



Reach + connect with  
over 760 nursing facility,  
assisted living, home health  
and continuing care retirement  
community providers

## 2024 SPONSORSHIP, **TRADE SHOW+** ADVERTISING GUIDE

**EMPOWERING** MEMBERS  
**IMPROVING** LIVES



IOWA HEALTH CARE ASSOCIATION  
IOWA CENTER FOR ASSISTED LIVING  
IOWA CENTER FOR HOME CARE

# MISSION, VISION AND VALUES

## VALUES

Iowa Health Care Association is committed to **INTEGRITY, SOLUTIONS** and **PEOPLE**.

## MISSION

Empowering members.  
Improving lives.



## VISION

A more compassionate future for those who deserve it most.

# TABLE OF CONTENTS

IHCA 2024 Event Calendar	6
Annual Convention + Trade Show	8
Advertising Opportunities	18
Association Leadership Events	20
Spring Quarterly Conference	22
Education Event Sponsorships	24
Legislative Events	32
Calls + Virtual Events	34
IHCA Foundation Recognition Opportunities	36

## BECOME AN IHCA PREMIER PARTNER

Join an elite group of organizations that provide an extraordinary amount of financial support and sponsorship to IHCA. Premier Partners receive exclusive recognition on the IHCA website, in weekly e-newsletter publications and at select events.

## BECOME A GROUP PURCHASING PARTNER

IHCA's group purchasing organization is known as Extended Care Services of Iowa, Inc. (ECSI). Being an ECSI vendor allows IHCA members to receive a discount on your products or services and increases awareness of your organization among long-term care providers.

### FOR MORE INFORMATION ON THESE PARTNERSHIPS, CONTACT:

Megan Stoullil | *Chief Financial Officer*  
megan@iowahealthcare.org | 515-978-2204



# IOWA HEALTH CARE ASSOCIATION UNDERSTANDS THE POWER OF PARTNERSHIPS

**OUR MEMBERS TURN TO US** for information, education and guidance. In turn, we provide a forum for discussion, a vision for the future and a united voice at the state and federal level. We invite companies that provide products and services to the long-term care profession to become partners with us in meeting the needs of this vital and essential segment of the health care market in Iowa.

## REACH NEARLY 800 LONG-TERM AND HOME HEALTH CARE PROVIDERS

Iowa Health Care Association (IHCA) is your partner in reaching providers of services to Iowa's older adults, representing over 800 proprietary, non-profit and government-owned providers of long-term, post-acute and home care, including skilled nursing facilities, assisted living programs, continuing care retirement communities and home health agencies.

## BUSINESS PARTNER MEMBERSHIP

Associate Business Partner Members have a unique connection to IHCA that includes the opportunity to participate on committees and task forces, helping to shape programs and define strategies to support long-term care in Iowa. Associate Business Partner Members also receive our member-only weekly electronic newsletter and have access to discounted advertising and marketing opportunities.





# ENHANCE YOUR VISIBILITY A LA CARTE STYLE



## IOWA HEALTH CARE ASSOCIATION (IHCA) IS YOUR PARTNER IN REACHING PROVIDERS OF LONG-TERM CARE SERVICES TO IOWANS

2024 is the year to set your organization apart and partner with IHCA. Take advantage of a number of unique and high-profile sponsorships, trade shows and advertising opportunities that offer an increased level of exposure to make your organization stand above the rest.

Becoming an IHCA sponsor increases your brand visibility and awareness, showcases your products and services and builds your relationships with Iowa's long-term care leaders.



Reserve your IHCA sponsorship, exhibiting and advertising opportunities **NOW** to continue to strengthen your business relationships with Iowa's long-term care leaders and be recognized for your commitment to long-term care.

# 2024 IHCA EVENTS

*Event dates and locations are subject to change. Please visit the IHCA website for updates.*

## JANUARY

**Jan. 2** | LPN-IV Certification Program  
*IHCA Education Center*

**Jan. 17** | Preventing Readmissions  
*Webinar*

**Jan. 24** | Tag Busters - Mastering the LTC Survey Process  
*IHCA Education Center*

**Jan. 29** | MDS and Activities  
*Webinar*

**Jan. 30** | Activity Professionals Qualification Course  
*IHCA Education Center*

## FEBRUARY

**Feb. 1** | Antipsychotic Reduction  
*Webinar*

**Feb. 14** | Foundations in Wound Care  
*IHCA Education Center*

**Feb. 15** | Nursing Standards of Care - Fall Prevention/Pain Management  
*IHCA Education Center*

**Feb. 20** | NF Life Safety - Fire Safety 2024  
*IHCA Education Center*

**Feb. 21** | AL Life Safety - Fire Safety 2024  
*IHCA Education Center*

**Feb. 22** | Using the Interact Tools  
*Webinar*

**Feb. 27** | ServSafe Training Program  
*IHCA Education Center*

**Feb. 28** | Documentation Essentials  
*Webinar*

**TBD** | IHCA Day on the Hill  
*Iowa State Capitol*

## MARCH

**March 5-7** | ICD-10 Coding for SNFs  
*Virtual Event*

**March 12** | Adverse Drug Events and High Risk Drugs  
*Webinar*

**March 13-14** | ICD-10 Coding for HH  
*Virtual Event*

**March 19** | IHCA, ICAL and ICHC Board of Directors Meeting  
*IHCA Education Center*

**March 19-20** | Spring Quarterly Education Conference  
*Prairie Meadows, Altoona*

**March 26-27** | Infection Preventionist Bootcamp  
*IHCA Education Center*

## APRIL

**April 3** | Medicare Review Class  
*IHCA Education Center*

**April 4** | MDS Update Review  
*Webinar*

**April 9** | Care Plans and CAAs Review  
*IHCA Education Center*

**April 10-11** | DON and Nurse Leader Bootcamp  
*IHCA Education Center*

**April 15-19** | AL Management Certification Program  
*IHCA Education Center*

**April 18** | AL Regulatory Class  
*IHCA Education Center*

**April 23** | EVV Update for HH  
*Virtual Event*

**April 24** | MDS 101  
*IHCA Education Center*

**April 25** | MDS 201  
*IHCA Education Center*

**April 30** | Sepsis Identification and Prevention  
*Webinar*

## MAY

**May 7** | Combined NW and SW District Education  
*Location TBD*

**May 9** | Combined NE and SE District Education  
*Location TBD*

**May 14-16** | AAPACN RAC-CT Workshop  
*IHCA Education Center*

**May 21** | QAPI Methodology  
*Webinar*

**May 22** | AL Nurses Conference  
*IHCA Education Center*

**May 23** | Medicaid HCBS Elderly Waiver Review  
*IHCA Education Center*

**May 29** | Managing a CCRC  
*IHCA Education Center*

**May 30** | Five-Star Quality Symposium  
*IHCA Education Center*

## 2024 IHCA EVENTS (CONTINUED)

### JUNE

- June 3-4** | Congressional Briefings  
*Washington, D.C.*
- June 4-5** | Medicare Bootcamp for HH Clinicians  
*IHCA Education Center*
- June 6** | Cultural Competency  
*Webinar*
- June 11-12** | NF Administrators 101 Bootcamp  
*IHCA Education Center*
- June 18** | Preventing Burnout in LTC  
*Webinar*
- June 19** | Activity Professionals Workshop  
*IHCA Education Center*
- June 20** | LTC Dietary Conference  
*IHCA Education Center*
- June 26** | IHCA, ICAL and ICHC Board of Directors Meeting  
*IHCA Education Center*
- June 27** | IHCA CEO and Senior Executive Leaders Conference  
*Embassy Club West, West Des Moines*

