



**IHCA  
INCAL**

INDIANA HEALTH CARE ASSOCIATION  
INDIANA CENTER FOR ASSISTED LIVING

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## 2018 IHCA/INCAL MEMBERSHIP AND SPONSORSHIP GUIDE

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**INCLUDES DETAILS ABOUT THE REVISED 2018  
ASSOCIATE MEMBER PROGRAM AND THE  
FOLLOWING EVENTS:**

2018 IHCA/INCAL Spring Conference  
Indiana Health Care Foundation Golf Outing  
Various Legislative, Workforce and Education Sponsorships  
2018 IHCA/INCAL Convention & Expo  
Advertising in the 2018-2019 Membership Directory

# ASSOCIATE MEMBERSHIP

SUPPORT THE SKILLED NURSING AND ASSISTED LIVING PROFESSION

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***Associate membership with IHCA/INCAL provides direct access to our facility members who represent more than half of the long-term care facilities in the state.***

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IHCA/INCAL's Associate Member category is offered to individuals and companies engaged in the business of supplying products and services to the health care industry. Associate members are a critical component of the association's mission to educate, inform, and advocate on behalf of post-acute care providers, consumers, and workforce. Your membership gives you access to marketing and business development opportunities in the industry.

As an associate member, you receive exclusive access and pricing for sponsorship opportunities at IHCA/INCAL education events and advertisements in the association's annual Membership Directory & Resource Guide. Your membership also entitles you to up-to-date communication on the issues impacting IHCA/INCAL's facility membership and to the full support of the association's dedicated professional staff that is available to answer questions and assist in a variety of ways.

## RENEW YOUR MEMBERSHIP

To renew your Associate Member dues for 2018, use the invoice enclosed with your dues packet, or visit [www.ihca.org](http://www.ihca.org) and click on the Members Only link at the top of the page. Your 2018 dues invoice will be available under the "Pay Your Bills" option. Payment can be made online with a credit card or by mailing a check.

## APPLY TO JOIN IHCA/INCAL

Want to join IHCA/INCAL? To complete the online application form, visit [www.ihca.org](http://www.ihca.org) and click on Associate Membership under the Membership tab. Payment can be made online or by mailing a check.

If you have any questions about the Associate Member program, please contact Emily Berger at [eberger@ihca.org](mailto:eberger@ihca.org) or 317-616-9036.

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***IHCA/INCAL's 360 member facilities represent more than 64% of the state's LTC facilities.***

***IHCA/INCAL's member communications reach more than 6,000 contacts at member and non-member centers across Indiana.***

***Indiana LTC facilities support an estimated \$8.93 billion of the state's economic activity.\****

*\*Economic Impact of Long Term Care Facilities - Indiana (AHCA, May 2017)*

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# 2018 IHCA/INCAL MEMBERSHIP & SPONSORSHIP OPPORTUNITIES

- 04 2018 ASSOCIATE MEMBERSHIP TIERS
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## ACTIVATE YOUR IHCA/INCAL MEMBERSHIP INVESTMENT!

- STEP 1:** RENEW OR JOIN
- STEP 2:** CHOOSE YOUR MEMBERSHIP TIER
- STEP 3:** CONSIDER ADDITIONAL SPONSORSHIPS



# CHOOSE YOUR MEMBERSHIP LEVEL

Standard Associate Membership is available starting at \$500.

New in 2018, IHCA/INCAL has further developed its enhanced tiers of Associate Membership, called Key and Title Membership, which provide for increased sponsorship, marketing and business development opportunities. Members at any tier can select additional sponsorships to add to their membership investment.

	<b>Standard Member \$500</b>	<b>Key Member \$3,500</b>	<b>Title Member \$12,500</b>
<b>ACCESS</b>	<i>Unlimited Availability</i>	<i>Unlimited Availability</i>	<i>Limit 5</i>
Microsoft Excel electronic file of IHCA/INCAL facility membership Information (includes current administrator name and bed counts)	✓	✓	✓
Participation on IHCA/INCAL Committees	✓	✓	✓
Invitation to attend IHCA/INCAL Board Meetings	✓	✓	✓
Associate Member Council Membership	✓	✓	✓
Copy of the printed 2018-2019 Membership Directory	✓	✓	✓
Logo recognition at various education events and webinars		✓	✓
Lunch with IHCA/INCAL President and two members of IHCA/INCAL Board of Directors of the sponsor's choosing			✓
<b>RECOGNITION</b>			
Company name and description in IHCA/INCAL annual printed and digital 2018-2019 Membership Directory and Resource Guide	✓	✓	✓
Company name, description and link in the dynamic online IHCA/INCAL Member Resource Directory	✓	<i>Featured Listing with Company Logo</i>	<i>Premium Listing with Company Logo</i>
Company logo and link in each IHCA/INCAL IMPACT electronic newsletter (monthly distribution to over 2,800 facility and corporate representatives)		✓	✓
Member Spotlight in one IHCA/INCAL IMPACT electronic edition (includes logo and article)		✓	✓
Prominent Year-Long website logo placement (IHCA/INCAL homepage, Title Sponsor page, recognition on Spring Conference and Convention pages)			✓

