2023 Guide for Marketing and 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.
A BROAD-BASED MEMBERSHIP
Proudly serving skilled nursing and assisted living centers

Total # of Centers 14,691

1,083,489 Skilled Nursing Beds
284,385 Assisted Living Beds

Federation of 49 States and District of Columbia
National headquarters located in Washington, D.C.
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:

Council For Post Acute Care (CPAC)
Senior executives from the nation’s largest post-acute companies (more than 4,000 beds)

Regional Multi-Facility Council
Seniors 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
SUPPORT A PROFESSION
Share Our Passion and 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 get in front of members with your industry solutions in regards to topics that are most critical to the industry:

- Workforce challenges
- Meeting quality goals
- Adapting new payment models
- Census development

Connect with provider members with an ABM membership.
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 organizations.
STRATEGIC OPPORTUNITIES
Connect Over Quality Improvement and Leadership Development Opportunities

**National Quality Award**
**Official 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.

**Quality Cabinet Strategic Planning Meeting**
**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.

**Future Leaders**
**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.
UNIQUE OPPORTUNITIES

Network with Influential Industry Leaders at National Conferences

Council for Post-Acute Care Partners Leadership Summit (CPAC)
January and June
The Council for Post-Acute Care 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.

Quality Summit
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.

AHCA PAC
June & October
The PAC works with individuals from across the political spectrum to fight for improvement in our nation’s long term care profession. The PAC raises funds that will support candidates who seek to preserve access to long term care for America’s seniors and people with disabilities. Sponsors have the opportunity to contribute to the PAC at three different investment levels to help create a stronger voice when it comes to educating lawmakers about the long term care profession. Two PAC hosted events occur throughout the year where sponsors are well recognized for their contributions.

Population Health Management Summit
December
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 and Leaders in the Sector

NCAL Board Dinner
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
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.

NCAL Day at Convention
October
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.

The day’s education specializes in workforce challenges, person-centered care, customer service, and other themes that are woven through the programming that reaches AL administrators, executive directors, regional executives, and industry professionals.

Sponsors are acknowledged with intro remarks and with many opportunities to network with attendees during breaks. To facilitate networking, sponsors may have a table in the NCAL Day space with materials showcasing their solutions designed for the AL audience.
EXPANSIVE OPPORTUNITIES
Showcase Industry Solutions to Decision Makers at the Convention & Expo

4 Dedicated Days
October 1 - 4
Thousands of AHCA/NCAL members from across the country will be convening in Denver, CO to share their passion for long term care.

Showcase Solutions
Expo Hall: October 2 & 3
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 spring of 2023.

Expand Your Partner Network by 100%
Who attends convention? By job title:

- **21%** Administrators/Executive Directors
- **20%** Owners/C-Suite Executives
- **27%** VPs/Regional and Corporate Staff
- **13%** Clinicians/DONs
- **10%** State Affiliate Staff
- **10%** Other (Dietary, activities, social services, therapy, etc.)

Plan Your Marketing Mix for a Successful Convention

| Build brand identity to all attendees throughout convention |
| Reach a target audience with consistency group sponsorships |
| Boost brand awareness with creative on site advertising |
ADVERTISING OPPORTUNITIES

Bring Brand Recognition and 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.

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

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.
COMMITTED PARTNERS
Thank You to Our Partners for their Continued Support of the Association

Pledge Partners
In 2020, these partners pledged funding to the association to help safeguard and strengthen representation of the long term and post-acute care profession during the COVID-19 crisis.

[Images of various company logos]