



**IHCA
INCA**

INDIANA HEALTH CARE ASSOCIATION
INDIANA CENTER FOR ASSISTED LIVING

IHCA/INCA
**2019 ASSOCIATE
MEMBERSHIP AND
SPONSORSHIP GUIDE**

2019 IHCA/INCAL MEMBERSHIP & SPONSORSHIP 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.

ACTIVATE YOUR IHCA/INCAL MEMBERSHIP INVESTMENT!

STEP 1: RENEW OR JOIN

STEP 2: CHOOSE YOUR MEMBERSHIP TIER

STEP 3: CONSIDER ADDITIONAL SPONSORSHIPS

ASSOCIATE MEMBERSHIP

SUPPORT THE SKILLED NURSING AND ASSISTED LIVING PROFESSION

IHCA/INCAL's 435+ member facilities represent over 60% of the state's LTC facilities.

IHCA/INCAL's member communications reach more than 5,000 member and non-member long term and post-acute care professionals across Indiana.

IHCA/INCAL's social media communities are a thriving platform of 2,200+ long term care professionals who actively engage in thoughtful conversations and connect with the profession at a deeper level 24/7.

Indiana LTC facilities support an estimated \$9.25 billion of the state's economic activity.*

**Economic Impact of Long Term Care Facilities - Indiana (AHCA/NCAL, May 2018)*

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 2019, use the invoice enclosed with your dues packet, or visit www.ihca.org and click on the Members Only link at the top of the page. Your 2019 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 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 or 317-616-9036.

2019 ASSOCIATE MEMBERSHIP

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.

2019 Associate Membership	Standard Member \$500 <i>Unlimited Availability</i>	Key Member \$3,500 <i>Unlimited Availability</i>	Title Member \$12,500 <i>Limit 6</i>
ACCESS			
Microsoft Excel electronic file of IHCA/INCAL facility membership Information (includes current administrator name, bed counts and corporate affiliation)	✓	✓	✓
Participation on IHCA/INCAL Committees	✓	✓	✓
Invitation to attend IHCA/INCAL Board Meetings	✓	✓	✓
Associate Member Council Membership	✓	✓	✓
Lunch with IHCA/INCAL President and two members of IHCA/INCAL Board of Directors of the sponsors choosing			✓
RECOGNITION			
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 4,600 facility and corporate representatives)		✓	✓
Member Spotlight in one IHCA/INCAL IMPACT electronic edition (includes logo and article)		✓	✓
Logo recognition during IHCA/INCAL complimentary webinars such as Top Tags		✓	✓
Recognition of sponsorship on social channels in three tweets and one Facebook post		✓	✓
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
EVENTS			
Discounted member pricing at IHCA/INCAL Convention & Expo, Spring Conference, and monthly in-person trainings, seminars and online webinars	✓	✓	✓
Convention & Expo (details on page 14)			
Sponsor recognition 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 of sponsorship on social channels pre and during the event in two tweets and two Facebook posts			✓
Recognition at Annual Members Meeting			✓
Invitation to dinner event with IHCA Board of Directors			✓
Recognition in On Site Guide			✓
Convention Registrations		1	4
Spring Conference (details on page 6)			
Marketplace Meetup Tabletop Display*			✓
Logo recognition throughout Conference App used by attendees and exhibitors			✓
Recognition of sponsorship on social channels pre and during the event in two tweets and one Facebook post			✓
Spring Conference Registrations			2

*Items noted with asterisk can be swapped for an alternative sponsorship item of equal or lesser value at the same event. Please contact Emily Berger at eberger@ihca.org to manage.

2019 IHCA/INCAL SPRING CONFERENCE

PRE-EDUCATION APRIL 15 AND FULL CONFERENCE APRIL 16-17, 2019

FRENCH LICK SPRINGS RESORT | FRENCH LICK, IN

- ***IHCA/INCAL's second largest annual event with 200+ attendees***
- ***2018 Spring Conference registrations and sponsorships sold out***

The 2019 theme is "Clinical Excellence Through Leadership" and includes educational programs and sessions geared towards administrators, owners/operators of long term care and assisted living facilities, department directors, regional/corporate representatives, and nurses.

The deadline to submit a presentation for the 2019 Spring Conference is January 25! Visit www.ihca.org/events-springconference/ to access the presentation submission form.

