MEMBERSHIP PROFILE

Strength through Diversity

13,596 Buildings in Membership
9,203 Member Companies

A BROAD-BASED MEMBERSHIP

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

3,639 Not-For-Profit Buildings
9,957 For-Profit Buildings
6,499 Independent Buildings
7,097 Multi-Facility Member Buildings
481 SNF & AL Members
1,442 AL Only Members
7,280 SNF Only Members
AHCA/NCAL is the largest association representing long-term and post-acute care facilities in the United States. We take pride in serving our 13,596 members, who are a diverse mix of skilled nursing centers, post-acute care and assisted-living providers, representative of the diversity of the profession. The association welcomes small, independent operators, as well as regional and national multi-facility companies. AHCA/NCAL also serves both for-profit and not-for-profit assisted-living organizations.

- **Council For Post Acute Care (CPAC)**
  Senior leaders from the nation’s largest companies (more than 4,000 beds).

- **Regional Multi-Facility Council**
  Senior leaders from multi-facility organizations (more than 10 buildings).

- **Independent-Owner Council**
  Owners from across the country (fewer 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 executives from the largest member organizations in the senior-living care sector.
Reach Your Target Audience

This planner outlines the many ways your business can participate in AHCA/NCAL sponsorship opportunities. Participation benefits your business by giving you the opportunity to reach decision makers in the long-term health care industry. At the same time, your sponsorship helps us fulfill our Mission: Improving Lives by Delivering Solutions for Quality Care.

Sponsorship helps your business reach its goals by expanding the audience for your services. And it demonstrates your company’s genuine interest in furthering the quality of long-term care and your dedication to the success of the profession.

AHCA/NCAL represents the long-term care community to the nation at large as well as to government and business leaders. We serve as a force for change, providing information, education, and administrative tools that enhance quality at every level. As part of our extensive portfolio of member services, AHCA maintains legislative, regulatory and public affairs. Our dedicated staff work both internally and externally to assist member providers, the government and the general public.

AHCA, its affiliates, and members advocate for individuals who—because of social needs, disability, trauma or illness—require services provided in a long-term care setting. We continue to advocate for the continuing vitality of the long-term care provider community. AHCA is committed to developing necessary and reasonable public policies that balance economic and regulatory principles to support quality care and quality of life.
Sponsorship Opportunities

The events listed below provide an opportunity to reach a variety of decision makers who are seeking experts, solutions and products that support the clinical, operational and workforce advancement within their organizations.

National Quality Award
Official Sponsor  I  Sponsor Investment $15,000

The AHCA/NCAL National Quality Award Program provides a pathway for providers of long-term and post-acute care services to journey toward performance excellence. The program is based on the core values and criteria of the Baldrige Performance Excellence Program. Member centers may apply for three 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. Applications are judged by trained Examiners, who provide feedback on opportunities for improvement and who support continuous learning. Call for more details.

Council for Post-Acute Care Partners
Leadership Summit (CPAC)
January and June  I  Sponsor Investment (call for details)

Over 30 owners, senior leadership, and government relations staff from the nation’s largest chains attend the Legislative Briefing, Partners Summit reception and dinner.

NCAL Board Dinner
February and June  I  Sponsor Investment: $5,000

This dinner offers sponsors an opportunity to meet with leaders in Assisted Living and access to decision makers in the field.
Sponsorship Opportunities (cont’d)

Senior and Master Examiner Training

**February 12–16 | Sponsor Investment: $10,000**

Administrators, Executive Directors and Corporate Owners attend this annual meeting where individuals are trained to serve as Master and Senior Examiners. Master Examiners are responsible for reviewing the Gold Quality Award applications; Senior Examiners review the Silver Quality Award applications. Applications are submitted on a yearly basis. Examiners include individuals with experience in the Baldrige Performance Excellence criteria and/or the application of systematic quality improvement within and outside of the long-term care profession.

Quality Summit

**March 12–14, New Orleans | Sponsor Investment: $15,000–$25,000**

As sponsors, you’ll join Administrators, Executive Directors, Corporate Staff, and Owners in New Orleans for the annual gathering of long term and post-acute care quality leaders. AHCA/NCAL’s commitment to quality has raised the profile of the long term and post-acute care profession when it comes to building referral partnerships and building understanding on Capitol Hill. The Quality Summit programming offers lessons from subject matter experts, peer presented case studies, and networking among like-minded colleagues, during the two day event.

Senior Living Executive Council

**March, Washington DC and September, TBD | Sponsor Investment: $40,000**

The Senior Living Executive Council members represent 48 senior living organizations, operating more than 1,000 beds, plus a limited number of sponsor representatives. The mission of the council is to serve as a unified voice advocating on behalf of the senior living sector, developing strategies to educate high-level lawmakers who influence the outcomes of policy affecting residents, owners, operators, and caregivers. Two in-person meetings and a dinner will be hosted by NCAL.

Independent Owner Conference

**March 14–16, New Orleans | Sponsor Investment: $15,000**

Administrators, Executive Directors and Owners who attend this conference own and/or operate ten or fewer long-term-care facilities—both skilled nursing facilities and assisted living. They represent for-profit and not-for-profit facilities.

