

IHCA/INCAL

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# 2021 Associate Membership and Sponsorship Guide



**IHCA  
INCAL**

INDIANA HEALTH CARE ASSOCIATION  
INDIANA CENTER FOR ASSISTED LIVING









# IHCA/INCAL Associate Membership

Support the Skilled Nursing and Assisted Living Profession

Associate membership with IHCA/INCAL gives you direct access to our skilled nursing and assisted living facility members who represent more than half of the long-term care facilities in the state.

IHCA/INCAL's Associate Member category is offered to individuals and companies engaged in the business of supplying products and services to the healthcare 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.

Associate Member Fast-Facts		
 <b>445+ Member Facilities</b> IHCA/INCAL's 445+ member facilities represent over 60% of the state's LTC facilities.	 <b>Communication Reach</b> IHCA/INCAL's communications reach more than 5,000 member and non-member long term care professionals across Indiana.	 <b>Social Media Visibility</b> IHCA/INCAL's social media communities are a thriving platform of 3,700+ actively engaged professionals.

Why Join?		
 <b>Access to full suite of resources to stay sharp</b>	 <b>Robust tools to elevate brand awareness and visibility</b>	 <b>Opportunities to demonstrate thought leadership and build business relationships</b>
 <b>Powerful lead generation capabilities</b>	 <b>Access to exclusive sponsorship opportunities</b>	 <b>Discounted member pricing on education events</b>

To renew your current membership with the Indiana Health Care Association (IHCA/INCAL) or join as a new member, please email Colin Hebenstreit, IHCA/INCAL director of member services at [Chebenstreit@ihca.org](mailto:Chebenstreit@ihca.org).

# 2021 IHCA/INCAL Membership and Sponsorship Opportunities

## ACTIVATE YOUR IHCA/INCAL MEMBERSHIP INVESTMENT!

### STEP 1

#### RENEW OR JOIN

### STEP 2

#### CHOOSE YOUR MEMBERSHIP TIER

### STEP 3

#### CONSIDER ADDITIONAL SPONSORSHIPS & ENGAGEMENT OPPORTUNITIES

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*PLEASE NOTE: IHCA/INCAL reserves the right to add or edit sponsorship elements as education session and event planning evolve throughout the year. Any proposed changes that affect sponsorship benefits will be clearly communicated to any existing sponsors prior to changes being made.*

# 2021 Associate Membership Levels

Choose your Membership Level

**STANDARD ASSOCIATE MEMBERSHIP IS AVAILABLE STARTING AT \$500.**

**IHCA/INCAL also offers 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 throughout the year.**

## Standard Member

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**\$500 / Unlimited Availability**

### **ACCESS TO FULL SUITE OF RESOURCES TO STAY SHARP**

- Access to members-only digital communications to stay on top of the latest regulatory, legislative and reimbursement related developments in the sector
- Access to IHCA/INCAL facility member list with info on current administrator name, bed counts and corporate affiliation
- Discounted member pricing at IHCA/INCAL Convention & Expo, Spring Conference, and monthly in-person trainings, seminars and online webinars

### **ROBUST PLATFORMS AND PROGRAMMING TO ELEVATE BRAND AWARENESS AND VISIBILITY**

- Access to event sponsorship and display opportunities

### **POWERFUL LEAD GENERATION CAPABILITIES**

- **VENDOR DIRECTORY:** A dedicated profile page on our digital vendor directory that highlights your company's unique services. This page will:
  - Provide linkage to your website and social media platforms
  - Include your contact information
- Ability to post job openings and review resumes in the new IHCA/INCAL website Career Center
- Access to the member portal on the **Indiana.Carefortheaging.org** career pathways website to connect with prospective LTC employees

### **OPPORTUNITIES TO DEMONSTRATE THOUGHT LEADERSHIP & BUILD BUSINESS RELATIONSHIPS**

- Participation on IHCA/INCAL Committees
- Opportunity to submit presentation content for Spring Conference and Convention & Expo