### JULY

- July 10** | Abuse Prevention and Identification  
*Webinar*
- July 17** | Assisted Living Webinar  
*Webinar*
- July 24** | Mental Health and Behavioral Health Symposium  
*IHCA Education Center*
- July 25** | Human Resources Management  
*IHCA Education Center*
- July 30** | Activity Professionals Qualification Course  
*On-Demand*
- July 31** | Social Services Conference  
*IHCA Education Center*

### AUGUST

- Aug. 1** | Dementia Care Conference  
*IHCA Education Center*
- Aug. 6** | CGS Updates for HH Providers  
*IHCA Education Center*
- Aug. 8** | AL Regulatory Class  
*IHCA Education Center*
- Aug. 13** | Single Facility Conference  
*IHCA Education Center*
- Aug. 14-15** | Social Services Virtual Conference  
*Virtual Event*

**Aug. 20** | AL Leadership Conference  
*IHCA Education Center*

**Aug. 21** | Reimbursement Conference  
*IHCA Education Center*

**Aug. 28-29** | 2024-25 Executive Health Care Leadership Institute  
*IHCA Education Center*

### SEPTEMBER

**Sept. 11** | ServSafe Training Program  
*IHCA Education Center*

**Sept. 23-25** | IHCA 2024 Convention & Trade Show  
*Marriott Hotel, Des Moines*

### OCTOBER

**Oct. 7** | Iowa Party at AHCA National Convention  
*Orlando, Florida*

**Oct. 15** | Bronze Award Application Workshop  
*IHCA Education Center*

**Oct. 16-17** | Medicare Review Virtual Class  
*IHCA Education Center*

**Oct. 21-22** | OASIS-E Workshop  
*IHCA Education Center*

**Oct. 28 - Nov. 1** | ALMC Program  
*IHCA Education Center*

**Oct. 31** | AL Regulatory Class  
*IHCA Education Center*

**TBD** | IHCA Executive Committee Lunch  
*IHCA Board Room*

### NOVEMBER

**Nov. 5** | Combined NW and SW District Education  
*Location TBD*

**Nov. 6** | HH Fall Conference  
*IHCA Education Center*

**Nov. 7** | Combined NE and SE District Education  
*Location TBD*

**Nov. 12-15** | AAPACN DNS-CT (DON Certification Program)  
*IHCA Education Center*

**Nov. 19** | IHCA, ICAL and ICHC Board of Directors Meeting  
*IHCA Education Center*

**Nov. 20** | MDS 101  
*IHCA Education Center*

**Nov. 21** | MDS 201  
*IHCA Education Center*

### DECEMBER

**Dec. 3** | Bronze Award Application Workshop  
*IHCA Education Center*

**Dec. 4** | Restorative Nursing Program  
*IHCA Education Center*

**Dec. 10-11** | NF Administrator Preceptor Course  
*IHCA Education Center*

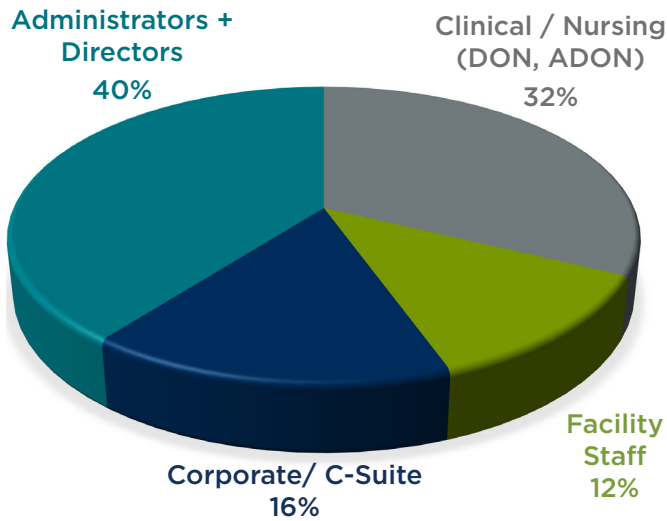


# 2024 IHCA ANNUAL CONVENTION + TRADE SHOW

**DATE:** September 23 - 25, 2024  
**LOCATION:** Downtown Marriott in Des Moines  
**APPROX. ATTENDANCE:** 850

The audience is comprised of over 850 decision-making long-term care professionals from skilled nursing facilities, assisted living facilities and home care agencies. Attendees include owners, administrators, directors, nurses, social service workers, activity professionals, dietary managers, department supervisors, therapists, maintenance professionals and representatives from all other departments.

## 2023 CONVENTION ATTENDEES



## TRADE SHOW EXHIBIT BOOTH INFORMATION

Each pipe-and drape-booth is ten feet wide by eight feet deep and includes back and side drapes, identification signage, an eight-foot skirted table, two chairs and a wastebasket.

