EXPLORE
Strategic Moves

2019 Guide for Marketing and Networking Opportunities

www.ahcancal.org
Advocating for the continuing strength of the long term care provider community
REACH YOUR TARGET AUDIENCE

This planner outlines the many ways your business can participate in strategic sponsorship opportunities with the American Health Care Association/ National Center For Assisted Living. These distinct opportunities give your business an avenue to reach decision makers in the long term care and post-acute care industry. Not only will your participation grow your business, but also help us fulfill our mission: **Improving Lives by Delivering Solutions for Quality Care.** Show your customers that your business has genuine interest in furthering the quality of long term care.

AHCA/NCAL represents the long term/ post-acute care industry to the nation at large as well as to government and business leaders. We serve as a force for change by providing information, education, and administrative tools that enhance quality at every level. Our dedicated staff work both internally and externally to assist member providers, the government, and the general public through maintaining robust legislative, regulatory, and public affairs departments.

Networking, exhibiting, sponsoring, and advertising will bring your brand directly to providers. The Vendor Relations Department is ready and willing to guide you through this process.

Contact: sales@ahca.org or 202 - 842 - 4444 to inquire about specific details and investment levels.
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

**Senior-Living Council**
Comprised of leaders from the largest senior living member organizations, providing personalized care and an enhanced lifestyle to seniors
A BROAD-BASED MEMBERSHIP

Proudly serving skilled nursing and assisted living centers

Total # of Centers 13,697

1,056,660 Skilled Nursing Beds

244,768 Assisted Living Units

Federation of 49 States and District of Columbia

National headquarters located in Washington, D.C.
Connect Through Sponsorship Opportunities

Reach decision makers who are seeking experts, solutions, and products that support clinical, operational, and workforce advancements within their organizations.
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 providers strive for as they journey toward performance excellence. Join member centers as they apply for three progressive awards: Bronze-Commitment to Quality, Silver-Achievement in Quality, or Gold-Excellence in Quality. Each level has its own distinct rigors and requirements for quality and performance excellence. Statistically award recipients have better quality performance indicators and over all a better 5-Star Rating compared to the national average. Align your business with National Quality Award Program recipients because you will be supporting champions in quality.

National Quality Award Examiner Training February & June
More than 100 long term care administrators, clinicians, and compliance professionals, serving as examiners for the awards program, will gather for two annual events in which they will network and learn. Sponsors are invited to network and participate in the education at the events.

Quality Summit March
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 to quality professionals for specialty education and networking meetings. Sponsors will benefit from the programming given by subject matter experts and networking with like-minded providers. Inquire to the Vendor Relations Department about sponsorship levels.

Quality Committee Mega Meeting April
The Quality Committee Mega Meeting actively engages more than 200 owners, corporate staff, clinicians, and administrators where members listen and share ideas with one another. The Mega Meeting is made up of seven AHCA committees that work together to achieve goals related to improving the quality in skilled nursing facilities and assisted living centers. Sponsors are invited to participate in meetings and network at a reception.
NCAL Board Dinner
February and June
Spend the entire evening meeting with the 20+ NCAL Board of Directors of assisted living.

Senior Living Executive Council
March & September
Sponsors of the Senior Living Executive Council will participate in the annual meeting and dinner with its member representatives.

NCAL Day at Convention
October
Join 200 assisted living professionals during the all day event at the convention and expo. Sponsors are acknowledged with a brief intro and can network with attendees during breaks.

Independent Owner Conference
March
Build lasting connections with administrators, executive directors, and owners at this 2-day conference. The attendees are highly involved with the daily operations of their skilled nursing facility and/or senior living communities.

Council for Post-Acute Care Partners Leadership Summit (CPAC)
January & June
The Council for Post-Acute Care consists of more than 50 post-acute care member companies, each company represents more than 4,000 skilled nursing beds from across the country. CPAC Sponsors of the Partner Summit attend legislative briefings with industry leaders and political analysts. Sponsors join providers at networking receptions and formal dinners hosted in Washington, D.C.

To inquire about investment details, contact the Vendor Relations Department.
2019 CONVENTION & EXPO

Booth Reservations are Open Online

OCT. 13-16 2019
ORLANDO FLORIDA

OVER 2,500 ATTENDEES

Attendee Profile by Job Title:
Administrator - 30%
Owner/President/CEO/COO/CFO - 18%
DON/Clinical - 16%
Quality/Compliance - 3%
Corporate professional (Executive Director, VPs, Regional Director, Government Relations, HR, IT, Etc.) - 27%
State Affiliate - 4%
Other - 2%

VIP Section
Business partners who support the association’s marketing programs at more than $50,000 annually are offered space in the VIP area of the expo hall.

OVER 25 unique sponsorship opportunities are available at convention: NCAL Day, Welcome Reception, Mobile App Banner Ads, etc.
THE OFFICIAL PUBLICATION OF AHCA/NCAL

Provider
LONG TERM & POST-ACUTE CARE

Provider Magazine is an award-winning publication that brings real concrete tools, experiences, and resources directly to the people who make the profession run: top leaders to direct care individuals. With more than 50,000 readers, it reaches more long term and post-acute care professionals than any other trade magazine.

Print: 50,000 Subscribers
Partnering with Provider ensures your brand will reach long term care providers. 96% of readers share Provider with their colleagues. Several times a year Provider has bonus distributions to a select number of association events.

Digital Banners
Banner advertisements are available online at providermagazine.com and are seen throughout the entirety of a page in the style of companion advertising. The cost of a banner family is easy to budget at a flat monthly fee.

Market Place
Say more with a 30-word description and image all linking to a sub page online where readers can learn more about your product or service offering.

Provider TV
Engage customers with a high impact multi-media message. Your 15 second video will appear online at Provider TV among industry leader interviews.

Customized Advertising Opportunities
Provider Magazine can tailor a plan to achieve your budget. Consider a few targeted issues or develop multi-media approach throughout the year.

Create valuable content by writing interesting advertorials all while having an impactful brand presence.

Consider sponsoring a Provider Interview Lounge seen at AHCA/NCAL conferences or a round table discussion at the AHCA/NCAL Convention & Expo.
JOIN OUR MEMBERSHIP

**Associate Business Member**
AHCA and NCAL’s Associate Business Member program is designed for 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 to deal with 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.

**Executive Leadership Partner**
As a business member, Executive Leadership Partners exemplify outstanding commitment to the profession by supporting the association’s marketing programs at the highest level. Partners are honored at a private event during convention for their generous contributions to the association.

Beyond recognition many unique benefits are received by ELPs. Learn more about these exclusive benefits by contacting the Vendor Relations Department.