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 and post-acute care industry.

Contact: sales@ahca.org or 202 - 842 - 4444 to inquire about investment levels.
A BROAD-BASED MEMBERSHIP
Proudly serving skilled nursing and assisted living centers

Total # of Centers 13,993

1,072,172 Skilled Nursing Beds
253,701 Assisted Living Units

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.
SUPPORT A PROFESSION
Share our Passion and Become a Member

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 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.

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.
Connect Through Sponsorship Opportunities

Reach decision makers who are seeking experts, solutions, and products that support clinical, operational, and workforce advancements within their organizations.
STRATEGIC OPPORTUNITIES
Support Member Providers to be Champions in Quality

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, 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 better 5-Star Rating. Align your business with National Quality Award Program recipients because you will be supporting champions in quality.

National Quality Award Examiner Training
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. Examiners play a significant role in reviewing Quality Award applications and impacting quality improvement in organizations across the country. 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 at the state and national level. 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.

Independent Owner Conference
March
Build lasting connections with administrators, executive directors, and owners at this two-day conference that helps independent operators evolve and succeed in this ever-changing market. Sponsors have the opportunity to meet attendees that are highly involved with the daily operations and decisions of their skilled nursing facility and/or senior living communities. The conference will include relevant education, afternoon social activities, and excellent networking opportunities.

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. Hosted in Washington, D.C., sponsors of the Partner Summit attend legislative briefings and join providers at networking receptions and formal dinners.

UNIQUE OPPORTUNITIES
Network with Influential Industry Leaders at Conferences
FOCUSED OPPORTUNITIES
Reach Leaders in the Assisted Living Sector

NCAL Board Dinner
February and 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.

NCAL State Leaders June
In conjunction with the AHCA/NCAL Congressional Briefing in Washington, D.C., this event brings together a selected group of assisted living administrators and professionals representing each state affiliate. There is the ability to network during meetings and at a reception during the June event while everyone is gathered in D.C.

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 continually exceeds expectations with its excellent education and networking opportunities. Sponsors are acknowledged with a brief intro and can network with attendees during breaks.

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.
EXPANSIVE OPPORTUNITIES
Showcase Industry Solutions to Decision Makers at the Convention & Expo

4 Dedicated Days
Thousands of AHCA/NCAL members from across the country will be convening in Austin, TX to share their passion for long term care.

Showcase Solutions
Reserve a booth in the expo hall and expect dedicated access to thousands of administrators, clinicians, executives, and corporate staff 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%** Dietary, activities, social services, therapy, state affiliate staff, etc.
- **23%** Other

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**
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 number of association conferences.

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.

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.