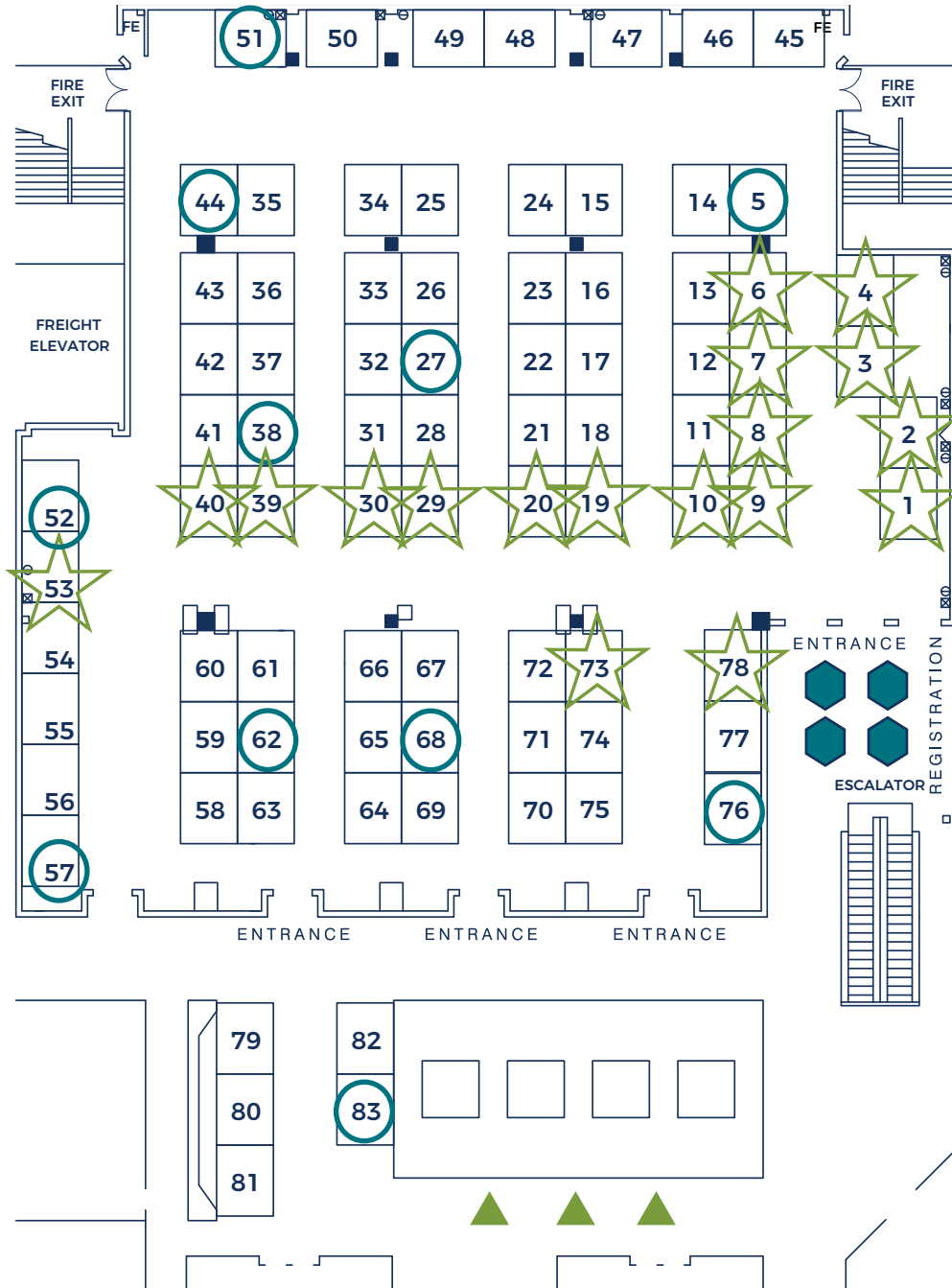
## TRADE SHOW BOOTHS

- **Booth by Entrance (IHCA Associate Members Only)**
  - \$2,300 | 4 available
  - Hexagons on the map
- **Booth by Foyer**
  - IHCA Associate Member — \$2,200
  - Non-Member — \$2,800
  - Triangles on the map
- **Standard Booth with Punch Card (IHCA Associate Members Only)**
  - \$2,100
  - Circled on the map
- **Prime Booth (IHCA Associate Members Only)**
  - \$2,000
  - Starred on the map
- **Standard Booth**
  - IHCA Associate Member — \$1,700
  - Non-Member — \$2,800
- **Charging Station Booth Upgrade or Sponsorship**
  - \$750 | Exclusive
  - A charging station featuring your logo will be provided at your booth, drawing in attendees and offering the chance to converse with them as they charge their devices. After the trade show, the charging station will be moved to a common area, such as the registration desk, for the remainder of the convention. **If you do not have a booth**, the charging station, branded with your logo, will be placed in a common area.



Example of charging station

TRADE SHOW MAP



**ATTENTION EXHIBITORS:**  
 Trade show exhibitors who also purchase a sponsorship opportunity will receive pre- and post-convention lists of attendee email addresses.

# 2024 IHCA ANNUAL CONVENTION + TRADE SHOW (CONTINUED)

## NETWORKING EVENTS + SPEAKING OPPORTUNITIES

*Whether it's getting to know attendees in a casual social environment or representing your organization to elite long-term care decision makers at exclusive gatherings, you can make an impact by sponsoring these events.*

### MONDAY OR TUESDAY EVENING ENTERTAINMENT

**\$2,500 EACH | MULTIPLE AVAILABLE**

Host one of these grand events featuring music, dancing, party snacks and tons of fun! Event signage, tickets and table tents featuring the sponsor's logo will be provided.

### ADMINISTRATORS AND OWNERS RECEPTION

**\$3,000 | MULTIPLE AVAILABLE**

This is your chance to network with the leaders of IHCA's member facilities! Signage featuring the sponsor's logo will be provided and on display throughout the reception, where beverages will be served. Additionally, giveaway of \$250 will be provided by IHCA, and the drawing will take place end of the reception - encouraging attendees to stick around. This is a great opportunity for sponsors to mingle with attendees and collect contact information.



### TUESDAY BOARD OF DIRECTORS MEETING AND NEW AND PAST BOARD MEMBER RECEPTION

**\$2,500 | 3 AVAILABLE**

This sponsorship offers an opportunity to make your organization visible to past and newly appointed IHCA, ICAL and ICHC board members. Up to two sponsor representatives are invited to the meeting and reception, where they can give a two-minute presentation about their company. Sponsors will also be verbally recognized at the event, and the sponsor logo will be featured in board meeting materials and reception marketing materials.

### TUESDAY ANNUAL BUSINESS MEETING

**\$2,000 EACH | 3 AVAILABLE**

A sponsor representative will have an introduction and up to two-minute speaking opportunity in front of decision makers, including administrators, owners and key managers.

### SUNDAY MEET AND MINGLE PARTY

**\$2,000 | MULTIPLE AVAILABLE**

Get the fun started early by sponsoring this pre-convention party! Attendees will stop by the event after arriving at the Marriott and signing in at registration. It's a great opportunity for first-time attendees to meet others and ask questions. Signage featuring the sponsor's logo will be provided and on display throughout the party, where a sponsor representative will hand out drink tickets.



# 2024 IHCA ANNUAL CONVENTION + TRADE SHOW (CONTINUED)

## NURSE LEADERS EVENT

**\$1,500 | 4 AVAILABLE**

Get to know nurse leaders by sponsoring this gathering - a new addition to IHCA's 2024 Convention and Trade Show. Sponsorship includes:

- Verbal recognition at event
- Logo included in event promotional marketing materials
- One representative present at the program
- One-minute speaking opportunity at the in-person meeting



## MEALS + REFRESHMENTS

*Win over future clients and broaden your reach by sponsoring delicious meals and beverages.*

### MONDAY LUNCH AROUND THE EXHIBITOR HALL

**\$7,500 | EXCLUSIVE**

**3,000 | MULTIPLE AVAILABLE**

Host lunch for attendees while they browse the booths at Monday's trade show. Event signage, tickets and table tents featuring the sponsor's logo will be provided, and sponsors will be recognized on IHCA's website, in email marketing and signage, as well as the IHCA Convention mobile app.



### CONTINENTAL BREAKFAST

**\$1,500 | EXCLUSIVE**

Signage featuring the sponsor's logo will be provided alongside the continental breakfast at convention on Monday and Tuesday. Up to two sponsor representatives are invited to network with attendees.

