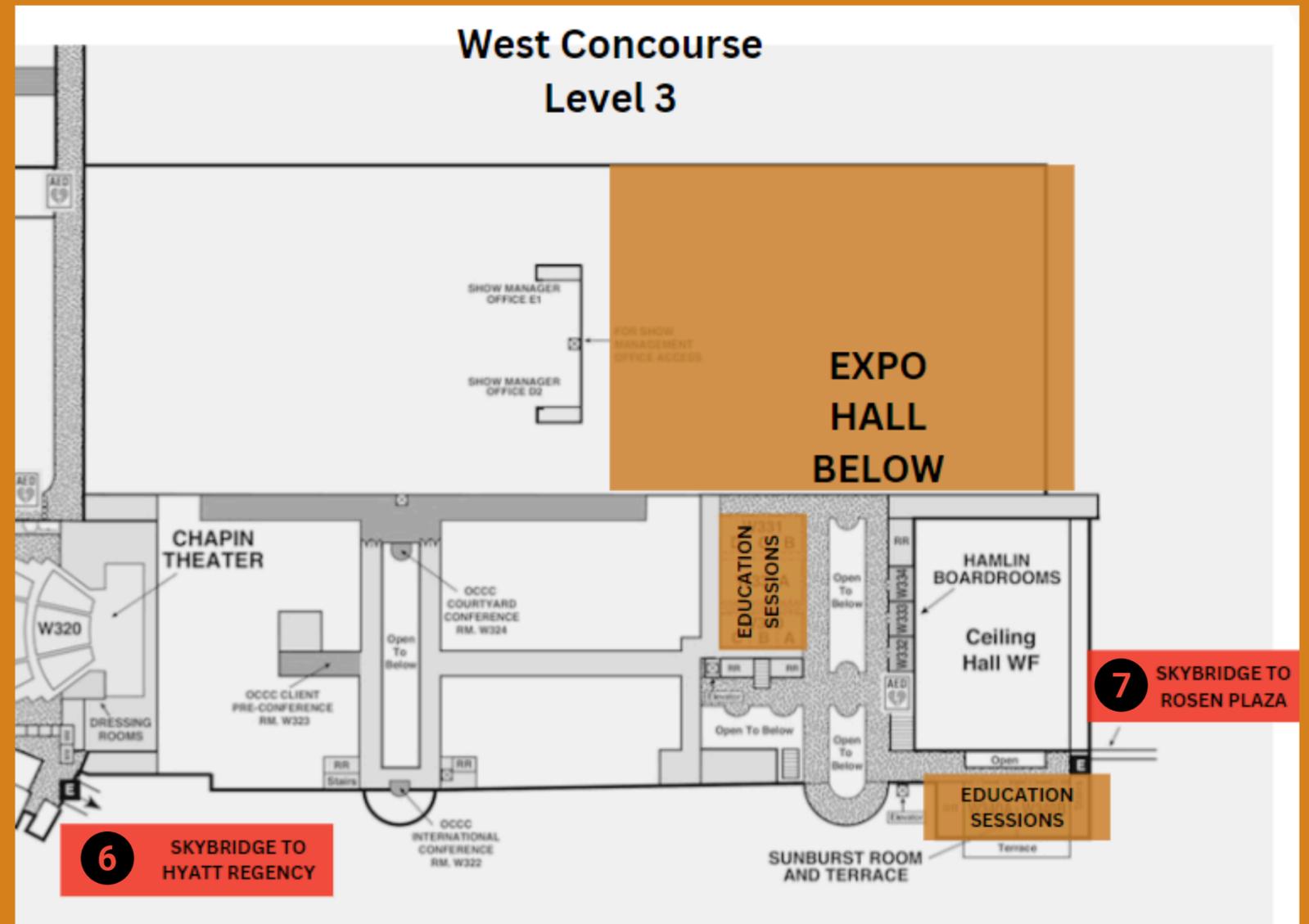
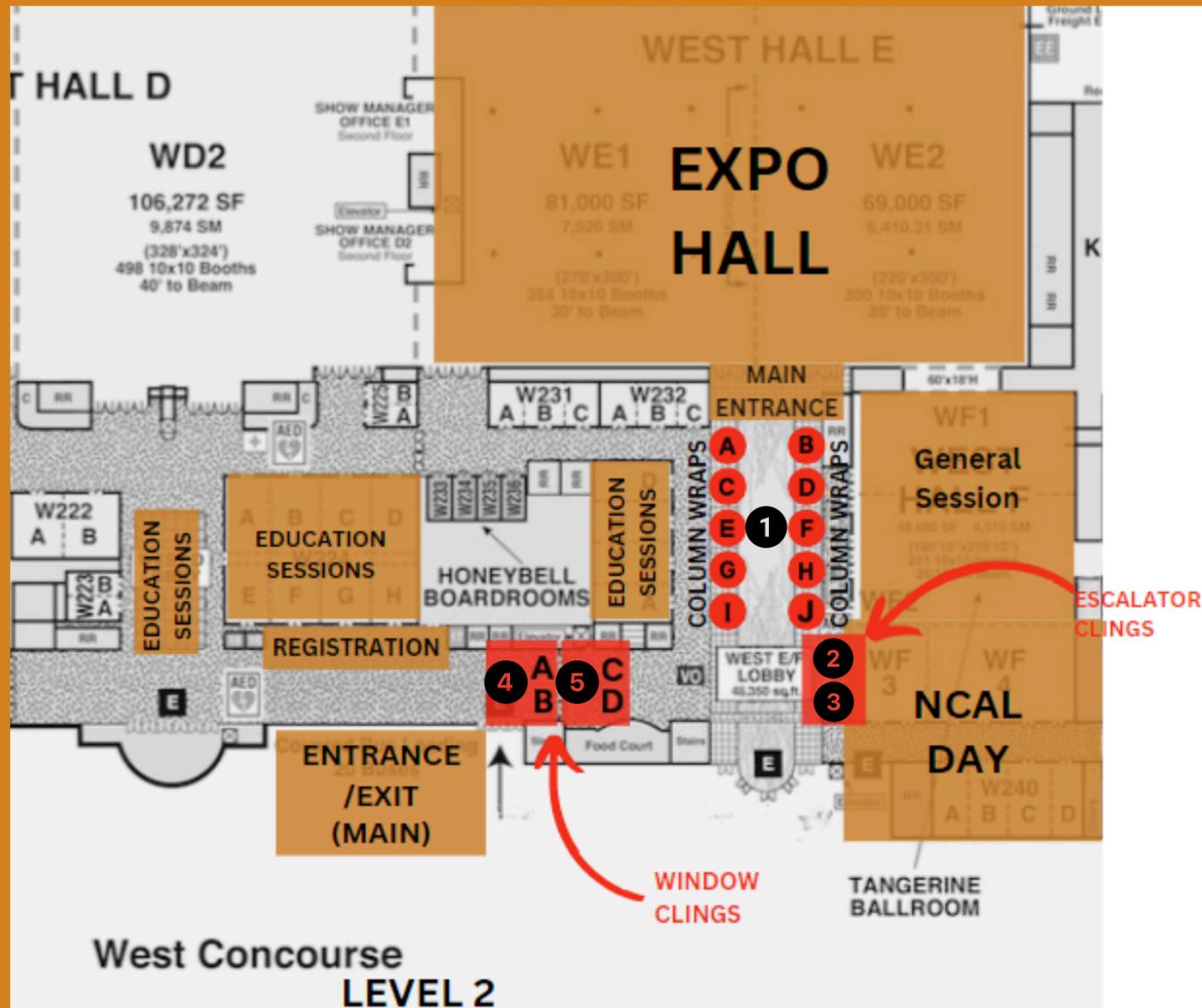
BOOST