The 2019 room rate is \$149 per night. To make reservations call the hotel directly at 888-936-9360 and use the IHCA/INCAL **group code 0419IHC**. To book a room online go to <https://book.passkey.com/e/49802816>.



2019 IHCA/INCAL SPRING CONFERENCE

PRE-EDUCATION APRIL 15 AND FULL CONFERENCE APRIL 16-17, 2019

FRENCH LICK SPRINGS RESORT | FRENCH LICK, IN

SPONSORSHIP IS LIMITED TO CURRENT 2019 IHCA/INCAL ASSOCIATE MEMBERS ONLY.

Sponsorships are first come, first served and only online registrations 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.
- Sponsorships include attendee registrations as noted.

LEADERSHIP IN LONG TERM CARE PRE-EDUCATION SEMINAR SPONSOR: \$1,000 (1 AVAILABLE)

Sponsorship includes access to pre-education seminar attendees throughout the day on April 15. As a sponsor, you are invited to introduce the speaker and your company, as well as host a 6' table top display set up in the back of the room to showcase your company. The 2019 full-day seminar will be taught by Mary Tellis- Nayak and will focus on multiple leadership aspects including the theories and styles of leadership, leadership development and quality, hiring for talent, the importance of communication, and best practices. *Includes one pre-education attendee registration.*

REFRESHMENT SPONSOR: \$600 (2 AVAILABLE)

Sponsorship includes logo signage on the refreshment tables during both days of the event with the opportunity to include a one-page handout or marketing piece at the refreshment area. *Does not include any attendee registrations.*

GENERAL SESSION SPONSOR: \$750 (3 AVAILABLE)

This year's conference will offer 3 outstanding general sessions for all attendees. Sponsorship includes the opportunity to welcome attendees, introduce speakers, and have your company logo featured on signage during the general session and introductory Power Point slide. *Does not include any attendee registrations.*

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. Sponsorship includes logo signage in this area. *Does not include any attendee registrations.*

RECEPTION SPONSOR: \$1,000 (2 AVAILABLE)

Sponsorship features recognition at the early evening reception on April 16 for all attendees, including logo signage at the event and the opportunity to host a 6' table top display set up in the back of the room to showcase your company. *Includes one attendee registration per sponsor.*

MARKETPLACE MEETUP TABLETOP DISPLAY SPONSOR: \$900 (18 AVAILABLE – 5 RESERVED FOR TITLE MEMBERS)

Network with all attendees while hosting a 6' table with display materials during the sessions April 16-17. This area will be located near the high traffic registration area, restrooms and refreshment tables. *Includes two attendee registrations per sponsor.*

To register for these sponsorships, visit www.ihca.org and click on Spring Conference under the Events tab. Click on the Sponsorship link. For more information on this event contact Emily Berger, eberger@ihca.org, 317-616-9036.

2019 GOLF OUTING

BENEFITING THE INDIANA HEALTH CARE
FOUNDATION EDUCATIONAL SCHOLARSHIP FUND



Indiana
Health Care
Foundation

THURSDAY, JUNE 6, 2019

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

Proceeds from the 10th annual outing benefit the Educational Scholarship Program of the Indiana Health Care Foundation. Last year's outing raised over \$22,000 for scholarships for long term care professionals in Indiana. Your support of the 2019 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.



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	✓			

2019 GOLF OUTING

BENEFITING THE INDIANA HEALTH CARE FOUNDATION EDUCATIONAL SCHOLARSHIP FUND

MAJOR OUTING SPONSOR: \$3,000/YEAR 3-YEAR COMMITMENT (ONLY 1 SPONSOR PER INDUSTRY SPECIALTY)

This major sponsorship includes recognition on promotional material, prominent signage at event, and a complimentary foursome for golf each year.

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 lunch. Sponsor may assign representative to assist with lunch or lunch beverages.

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.

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.

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 tee box. 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 or 317-616-9036.

To register for or sponsor the IHCF annual golf outing, please visit www.indianahealthcarefoundation.org and click on the Events tab, and look for the 2019 Golf Outing.

SENIOR LIVING AWARDS SPONSORSHIP

\$2,500 (2 AVAILABLE – 1 PER INDUSTRY)



IHCA/INCAL's 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.