# Key Member

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**\$2500 / Limit 25**

**ALL STANDARD MEMBER BENEFITS PLUS:**

## **ROBUST PLATFORMS AND PROGRAMMING TO ELEVATE BRAND AWARENESS AND VISIBILITY**

- **NEW** Priority registration for IHCA/INCAL Spring Conference and annual Convention & Expo
- **NEW** Premium listing on the digital vendor directory

## **OPPORTUNITIES TO DEMONSTRATE THOUGHT LEADERSHIP & BUILD BUSINESS RELATIONSHIPS**

- Opportunity to share your expertise with our audience through one guest blog post to be prominently featured on the new **IHCA.org**.
- **NEW** Complementary backlink to the Key member's website to drive "targeted" traffic
- **NEW** Homepage feature of the guest post article for additional visibility
- **NEW** Additional promotion of this blog post across all of IHCA/INCAL's social media platforms
- **NEW** Opportunity to be introduced by IHCA/INCAL President over email to build business relationships with two facility members

## **POWERFUL LEAD GENERATION CAPABILITIES**

**VENDOR DIRECTORY:**

- **NEW** Profile page listing will also include your company logo
- **NEW** Access to a lead generation form to help you get connected with new clients

# Title Member

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**\$12,500 / Limit One Per Sector**

## **ALL KEY MEMBER BENEFITS PLUS:**

### **ROBUST PLATFORMS AND PROGRAMMING TO ELEVATE BRAND AWARENESS AND VISIBILITY**

- Prominent year-long logo recognition on various IHCA-owned digital and social media platforms with a complimentary backlink to drive targeted traffic of long term care professionals to your website
  - Logo recognition on IHCA.org homepage: Visibility among 52,670 unique visitors who are primarily long term care professionals residing in Indiana
  - IHCA/INCAL's monthly members-only e-newsletter that gets distributed to more than 5,000 long term care professionals across Indiana
  - 2021 event specific microsites (includes Convention & Expo microsite and Spring Conference microsite)
  - 2021 event specific mobile apps (includes Convention & Expo microsite and Spring Conference microsite)
  - Recognition of sponsorship on social channels
- Recognition at annual member meeting
- **NEW** Opportunity to send a targeted message with logo to our annual Convention & Expo attendees via IHCA/INCAL's e-marketing platform
- **EVENT CREDIT:** Can be applied toward any combination of Spring Conference event elements, including attendee registrations, marketplace meetup tabletop display, sponsorships, etc.

### **POWERFUL LEAD GENERATION CAPABILITIES**

- **VENDOR DIRECTORY:** A dedicated profile page on our digital vendor directory that highlights your company's unique services. Apart from your highlighting logo and social media platforms, this page will also include:
- **NEW** Your company logo
- **NEW** Access to a high-converting lead generation form to help you get connected with new clients
- **NEW** Opportunity to spotlight a 60-second video on our digital vendor directory introducing your unique services to our members
- **NEW** Side-bar ad feature on the online vendor directory landing page with a complimentary backlink to sponsor website to drive targeted traffic: [ihca.org/vendors/](https://ihca.org/vendors/)

### **OPPORTUNITIES TO DEMONSTRATE THOUGHT LEADERSHIP & BUILD BUSINESS RELATIONSHIPS**

- **NEW** Opportunity to be introduced by IHCA/INCAL President over email to build business relationships with two facility members
- Lunch with IHCA/INCAL President and two members of IHCA/INCAL Board of Directors of the sponsor's choosing



# 2021 IHCA/INCAL Spring Conference

April 19-21, 2021

French Lick Springs Resort | French Lick, IN

The 2021 theme is **Clinical Strategies for Program & Infection Management** and will include a focus on infection control, prevention, clinical practices and program management. The educational sessions are geared towards administrators, facility owners/operators, regional directors of operations and consultants, nurse managers, nurses, MDS, social services, environmental services/maintenance, and department directors/managers.