	Standard Member \$500	Key Member \$3,500	Title Member \$12,500
<b>EVENTS</b>			
Discounted member pricing at IHCA/INCAL Convention & Expo, Spring Conference, and monthly Seminars and Webinars	✓	✓	✓
<b>Convention &amp; Expo</b>			
Sponsorship recognition ribbon on your company name badges	✓	✓	✓
One 8'x8' exhibit booth with Traffic Builder Recognition*		✓	✓
Priority Expo Registration, Booth Selection, & Placement		✓	✓
Logo recognition throughout Convention App used by attendees and exhibitors			✓
Recognition at Annual Members Meeting			✓
Invitation to dinner event with IHCA Board of Directors			✓
Recognition in On Site Guide			✓
Convention Registrations		1	4
<b>Spring Conference</b>			
Exhibitor Showcase Tabletop Display*			✓
Spring Conference Registrations			2
<i>*Items noted with asterisk can be swapped for an alternative sponsorship item of equal or lesser value at the same event</i>			

# 2018 IHCA/INCAL SPRING CONFERENCE

## ALL ABOUT REGULATIONS: CLINICAL & LIFE SAFETY CODE

APRIL 17-18, 2018 | FRENCH LICK SPRINGS RESORT | FRENCH LICK, IN

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### *2017 Spring Conference registrations and sponsorships sold out with 175+ attendees*

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The 2018 theme is “All About Regulations: Clinical & Life Safety Code” and includes educational programs and sessions geared towards administrators, owners/operators of long term care and assisted living facilities, department directors, regional/corporate representatives, nurses, plant operations directors and facility maintenance directors.

**Sponsorship is limited to current 2018 IHCA/INCAL Associate Members only. Sponsorships are first come, first serve and only online registrations will be allowed to reserve your spot!** Sponsorship details include the following:

#### **Snack Break Sponsor: \$500 (2 available)**

Help attendees get energized by sponsoring a snack break. Receive signage on the snack table during both days of the event.

#### **Charging Station Sponsor: \$500 (1 available)**

A charging station will be placed in the foyer by the registration area for attendees to charge any electrical devices. Have your logo on the signage in this area.

#### **Reception Sponsor: \$500 (3 available)**

Reception on April 17 for all attendees once the sessions conclude. Receive signage at the event and have the opportunity to mingle with attendees.

#### **General Session Sponsor: \$500 (3 available)**

Looking to reach all attendees? This year’s conference will offer 3 outstanding general sessions for all attendees. Sponsorship includes the opportunity to welcome attendees, introduce speakers, and signage at the general session.

#### **Exhibitor Showcase Sponsor: \$900 (9 available)**

Includes a 6’ table with display materials hosted near the registration area throughout the event. Two attendee registrations are included with this sponsorship.

To register for these sponsorships, visit [www.ihca.org](http://www.ihca.org) and click on Spring Conference under the Events tab. Click on the Sponsorship link. You must pay your 2018 Associate Member dues before registering for a Spring Conference sponsorship. For more information on this event contact Emily Berger, [eberger@ihca.org](mailto:eberger@ihca.org), 317-616-9036.

# INDIANA HEALTH CARE FOUNDATION 2018 GOLF OUTING

BENEFITING THE INDIANA HEALTH CARE FOUNDATION EDUCATIONAL SCHOLARSHIP FUND

THURSDAY, JUNE 7, 2018

BROADMOOR COUNTRY CLUB | 2155 KESSLER BLVD W DRIVE | INDIANAPOLIS, IN

Proceeds from the 9th annual outing benefit the Educational Scholarship Program of the Indiana Health Care Foundation. Last year's outing raised over \$20,000 for scholarships for long term care professionals in Indiana. Your support of the 2018 IHCF Golf Outing will allow the Foundation to continue to disburse scholarship funds to professionals pursuing higher and continuing education in the field of long term care.

**Major Outing Sponsor: \$3,000 (Multiple Available, Only 1 sponsor per industry specialty)** This major sponsorship includes recognition on promotional material, prominent signage at event, and a complimentary foursome for golf.

**Participant Gift Sponsor: \$1,500 (1 available)** Includes sponsor's logo on participant gift item that will be provided to each golfer at registration. Sponsor may assign representative to distribute gift items.

**Breakfast Sponsor: \$1,000 each (2 available)** Includes sponsor's signage on buffet tables and verbal recognition at event. Sponsor may assign representative to assist with breakfast or registration.

**Awards Banquet Sponsor: \$1,000 each (2 available)** Includes signage at banquet and verbal recognition at awards reception. Sponsor may assign representative to assist with banquet and distribution of prizes.

**Cart Sponsor: \$500 each (2 available) OR \$1,000 (1 available)** Includes sponsor's name or logo prominently displayed on every cart used in the tournament.

**Beverage Cart Sponsor: \$500 each (2 available)**

Signage on beverage carts and opportunity for sponsor representative to follow beverage cart. Sponsor may assign representative to distribute free drink tickets to each player at registration.

