Plan Your Marketing Mix

A Guide for Marketing and Networking Opportunities
Contact sales@ahca.org to support the long term care profession
CONNECT
With Decision Makers in Austin, TX

50% of attendees APPROVE purchasing decisions or ARE the decision makers for their centers.
According to the 2019 registration questionnaire

Who Will Be in Attendance?

32% Owners/Administrators
12% C-Suite Executives
23% Corporate Staff
23% Clinicians/DONs
10% Other
dietary, activities, social services, therapy, state affiliate staff, etc.

Reach Attendees at the EXPO HALL

On October 5 & 6 during dedicated expo hall hours demonstrate solutions to decision makers right in your booth.

2020 Booth Fees per 10x10 Space
Member Rate $2,400
Non Member Rate $3,300
Corner Fee - additional $200

Companies spending over $50,000 annually with 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.
There are many sponsorship opportunities to reach all attendees that will build brand identity and traffic to your booth.

Let Vendor Relations help you create an interactive experience.

**WELCOME RECEPTION**
$5,000
A great opportunity to kick-off the week and generate excitement that leads attendees to your exhibit booth. Includes logo on all on-site signage, pre-event promotions, convention website, and printed program book.

**PAC CONCERT**
$10,000
Be apart of this members-only ticketed event where you will find creative promotion of your brand and logo throughout the event. Connect with members at this fun-themed evening event. Tickets to the concert are included with your sponsorship.

**KEYNOTE SPEAKER**
SOLD OUT
Sponsor the keynote speaker at the Opening Session, speak to a captive audience. Sponsor will be introduced onstage for remarks just before introducing the keynote speaker. Includes sponsor logo branding on promotional materials, signage, event app, and printed on-site guide.

Contact: sales@ahca.org to begin planning your marketing experience at Convention
REACH
A Target Audience with Constituency Group Sponsorships

Sponsor specialized educational opportunities that are relevant and topical to your brand’s solutions.

All sponsorship benefits include logo on all pre-event and on site promotions.

NCAL DAY
$10,000
Spend the day with more than 200 owners, executive directors, and corporate staff at this exclusive program designed for the assisted living community. The program includes breakfast, lunch, and an opportunity for sponsors to make brief remarks.

REHABILITATION SYMPOSIUM
$3,500
During breakfast and breaks network with more than 100 reimbursement professionals, therapists, managers, and trainers for a four-hour program that will include presentations and panel discussions focused on the changes in SNF rehabilitation operations and clinical practices.

INDEPENDENT OWNER BREAKFAST
$7,500
Network with 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.

CEO EXECUTIVE LEVEL PROGRAM
$15,000
Network at this invitation only event for owners, operators, and executive leadership from national and regional chains as well as senior leaders from independently owned facilities.

ID/DD & NFP PROGRAM
$3,500
Join ID/DD and NFP providers for a full day of motivational and educational sessions. Network with attendees during breaks. Promotional table top displays will be available for sponsors.

NOT FOR PROFIT RECEPTION
$3,500
Join Not For Profit professionals after the Quality Awards Ceremony to celebrate the work they do and the missions they believe in.

Contact: sales@ahca.org to begin planning your marketing experience at Convention
BOOST
Your Brand with Advertising

On-site advertising promotes your messaging outside the expo hall.

**HANGING BANNER**
AUSTIN CONVENTION CENTER
1 Available  **SOLD OUT**
A double sided hanging banner located in the hallways between the general session ballroom, expo hall entrance, and registration area.

**COLUMN WRAPS**
AUSTIN CONVENTION CENTER
3 Available, 1 Premium
$7,500 each
Four available column wraps located on level one between the general session ballroom and the registration area.

**WALL GRAPHIC**
AUSTIN CONVENTION CENTER
3 Available
$15,000 each
Two available wall graphics located on level one near the escalator and across from the expo hall entrance.

Dimensions: 20’W x 8’H
Dimensions: (A,C) 36”W x 21’-4”H
(B,D) 16”W x 21’H
(A,C) 48”W x 24’H
(B,D) 16”W x 24’H
Dimensions: 101”W x 18’H
150”W x 17’H

Contact: sales@ahca.org to begin planning your marketing experience at Convention
BOOST
Your Brand with Advertising

ESCALATOR GRAPHICS
LEVEL 1 - SECTION 1
AUSTIN CONVENTION CENTER
$20,000 exclusive opportunity
Escalator located in corridor near general session ballroom. Includes graphics on all glass rails and middle runner.