### REFRESHMENT BREAKS

**\$1,500 | EXCLUSIVE**

Signage featuring the sponsor's logo will be provided alongside refreshments at convention during breaks on Monday, Tuesday and Wednesday. Up to two sponsor representatives are invited to hand out refreshments and network with attendees.

### POPCORN SPONSOR

**\$1,000 | EXCLUSIVE**

Signage featuring the sponsor's logo will be provided alongside a popcorn station at convention during the afternoon break on Tuesday. Up to two sponsor representatives are invited to hand out refreshments and network with attendees.

### LOBBY BAR DRINK TICKETS

**\$500 | MONDAY OR TUESDAY**

Gain popularity among convention attendees by handing out drink tickets to the hotel lobby bar! IHCA will provide the drink tickets, and the sponsor's logo will be featured on the tickets and event signage. The sponsor is responsible for closing out the tab at the lobby bar at the end of its designated night.

## EDUCATION EVENTS

*Become the center of attention with these high-visibility sponsorships and speaking opportunities.*

### KEYNOTE SPEAKERS

**\$3,500 | EXCLUSIVE | MONDAY KEYNOTE SPEAKER**

**\$3,500 | EXCLUSIVE | TUESDAY KEYNOTE SPEAKER**

**\$2,500 | EXCLUSIVE | WEDNESDAY KEYNOTE SPEAKER**

Hundreds of eyes will be on you and your brand when you appear on-stage to introduce the keynote speaker. Sponsorship includes signage and audio-visual recognition before and after the keynote presentation, as well as acknowledgment in keynote speaker promotions, including the program guide, marketing emails, mailings and in IHCA's Convention mobile app.

### TUESDAY HOME HEALTH TRACK

**\$1,000 | EXCLUSIVE**

Get to know Iowa's home health agencies by spending the day introducing the speakers for each home health breakout session and having a table to display your company's materials. The sponsor will also be recognized in convention home health track marketing.

### EDUCATION ROOMS

**\$1,000 | 4 AVAILABLE**

Meet a variety of convention attendees by sponsoring an education room! A sponsor representative will be invited to attend education sessions held in the room, greet and scan out attendees for each session and introduce the speakers for each session. The sponsor's logo will also appear on signage.



# 2024 IHCA ANNUAL CONVENTION + TRADE SHOW (CONTINUED)

## GIFTS + GOODIES

*Sponsor gifts and giveaways that attendees can take home after the event, ensuring that your brand remains top-of-mind long after convention ends.*

### TOTE BAG

**\$7,000 | Features logo exclusively on 1 side of bag**

**\$4,000 | Features 2 sponsor logos; 2 available**

Tote bags are given to every attendee. Sponsor will provide company logo that will be placed on the tote bags. Additionally, a promo flyer or ad for the sponsor will be included inside the bag.

### BRANDED FLEECE BLANKETS

**\$4,500 | EXCLUSIVE**

Attendees tend to get chilly while sitting in education sessions, so these fleece blankets are sure to be a hit! The sponsor's logo and IHCA logo will be printed in white on the front flap of 350 roll-up fleece blankets given to attendees.

### WATER BOTTLE + HYDRATION STATION SPONSOR

**\$4,000 | EXCLUSIVE**

IHCA will provide 400 company-branded 12 oz. aluminum sport water bottles that will be distributed by the hydration station on both floors of the hotel used for convention.

### SOUVENIR GIVEAWAY

**\$3,000 | EXCLUSIVE**

The sponsor's logo will be featured on gifts given to attendees on Wednesday morning. Examples of convention souvenirs include branded drinkware or flashlights. Items for 2024 have yet to be determined.

### NAME BADGE LANYARDS

**\$2,500 | EXCLUSIVE**

The sponsor's logo will be printed on 800 lanyards distributed on-site to all registered attendees.

### CONVENTION REGISTRATION GIVEAWAY

**\$2,500 | EXCLUSIVE**

Provide three IHCA members with a free full registration to IHCA's Convention and Trade Show! IHCA members will enter this giveaway by completing a form or playing a game, and contestant information will be sent to the sponsor who will pick three winners. Sponsor will be recognized in contest marketing materials and winner announcement.

### TRADE SHOW BINGO PRIZES

**\$2,000 | EXCLUSIVE**

The sponsor of the trade show bingo prizes will be recognized at the prize drawing, and the sponsor's logo will be featured in the convention directory and on the bingo card all attendees receive.

### ANNUAL CONVENTION T-SHIRT

**\$1,500 | MULTIPLE AVAILABLE**

IHCA will provide a commemorative 2024 IHCA Convention t-shirt that matches the event's theme. The shirt will feature both the IHCA and sponsors' logos. Shirts will come in a variety of sizes and will be handed out to attendees first-come first-serve.

### GOODIES FOR TOTE BAG

**\$1,000 | NOTEBOOKS | EXCLUSIVE**

**\$1,000 | PENS | EXCLUSIVE**

**\$1,000 | ITEM OF CHOICE | EXCLUSIVE**

***\*Item of choice must be approved by IHCA***

The sponsor will provide 800 of one of the above items that will be included in the tote bags given to every convention attendee.



## SIGNAGE + PRINT OPPORTUNITIES

*Attendees will have no other choice than to see your logo and brand throughout the event with these high-visibility sponsorship opportunities!*

### POP-UP REGISTRATION BOOTH

**\$2,500 | EXCLUSIVE**

A booth will be set up by the registration desk where all attendees must pick up their badges and packets. Up to two sponsor representatives may be present to meet and greet attendees at registration. Signage will be available.

### PHOTO BOOTH

**\$3,000 | EXCLUSIVE**

Sponsor the vintage photo booth or 360-degree photo booth that will be available for attendees to use during **Monday night's entertainment event**. The sponsor's logo will appear on the printed photos.

### PHOTO WALL

**\$2,000 | EXCLUSIVE**

Join in on the attendee fun by sponsoring the photo booth wall. The station will include fun props, along with a photo stand that will provide printed and digital copies of photos. The sponsor's logo will appear on the backdrop of every photo taken.

### ESCALATOR SIGNAGE

**\$2,500 | Features logo exclusively**

**\$1,500 | Features 2 sponsor logos; 2 available**

A banner created by IHCA featuring the sponsor's logo will be on display above the escalator between the second and third floor of the Marriott - a high-traffic area during convention. Approximate banner size will be 6x10 feet - the largest sponsor banner at convention.



# 2024 IHCA ANNUAL CONVENTION + TRADE SHOW (CONTINUED)

## HOTEL ITEMS

**\$1,500 | ROOM KEY CARDS | EXCLUSIVE**

**\$1,500 | WELCOME MATS | EXCLUSIVE**

The sponsor's company logo and message will be featured on the Marriott hotel guest room key cards or paper welcome mats that attendees will see as soon as they open the door to their hotel room.

## FLOOR SIGNAGE + GENERAL SESSION PRODUCTION

**\$1,300 | MULTIPLE AVAILABLE**

Two floor runners will feature the sponsor's logo and will be on display in high-traffic areas on Sunday through Tuesday. Additionally, sponsor logos will be displayed during the general sessions and sponsors will be announced and recognized as production sponsors.