SPONSOR BENEFITS INCLUDE:

- Year-long recognition of your company as the official sponsor of the 2019 IHCA/INCAL Senior Living Awards with your logo on all marketing collateral including the IHCA/INCAL website, electronic newsletter and e-blasts, faxes, mailers, social media, and the application form.
- Logo placement in each of the six professionally-produced two-minute award videos aired during the awards ceremony in front of a highly captive audience. Award videos are promoted year-long on social media and hosted on the IHCA/INCAL website and YouTube channel.
- Sponsor representation and recognition on the stage during the Senior Living Award Ceremony and Luncheon on Monday, September 16 at the IHCA/INCAL Convention & Expo.

AWARD CATEGORIES INCLUDE:

- Long Term Care Facility of the Year
- Assisted Living Community of the Year
- Administrator of the Year
- Certified Nurse Assistant of the Year
- Facility Team Member of the Year
- Nurse of the Year

To view the 2018 Senior Living Award Videos, visit www.ihca.org/events-conventionawards/

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 Care Day at the Statehouse event (date TBD), the Congressional Briefing Visit in Washington, DC (June) and in the weekly Fridays From the Statehouse e-newsletters distributed weekly during the 2019 legislative session (January – April).

BIG I PARTY AT THE 2019 AHCA ANNUAL CONVENTION

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

Support IHCA/INCAL during the American Health Care Association's 69th Annual Convention & Expo in Orlando, Florida from October 13-16, 2019. IHCA/INCAL continues to partner with our friends and colleagues from the Illinois Health Care Association and Iowa 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.



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. Additional events may be added throughout the year.

SPONSORSHIP RECOGNITION AND BENEFITS FOR EACH OF THE OPPORTUNITIES LISTED BELOW INCLUDES:

- Logo recognition on IHCA/INCAL website for the specified event.
- Logo recognition on promotional printed materials, emails, blast faxes, and related social media marketing.
- Logo recognition on the day-of event signage.
- List of registered attendees with contact details.
- Opportunity to man on-site registration table and display company materials at any in-person events.

MOVING MOUNTAINS WEBINAR SERIES: \$1,500 (1 AVAILABLE - SOLD)

The 2019 series is led by Proactive Medical Review & Consulting and will focus on industry changes, including implementation of Phase 3 Requirements of Participation and the transition from RUGS to PDPM. These in-depth webinars are consistently popular and regularly attended by facility administrators and nurses, as well as corporate staff. Historical attendance averages 15-25 facilities per session with multiple individuals participating from each facility.

ASSISTED LIVING CONFERENCE SPONSORSHIP: \$750 (2 AVAILABLE)

The Assisted Living Conference is a one-day conference tailored to the assisted living and independent living industry. The conference is popular with facility administrators, directors of admission, memory care directors, and corporate staff. The 2018 event was attended by 70+ senior living professionals.

NURSE LEADER EDUCATION 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. Historical attendance ranges from 25-50 individuals per session.

SALES & CENSUS DEVELOPMENT SEMINAR SPONSORSHIP: \$500 (2 AVAILABLE)

This workshop will focus on sales, marketing and census development for both skilled nursing and assisted living. Anticipated attendance is 65 individuals.

WOUND TRAINING WEBINAR SERIES SPONSORSHIP: \$500 (1 AVAILABLE)

This second annual education series features nationally recognized wound care expert, Jeri Lundgren RN, BSN, PHN, CWS, CWCN, CPT. Content is provided in three webinars throughout the year. Participants include wound nurses, DONs, ADONs, nurse managers and corporate nurses with historical attendance ranging from 25-30 individuals per session.

ALZHEIMER'S DISEASE & DEMENTIA CARE TRAININGS SPONSORSHIP: \$1,000 (3 AVAILABLE)

IHCA/INCAL will offer multiple training opportunities for front-line workers to develop their dementia care expertise, including a Dementia Care webinar series, our popular CADDCT and Alzheimer's Disease and Dementia Care Seminar, which is the first step in becoming a Certified Dementia Practitioner, and a new Validation Therapy workshop. These trainings are marketed to all health care professionals and front-line staff who work in the industry. In 2018, over 110 individuals participated in IHCA/INCAL Alzheimer's Disease and dementia trainings.

