

MAXIMIZE YOUR REACH IN LONG TERM CARE



**NCHCFA**  
NORTH CAROLINA  
HEALTH CARE FACILITIES ASSOCIATION



## 2024 TRADE ASSOCIATE



## MEMBERSHIP & SPONSORSHIP GUIDE



# 2024 NCHCFA TRADE ASSOCIATE MEMBERSHIP

**JOIN TODAY FOR  
\$1,600**

## WHY JOIN

Our trade associate members and sponsors help to support programs and services that create strategies to deal with a variety of profession-related issues. NCHCFA is committed to providing opportunities for our vendor partners to engage with our provider members and exchange ideas.

NCHCFA offers flexible sponsorship opportunities to ensure you get the most out of our partnership. We align your business with top decision makers in senior care across the state to maximize your return on investment (ROI). This includes:

- Discounted member prices on education events
- Access to exclusive sponsorship opportunities
- Powerful lead generation capabilities
- Elevated brand awareness and visibility
- Access to the 2024 online membership directory
- NCHCFA's communications regularly reach more than 1,500 long term care professionals across the state
- NCHCFA's LinkedIn includes a thriving community of actively engaged professionals

**NCHCFA provides Associate membership effective  
January 1 - December 31, 2024.**

**All 2024 Trade Associate memberships  
INCLUDES ONE TRADE SHOW BOOTH AT EXPO 2024  
and all the benefits below.**

### Online Membership Directory

Our Membership Directory is for the sole use of our members. This includes a detailed listing of corporate offices, member nursing facilities, and Trade Associate members by service types. Access to the directory will be available to all NCHCFA members in January.

### NCHCFA Website

Our website provides long term care updates and resources, a calendar of events, a facility finder tool, a listing of our Board of Directors and staff, membership information, online registration for educational seminars, and much more. Associate members are listed with a link to their website and email addresses.

### UPDATE Weekly

The association's newsletter is emailed weekly to all members. UPDATE features highlights of regulatory and legislative policy and promotes various events of interest including upcoming educational opportunities.

### NCHCFA Associate Advisory Committee

The Associate Advisory Committee is comprised of NCHCFA trade associate members. This committee works closely with the NCHCFA Education and Programs Committee to determine social events, agenda, and networking opportunities at in-person events and suggestions for NCHCFA/PAC fundraising events. Committee assignments are two-year terms and appointed by the NCHCFA Board of Directors Chair.

## ABOUT NCHCFA

The North Carolina Health Care Facilities Association is a non-profit trade association and represents close to 400 nursing facilities. Our mission is to elevate members through advocacy, professional development, and promotion of quality services. NCHCFA is a state affiliate of the American Health Care Association (AHCA).

**NCHCFA Trade Associate members get exclusive access to NCHCFA's events and educational opportunities.**

**Annual Convention & Expo**

*February 18 - 21*

Our annual convention and trade show provides an opportunity for long term care professionals to share best practices and learn state-of-the-art advances through educational seminars and networking while earning continuing education hours. Our Expo is one of the largest and best organized in the South and continually sells out each year. Your 2024 Trade Associate membership includes ONE trade show booth.

**NCHCFA Legislative Conference**

*April 30 - May 1*

This centers around legislative appointments where members meet with key lawmakers in North Carolina to educate them on issues that affect the long-term care profession.

**NCHCFA/PAC Annual Golf Tournament**

*September 8*

Our golf tournament is a fun way for our members to support the important activities of our PAC's advocacy efforts and network with colleagues.

**NCHCFA Fall Symposium**

*September 9 - 11*

This conference provides educational classes over a three-day period with ample opportunity for networking with colleagues. A special networking package is available for Associate Members at a reduced fee.

**Virtual Educational Offerings**

*Various Dates*

Several webinars are scheduled throughout the year and designed to bring providers the latest information on operations, regulatory and legal issues, reimbursement, and care/service management.