## CALL FOR PRESENTERS

The deadline to submit a presentation for the 2021 Spring Conference is January 31! Visit [ihca.org/spring-conference-cfp/](https://ihca.org/spring-conference-cfp/) to access the presentation submission form.



# 2021 Spring Conference Sponsorships

**Sponsorship is limited to current 2021 IHCA/INCAL Associate Members only.** Sponsorships are first come, first served and only online registrations will be allowed to reserve your spot!

- 2021 Title associate membership includes a \$2,000 event credit amount that can be applied toward a variety of conference sponsorship, registration or exhibit opportunities. IHCA/INCAL staff will be in touch with Title Members to coordinate use of the event credit balance.
- All sponsors will receive access to a digital attendee list two weeks prior to the event, a hard copy attendee list at the event (if attending), and a digital attendee list post-event that includes any attendee swaps or onsite registrations.
- Sponsorships include attendee registrations if noted.







### Cancellation or Withdrawal

Cancellations received prior to 20 days from the event start date (April 19) will be refunded at 50% of the registration fee. Cancellations received within less than 20 days of the event will be charged the full registration fee. Exhibit/Tabletop space cancelled prior to February 1, 2021 will be refunded, less a 25% processing fee. Exhibit space cancelled on or after February 2, 2021 but before March 19, 2021 will receive a 50% refund. No refunds will be issued for cancellations or withdrawals made after March 19, 2021. All cancellations and withdrawals must be submitted in writing and emailed to Colin at [chebenstreit@ihca.org](mailto:chebenstreit@ihca.org).

## TABLETOP DISPLAY SPONSOR

**\$750**

### 10 available – 4 reserved for Title Members

Display sponsors will have the opportunity to network with all attendees while hosting a 6' table with display materials during the sessions April 20-21. Sponsors are recognized prominently on signage at the event.

#### Table-Top Display Includes:

- Two (2) attendee registrations per sponsor- Additional attendee registrations are available at the regular rate of \$200 per person.
- One (1) 6 ft. skirted table
- Two (2) chairs
- Waste basket and daily housekeeping of exhibitor area
- Complimentary Wireless Internet Access
- Option to secure additional electrical or AV elements for a fee through the hotel

## GENERAL SESSION SPONSOR

**\$750**

### 3 available

This year's conference will offer at least 3 outstanding general sessions for all attendees. Sponsorship includes the opportunity to welcome attendees, introduce speakers, and have your company logo featured in the conference app, on signage during the general session, and introductory PowerPoint slide. Includes one attendee registration per sponsor.

## ATTENDEE GIFT SPONSOR

**\$2,000**

### 1 available

Sponsorship includes logo placement on the attendee gift that will be distributed to all participants – both in-person and virtual. Recognition of sponsorship will also be given verbally and with signage at the in-person event, in the mobile conference app, as well as on the hosted website for virtual attendees.

## ON-DEMAND SESSION SPONSOR

**\$2,000**

### 2 available

The Spring Conference education content will be available on-demand for access post event to all current and any new registrants. For exhibitors, this is a valuable opportunity for exposure to a targeted audience of long-term care providers even beyond the Spring Conference.

# Indiana Health Care Foundation

## 2021 Golf Outing

Benefiting the Indiana Health Care Foundation Educational Scholarship Fund  
Monday, June 14, 2021 Broadmoor Country Club, 2155 Kessler Blvd W Drive, Indianapolis, IN

### QUICK FACTS

**\$20,000 + raised for the LTC Scholarship Fund at 2019 IHCF Golf Outing**

**Over \$21,000 in long term care scholarships were awarded in 2020**

Proceeds from the 11th annual outing benefit the Educational Scholarship Program of the Indiana Health Care Foundation. Your support of the 2021 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.