**Celebrity Golfer Sponsor: \$500 each (2 available)**

Includes sponsor signage welcoming celebrities and the opportunity to distribute swag to celebrities and their Ace Foursome partners.

**Raffle Sponsors: \$500 each (4 available)** Includes signage on raffle tickets distributed to each player and signage at raffle display area.

**Hole Sponsor: \$250 each (multiple available)** Hole sponsorship signage at one designated hole. Hole Sponsors can do a gift giveaway on the course or provide golfers with food/beverages (alcohol prohibited). The golf course provides and places all on-course tables with linens. Hole sponsors are responsible for bringing their own chairs.

**Raffle Prize Donation** If you would like to donate a raffle prize, please contact Emily Berger at [eberger@ihca.org](mailto:eberger@ihca.org) or 317-616-9036.

IHCF Golf Outing Play Packages	Ace: \$1,000	Eagle: \$750	Birdie: \$600	Single Golfer: \$200
Celebrity Athlete/Coach "Fifthsome"	✓			
Foursome	✓	✓	✓	
Beverage Tickets Per Golfer	2	2	2	2
Raffle Tickets Per Golfer	4	2		
Hole Sponsorship Signage	✓	✓		
Recognition Signage at Event	✓			

\*To register for or sponsor the IHCF annual golf outing, please visit [www.indianahealthcarefoundation.org](http://www.indianahealthcarefoundation.org) and click on the Events tab, and look for the 2018 Golf Outing.

## WORKFORCE SPONSORSHIP



**\$5,000 (3 AVAILABLE)**

This is a unique opportunity to make a significant impact in the long term care sector as IHCA/INCAL works to attract, educate, and retain a skilled workforce. Sponsors receive dynamic logo recognition on the Carefortheaging.org career pathways website, which receives over 1,400 unique monthly visits from individuals looking for information related to long term care career pathways, job placement, education and training. Sponsors will also receive recognition on the IHCA/INCAL website workforce page, related e-newsletters and fax blasts, and at various workforce events.

## LEGISLATIVE SPONSORSHIP



**\$1,000 (4 AVAILABLE)**

Support the legislative and advocacy work of IHCA/INCAL at the state and federal level. Sponsors will receive logo and verbal recognition related to the Long Term Professionals Care Day at the Statehouse event (January), the Congressional Briefing Visit in Washington, DC (June) and in the Fridays From the Statehouse e-newsletters distributed weekly during the 2018 legislative session.

## BIG I PARTY AT THE 2018 AHCA ANNUAL CONVENTION

**\$2,000 (4 AVAILABLE - 1 PER INDUSTRY)**

Support IHCA/INCAL during the American Health Care Association's 68th Annual Convention & Expo in San Diego, CA October 7-10, 2018. IHCA/INCAL continues to partner with our friends and colleagues from the Illinois Health Care Association, Iowa Health Care Association and Idaho Health Care Association to provide greater access to the leaders of our states' long term care profession. Sponsors receive logo recognition on the Big I Party invitations, promotional fliers and signage at the event, and have the opportunity to hand out promotional items to attendees.

To register for one of these sponsorships, visit [IHCA.org](http://IHCA.org) and click on the Sponsorships link under the Events tab. If you have questions about these sponsorship opportunities, please contact Emily Berger at [eberger@ihca.org](mailto:eberger@ihca.org).





# ADDITIONAL EDUCATION EVENT SPONSORSHIPS

IHCA/INCAL offers a robust line-up of both in-person and web-based training and educational events throughout the year geared toward long term care professionals in a variety of roles.

## SPONSORSHIP RECOGNITION FOR EACH OF THE OPPORTUNITIES LISTED BELOW INCLUDES:

- Logo recognition on IHCA/INCAL website for specified event.
- Logo recognition on promotional printed materials, emails and blast faxes.
- Opportunity to man on-site registration table and display company materials at any in-person events.

### F-Tag Review Webinar Series Sponsorship: \$1,500

**(1 available)** The 2018 series is led by Proactive Medical Review & Consulting and will focus on regulatory issues, the new CMS survey process and top-cited F-Tags. These in-depth webinars are consistently popular and regularly attended by facility administrators and nurses, as well as corporate staff.

### DON/Nurse Leader Workshops and MDS Regulations Workshops Sponsorship: \$2,500 (2 available)

These clinically-focused workshops will be offered throughout the year and are geared toward new and seasoned DONs, charge nurses, unit managers and facility and corporate MDS nurses, respectively.

### Wound Care Series Sponsorship: \$1,500

**(1 available)** This new education series features nationally recognized wound care expert, Jeri Lundgren RN, BSN, PHN, CWS, CWCN, CPT. Content is provided in four webinars throughout the year, with the option of attending an additional break out session at the 2018 Convention. Participants include wound nurses, DONs, ADONs, nurse managers and corporate nurses.