### Floor signage locations:

- In front of general session room (2 available)
- Second floor by the escalators (2 available)
- Third floor by the escalators (2 available)
- Third floor by the elevators (1 available)
- Third floor by the registration desk (1 available)
- Select classrooms (4 available)

## BROCHURE DISTRIBUTION

**\$750 | MULTIPLE AVAILABLE**

The sponsor will submit 800 copies of a one-page flyer or brochure that will be included in the tote bag that every attendee receives. This opportunity is for sponsors who are unable to have a booth at the trade show. Marketing material must be delivered to the IHCA office by Aug. 30.

## BATHROOM MARKETING

**\$750 | MULTIPLE AVAILABLE**

A marketing piece featuring the sponsor's logo and description of services will be printed on a decal that will be placed on the mirrors in the public restrooms used for convention at the Marriott.





## WELLNESS SPONSORSHIP OPPORTUNITIES

*With these sponsorship opportunities, you can provide well-deserved self-care to long-term care professionals who dedicate their lives to caring for others.*

### TRADE SHOW CHAIR MASSAGES

**\$1,500 | EXCLUSIVE**

Sponsor this fun addition to the trade show and gift massages to attendees on your behalf! Two licensed massage therapists will be set up near the sponsor's booth during a portion of the trade show. The sponsor will receive tickets or a sign-up sheet for massage appointments that they can pass out to attendees. Plus, the sponsor will have the ability to network with attendees waiting in line for a relaxing massage. Marketing materials for this opportunity will feature the sponsor's logo and booth number.

### PET THERAPY

**\$1,500 | MONDAY'S TRADE SHOW**

**\$1,500 | TUESDAY**

Whether the sponsor wants to incorporate kittens/puppies into their trade show booth on Monday or host a puppy playtime on Tuesday, this opportunity for attendees to hang out with some furry friends is sure to be a hit! The sponsor will be recognized in event signage and pre-event marketing materials and have the chance to network with attendees during the designated one hour of pet therapy time.

## RENT A MEETING ROOM

**\$3,000 | 2 AVAILABLE**

Provide attendees a place to get away by renting a meeting room. The room will be available on Monday and Tuesday of Convention and can be used as a space for the sponsor to host meetings or a reception with attendees, a privacy pod where attendees can make phone calls, or a charging or networking lounge. It could even be transformed into a game lounge that includes table tennis or virtual reality activities. The sponsor will be recognized on event signage and marketing materials.

*Please note, it will be the sponsor's responsibility to transform the room. If you would like IHCA's assistance, contact Megan Stoullil at [megan@iowahealthcare.org](mailto:megan@iowahealthcare.org).*



# 2024 IHCA ANNUAL CONVENTION + TRADE SHOW (CONTINUED)

## PRINT + DIGITAL ADVERTISING

*IHCA's Convention and Trade Show is full of events and sessions, and attendees refer to a variety of printed and digital materials to ensure they don't miss out on the fun. Grab their attention by purchasing an ad or sponsoring any of these convention marketing materials.*

### CONVENTION MOBILE APP

In 2023, over **450 attendees** downloaded IHCA's Convention mobile app to view session and speaker descriptions, create their own schedule, complete evaluations and more. The mobile app will be even more important in 2024, so now is the chance to feature your brand on this highly-utilized platform.

*Mobile app sponsorship also includes recognition in marketing materials at convention.*

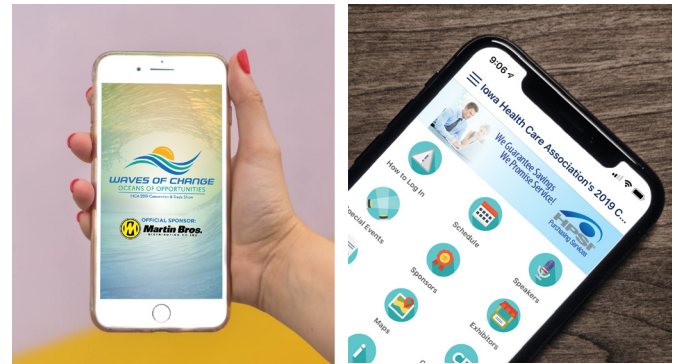
- **Mobile App Splash Page** | **\$2,500** | **Exclusive**
- **Mobile App Banner Ad** | **\$1,000** | **5 Available**

### PROGRAM DIRECTORY

Bring attention to your brand by purchasing an ad in the convention program directory, which is given to every convention attendee when they pick up their badge at the registration booth. A digital version of the guide will also be available on IHCA's website.

*Sponsors of the inside front and back covers will also be verbally recognized during general sessions.*

- **Inside Front Cover** | **Exclusive**  
Standard rate: **\$2,000** | Exhibitor rate: **\$1,500**
- **Inside Back Cover** | **Exclusive**  
Standard rate: **\$2,000** | Exhibitor rate: **\$1,500**
- **Full Page** | **Multiple Available**  
Standard rate: **\$1,200** | Exhibitor rate: **\$800**
- **Half Page** | **Multiple Available**  
Standard rate: **\$800** | Exhibitor rate: **\$500**



### PRE-CONVENTION MARKETING

**\$1,500 EACH** | **5 AVAILABLE**

The sponsor's logo, booth number, a brief description and a link to their website will be featured in three pre-convention email marketing promotions. This sponsorship must be reserved by June 1.

### "AT A GLANCE" SCHEDULE + DAILY CONVENTION HIGHLIGHT NOTIFICATIONS

**\$1,500 PER DAY** | **3 AVAILABLE**

The sponsor organization's logo will be featured on the "At A Glance" convention schedule that will be sent to members, listed on the IHCA website and posted at the event. Additionally, the sponsor's logo, website link and a brief description of their company will be featured in an electronic communication sent to all attendees one morning of convention that highlights the events happening that day.

### CONVENTION WIFI SPONSOR

**\$1,500** | **EXCLUSIVE**

The sponsor's name will be the convention WiFi password, meaning every attendee who wants to use the free WiFi must type in the sponsor's business name. Event signage featuring the sponsor's logo and WiFi password will be provided.



# IHCA ADVERTISING OPPORTUNITIES

## IHCA EXECUTIVE UPDATE AD (1 YEAR)

*\*For Associate Members only*

**\$3,000 | EXCLUSIVE | TOP OF EMAIL**

**\$2,000 | EXCLUSIVE | MIDDLE OF EMAIL**

The sponsor's logo will be included in a banner ad that will be featured in IHCA's weekly Executive Update, an e-newsletter that is sent to over 2,000 IHCA administrators, owners and executive leaders. The ad will be clickable and will take readers directly to the sponsor's website. Ad size is 650 x 100 pixels in .png or .jpg file type. Clicks are trackable so IHCA can tell you how many people are directed to your site.