**NCHCFA**  
NORTH CAROLINA  
HEALTH CARE FACILITIES ASSOCIATION

# 2024 NCHCFA YEAR-LONG SPONSORSHIP OPPORTUNITIES

**NCHCFA offers three levels of year-long sponsorship opportunities for Trade Associate members – Elite (\$25,000), Diamond (\$17,500), and Supporter (\$12,500).**

	Elite \$25,000	Diamond \$17,500	Supporter \$12,500
One complimentary 2024 NCHCFA Trade Associate membership	●	●	●
One trade show booth at Expo 2024	●	●	●
Gold sponsor package for the 2024 NCHCFA Annual Convention & Expo	●		
Private networking opportunities with NCHCFA Board of Directors, executive committee, and leadership	●		
Two guaranteed seats on the Associate Advisory Committee	●		
Address leadership at NCHCFA board meetings, committee meetings, webinars, and leadership calls	●		
Company logo included on electronic signatures of all NCHCFA staff outgoing emails	●		
Company logo included on all blast emails to NCHCFA membership	●		
2024 sponsor of ALL educational events (in-person and virtual)	●		
Two free registrations for 2024 educational events (virtual)	●		
Opportunity to present content for monthly NCHCFA webinars	●		
Company logo included on NCHCFA's website as a Year-Long Elite Sponsor	●		
Exclusive advertising and marketing rights	●		
Gold sponsor package for the 2024 NCHCFA Fall Symposium	●	●	
Silver sponsor package for the 2024 NCHCFA Annual Convention & Expo		●	
Address leadership at NCHCFA committee meetings, webinars, and leadership calls		●	
One guaranteed seat on the Associate Advisory Committee		●	
One free registration for 2024 education events (virtual)		●	
Company logo included on NCHCFA's website as a Year-Long Diamond Sponsor		●	
Advertising and marketing rights		●	●
Silver sponsor package for 2024 NCHCFA Annual Convention & Expo			●
Address attendees at the beginning of one webinar			●
One guaranteed seat on the Associate Advisory Committee			●
Silver sponsor package for 2024 NCHCFA Fall Symposium			●
Company logo included on NCHCFA's website as a Year-Long Supporter Sponsor			●

# 2024 NCHCFA ANNUAL CONVENTION & EXPO

## Sponsorship Opportunities

February 18 – 21  
 Sheraton Greensboro at Four Seasons  
 Greensboro, NC

The theme for 2024 is **Come One, Come All to the Greatest Show on Earth: Dazzle & Delight in Long Term Care**. Expo 2024 will play a vital role in the marketing, development, and profitability of your company. During Expo 2024 you will introduce yourself and your products to key buyers and suppliers. It is more important than ever to connect with one another, strategize, share ideas, and honor our 45,000 healthcare heroes that work in North Carolina nursing homes every day.

**NCHCFA offers three sponsorship levels for Trade Associate members – Gold Corporate Sponsor (\$11,000), Silver Convention Host (\$6,000), and Bronze Convention Host (\$3,500).**

	Gold \$11,000	Silver \$6,000	Bronze \$3,500
Verbal recognition at the opening session	●	●	●
Recognition of sponsorship with unique name badge/ribbon	●	●	●
Logo recognition in: All marketing email blasts to provider members, UPDATE Weekly, the event brochure and all attendee materials, and the registration and attendee event websites	●	●	
Session Introduction – Company representative gets to briefly speak to attendees at the beginning of a session as well as introduce our speaker	●		
Opportunity to provide one giveaway item imprinted with company logo to include in the meeting souvenir bag for all attendees (products must arrive at the Association office by February 9)	●		
One additional booth as your company's Gold Lounge	●		
Recorded video message to play on video screens in your Gold Lounge during the Expo	●		
Four complimentary full Convention registration packages	●		
Opportunity to greet attendees at the NCHCFA registration desk on Sunday	●		
Gold sponsor floor decal identifier in Expo booth	●		
Two complimentary full Convention registration packages		●	
Silver sponsor floor decal identifier in Expo booth		●	
Name recognition in: All marketing email blasts to provider members, UPDATE Weekly, the event brochure and all attendee materials, and the registration and attendee event websites			●
Bronze sponsor floor decal identifier in Expo booth			●

### WHO ATTENDS NCHCFA'S CONVENTION & EXPO

Attendance includes staff from all areas of facility operation. Per the 2023 attendance profile:

- 57% Nursing Home Administrators
- 33% Corporate Staff/Owners
- 10% Other (Activity Directors, Nurses, Nurse Aides, and Social Workers)

# 2024 NCHCFA ANNUAL CONVENTION & EXPO

## A La Carte Sponsorship Opportunities

There are several a la carte opportunities available. These include your company logo on session signage at the event and in marketing material where applicable.