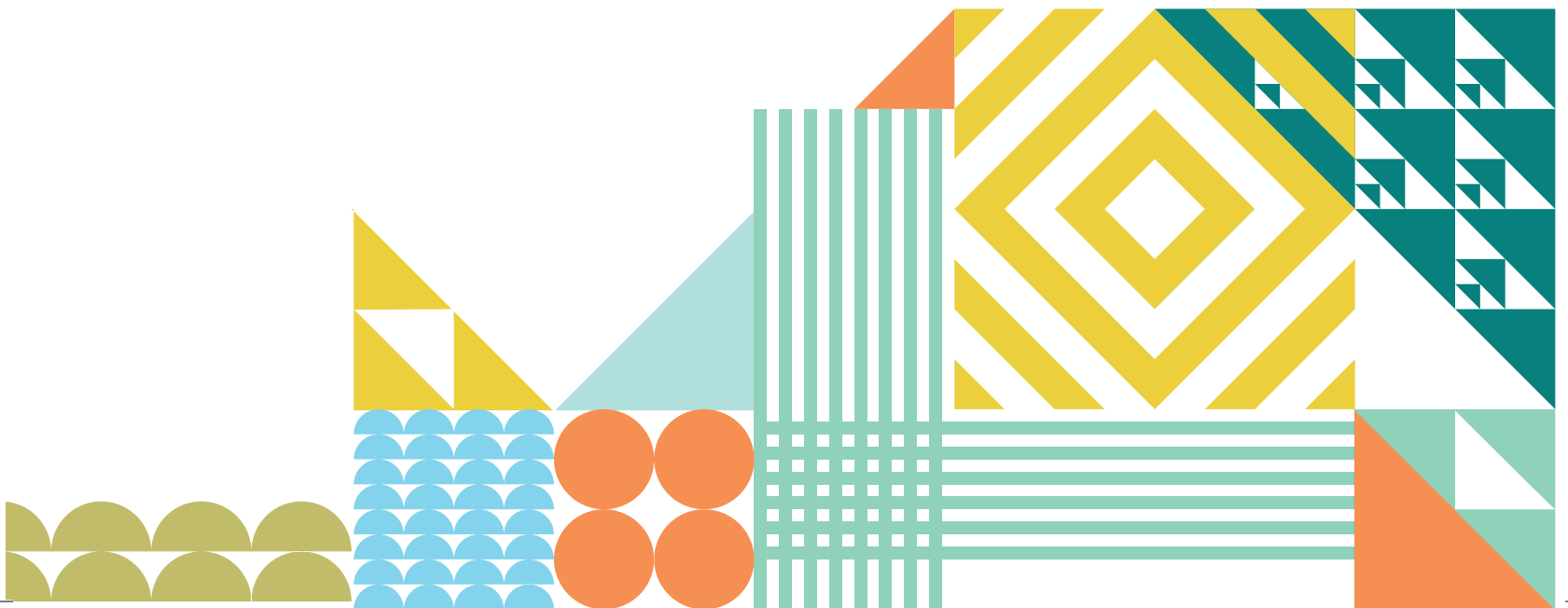
### Alzheimer's Disease & Dementia Care Trainings Sponsorship: \$1,500 (3 available)

IHCA/INCAL will offer multiple training opportunities for front-line workers to develop their dementia care expertise, including a Dementia Care webinar and in-person training series, and our popular Alzheimer's Disease and Dementia Care Seminar, which is the first step in becoming a Certified Dementia Practitioner. These trainings are marketed to all health care professionals and front-line staff who work in the industry.

### Life Safety Code Workshop and Emergency Preparedness Roundtables Sponsorship: \$1,500

**(4 available)** These educational opportunities are geared toward maintenance staff, physical plant operations managers, administrators and corporate staff responsible for their buildings' state and federal compliance.

To register for one of these sponsorships, visit [www.ihca.org](http://www.ihca.org) and click on the Sponsorships link under the Events tab. If you have questions about these education events, please contact Katie Niehoff at [kniehoff@ihca.org](mailto:kniehoff@ihca.org).





# 2018 IHCA/INCAL CONVENTION & EXPO

**JULY 31 - AUGUST 2, 2018**

JW Marriott Hotel | 10 S West Street, Indianapolis, IN 46204

## WHAT IS THE IHCA/INCAL CONVENTION & EXPO?

A premier event focused on providing a dynamic, collaborative forum for all professionals across the spectrum of long term care. Our goal is to provide a unified voice for long term care, and to educate, inform and advocate on behalf of health care providers, consumers and the workforce.

## IHCA/INCAL CONVENTION AND EXPO SPONSORSHIP AND EXHIBITOR BOOTHS ARE AVAILABLE TO BOTH MEMBERS AND NON-MEMBERS.

To register as an exhibitor, please read closely and follow the directions on the next page. Please note the specific directions and sponsorship enhancements related to the Key and Title Associate Member Tiers. In 2018, exhibitors are encouraged to decorate their booths in the convention's summer luau theme.

Details on additional convention sponsorship opportunities are available on page 14.