## IHCA CLINICAL UPDATE FOR NURSES AD (1 YEAR)

*\*For Associate Members only*

**\$3,000 | EXCLUSIVE | TOP OF EMAIL**

**\$2,000 | EXCLUSIVE | MIDDLE OF EMAIL**

The sponsor's logo will be included in a banner ad that will be featured in IHCA's weekly Clinical Update for Nurses, an e-newsletter that is sent to over 2,000 IHCA directors of nursing, medical directors and registered nurses. The ad will be clickable and will take readers directly to the sponsor's website. Ad size is 650 x 100 pixels in .png or .jpg file type. Clicks are trackable so IHCA can tell you how many people are directed to your site.

## IHCA SALARY SURVEY SPONSOR

**\$3,500 | 2 AVAILABLE**

These salary surveys will be made available to IHCA's skilled nursing facility and continuing care retirement community (CCRC) members. The sponsor's logo will appear on the front of the survey, and the sponsor will be recognized on marketing materials.

## IHCA WEBSITE (3 MONTHS)

*\*For Associate Members only*

**\$1,500 | 3 MONTHS**

**\$2,500 | 6 MONTHS**

The sponsor's logo will be featured on a rotating banner on the IHCA website home page. The banner will be linked to the sponsor's website so members can learn more through just a click of a button. Ad size is 350 x 125 pixels in .png or .jpg file type.

## MONTHLY EDUCATION UPDATE EMAILS

**\$2,500 | EXCLUSIVE FOR A YEAR**

Spotlight your organization in IHCA's Education Update e-newsletters! Every month, three different targeted emails highlighting IHCA education events are sent to nursing facility, assisted living and home health providers. These emails are sent to a total of 12,000+ IHCA member and non-member employees every month. The sponsor's logo and website link will be included in a banner graphic at the top of the email. Ad size is 650 x 100 pixels in .png or .jpg file type. Clicks are trackable so IHCA can tell you how many people are directed to your site.

## DUNK TANK

**\$2,000 | EXCLUSIVE**

Make a splash by sponsoring a dunk tank that will be available at an IHCA summer event! It will be a fun way to connect with IHCA members, and IHCA's President and CEO has agreed to take the plunge! The sponsor's logo will be included in event signage and sponsor representatives will be invited to attend the event.

## 2024 ADVERTISING OPPORTUNITIES (CONTINUED)

### IHCA LOBBY MARKETING

**\$1,500 | 2 AVAILABLE**

Reach long-term care professionals throughout the entire year! The sponsor's logo will be featured on the TV in the IHCA lobby, where the sponsor's brochures will also be on display. This is a simple way to reach the large masses of members and non-members who pass through the lobby during IHCA's education events and board meetings!

### MEMBER SPOTLIGHT

**\$1,000 | PER 5 MEMBER SPOTLIGHTS**

Every week, IHCA features a member who goes above and beyond to provide care. The Member Spotlight is posted on IHCA's social media pages and website weekly. These spotlights are popular among members, who share the posts on their own social media pages. The sponsor's logo will be included on Member Spotlight graphics featured on the IHCA website and IHCA social media accounts.

### HOT OFF THE PRESS

***\*For Associate Members only***

**\$500 | PER ARTICLE OR VIDEO**

The sponsor will provide an article or video on a new product or announcement that will be shared in one issue of IHCA's weekly Executive Update, an e-newsletter that is sent to over 2,000 IHCA administrators, owners and executive leaders.



### PREMIER PARTNERS:

Premier Partners have their logos featured in every issue of IHCA's weekly e-newsletter publications and on every page of the IHCA website through the IHCA Premier Partners rotating banner on the website footer. Premier Partners are also recognized on their own dedicated page on the IHCA website and will receive a sponsor ribbon to wear when attending IHCA events.

For more information on how to become a Premier Partner, contact Megan Stouilil at [megan@iowahealthcare.org](mailto:megan@iowahealthcare.org) or 515-978-2204.



# ASSOCIATION LEADERSHIP EVENTS

## CEO + SENIOR EXECUTIVE LEADERS CONFERENCE

*\*For Associate Members only*

**DATE:** June

**LOCATION:** Des Moines

**APPROX. ATTENDANCE:** 75 decision makers, including executive leaders, owners, directors and key managers

These sponsorships offer opportunities to interact with an elite group of IHCA member leaders. All sponsors will have their logos featured on event signage, marketing materials and invitations.

### PRESENTING SPONSOR — \$10,000

#### EXCLUSIVE

- Two sponsor representatives are invited to attend the entire conference
- Five-minute speaking opportunity

### EVENING DINNER SPONSOR — \$5,000

#### 2 AVAILABLE

- Two sponsor representatives are invited to join attendees for the reception and evening dinner
- Two-minute speaking opportunity

### LUNCHEON SPONSOR — \$3,500

#### 3 AVAILABLE

- Up to two sponsor representatives are invited to join attendees for lunch and afternoon sessions
- One-minute speaking opportunity

### BREAKFAST SPONSOR — \$3,500

#### 3 AVAILABLE

- Up to two sponsor representatives are invited to mingle with attendees for the breakfast and morning session
- One-minute speaking opportunity



## IHCA EXECUTIVE COMMITTEE LUNCH SPONSOR

**\$1,000 | EXCLUSIVE**

**DATE:** October

**LOCATION:** IHCA office

**APPROX. ATTENDANCE:** 8 IHCA Board of Directors' executive committee members

This is your opportunity to speak about your company with some of IHCA's most influential members over lunch. The sponsor will provide the lunch.



# ASSOCIATION LEADERSHIP EVENTS (CONTINUED)

## IOWA PARTY AT AHCA NATIONAL CONVENTION

**\$4,000 | 5 AVAILABLE**

**DATE:** October 6 - 9, 2024

**LOCATION:** Orlando, FL

**APPROX. ATTENDANCE:** 90-100 IHCA member leaders

Gain access to the leaders of our states' long-term care profession at IHCA's and ICAL's Iowa Party during AHCA's Annual Convention. Sponsorship includes:

- Logo featured on event invitations, promotional flyers and signage
- Verbal recognition at the event
- Two company representatives may attend the event and hand out promotional items to attendees



## SENIOR LEADERS ROUNDTABLE

**\$3,500 | 2 AVAILABLE**

**DATE:** September

**LOCATION:** IHCA's Convention and Trade Show

**APPROX. ATTENDANCE:** 35 board members, CEOs and senior leaders

The sponsor's organization will be visible to an elite group of IHCA leaders, and the sponsorship includes the following:

- Logo featured on event invitations, promotional flyers and signage
- Verbal recognition at the event
- A sponsor representative will have an introduction and up to three-minute speaking opportunity

## IHCA, ICAL AND ICHC BOARD OF DIRECTORS MEETINGS

**\$2,000 EACH MEETING | 3 AVAILABLE**

**DATE:** March, June and December

**LOCATION:** IHCA Education Center

**APPROX. ATTENDANCE:** 45 board members at each meeting

The sponsor's organization will be visible to an elite group of IHCA leaders, and the sponsorship includes the following:

- Recognition at event
- Logo included in board materials
- One or two representatives present
- Three-minute presentation about company

# SPRING QUARTERLY CONFERENCE

**DATE:** March 19-20, 2024

**LOCATION:** Prairie Meadows, Altoona

**APPROX. ATTENDANCE:** 300

*The Spring Quarterly Conference is IHCA's second largest education event. This day-and-a-half conference brings facility administrators, directors, managers, owners and department heads together for education covering timely topics. There is something for everyone, with a general session and six breakout sessions.*

## EVENING RECEPTION

**\$3,000 | 3 AVAILABLE**

This reception for attendees occurs on the Tuesday evening of the Spring Quarterly Conference. Hors d'oeuvres and beverages will be served. Up to two sponsor representatives are invited and will be recognized at the reception. This sponsorship also includes a table display\* at the reception. The sponsor's logo will be included in event promotional marketing materials, including emails and flyers, as well as recognition in IHCA's weekly e-newsletter publications and monthly Education Update newsletter.