Quality Cabinet Strategic Planning Session

**April | Sponsor Investment: $7,500**

More than 100 owners, corporate staff, clinicians, and administrators attend the Quality Cabinet Strategic Planning Session. The Cabinet is made up of five distinct committees (Clinical Practice, Workforce, Survey Regulatory, Customer Experience, and Quality Improvement) that work in concert to achieve goals related to improving the quality in skilled nursing. The meeting will take place over two half days.
2018 NCAL State Leaders Luncheon
June 3 or 4, Washington DC (Congressional Briefing) | Sponsor Investment: $5,000

Each year a new NCAL State Leader class gathers during the Congressional Briefing event for a brief meeting and lunch. NCAL State Leaders are administrators, corporate staff or owners from assisted living communities. Nominated by a state affiliate organization, leaders are provided training and tools that help them develop and hone their skills as they progress into leadership roles with their organization and industry.

Congressional Briefing
June 3–6, Washington DC | Supporting Sponsor Investment: $15,000

Executive leaders (CEOs, COOs, Presidents and Administrators) and AHCA/NCAL members convene annually in Washington, DC to meet with Congressional representatives to discuss legislative policies that threaten the stability of the profession.
Sponsorship Opportunities (cont’d)

Affiliated State Health Care Association Executives (ASHCAE)

**August 1–3, Alaska | Sponsor Investment: $5,000**

The Council of Affiliated State Health Care Association Executives, established within the AHCA and the NCAL, serves as a representative body of professional long-term care association executives, working in support of the goals and objectives of the AHCA.

2018 Convention and Expo

**October 7–10, San Diego | BOOTH RESERVATIONS OPEN ONLINE**

The VIP section of the expo hall is one small way for AHCA/NCAL to thank our business partners for supporting various association marketing programs, which include Provider Magazine advertisements, membership dues, sponsorship fees and booth fees. Companies spending more than $50,000 in the 2018 calendar year are offered space in the VIP section of next year’s trade show.

Available sponsorships include: NCAL Day, Welcome Reception, Keynote Speakers, Monday night concert, Headshot Lounge, Independent Owner Breakfast, Executive Program, Not-for-Profit Reception, Hospitality Hops, Mobile App Banner Ads, Gala Entertainment, and Shuttle Wraps.
Provider

Published in print and online by the AHCA and NCAL, Provider Magazine is an award-winning publication that brings real, concrete tools, knowledge, experience, and resources directly to the people who make the profession run: top leaders, thinkers, and executives. With more than 50,000 readers, Provider reaches more long-term and post-acute care professionals than any other trade magazine.

Partnering with Provider brings results as well as added credibility, stature and credence to your advertisements, adverrtorials, and sponsorships.

Each month Provider features online interviews with industry leaders, owners and experts. Online advertising features five companion-style banners, including Provider Breaking News E-Newsletter and Marketplace. Advertising campaigns can be complemented by a 15-second video message.

Check out our Media Kit for more opportunities

More than ever, your advertising dollars need to go further and work harder. That’s why we offer additional opportunities to reach, inform, and motivate the decision makers and buyers who propel your organization.

Capitol Connection 13,000 subscribers | 42% open rate
Provider News Alert 17,000 subscribers | 11% open rate
NCAL Connection 8,000 subscribers | 12.3% open rate

For more information, contact sales@ahca.org
69th Annual AHCA/NCAL Convention and Expo

Onsite advertising options (booths, banners, sponsorships) are available at the AHCA/NCAL annual convention and expo, which will be held October 7–10 in San Diego. More than 2,500 leaders in the long-term and post-acute care profession will attend.

The VIP section of the expo hall is one way for the AHCA/NCAL to thank business partners for supporting our various association marketing programs, which include Provider Magazine advertisements, membership dues, sponsorship fees and booth fees. Companies spending $50,000 or more in the 2018 calendar year are offered space in the VIP section for next year’s trade show.

Available sponsorships include: NCAL Day, Welcome Reception, Opening and Closing Session Keynote Speakers, Monday Night Concert, Headshot Lounge, Independent Owner Breakfast, Executive Program, Not-for-Profit Reception, Hospitality Hops, Mobile App Banner Ads, Gala Entertainment and Shuttle Wraps.

SAVE THE DATE  I  October 7–10, 2018  I  San Diego
Ways to Join Our 2018 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 and who are dedicated to the success of our profession. ABMs are proud to support programs and services that bring about improvement in long-term care and help create strategies to deal with professional issues, including revised policies and regulations, staffing shortages, Medicare and Medicaid, tort reform, and quality.

ABM benefits are available according to your level of investment. They include priority placement in the exhibit hall, discounted rates on booth fees, exclusive ABM logo in advertising or in business correspondence to identify affiliation with AHCA/NCAL. Gold members can serve on a Committee of their choosing.

Executive Leadership Partner
Executive Leadership Partners, who support the association’s marketing programs in excess of $100,000 annually, are invited to the Executive Leadership Reception. Executive Leadership Partners are recognized at this reception for their generous contributions to the association. Guests include members of the AHCA Board of Governors, the NCAL Board of Directors, CPAC provider members, Regional Multi-Facility CEO Council, Independent Owner Council, and Senior Living Executive Council members.

Partners are also awarded Executive Leadership Partner ribbons at all AHCA/NCAL events where they are attending sponsors. They may use the 2018 Executive Leadership Partner logo, and they can display the Executive Leadership Partner booth decal at the Convention and Expo. They are also given a special thank you and recognition advertisement in the Convention and Expo Program.