Glass Rails Dimensions (4 rails):
7 Single Sided Panels, 84"W x 22"H
Single Sided Runner Dimensions:
9"W x 49"H

ESCALATOR GRAPHICS
LEVEL 1 - SECTION 2
AUSTIN CONVENTION CENTER
$25,000 exclusive opportunity
Escalator located in the atrium near the main entrance and registration. Includes graphics on all glass rails and middle runner.

Glass Rails Dimensions (4 rails):
9 Single Sided Panels, 79"W x 22"H
Single Sided Runner Dimensions:
9"W x 69"H

ESCALATOR GRAPHICS
LEVEL 3 - SECTION 26
AUSTIN CONVENTION CENTER
$18,000 exclusive opportunity
Escalator on mezzanine level near education sessions. Includes graphics on all glass rails and middle runner.

Glass Rails Dimensions (4 rails):
6 Single Sided Panels, 76.25"W x 23.0"H
Single Sided Runner Dimensions:
9"W x 38"H

Contact: sales@ahca.org to begin planning your marketing experience at Convention
BOOST
Your Brand with Advertising

WINDOW GRAPHICS
LEVEL 1 - SECTION 2
AUSTIN CONVENTION CENTER
$20,000 exclusive opportunity
A set of 9 windows facing inside located near the Trinity Street entrance and exit.

WINDOW GRAPHICS
LEVEL 1 - SECTION 2
AUSTIN CONVENTION CENTER
2 Set of Doors Available
$20,000 exclusive opportunity
6 windows on the inside of an entrance and exit door set, located off of Trinity Street.

WINDOW GRAPHICS
LEVEL 3 - SECTION 6
AUSTIN CONVENTION CENTER
SOLD OUT
$30,000 exclusive opportunity
24 windows located in the atrium on the mezzanine landing area.

All window graphic dimensions vary by opportunity. Contact Vendor Relations for more information on location and dimensions.

Contact: sales@ahca.org to begin planning your marketing experience at Convention
BOOST
Your Brand with Advertising

CUSTOM HOTEL KEY CARDS
$10,000 - $12,500 per hotel block
An exclusive opportunity to produce custom advertising for hotel key cards at different hotels serving attendees during Convention.
HOST HOTEL SOLD OUT

ROOM DROPS
$15,000 per hotel block
Produce materials to be distributed at the different hotels in the official Convention block.

PRINTED ON-SITE GUIDE
$3,500 per advertisement
Every attendee receives a full-color guide for them to browse the schedule of events, exhibitor listing, and general Convention information. Promote your booth experience with a full-page advertisement in the guide.

MOBILE APP
Reach over 2,500 active users during convention with a call to action mobile app banner. Contact sales@ahca.org to see what’s new on the app.

Sample Home Screen
Top Banner: $5,000: 3/2 available
Seen on the top of interior pages, rotates among the 3 different sponsor banners

Splash Page: 1 available  SOLD OUT
Attendees will see a loading “splash screen” for typically 3.5 seconds before entering the app.

Home Page Tile: $7,500: 2/1 available
Seen on every home screen

Sticky Bottom Banner: $7,500 1 available
Located on the bottom of every home screen just above the bottom navigation

Sample Inside Page

Contact: sales@ahca.org to begin planning your marketing experience at Convention
BOOST

Additional Opportunities at the Host Hotel, J.W. Marriott

COLUMN WRAP
2’1 AVAILABLE
HOTEL LOBBY AT J.W. MARRIOTT
$7,500 per column
A 4 sided column in the host hotel lobby where the largest room block is housed and the location of additional convention events.

REGISTRATION SIGNS
HOTEL LOBBY AT J.W. MARRIOTT
$15,000 exclusive opportunity
Includes 4 panels on the registration desks at the J.W. Marriott where the largest room block is located.

ELEVATOR CLINGS
12 AVAILABLE
THIRD LEVEL AT J.W. MARRIOTT
$7,500 per elevator door set
Elevator graphics available on the third level of the hotel where special convention events will take place.

All dimensions vary by opportunity. Contact Vendor Relations for more information on location and dimensions.

Contact: sales@ahca.org to begin planning your marketing experience at Convention