## PROGRAM SPONSOR

**\$4,000 | 2 AVAILABLE**

Program sponsors will be recognized as the sponsors of breakfast, refreshment breaks and the keynote speaker and will receive audio-visual recognition before and after the keynote presentation. Each sponsor is invited to have one representative appear on-stage to introduce the keynote speaker.

Each Spring Quarterly Conference program sponsor may have up to two representatives present at the event, as well as a table display\* at the conference.

Both program sponsors will be recognized at the event and their logos will be included in event promotional marketing materials, including emails and flyers, and recognized in IHCA's weekly e-newsletter publications and monthly Education Update newsletters.

## NAME BADGE LANYARDS

**\$1,500 | EXCLUSIVE**

The sponsor's logo will be printed on 350 lanyards distributed on-site to all registered attendees.

## TABLE DISPLAY

**\$1,000 | 10 AVAILABLE**

The Spring Quarterly Conference table display sponsors may have up to two representatives present at the event, as well as a table display\* at the conference. Additionally, the sponsors will be verbally recognized at the event.

*\*An eight-foot skirted table with two chairs will be provided for each table display.*



# SPRING QUARTERLY CONFERENCE (CONTINUED)



## ACTIVITY PROFESSIONALS TRACK

**\$1,000 | EXCLUSIVE**

A sponsor representative will introduce the activity professional speakers for each breakout session and will have a table to display their company's material.

## CONFERENCE WIFI

**\$1,000 | EXCLUSIVE**

The sponsor's name will be the conference's WiFi password, meaning every attendee who wants to use the free WiFi must type in the sponsor's business name. The sponsor will also be recognized on event signage.

## HOME HEALTH TRACK

**\$500 | 2 AVAILABLE**

Get in front of home health agency leaders! The home health track sponsors may have up to two representatives present at the event and pop-up table display at the back of the room where home health-related education sessions are held. An eight-foot skirted table with two chairs will be provided for each sponsor. Additionally, the sponsors will be verbally recognized at the event.

## REGISTRATION CONFIRMATION EMAIL

**\$500 | MULTIPLE AVAILABLE**

Each registered attendee receives a confirmation email when they register. The sponsor's logo and a link to their website will be featured on this confirmation email that includes information for the Spring Quarterly Conference.





# EDUCATION EVENT SPONSORSHIPS

## ACTIVITY PROFESSIONAL QUALIFICATION COURSE PROGRAM SPONSOR

**\$1,500 | EXCLUSIVE**

***Offered bi-annually***

**DATE:** January - May and August - November

**APPROX. ATTENDANCE:** 100 nursing facility and assisted living activity professionals

The Activity Professional Qualification Course has been approved by the Iowa Department of Inspections, Appeals and Licensing (DIAL). Students who successfully complete the six online units, a classroom training session and the final exam will be certified as an activity professional. Sponsorship includes:

- Verbal recognition at event
- Logo included in event promotional marketing materials
- One complimentary representative present at the classroom training session



## ASSISTED LIVING MANAGEMENT CERTIFICATION PROGRAM SPONSOR

**\$2,000 | EXCLUSIVE**

***Exclusive for the whole year - Digital and in-person***

**DATE:** April and September

On-demand online course offered year-long

**APPROX. ATTENDANCE:** 100

This program is for future assisted living managers and delegating nurses. The five-day course is offered twice a year and requires attendance at all sessions and an 85% or higher score on the post-test.

### Digital sponsorship benefits:

- Recognition at event
- Logo included in event promotional marketing materials

### In-person sponsorship benefits:

*\*Includes the same benefits as what is listed above for a digital event, PLUS the following:*

- Five-minute presentation about company during the first day's lunch
- One complimentary representative present the first day of program

## EDUCATION EVENT SPONSORSHIPS (CONTINUED)

### ASSISTED LIVING MEDICATION MANAGER ON-DEMAND CURRICULUM PROGRAM SPONSOR

**\$4,000 | EXCLUSIVE**

**DATE:** On-demand online course offered year-long

**APPROX. ATTENDANCE:** 1,000+ registrants per year

All unlicensed personnel passing medication in assisted living programs are required to have successfully completed a medication aide or medication manager course approved by DIAL. This curriculum is extremely popular, and the sponsor's brand will be seen by each assisted living community that registers its employees. Sponsorship includes:

- Logo featured on printed materials, including the textbook, workbook and med cards provided to registrants
- Logo included in education promotional marketing materials

### ASSISTED LIVING REGULATORY CLASS PROGRAM SPONSOR

**\$750 | MULTIPLE AVAILABLE**

**DATE:** April, August and September  
On-demand online course offered year-long

**APPROX. ATTENDANCE:** 130 total

Sponsoring this education event is a great way to get in front of assisted living directors and assisted living nurses. Sponsorship includes:

- Verbal recognition at event
- Logo included in event promotional marketing materials
- One complimentary representative present at the classroom training session

### ASSISTED LIVING NURSES CONFERENCE AND ASSISTED LIVING LEADERSHIP CONFERENCE PROGRAM SPONSOR

**\$1,000 | 3 AVAILABLE**

**DATE:** May and August

**APPROX. ATTENDANCE:** 40-50 assisted living leaders

Get exposure at two assisted living events for the price of one! This is a great way to reach assisted living directors and nurses who will attend the two separate events. Sponsorship includes:

- Verbal recognition at event
- Logo included in event promotional marketing materials
- One complimentary representative present at the classroom training session

### CERTIFIED MEDICATION AIDE ON-DEMAND CURRICULUM PROGRAM SPONSOR

**\$3,500 | 2 AVAILABLE**

**DATE:** On-demand online course offered year-long

**APPROX. ATTENDANCE:** 200+ registrants per year

This DIAL-approved course prepares staff to safely administer medications in nursing facilities and related areas. This sponsor's brand will be seen by each nursing facility that registers its employees. Sponsorship includes:

- Logo featured on printed materials, including the textbook, workbook and med cards provided to registrants
- Logo included in education promotional marketing materials

## EDUCATION EVENT SPONSORSHIPS (CONTINUED)

### DEMENTIA CARE CONFERENCE

\$1,000 | 3 AVAILABLE

**DATE:** Aug. 1

**LOCATION:** IHCA Education Center

**APPROX. ATTENDANCE:** 50-60

Reach a wide array of long-term care professionals, including nursing facility administrators and assisted living managers, by sponsoring this comprehensive in-person conference that takes a deep dive into understanding the factors that drive cognitive decline.

