

70TH AHCA/NCAL

# CONVENTION & EXPO

ORLANDO  
FLORIDA

OCT. 13-16  
2019

## 2019 Sponsorship OPPORTUNITIES

MAXIMIZE YOUR PRESENCE

**Build Brand  
Identity**

**Reach a Target  
Audience**

**Boost Brand  
Awareness**

**Plan Your Marketing Mix**

Contact: [sales@ahca.org](mailto:sales@ahca.org) or 202-842-4444



[www.ahcaconvention.org](http://www.ahcaconvention.org)

**AHCA**  
AMERICAN HEALTH CARE ASSOCIATION  
**NCAL**  
NATIONAL CENTER FOR ASSISTED LIVING

# CONNECT WITH DECISION MAKERS

The American Health Care Association/ National Center for Assisted Living 70th Convention and Expo will bring together experts from across the country to prepare attendees for any industry challenge they may be facing in their nursing homes and assisted living communities. Thousands of AHCA/NCAL members will be convening in Orlando, FL for 4 days of education and networking.

## Reach Attendees at the EXPO HALL

On **October 14 & 15** during dedicated expo hall hours demonstrate solutions to decision makers right in your booth.

### 2019 Booth Fees per 10x10 Space

Member Rate \$2,400

Non Member Rate \$3,300

Corner Fee - additional \$200

*Companies spending over \$50,000 annually in 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.*

## Who Will Be at the Show?



**Administrators, Owners, C-Suite Executives, Clinicians, Regional VPs, Quality/ Compliance Officers, State Executives, and Many Others**

## EXHIBIT HALL PASSPORT \$2,500

Increase booth traffic with engaged attendees. During the Expo Hall participate in the passport program. Attendees will visit your booth and engage with you about your solution to earn a stamp.

## Great Exhibitor Benefits

**Complimentary  
private brunch  
for registered  
exhibitors**

**Attendance  
to Convention  
education and  
networking events**

**Access to pre-show  
and post-show  
attendee list for  
lead generation**

## Plan Your Marketing Mix

**Build brand identity  
to all attendees  
throughout  
convention**

**Reach a target  
audience with  
consistency group  
sponsorships**

**Boost brand  
awareness with  
creative on site  
advertising**

# BUILD BRAND IDENTITY TO ALL ATTENDEES

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 - \$25,000

Be apart of this members-only ticketed event where you will find creative promotion of your brand and logo throughout the event. Tickets are included with your sponsorship.

## OPENING SESSION \$25,000

An opportunity for the sponsor to make brief remarks to a captive audience while introducing the speaker, **Doris Kearns Goodwin**, world-renowned presidential historian and Pulitzer prize-winning author. Includes logo on all pre-event and on-site promotions including AHCA convention web page, email communications, signage, and program book.

## CLOSING SESSION \$25,000

An opportunity for the sponsor to make brief remarks to the audience while introducing to the stage the speaker, **Brad Montgomery**, author and happiness maker. Your logo will be included on all pre-event and on-site signage including AHCA's convention web page, email communications, signage, and program book

## PROFESSIONAL HEADSHOT BOOTH \$15,000

DURING EXPO HALL HOURS

The crowd forming head shot booth is an opportunity for a sponsor to be apart of the Expo Hall in a creative way. Includes logo featured on Head Shot booth signage, the online sign up system, and all emails to participants.

## EXECUTIVE LOUNGE \$15,000

DURING EXPO HALL HOURS

Sponsor the cozy lounge situated in the Expo Hall as members strike up conversations with special guests, the leadership team of AHCA/NCAL.

Contact: [sales@ahca.org](mailto:sales@ahca.org) to begin planning your marketing experience at Convention

# REACH YOUR TARGET AUDIENCES AT CONVENTION

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.

## 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.

## 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 practice during preparations for the recent implementation of PDPM payment model.

## ID/DD & NFP PROGRAM \$4,500

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 \$5,000

Join Not For Profit professionals after the Quality Awards Ceremony to celebrate the work they do and the missions they believe in.

## NCAL DAY Ask about 2020's NCAL DAY

Join 200 assisted living professionals for a full day of thought-provoking education specifically tailored toward the assisted living sector at the annual NCAL Day event. This special ticketed event will cover topics on preparing for the next generation of customers, collecting quality data, and developing workplace leaders.