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### **Quick Facts:**

- **Sold out trade show at 2017 Convention & Expo**
  - **400+ attendees**
  - **Attendance included Owners, Administrators, and Nurses**
- 

### **ROOM BLOCK**

The 2018 room rate is \$174 per night. To make reservations call the hotel directly at 317-860-5800 and ask for the IHCA/INCAL Group Block. To book a room online go to: <https://aws.passkey.com/go/IHCAMtg>



## EXHIBITOR AND SPONSOR REGISTRATION TIMELINE

***Now – February 15: Priority booth selection period for Title and Key Members. Sponsorship registration available to both members and non-members.***

***February 16: Booth registration for Standard Members and Non-members begins.***

***June 1: Booth and sponsorship registration deadline in order to be recognized in the Convention On Site Guide.***

## THE BOOTH REGISTRATION PROCESS WILL BE ONLINE AGAIN THIS YEAR.

2018 Title and Key membership levels include an 8'x8' booth registration and traffic builder recognition. Title and Key members will receive a priority booth selection opportunity until February 15, 2018. Beginning February 16, 2018, booth registration will open for standard members and non-members. To reserve a booth or sponsorship item:

### TITLE AND KEY MEMBERS

**STEP 1:** Submit membership dues renewal or membership application and dues payment.

**STEP 2:** Upon receipt of dues payment, a confirmation email outlining the booth registration process will be sent. This email will contain a link to the interactive tradeshow floor plan to see available booths and a link to the online booth registration form.

**STEP 3:** The online booth registration form will include a section to indicate desired booth locations in order of preference. (If you are unsure of your member login or password, please contact Emily Berger at [eberger@ihca.org](mailto:eberger@ihca.org).) Booths will be assigned on a first come first served basis. IHCA/INCAL will make every effort to ensure exhibitors receive one of their preferred booths. Booth placement is not final until the June 1st registration deadline.

If you elect not to use your booth and traffic builder, you may select a convention sponsorship item or items of equal or lesser value. Convention sponsorship details being on page 14. To reserve a sponsorship as part of your key or title member tier package, contact Emily Berger at [eberger@ihca.org](mailto:eberger@ihca.org) or 317-616-9036.

**STEP 4:** Once you have registered online and paid for your booth, you will receive notification from an IHCA/INCAL representative with details about your booth placement and next steps.

### STANDARD MEMBERS AND NON-MEMBERS

**STEP 1:** Visit [www.ihca.org](http://www.ihca.org) and click on Convention & Expo under the Events tab. Click on the Sponsorship page.

**STEP 2:** A link will direct you to the Exhibitor Booth and Sponsorship Page in the Registration section of the website. You must join or renew your Associate Membership BEFORE registering in order to receive the Members Only rate. (If you are unsure of your login and password, please contact Emily Berger at [eberger@ihca.org](mailto:eberger@ihca.org).)

**STEP 3:** The online booth registration form will include a section to indicate desired booth locations in order of preference. Booths will be assigned on a first come first served basis. IHCA/INCAL will make every effort to ensure exhibitors receive one of their preferred booths. Booth placement is not final until the June 1st registration deadline.

**STEP 4:** Once you have registered online and paid for your booth, you will receive notification from an IHCA/INCAL representative with details about your booth placement and next steps.

## EXHIBITOR BENEFITS

### EXPO HALL

Exhibiting at the 2018 IHCA/INCAL Convention & Expo will ensure immediate access to professionals from across the spectrum of long term care. Exhibitors are encouraged to decorate their booth in the summer luau theme and are welcome to do food items with the JW Marriott for the reception.

### READY TO EXHIBIT?

Title and Key Members will have the option to utilize priority booth placement through February 15. Beginning February 16, all booths will be open to members and non-members. To ensure your company receives recognition in the Convention On Site Guide you must register by June 1, 2018.

### SHOW LOCATION:

The 2018 IHCA/INCAL Convention & Expo will take place July 31- August 2, 2018 at the JW Marriott in Downtown Indianapolis, IN. Parking is available at the JW for \$44 daily and \$49 for valet.

### EXHIBITOR MOVE-IN:

Tuesday, July 31, 2018 from 2:00 p.m. to 6:00 p.m.

### EXHIBITOR MOVE-OUT:

Wednesday, August 1, 2018 from 12:30 p.m. to 4:00 p.m. Exhibitors are encouraged to stay and network during the Summer Luau Attendee/Exhibitor Appreciation Reception from 5:00 p.m. to 6:00 p.m.

### BOOTH PRICING:

- 8' X 8' booth:
  - \$999 Member Rate
  - \$1,599 Non-Member Rate
- 8' X 10' booth:
  - \$1,299 Member Rate
  - \$1,799 Non-Member Rate

### BOOTH FEE INCLUDES:

- One (1) 8' X 8' booth or 8' X 10' with 8' high white, black, and blue drape and 3' high side black drape
- One (1) skirted table
- Two (2) padded, armless chairs
- Free wireless internet
- Three (3) exhibitor staff badges for working exhibit booth staff
- Booth identification sign (7" X 44" in size, black and white)
- Electronic listing of attendees pre and post-convention
- Option to purchase a discounted attendee registration
- Option to purchase an Awards Luncheon ticket