To register for or sponsor the IHCF annual golf outing, please visit [ihca.org/events/2021-indiana-health-care-foundation-golf-outing/](http://ihca.org/events/2021-indiana-health-care-foundation-golf-outing/).

*The Indiana Health Care Foundation is a 501(c)(3) nonprofit organization.*

*Sponsorship is tax-deductible to the extent allowed by law.*



**Indiana Health Care Foundation**



IHCF Golf Outing Play Packages	Ace \$1,000	Eagle \$750	Birdie \$600	Single \$200
Foursome	✓	✓	✓	
Beverage Tickets - Per Golfer	3	2	2	2
Raffle Tickets - Per Golfer	4	2		
Tee Box Logo Recognition Signage	✓	✓		
Recognition Signage at Event	✓			
2 Mulligans Per Golfer	✓			
Each Golfer Can Hit from Forward Tees on 1 Hole of Their Choosing	✓			





## **MAJOR OUTING SPONSOR** **\$3,000**

### **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.

## **LUNCH SPONSOR** **\$1,000 each**

### **1 available**

Includes sponsor signage at event. Sponsor may assign representative to assist with distribution of lunch or lunch beverage.

## **POST-ROUND REFRESHMENT SPONSOR** **\$1,000 each**

### **1 available**

Includes signage at the post-round awards ceremony where raffle prizes and other awards will be distributed. Sponsor may assign representatives to assist with awards distribution.

## **CART SPONSOR** **\$1,000 each** **2 available** **or \$2,000** **1 available**

Includes sponsor's name or logo prominently displayed on every cart used in the tournament.

## **GOLF BALL SPONSOR** **\$1,000**

### **1 available**

Includes sponsor's name or logo prominently displayed on golf balls gifted to all players and the opportunity to help pass out the golf balls at the registration area.

## **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.

## **HOLE SPONSOR** **\$250 each**

### **Multiple available**

Includes hole sponsorship signage at one designated tee box and the opportunity to man the 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.



# IHCA/INCAL Program and Education Event Sponsorships

If you have questions about these sponsorship opportunities, or wish to register, please contact Colin Hebenstreit at [chebenstreit@ihca.org](mailto:chebenstreit@ihca.org) or 317-616-9036.



## SENIOR LIVING AWARDS SPONSORSHIP

**\$2,500**

### 2 available

IHCA/INCAL's year-long Senior Living Award program recognizes professionals in nursing facilities and assisted living communities across the state of Indiana for their exemplary contribution and unwavering commitment to delivering quality care. Award winners are selected from colleague nominations. Held each year during IHCA/INCAL Convention & Expo, the Senior Living Awards ceremony draws more than 400 professionals who come together to celebrate and honor the IHCA/INCAL Senior Living Award winners. Sponsoring the Senior Living Awards is a unique opportunity to get your brand in the spotlight and demonstrate your commitment to supporting excellence throughout the sector throughout the award nomination and recognition process.

#### Award Categories include:

- Certified Nurse Assistant of the Year
- Caregiver of the Year
- Nurse of the Year

#### Sponsor benefits include:

- Year-long recognition of your company as the official sponsor of the 2021 IHCA/INCAL Senior Living Awards with your logo on all marketing collateral including the application form, new IHCA.org, digital and social media communications, direct mailers and faxes
- Logo placement on each of the professionally-produced two-minute award videos aired during the awards ceremony in front of a highly captive audience
- Award videos are also promoted year-long across IHCA/INCAL-owned digital and social media platforms as well as the winning facilities' owned digital and social media platforms generating meaningful conversations and driving video shares across all online platforms
- Sponsor representation and recognition on the stage during the Senior Living Award Ceremony and Luncheon on Tuesday, August 10 at the IHCA/INCAL Convention & Expo

**PLEASE NOTE:** Some sponsorship elements and benefits are subject to change. Events and related sponsorships may be added throughout the year. Any changes to sponsorships already secured will be clearly communicated with sponsors in advance of the event.