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



2019 IHCA/INCAL **CONVENTION & EXPO**

————— JW MARRIOTT | DOWNTOWN INDIANAPOLIS

PRE-EDUCATION SEPTEMBER 15
FULL CONVENTION SEPTEMBER 16-17, 2019

IHCA/INCAL's largest annual event with a sold out trade show at 2018 Convention & Expo 400+ attendees

Attendance includes:

- **Owners**
- **Administrators**
- **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.

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.

Details on additional sponsorship opportunities are available on page 20.

ROOM BLOCK

The 2019 room rate is \$185 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: aws.passkey.com/go/IHCAMtg2019

CALL-FOR-PRESENTERS

The deadline to submit a presentation for the 2019 Convention is May 10! Visit www.ihca.org/events-convention/ to access the presentation submission form beginning March 1.

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.) 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 July 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 20. To reserve a sponsorship as part of your key or title member tier package, contact Emily Berger at 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 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.)

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 September 1.

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.

THE BOOTH PROCESS WILL BE ONLINE AGAIN THIS YEAR.

- 2019 Title and Key membership levels include an 8x8 booth registration and traffic builder recognition.

Title and Key members will receive a priority booth selection opportunity until February 28, 2019. Beginning March 1, 2019, booth registration will open for standard members and non-members.

EXHIBITOR & SPONSOR REGISTRATION TIMELINE

Now - February 28	Priority booth selection period for Title and Key Members. Sponsorship registration available to both members and non-members.
March 1	Booth registration for Standard Members and Non-members begins
August 1	Booth and sponsorship registration deadline in order to be recognized in the Convention On Site Guide



CONVENTION EXHIBITOR DETAILS

EXPO HALL

Exhibiting at the 2019 IHCA/INCAL Convention & Expo will ensure immediate access to professionals from across the spectrum of long term care.

READY TO EXHIBIT?

Title Sponsors and Key Members will have the option to utilize priority booth placement through February 28. Beginning March 1 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 August 1, 2019.**

SHOW LOCATION:

The 2019 IHCA/INCAL Convention & Expo will take place September 16-17, 2019 at the JW Marriott in Downtown Indianapolis, IN. Parking is available at the JW for \$44 daily and \$49 for valet. Additional nearby parking options at various price points will also be made available to exhibitors.

EXHIBITOR MOVE-IN:

Monday, September 16, 2019 from 7:00 a.m. - 9:30 a.m.

EXHIBITOR MOVE-OUT:

Monday, September 16, 2019 from 6:00 p.m. - 9:00 p.m.

EXHIBIT HALL OPEN:

Monday, September 16, 2019 from 10:15 a.m. - 12:15 p.m.
IHCA/INCAL will host various refreshment stations throughout the exhibit hall. The exhibit hall will also be open from 5 p.m. - 6 p.m. for an extra hour of networking.

EXHIBITOR AND ATTENDEE APPRECIATION RECEPTION:

Monday, September 16, 2019 from 5:00 - 6:00 p.m. IHCA/INCAL will provide complementary beer and wine to attendees and exhibitors in the expo hall. Exhibitors are encouraged to host light appetizers in their booth. JW Marriott catering details and contacts will be shared with exhibitors.

BOOTH PRICING:

- 8' X 8' booth:
\$999 Member Rate
\$1,599 Non-Member Rate
- 8' X 10' booth:
\$1,299 Member Rate
\$1,899 Non-Member Rate

BOOTH FEE INCLUDES:

- One (1) 8' X 8' booth or 8' X 10' with 8' high back drape and 3' high side 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

