

# ASSOCIATE MEMBER BENEFITS



## CONNECT WITH PROVIDERS THROUGH SPONSORSHIPS, TRADE SHOWS AND ADVERTISING

Receive exclusive opportunities to connect with key decision makers with Iowa's long-term care providers. Sponsor at one of our many events, exhibit at a trade show or advertise in one of our communications vehicles — to reach our nearly 800 members. We offer an abundance of options all year long from which to choose so that you can market your products and services to industry providers.



## STAY CURRENT ON INDUSTRY TRENDS

Keep up to date on the latest trends and issues affecting Iowa's long-term care providers, giving you an advantage in providing relevant solutions. As an associate member, you receive access to the members-only

section of our website ([www.iowahealthcare.org](http://www.iowahealthcare.org)) and subscriptions to our members-only weekly newsletter, member conference calls, direct mailings and emails.



## ACCESS KEY CONTACTS WITH MAILING LISTS

With access to our up-to-date member providers list, you can reach out and connect with key decision makers and influencers to maximize your marketing efforts. This list is available upon request to IHCA associate members.



## SAVE ON EDUCATIONAL OPPORTUNITIES

Connect with IHCA members at our education events — and attend at the members-only reduced rate. Events include our well-attended annual convention, district meetings and seminars held state wide.



## GET ANSWERS FROM PROFESSIONAL STAFF

Get answers to your questions about serving the needs of Iowa's long-term care providers with access to the IHCA's professional staff. Our staff has extensive experience in serving the long-term care community.



## MAKE LIFE-LONG CONNECTIONS AND HELP ADVANCE THE LONG-TERM CARE PROFESSION.

Join one of our committees (Convention & Education, Payment & Legislative, Public Relations, Quality Improvement & Surveys and Workforce) today.





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