To view the 2019 Senior Living Award videos, please click [here](#) and to watch Team IHCA/INCAL's tribute to long-term care heroes, please click the image to the left.



### **FRIDAYS FROM THE STATE HOUSE SPONSORSHIP**

**\$2,000**

#### **1 available**

Support the legislative and advocacy work of IHCA/INCAL at the state and federal level. Fridays from the State House is a weekly digital communication sent to 6,800 members highlighting the legislative action that affects the SNF and AL community.

#### **Sponsorship includes:**

- Logo recognition with complimentary backlink to sponsor website during the session on IHCA's Fridays From The Statehouse page that will host session summaries on a weekly basis.
- Logo recognition with complimentary backlink to sponsor website on the digital mailings sent to 6,800 members with a preview of Fridays From the State House content.

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### **PROACTIVE MEDICAL REVIEW WEBINAR SERIES SPONSORSHIP**

**\$2000**

#### **1 available**

IHCA/INCAL has partnered with Proactive Medical Review since 2016 to deliver superior online educational training on timely clinical and reimbursement topics important to skilled nursing facilities. This year we are offering TWO unique series to help members advance in clinical quality and standards of care, as well as, cultivating leaders in regulatory, legal and compliance management. Annual webinar registration averages 150 members and non-members per series.

#### **Standards of Care: Driving LTC Clinical Quality**

This 12-month webinar series focuses on nursing facility systems of care and managing common conditions treated in the LTC setting. Each session addresses standards of care, staff training/competency focus areas, critical nursing assessment/documentation principles, care planning guidance, recommended QA activities, and practical daily operations guidance with extensive use of case examples.

#### **Cultivating LTC Leaders: Topics in Regulatory, Legal and Compliance Management**

This 12-month webinar series addresses hot topics in nursing home operations to develop skills in managing current clinical-regulatory, legal and compliance risks.

#### **Sponsorship includes:**

- Logo recognition and complimentary backlink on IHCA/INCAL website for each series
- Logo recognition and website linkage on promotional materials, emails, blast faxes, related social media marketing, and registration confirmation messaging

- List of event attendees with contact information
- One attendee registration to participate in the series webinars

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## **ASSISTED LIVING CONFERENCE SPONSORSHIP**

**\$750**

### **2 available**

Tentatively slated for October 2021, the Assisted Living Conference is a conference tailored to the assisted living and independent living industry. Sessions are focused on assisted living nurses and clinical management and a variety of topics geared toward facility administrators, directors of admission, memory care directors, wellness/activity programming personnel, dining and nutrition personnel, and corporate staff. Average annual attendance is 70+. Includes one attendee registration.

#### **Sponsorship recognition and benefits for each of the opportunities listed below includes:**

- Logo recognition and complimentary backlink on IHCA/INCAL website for the event
- Logo recognition and website linkage on promotional materials, emails, blast faxes, related social media marketing, and registration confirmation messaging
- Logo recognition on the day-of event signage/presentation materials (if held in-person)
- Opportunity to man on-site registration table and display company materials at any in-person events (if held in-person)
- List of event attendees with contact information
- One attendee registration to participate in the event

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## **DIRECTOR OF NURSING WORKSHOPS SPONSORSHIP**

**\$1,500**

### **1 available**

These clinically-focused workshops are offered twice a year and are geared toward new directors of nursing (DON), charge nurses, unit managers and facility and corporate MDS nurses. Historical attendance ranges from 15-35 individuals per session. 2021 dates are TBD but typically occur in June and November. Includes two attendee registrations per workshop.