Contact: [sales@ahca.org](mailto:sales@ahca.org) to reserve a constituency sponsorship

# BOOST YOUR BRAND WITH ADVERTISING

Onsite advertising promotes your message outside of the expo hall.

## PEDESTRIAN BRIDGE SIGNAGE

Attract attendees with creative messaging as they are walking to and from their hotel and the Orange County Convention Center (OCCC) through designated covered walkways.

### Hyatt Regency Skybridge **\$45,000** Exclusive Advertising Opportunity

With 14 double-sided signs, be the exclusive advertiser on the Hyatt Regency Skywalk, connecting our host hotel, the Hyatt Regency, to the OCCC.

### Rosen Plaza Skywalk **\$15,000/ set**

Create a message for 5 double sided advertisements in the Rosen Plaza Skywalk which connects the Rosen Plaza Hotel to the OCCC. **ONLY 2 Sets Left**

### Rosen Centre Skywalk **\$15,000/ set**

Create a message for 5 double sided advertisements in the Rosen Centre Skywalk which connects the Rosen Centre Hotel to the OCCC.

## PRINTED ON-SITE GUIDE **\$3,500**

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.

## CONVENTION WEBSITE **\$5,000**

Advertise right on the convention's website with the side panel banner.

## LOBBY COLUMN WRAP **\$15,000**

Advertise on an 8 foot tall column in the main lobby, close to the Expo Hall, General Sessions, Education Areas, and the Quality Award Recipients Display.

## ESCALATOR **\$15,000/ set**

Use a set of escalator glass rails as creative launching point to promote your brand to attendees. The escalator connects the main floor and the second floor of the OCCC.

## MOBILE APP

Reach over 2,500 active users during convention with a call to action mobile app banner. Banners vary in size and price, contact [sales@ahca.org](mailto:sales@ahca.org) to see what's new on the app.

## CUSTOM HOTEL KEY CARDS

Produce custom advertising for hotel key cards at the various hotels serving attendees during Convention. Hotels and pricing vary based on availability and quantity, (\$10,000 - \$15,000).

## HOTEL ROOM DROPS

Before attendees reach the convention center for the day have a promotional item dropped under their hotel room door. Available during peak night at many participating hotels, (\$10,000 - \$20,000).

Contact: [sales@ahca.org](mailto:sales@ahca.org) to learn more about on site advertising