Your Brand with Advertising



Where are these opportunities located? Check out the red areas on the map below and click on the numbers for more information.

ORANGE COUNTY CONVENTION CENTER



BOOST



Your Brand with Advertising

Utilize this opportunity which will be given to attendees as they check in at their chosen hotel.



FRONT



BACK



9

Hyatt Regency Hotel Keycards

- Your brand on the hotel keycards given at the Hyatt Regency
- This hotel can be accessed using one of the skybridges closest to the Expo Hall and other important events; located on level 3
- \$25,000



10

Rosen Plaza Hotel Keycards

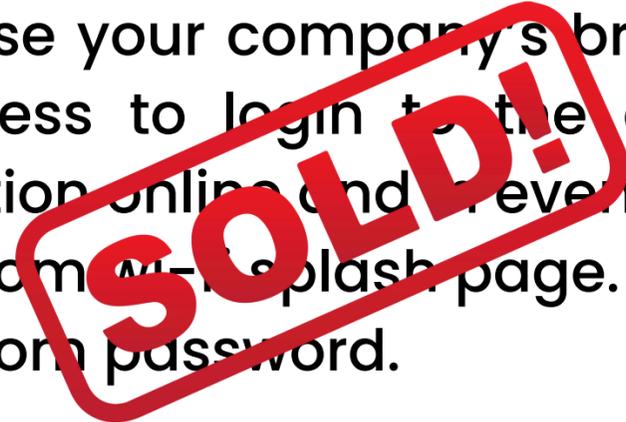
- Your brand on the hotel keycards given at the the Rosen Plaza Hotel.
- This hotel can be accessed using one of the skybridges closest to the Expo Hall and other important events; located on level 3
- \$20,000

Additional Advertising Opportunities



Convention Center Wi-Fi Sponsor – \$18,000

- Showcase your company's brand on the landing page where all attendees will access to login to the complimentary Wi-Fi for the show. Sponsor recognition online and in event app.
 - Custom Wi-Fi splash page.
 - Custom password.



Mobile Event App Banners

- Reach 4,000+ active users on the convention mobile app through engaging banners
 - Sub Page Top Banner, 3 Available; \$5,500
 - ~~Home Screen Tile Banner, 2 Available; \$7,500~~
 - ~~Sticky Bottom Banner, 1 Available; \$7,500~~



Provider Magazine Advertising



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

[Check out our Provider Media Kit here.](#)



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's September issue will have additional printed copies distributed to all Convention attendees.



Digital Advertising

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

[Check us out by clicking here - providermagazine.com](http://providermagazine.com)

Provider Advertising



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

[Check out our Provider Media Kit here.](#)



NEW



Podcast

Provider's podcasting platform offers a powerful tool for members in the LTC community. Engage and educate your audience with informative and accessible content, fostering connections and enhancing knowledge sharing. \$3,500 per podcast.

NEW



Industry Insights Interview

Provider readers will have a chance to hear directly from your company spokesperson during a sit-down, on-camera interview with *Provider's* Editor-in-Chief. *Provider* connects with more than 50,000 long-term care professionals every week through digital communications and online content. Readers want to hear what's new in the marketplace - share how your company is making a serious impact in the industry. Will be limited to 8 interviews total at \$5,000 each.

Contact Us



sales@ahca.org



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