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 14,578

1,076,189 Skilled Nursing Beds
279,585 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.

**Senior-Living Council**
Comprised of leaders from the largest senior living member organizations, providing personalized care and enhanced lifestyle services to seniors.
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. COVID-19 continues to be a critical issue along with these others:

- 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
Support Quality Improvement 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 an overall a better 5-Star Rating.

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.

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 specialty education and networking meetings. Sponsors will benefit from the specialized programming given by subject matter experts and networking with like-minded providers.
Council for Post-Acute Care Partners Leadership Summit (CPAC)
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. Hosted in Washington, DC, sponsors of the Partner Summit attend legislative briefings and join providers at networking receptions and formal dinners.

Future Leaders
September
The year long program kicks off with a two day symposium held each year in Washington, DC. Join selected participants that have 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.

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.

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 lead and grow to successful opportunities with provider networks.
FOCUSED OPPORTUNITIES
Reach Leaders in the Assisted Living 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.

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

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 person-centered care, customer service, and other themes that are woven through the programming that reach AL administrators, executive directors, 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 9 - 12
Thousands of AHCA/NCAL members from across the country will be convening in Nashville, TN to share their passion for long term care.

Showcase Solutions
Expo Hall: October 10 & 11
Reserve a booth in the expo hall and expect dedicated access to thousands of industry professionals seeking solutions from the foremost experts in the profession.

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

- **32%** Owners/Administrators
- **12%** C-Suite Executives
- **23%** Corporate Staff
- **23%** Clinicians/DONs
- **10%** Other
  - Dietary, activities, social services, therapy, state affiliate staff, 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 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 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.ahcanal.org the online education platform for members.

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

National Skilled Nursing Care Week
May 8-14, 2022

National Assisted Living Week
September 11-17, 2022

During these national weeks, centers from across the country host events and activities to celebrate the individuals they serve, thank those who provide care, and help educate members of the public. AHCA/NCAL welcomes sponsors to connect through these common goals as well.

Sponsors receive recognition on digital and printed promotional materials the weeks before, during, and at the conclusion of the observances.
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.