# OCCC LAYOUT



## GET A LAY OF THE LAND

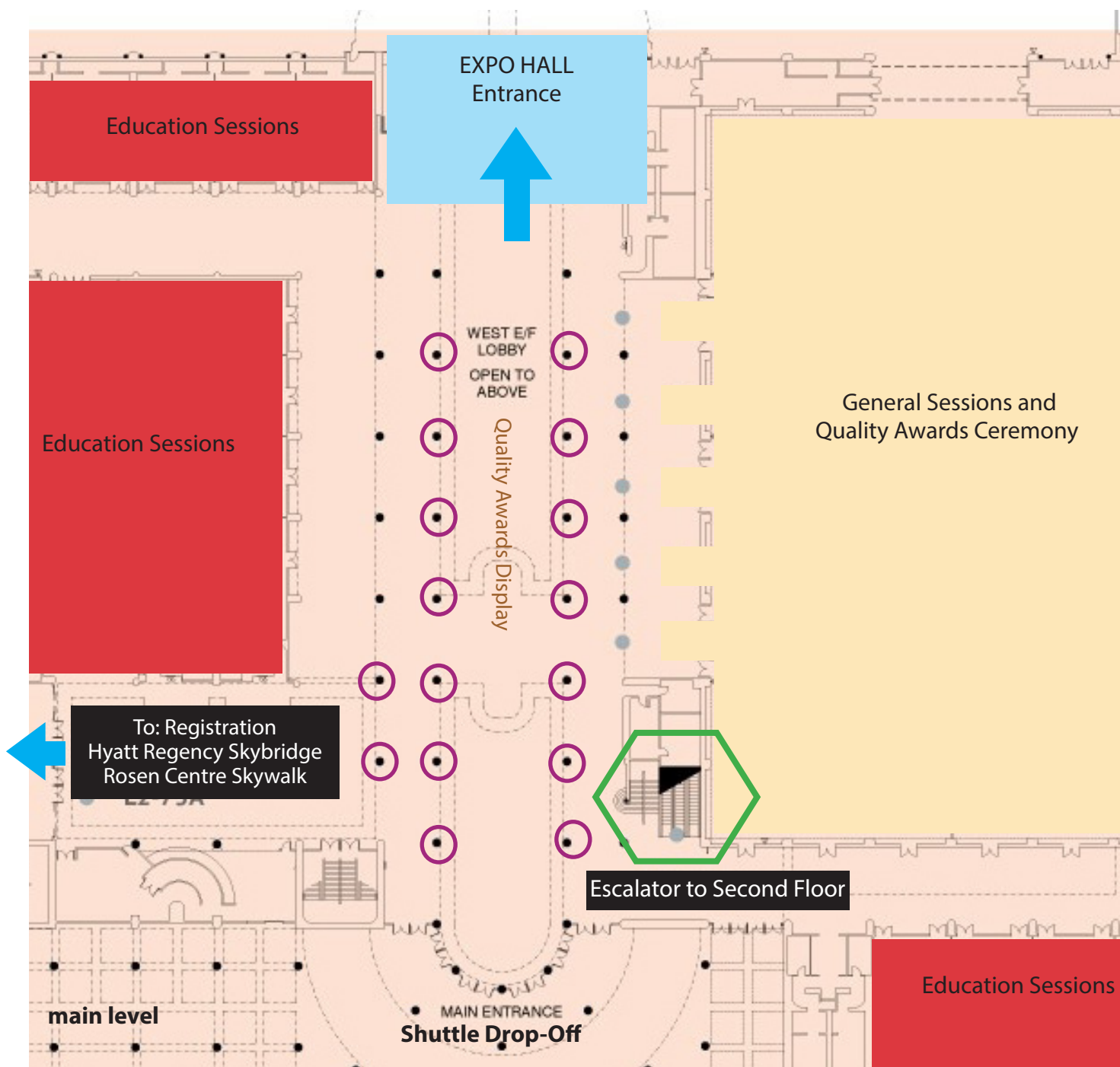
A snap shot of the West E/F Lobby at the Orange County Convention Center.

Pictured below is the main level which will house the **Expo Hall**, **General Sessions**, **Registration**, and some **Education Sessions**.

Upstairs will be more **Education Sessions**, **Receptions**, and the **Skywalk to the Rosen Plaza**

### Legend:

-  16 column wraps
-  Escalator Graphics



# BOOST YOUR BRAND WITH ADVERTISING

Increase visibility throughout convention season with a multi platform approach with Provider Magazine: Print, Digital, Provider TV, and Social.

## PRINT ADVERTISING

Provider's readers are engaged through quality subscriptions.

Total print circulation: OVER 50,000

### SEPTEMBER ISSUE

AHCA/NCAL Pre Convention Issue  
Bonus Distribution: NIC Conference

### OCTOBER ISSUE

AHCA/NCAL Convention Issue  
Bonus Distribution: 70th Convention & Expo  
(Over 4,000 copies)

### NOVEMBER ISSUE

Bonus Distribution: AHCA/NCAL's Fall  
Multifacility CEO & Senior Executive  
Leaders Conference



## DIGITAL ADVERTISING

All content is in one place including breaking news, guest columns, and special features.

Advertising available on home screen and interiors screens. Only one advertiser displays at a time, no sharing the screen with your competitors.

Banner Advertisements are formatted as companion ads for one monthly price.  
Print advertisers: \$2,500/ month  
Non-print advertisers: \$5,000/ month

## PROVIDER TV

Make a product announcement or tell a compelling story using Provider TV.

## SOCIAL NETWORKS

Get social with us! Follow Provider and AHCA/NCAL on Facebook, Twitter, and YouTube for topical content related to our profession,



Click here to view the Provider Magazine Media Kit for more information.  
Contact: [sales@ahca.org](mailto:sales@ahca.org) for all advertising inquiries