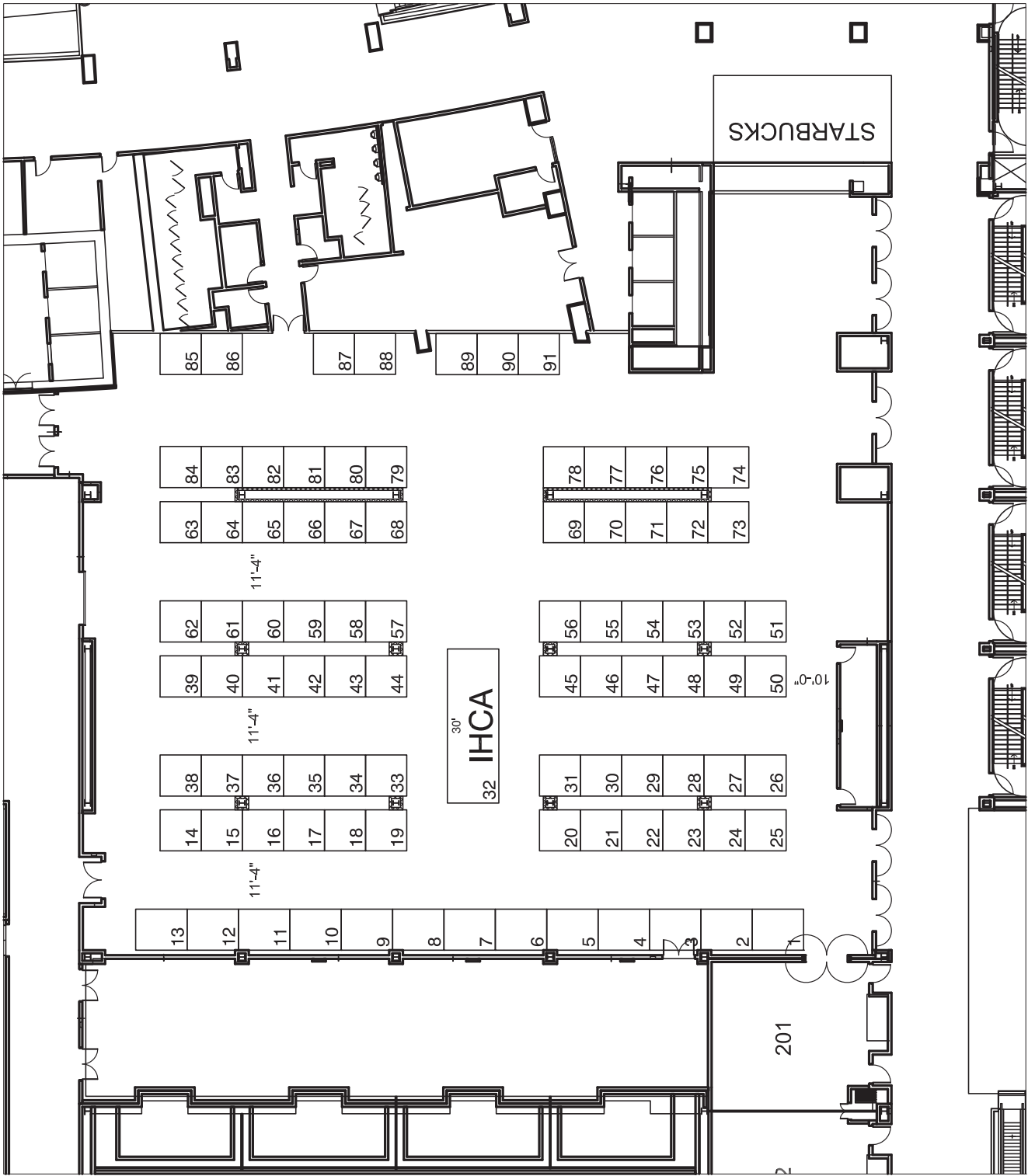
PAYMENT SCHEDULE:

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 August 1, 2019 will be refunded, less a \$100 processing fee.
- Booth space cancelled after August 1, 2019, but before August 23, 2019 will receive a 50% refund.
- No refunds will be issued for cancellations or withdrawals made after August 23, 2019.
- All cancellations and withdrawals must be submitted in writing and emailed to Emily Berger at eberger@ihca.org.

Contact Emily Berger for information on the IHCA/INCAL Expo at 317-616-9036 or eberger@ihca.org



TO VIEW A DYNAMIC REAL-TIME VERSION OF THE EXPO FLOOR PLAN AND SELECT YOUR BOOTH PREFERENCES, VISIT IHCA.ORG BEGINNING DECEMBER 14, 2019 AND CLICK ON CONVENTION & EXPO OPTION UNDER THE EVENTS TAB.

ADDITIONAL CONVENTION SPONSORSHIP OPPORTUNITIES

- *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 as noted.*

TO REGISTER FOR A SPONSORSHIP OPPORTUNITY, visit 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).