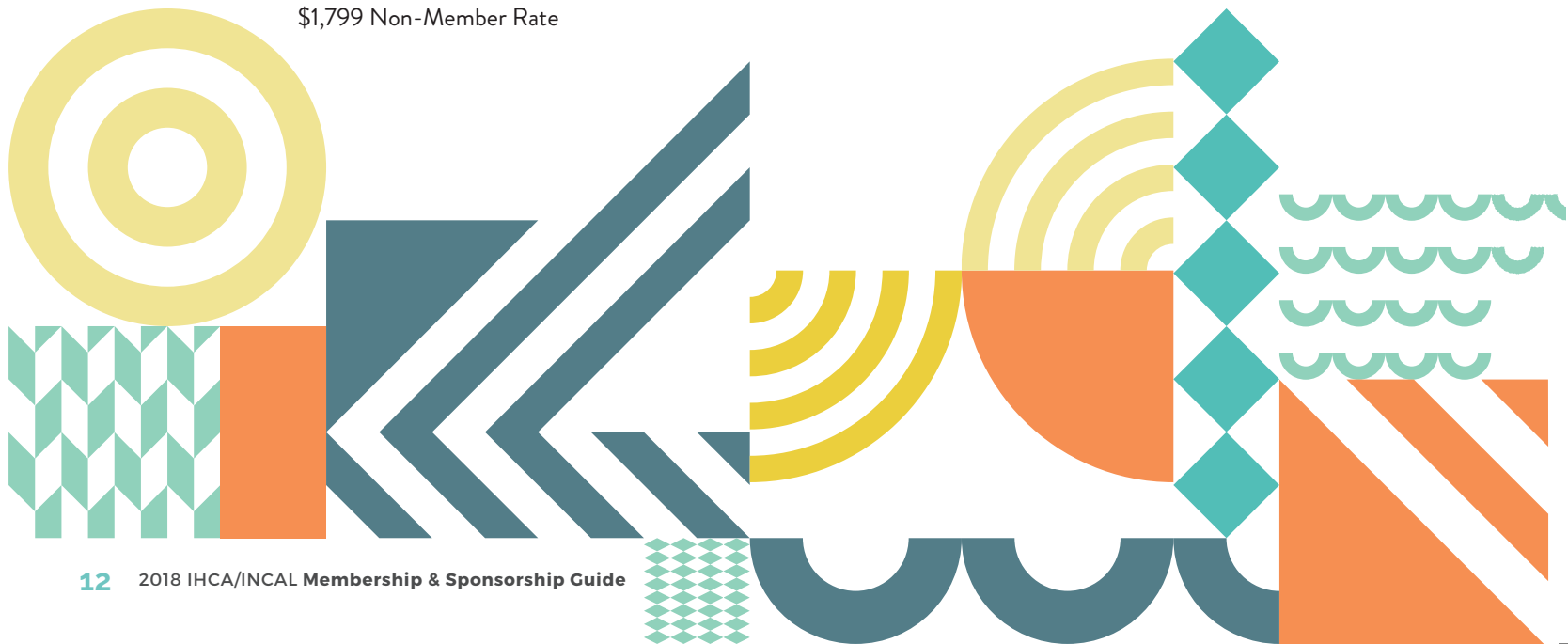
### PAYMENT SCHEDULE:

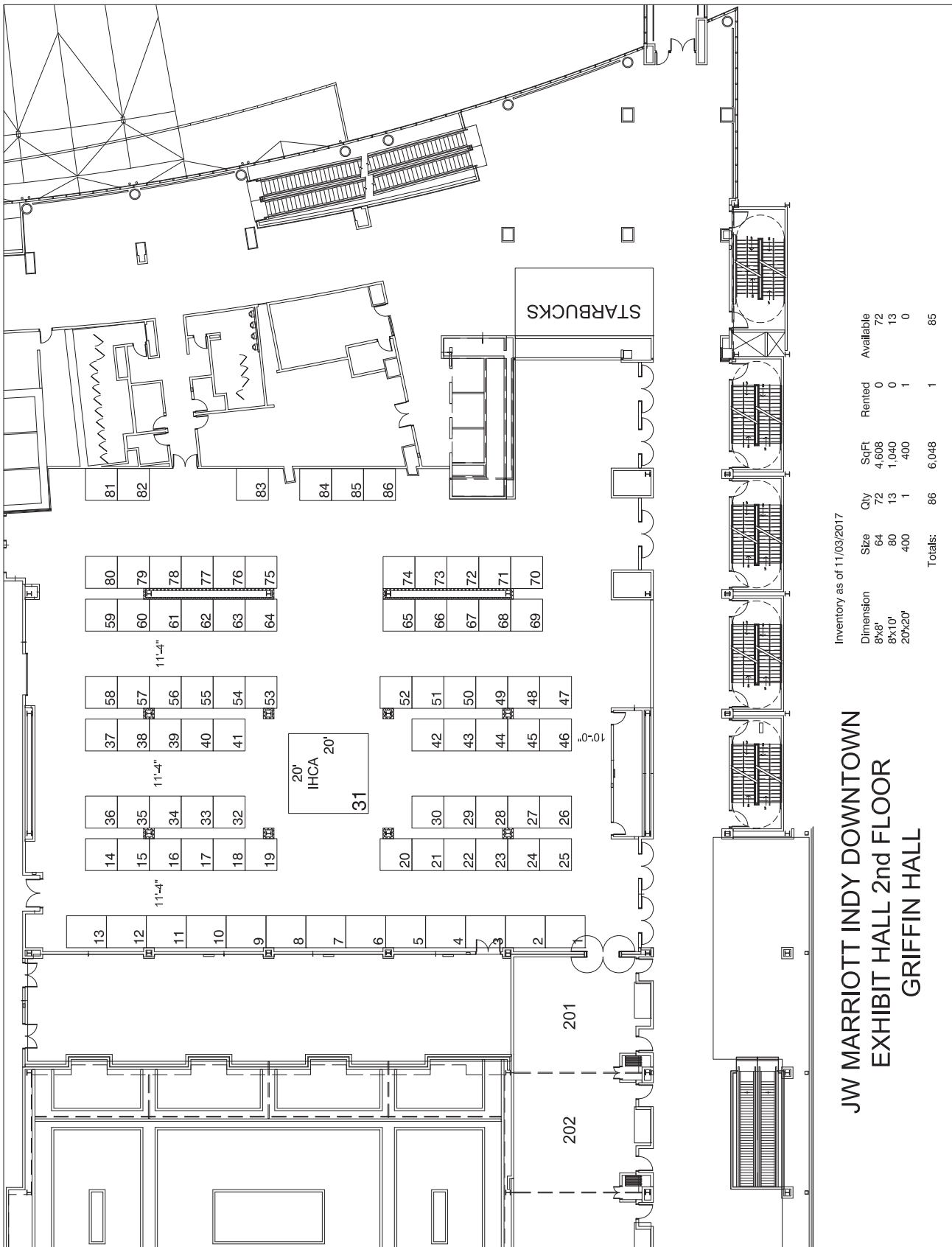
Full payment must accompany all registrations for exhibit space to be assigned. Payment may be made at the time of completing the application online. The applying company must be in good financial standing with the association at the time of payment.