#### **Sponsorship recognition and benefits for each of the opportunities listed below includes:**

- Logo recognition and complimentary backlink on IHCA/INCAL website for the event
- Logo recognition and website linkage on promotional materials, emails, blast faxes, related social media marketing, and registration confirmation messaging
- Logo recognition on the day-of event signage/presentation materials (if held in-person)
- Opportunity to man on-site registration table and display company materials at any in-person events (if held in-person)
- List of event attendees with contact information
- One attendee registration to participate in the event

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## **STRESS MANAGEMENT FOR LEADERS SPONSORSHIP**

**\$1000**

### **1 available**

This on-demand webinar series is created and provided by DRIVE, our LTC education partner. DRIVE is a team of consultants of licensed nursing home administrators and LTC nurse leaders that develop, teach and improve culture through outcomes. This on-demand series will focus on the nursing home and assisted living leaders and management team and will address working in a continuously stressed environment, staff engagement, coping mechanisms and reducing turnover. Includes two attendee registrations.

#### **Sponsorship includes:**

- Logo recognition and complimentary backlink on IHCA/INCAL website for each series
  - Logo recognition and website linkage on promotional materials, emails, blast faxes, related social media marketing, and registration confirmation messaging
  - List of event attendees with contact information
  - One attendee registration to participate in the series webinars
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# 2021 IHCA/INCAL Convention & Expo

2021 Convention Theme – “Champions of Quality”

Pre-Education August 9 & Full Conference August 10-11 JW Marriott-Downtown Indianapolis

## QUICK FACTS

**IHCA/INCAL's largest annual event with a sold out trade show**

**300+ attendees**

**Attendance includes:**

- Owners and operators
- Administrators and Department Heads
- Regional Directors of Operations
- Consultants/Nurses

## 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.

## CALL FOR PRESENTERS

The deadline to submit a presentation for the 2021 Convention and Expo is May 7! Visit [ihca.org](http://ihca.org) to access the presentation submission form.



# Convention Exhibitor Details and Benefits

Exhibiting at the 2021 IHCA/INCAL Convention & Expo will ensure immediate access to professionals from across the spectrum of long term care.

## SHOW LOCATION

The 2021 IHCA/INCAL Convention & Expo will take place August 9-11, 2021 at the JW Marriott in Downtown Indianapolis, IN. Parking is available at the JW for \$47 daily onsite and \$52 for valet. Additional nearby parking options at various price points will also be made available to exhibitors.

## SHOW THEME

The 2021 convention theme is “Champions of Quality” and will play host to an Olympic-style atmosphere. Exhibitors are encouraged to decorate their booths in line with the theme.

### Booth Pricing:

**8'x 8': Members - \$1,500 / Non-members - \$3,000**

### Booth Fee Includes:

- One (1) CARPETED 8' X 8' booth with 8' high back drape and 3' high side drape
- One (1) 6ft. skirted table
- Two (2) padded, armless chairs
- Free wireless internet
- Two 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, including emails
- Access to Convention App to connect with attendees
- Logo recognition in Convention App

### Optional Add-Ons:

- Traffic Builder Advertisement to drive additional traffic to your booth for \$150 per booth
- Keynote Awards Luncheon (8/10) ticket for \$75
- Exhibit Hall Lunch delivered to your booth for \$75
- Electricity or other AV needs available for purchase

through the hotel's contracted provider, Markey's.

- Lead retrieval package available for purchase through Trade Show Leads, IHCA/INCAL's contracted vendor.
- Additional sponsorships outlined in this guide on page 17.

### Booth Placement:

IHCA/INCAL will make every effort to ensure exhibitors receive their preferred booth, however, we reserve the right to adjust booth assignments to avoid conflicts between competitors or other space and planning considerations. Booth placement is not final until all booths are sold. Final booth placement will be confirmed with exhibitors at least one week prior to the event.

### 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 by May 31, 2021 will be refunded, less a 25% processing fee.
- Booth space cancelled between June 1, 2021 and July 9, 2021 will receive a 50 % refund.
- No refunds will be issued for cancellations or withdrawals made after July 9, 2021.
- All cancellations and withdrawals must be submitted in writing and emailed to Colin Hebenstreit at [chebenstreit@ihca.org](mailto:chebenstreit@ihca.org).