Sponsorships are first come, first served and only online registrations will be allowed to reserve your spot.



PRE-EDUCATION SESSION: \$600 (1 AVAILABLE)

Sponsorship includes access to pre-education attendees throughout the day on September 15. As a sponsor, you are invited to introduce the speaker and your company, as well as host a 6' table top display set up in the back of the room to showcase your company. Includes one pre-education attendee registration.

KEYNOTE SESSION: \$1,250 (1 AVAILABLE)

Be the first person to welcome all attendees to the Convention at the Keynote General Session. Sponsorship includes the opportunity to welcome attendees, and introduce speakers, signage at the general session, and recognition in the registration materials and On Site Guide. *Does not include any attendee registrations.*

REGISTRATION GIFT: \$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. *Does not include any attendee registrations.*

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. *Does not include any attendee registrations.*

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. Sponsorship includes logo on the signage in this area. *Does not include any attendee registrations.*

GENERAL SESSION: \$750 (4 AVAILABLE)

Looking to reach all convention attendees? This year's convention will offer 3 outstanding general sessions for all attendees September 16-17. Sponsorship includes the opportunity to welcome attendees, and introduce speakers, signage at the general session, and recognition in the registration materials and On Site Guide. *Does not include any attendee registrations.*

BREAKOUT SESSION 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. *Does not include any attendee registrations.*

INTERNET CODE: \$1,500 (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.*

LANYARDS: \$1,250 (1 AVAILABLE)

Sponsorship includes your logo on the lanyards which will be given to every attendee for their name badge. Every attendee is required to wear a name badge for CE purposes. *Does not include any attendee registrations.*

REFRESHMENT BREAK: \$500 (4 AVAILABLE)

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

INDIANA HEALTH CARE FOUNDATION SILENT AUCTION: \$500 (4 AVAILABLE)

Sponsor logos will appear on the silent auction website and in all promotional communication and materials distributed prior to the auction. Proceeds from the auction benefit the IHCF's scholarship fund for long term care professionals. *Does not include any attendee registrations.*

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!

Questions? Contact Emily Berger at the association for all Convention Sponsorship Opportunities at 317-616-9036 or eberger@ihca.org.

2019 IHCA/INCAL ANNUAL CONVENTION & EXPO SCHEDULE OF EVENTS (TENTATIVE)

SEPTEMBER 16-17, 2019 (PRE-CONVENTION EDUCATION SEPTEMBER 15)

SEPTEMBER 15

SUN

1:00 pm - 5:00 pm	Pre-Convention Education Seminar (Separate ticketed event.)
4:00 pm - 6:00 pm	Convention Attendee Pre-Registration

SEPTEMBER 16

MON

7:00 am	Registration Opens & Continental Breakfast
7:00 am - 9:30 am	Exhibitor Set-Up
7:30 am - 8:00 am	Members Meetings
8:00 am - 9:00 am	Breakout Session A Breakout Session B Breakout Session C Breakout Session D
9:15 am - 10:15 am	General Session
10:15 am - 12:15 pm	Expo Hall / Refreshment Break
12:30 pm - 2:00 pm	Keynote Luncheon / Senior Living Awards
2:15 pm - 3:30 pm	Breakout Session A Breakout Session B Breakout Session C Breakout Session D
3:30 pm - 3:45 pm	Refreshment Break
3:45 pm - 5:00 pm	General Session
5:00 pm - 6:00 pm	Exhibitor and Attendee Appreciation Reception - Expo Hall
6:00 pm - 9:00 pm	Exhibitor Move-Out

2019 IHCA/INCAL ANNUAL CONVENTION & EXPO SCHEDULE OF EVENTS (TENTATIVE)

SEPTEMBER 16-17, 2019 (PRE-CONVENTION EDUCATION SEPTEMBER 15)

SEPTEMBER 17

TUES

7:30 am	Registration Opens & Continental Breakfast
8:00 am - 9:15 am	General Session
9:30 am - 10:45 am	Breakout Session A Breakout Session B Breakout Session C
10:45 am - 11:00 am	Refreshment Break
11:00 am - 12:15 pm	Breakout Session A Breakout Session B Breakout Session C
12:30 pm - 2:00 pm	Closing Keynote Luncheon





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