### CANCELLATION OR WITHDRAWAL:

- Booth space cancelled prior to June 1, 2018 will be refunded, less a \$100 processing fee.
- Booth space cancelled after June 1, 2018, but before July 10, 2018 will receive a 50 % refund.
- No refunds will be issued for cancellations or withdrawals made after July 10, 2018.
- All cancellations and withdrawals must be submitted in writing and emailed to Emily Berger at [eberger@ihca.org](mailto:eberger@ihca.org).

Contact Emily Berger for information on the IHCA/INCAL Expo at 317-616-9036 or [eberger@ihca.org](mailto:eberger@ihca.org)





Inventory as of 11/03/2017

Dimension	Size	Qty	SqFt	Rented	Available		
8x8'	64	72	4,608	0	72		
8x10'	80	13	1,040	0	13		
20x20'	400	1	400	1	0		
<b>Totals:</b>				86	6,048	1	85

**JW MARRIOTT INDY DOWNTOWN  
EXHIBIT HALL 2nd FLOOR  
GRIFFIN HALL**

TO VIEW A DYNAMIC REAL-TIME VERSION OF THE EXPO FLOOR PLAN AND SELECT YOUR BOOTH PREFERENCES, VISIT [WWW.IHCA.ORG](http://WWW.IHCA.ORG) AND CLICK ON CONVENTION & EXPO OPTION UNDER THE EVENTS TAB.



## ADDITIONAL CONVENTION SPONSORSHIP OPPORTUNITIES

To register for a sponsorship opportunity, visit [www.ihca.org](http://www.ihca.org) and click on Convention & Expo option under the Events tab. Follow the prompts to select and pay for your preferred sponsorship(s).

### **AWARD & CONVENTION VIDEO SPONSORSHIP: \$2,500 (1 available)**

Sponsor the video presentations to be shown at the IHCA/INCAL Convention & Expo Awards Luncheon. These videos will also be used as promotional content for the website and other communications.

### **INTERNET CODE: \$1,500 (1 available)**

All attendees will receive a complimentary wireless internet code. Have your company name be the code for access to the internet for all attendees.

### **LANYARDS: \$1,250 (1 available)**

Have your logo on the lanyards given to every attendee for their name badge. Attendees are required to wear a name badge for CE purposes.

### **KEYNOTE SESSION: \$1,250 (2 available)**

Keynote Session sponsors have the opportunity to address all Convention attendees during the opening keynote, the Awards Luncheon on August 1, or the Closing Keynote Luncheon on August 2. Sponsorship includes the opportunity to address attendees, introduce speakers, and receive recognition on signage at the event and in the On Site Guide.

### **REGISTRATION GIFT FOR ATTENDEES: \$1,000 (1 available)**

The convention attendee gift will last long after the IHCA/INCAL Convention & Expo, so be sure to send attendees home with something they will continue to use! Your company's logo will be printed on each gift and given to each attendee in the Expo Hall.

### **HOTEL KEY CARDS: \$1,000 (1 available)**

Sponsoring the guestroom key cards is a great way to have overnight guests carry around your company in their pocket! The average hotel guest uses their key card six times per day, and your name and full-color graphic will be the one they see each time.