# Additional 2021 Convention Sponsorship Opportunities

To register for a sponsorship opportunity, Please contact Colin Henenstreit.

IHCA/INCAL offers a variety of Convention sponsorships to fit your engagement needs and budget. Sponsorships are available to members and non-member on a first come, first served basis and only online registrations with payment will be allowed to reserve your spot!

- All sponsors will receive access to a digital attendee list two weeks prior to the event, a hard copy attendee list at the event (if attending), and a digital attendee list post-event that includes any attendee swaps or onsite registrations.
- All sponsors receive logo recognition in the Convention App.
- Sponsorships include attendee registrations as noted.

## INTERNET CODE SPONSOR

**\$1,000**

### 1 available

All attendees will receive a complimentary wireless internet code. Sponsorship includes your company name as the code for access to the internet for all attendees. **Does not include any attendee registrations.**

## REGISTRATION GIFT SPONSOR

**\$3,000**

### 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. **Does not include any attendee registrations.**

## "WHY I CARE" SELFIE STATION SPONSOR

**\$2,000**

### 1 available

Attendees will be encouraged to contribute to the national "Why I Care" campaign through the selfie-station located in the exhibit hall near the IHCA/INCAL booth. Sponsors will receive logo recognition on the custom graphic overlay, as well as on signage at the station. Sponsors can assign a representative to assist the selfie-station professional in the exhibit hall in order to network with attendees.

**Does not include any attendee registrations.**

## HOTEL KEY CARDS SPONSOR

**\$1,500**

### 1 available

Sponsoring the JW Marriott 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. **Does not include any attendee registrations.**

## PRE-EDUCATION SESSION SPONSOR

**\$750**

### 1 available

Sponsorship includes access to pre-education attendees throughout the day on Monday, August 9. As a sponsor, you





are invited to introduce the speaker(s) and your company, as well as host a 6' tabletop display set up in the back of the room to showcase your company. ***Includes one pre-education attendee registration.***

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**AWARDS LUNCHEON KEYNOTE SPONSOR      \$2,000**  
**1 available**

Sponsorship includes the opportunity to welcome attendees, and introduce speaker(s), signage at the session, and recognition in the registration materials. ***Does not include any attendee registrations.***

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**OPENING KEYNOTE SESSION SPONSOR      \$1,000**  
**1 available**

Sponsorship includes the opportunity to welcome attendees, and introduce speaker(s), signage at the session, and recognition in the registration materials. ***Does not include any attendee registrations.***

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**CLOSING KEYNOTE SESSION SPONSOR      \$1,000**  
**1 available**

Sponsorship includes the opportunity to welcome attendees, and introduce speaker(s), signage at the session, and recognition in the registration materials. ***Does not include any attendee registrations.***

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**GENERAL SESSION SPONSOR      \$750**  
**2 available**

Sponsorship includes the opportunity to welcome attendees, and introduce speaker(s), signage at the general session,

and recognition in the registration materials. ***Does not include any attendee registrations.***

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**BREAKOUT SESSION SPONSOR      \$500**  
**4 available**

Sponsorship will be for one of the four breakout room tracks over two days, August 10-11. You will be able to introduce the speaker in that room for each session and have a 6' tabletop exhibit set up in the back of the room to showcase your company. ***Includes one attendee registration.***

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**REFRESHMENT BREAK      \$500**  
**3 available**

Help attendees get energized by sponsoring a coffee break. Sponsorship includes signage on the refreshment table and recognition in the registration materials. ***Does not include any attendee registrations.***

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**CONVENTION IN-APP SPONSORED POSTS      \$250**  
**5 available**

Sponsors will provide customized content that will appear in the "Activity Stream" of the convention mobile app, including a call-to-action button or links to the sponsors external website. Sponsors will receive a post-event report highlighting which attendees interacted with the post to help guide further connectivity and networking opportunities.