### A La Carte Opportunity

Sponsorship Cost

Number Available

A sponsor of these events will have five minutes to introduce their company and introduce the entertainment or speaker:

Annual Awards Banquet on Monday	\$6,000	1
Independent Owner (IO) Meeting on Wednesday	\$3,500	2
Keynote Speaker	\$3,000	1
Breakout Sessions	\$2,500	3

The Wi-Fi sponsor will have their company logo included in all attendee event marketing material:

Wi-Fi Sponsorship	\$5,000	1
Headshot Booth in Expo on Tuesday	\$3,500	1
Take a Break Massage Booth in Expo on Tuesday	\$2,500	1
360 Photo Booth in Expo on Tuesday	\$2,000	1
Dessert Stations in Expo on Tuesday	\$1,500	4
Snack Breaks	\$1,500	3
Beverage Stations	\$1,500	4
Photo Booth in Chair's Extravaganza on Tuesday	\$1,200	1
Kosher Snacks	\$500	3



If you have any suggestions for the Associate Advisory Committee on how we can improve your experience as an Associate Member or sponsor, please contact Karen Lennon at 919-782-3827 or [KarenL@nchcfa.org](mailto:KarenL@nchcfa.org).

# 2024 NCHCFA FALL SYMPOSIUM

## Sponsorship Opportunities

September 9 - 11  
Wild Dunes Resort  
Isle of Palms, SC

Fall Symposium replaces NCHCFA's past Summer Symposium. **Gold Sponsor opportunities is limited to 20 Trade Associate members** and includes a tabletop display area at the NCHCFA Sponsor Showcase outside the educational sessions the first two days of the Symposium. **As this is a new event, more information on what is included in sponsorship passes is forthcoming.**

**NCHCFA offers three sponsorship levels for Trade Associate members – Gold (\$6,500), Silver (\$3,500), and Bronze (\$1,500).**

	Gold \$6,500	Silver \$3,500	Bronze \$1,500
Verbal recognition at the opening session	●	●	●
Recognition of sponsorship with unique name badge/ribbon	●	●	●
Logo recognition in: All marketing email blasts to provider members, UPDATE Weekly, the event brochure and all attendee materials, and the registration and attendee event websites	●	●	
Logo on welcome signage at registration and throughout the event	●	●	
One tabletop display area at the NCHCFA Sponsor Showcase	●		
Opportunity to provide one company branded giveaway in all attendee bags at registration	●		
Two complimentary Fall Symposium full registration packages	●		
Six complimentary Fall Symposium Associate member passes	●		
Four complimentary Fall Symposium Associate member passes		●	
Name recognition in: All marketing email blasts to provider members, UPDATE Weekly, the event brochure and all attendee materials, and the registration and attendee event websites			●
Name on welcome signage at registration and throughout the event			●
Two complimentary Fall Symposium Associate member passes			●



# 2024 NCHCFA FALL SYMPOSIUM

## A La Carte Sponsorship Opportunities

There are several a la carte opportunities available. These include your company logo on session signage at the event and in marketing material where applicable.

A La Carte Opportunity	Sponsorship Cost	Number Available
<i>A sponsor of these events will have five minutes to introduce their company and introduce the entertainment or speaker:</i>		
Keynote Speakers (Monday and Tuesday)	\$3,000	2
Lunch Speaker on Tuesday	\$3,000	2
Welcome Reception on Monday	\$3,000	1
<i>The Wi-Fi sponsor(s) will have their company logo included in all attendee event marketing material:</i>		
Wi-Fi Sponsorship	\$2,000	2
Pool Party on Tuesday	\$1,500	4
Snack Breaks	\$1,500	3
Beverage Stations	\$1,500	3

## ADDITIONAL 2024 Sponsorship Opportunities

### NCHCFA Legislative Conference

*April 30 - May 1  
Raleigh, NC*

There are three sponsorships available for \$3,000. The conference sponsor will receive two free registrations, 10 minutes to introduce your company, verbal recognition, and company logo on signage.

### Educational Webinars

*Various Dates TBD  
Webinars*

There are several sponsorships available for \$1,500 per webinar. The sponsor will have five minutes to introduce their company and the speaker at a selected webinar throughout the year.

### NCHCFA Institute for LTC Leaders

*Contact Sarah Williams at [sarahw@nchcfa.org](mailto:sarahw@nchcfa.org) for the 2024 agenda and additional information.*

There are three sponsorships available for \$2,000. The institute sponsor can attend the in person and virtual meetings and present 15-30 minutes to the Class of 2025 participants.