### **GENERAL SESSION: \$750 (3 available)**

Looking to reach all convention attendees? This year's convention will offer 3 outstanding general sessions for all attendees to be held on August 1 & 2. Sponsorship includes the opportunity to address attendees, and introduce speakers, signage at the general session, and recognition in the registration materials and On Site Guide.

### **SUMMER LUAU RECEPTION: \$750 (6 available)**

Have your company logo on signage for the reception on Wednesday, August 1 from 5:00 pm-6:00 pm. Reception will include a host bar with beer, wine, soft drinks and entertainment. Help the IHCA/INCAL staff give away items with an energetic summer luau theme!

### **ROOM MONITOR: \$600 (7 available)**

Sponsorship will be for one breakout room all day. You will be able to introduce the speaker in that room for each session and have a 6' table top exhibit set up in the back of the room to showcase your company.

### **REFRESHMENT BREAK: \$500 (4 available)**

Help attendees get energized by sponsoring a refreshment break. Receive signage on the refreshment table and recognition in the registration materials and On Site Guide.

### **CHARGING STATION: \$500 (1 available)**

A charging station will be placed in the foyer by the Registration area for attendees to charge any electrical devices. Have your logo on the signage in this area.

### **INDIANA HEALTH CARE FOUNDATION SILENT AUCTION SPONSORSHIP: \$500 (4 available)**

Sponsor logos will appear on the silent auction website, the mobile bidding platform used on attendee's smartphones, and in all promotional communication and materials distributed prior to the auction. The silent auction is open to non-attending IHCA members in the weeks leading up to the event as well, allowing your company to maximize its reach through this sponsorship investment. Proceeds from the auction benefit the IHCF's scholarship fund for long term care professionals.

**TRAFFIC BUILDER RECOGNITION: \$200 per Booth** Have your booth highlighted in a special advertisement in the On Site Guide. Every attendee will have a card which highlights your booth # and attendees are required to visit every participating booth to be eligible for prize drawings. This is a great way to increase booth traffic! Traffic Builder Recognition is included with all Title and Key Member booths.

Questions? Contact Emily Berger at the association for all Convention Sponsorship Opportunities at 317-616-9036 or [eberger@ihca.org](mailto:eberger@ihca.org).

# 2018 IHCA/INCAL ANNUAL CONVENTION & EXPO

## SCHEDULE OF EVENTS (TENTATIVE)

JULY 31 - AUGUST 2, 2018

### TUESDAY, JULY 31

7:30 am – 7:30 pm	Certified Alzheimer’s Disease & Dementia Care Trainer Course*
8:30 am - 4:30 pm	Alzheimer’s Disease & Dementia Care Seminar *
1:00 pm - 5:00 pm	Pre-Convention Workshop*
4:00 pm - 6:00 pm	Convention Attendee Pre-Registration
2:00 pm - 6:00 pm	Exhibitor Set Up
6:00 pm - 7:00 pm	Exhibitor Happy Hour

\*Indicates a separate ticketed event.

### WEDNESDAY, AUGUST 1

7:00 am	Registration opens: Continental Breakfast
7:30 am - 8:00 am	Members Meeting
8:00 am - 9:00 am	Breakout Sessions
9:15 am - 10:30 am	General Session
10:30 am - 12:30 pm	Expo Hall /Refreshment Break
11:30 am - 12:00 pm	Moderated Poster Session – Expo Hall
12:30 pm - 2:00 pm	Keynote Luncheon / Senior Living Awards
12:30 pm – 4:00 pm	Exhibitor Move-Out
2:15 pm - 3:30 pm	Breakout Sessions
3:30 pm - 3:45 pm	Refreshment Break
3:45 pm - 5:00 pm	General Session
5:00 pm - 6:00 pm	“Summer Luau” Attendee/Exhibitor Appreciation Reception

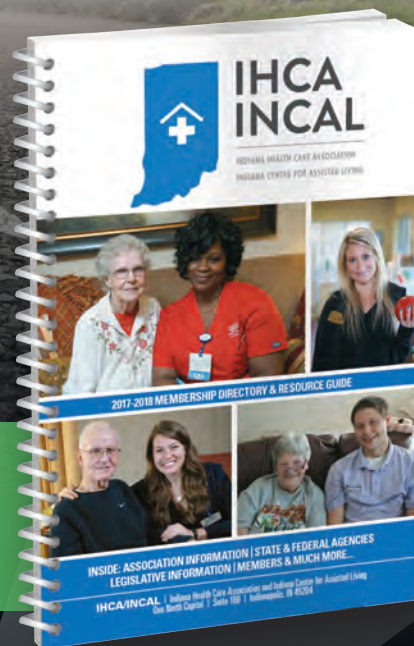
### THURSDAY, AUGUST 2

7:45 am	Registration opens: Continental Breakfast
8:00 am - 9:15 am	General Session
9:30 am - 10:45 am	Breakout Sessions
10:45 am - 11:00 am	Refreshment break
11:00 am - 12:15 pm	Breakout Sessions
12:30 pm - 2:00 pm	Closing Keynote Luncheon

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