- Logo included in event promotional marketing materials
- Recognition at event
- Introduce conference speakers

### DIETARY PROFESSIONAL CONFERENCE

\$2,500 | MULTIPLE AVAILABLE

**DATE:** June

**LOCATION:** IHCA Education Center

**APPROX. ATTENDANCE:** 75

This one-day event brings together a group of dietary managers to review the survey guidelines, how to recruit/retain talent in the dietary department, dining trends in long-term care and hopefully some taste testing! Sponsorship includes:

- Verbal recognition at event
- Logo included in event promotional marketing materials
- Two complimentary representatives at the program
- Introduce conference speakers
- Five-minute presentation about company during lunch

### DIRECTORS OF NURSING + NURSE LEADERS BOOTCAMP

\$2,000 | 3 AVAILABLE

**DATE:** April 10-11

**LOCATION:** IHCA Education Center

**APPROX. ATTENDANCE:** 40-50

This course brings together directors of nursing and nurse leaders and provides strategies on how to become a better leader. Sponsorship includes:

- Verbal recognition at event
- Logo included in event promotional marketing materials
- Two complimentary representatives at the program
- Two-minute speaking opportunity





## EDUCATION EVENT SPONSORSHIPS (CONTINUED)



### DISTRICT MEETINGS + EDUCATION SPONSOR

**\$1,500 | MAY OR NOVEMBER DISTRICT EVENTS**

**DATE:** May and November

**LOCATION:** Carroll, Iowa and Coralville, Iowa

**APPROX. ATTENDANCE:** 275+

Two in-person district meetings and education events will be held in May - one for IHCA's Northwest and Southwest Districts in Carroll, Iowa, and one event for the Northeast and Southeast Districts in Coralville, Iowa. These events will occur again at the same locations in November. Whether you sponsor the May or November events, you will have access to administrators of nursing facilities and assisted living programs as they meet to discuss topics important to the operations of their facilities. Sponsorship includes:

- Verbal recognition at events
- Logo included in event promotional marketing materials
- One or two complimentary representatives present at the program

### EXECUTIVE HEALTH CARE LEADERSHIP INSTITUTE

**\$3,000**

**DATE:** June 2024 - June 2025

**LOCATION:** IHCA Education Center and online

**APPROX. ATTENDANCE:** 30 new and aspiring leaders who are on a leadership track with a focus on quality improvement

IHCA's Executive Health Care Leadership Institute is a year-long intensive training program designed to elevate knowledge, build skills and promote target competencies for leaders who work in long-term care and assisted living settings.

This year-round sponsorship opportunity will be in-person and will also include virtual webinars. Mingle with attendees when the class is launched and gather at IHCA's Convention and Spring Quarterly Conference. Sponsorship includes:

- Verbal recognition at event
- Logo included in event promotional marketing materials
- One or two representatives present at the program for the kick off
- Five-minute presentation about company during lunch at the kick off-event
- Attend the networking/graduation dinner



## EDUCATION EVENT SPONSORSHIPS (CONTINUED)

### **FIVE-STAR QUALITY SYMPOSIUM** **\$1,500 | 3 AVAILABLE**

**DATE:** May 30

**LOCATION:** IHCA Education Center

**APPROX. ATTENDANCE:** 60-80

Reach nursing facility administrators, department heads, nurses and social services staff by sponsoring this event that will teach participants how to boost their organization's quality efforts and improve or maintain their CMS Five-Star rating. Sponsorship includes:

- Verbal recognition at event
- Logo included in event promotional marketing materials
- One representative present at the program
- One-minute speaking opportunity at beginning of program

### **HOME HEALTH OASIS TRAINING WORKSHOP PROGRAM SPONSOR** **\$2,500**

**DATE:** October

**LOCATION:** IHCA Education Center

**APPROX. ATTENDANCE:** 45-50

If you provide services to home health, this education workshop is one you don't want to miss. The OASIS-D1 Workshop will bring in field data collectors, supervisors, OASIS educators and reviewers, quality improvement staff and those preparing for the COS-C Exam. This is a two-day workshop with the opportunity to sit for the COS-C exam on the third day. Sponsorship includes:

- Verbal recognition at event
- Logo included in event promotional marketing materials
- Introduce conference speaker

### **HUMAN RESOURCES MANAGEMENT PROGRAM**

**\$1,000 | 3 AVAILABLE**

**DATE:** July 25

**LOCATION:** IHCA Education Center

**APPROX. ATTENDANCE:** 40-50

This event will bring together long-term care human resource professionals to provide education on current hot topics, policies and trends. Sponsorship includes:

- Verbal recognition at event
- Logo included in event promotional marketing materials
- One complimentary representative present at the program to give a two-minute presentation

### **INFECTION PREVENTIONIST BOOTCAMP**

**\$1,500 | 3 AVAILABLE**

**DATE:** March 26-27

**LOCATION:** IHCA Education Center

**APPROX. ATTENDANCE:** 60-80

This two-day event will provide infection prevention and control (IPC) training and guidance on how to effectively implement IPC practices to prevent pathogen transmission and reduce health care-associated infections and antibiotic resistance. This is a great way to reach administrators, department heads, nurses and environmental services managers. Sponsorship includes:

- Verbal recognition at event
- Logo included in event promotional marketing materials
- One representative present at the program
- One-minute speaking opportunity at beginning of program

## EDUCATION EVENT SPONSORSHIPS (CONTINUED)

### LIFE SAFETY - FIRE SAFETY CONFERENCE

**\$2,500 | EXCLUSIVE OR:  
\$1,500 | 3 AVAILABLE**

**DATE:** A two-day In-person conference held on Feb. 20 -21; Recording of conference will be available on IHCA's on-demand platform after the conferences.

**APPROX. ATTENDANCE:** 300+

This popular training is for facility administrators and directors, environmental services staff, maintenance managers, safety directors and anyone responsible for occupant safety and compliance. Sponsorship includes:

- Logo included in event promotional marketing materials
- Recognition at event
- "Presented by" naming rights (*exclusive sponsorship only*)
- Introduce conference speakers



### MANAGED CARE + REIMBURSEMENT CONFERENCE PROGRAM SPONSOR

**\$1,000 | 4 AVAILABLE**

**DATE:** August

**LOCATION:** IHCA Education Center

**APPROX. ATTENDANCE:** 80

This one-day event brings together administrators, business office managers and billing specialists from nursing facilities, assisted living communities and home health organizations for education on current and upcoming changes to the reimbursement system for Medicaid and Medicare. Sponsorship includes:

- Verbal recognition at event
- Logo included in event promotional marketing materials
- One complimentary representative at the program
- One-minute presentation about company during lunch



## EDUCATION EVENT SPONSORSHIPS (CONTINUED)

### MANAGING A CCRC \$2,500 | 2 AVAILABLE

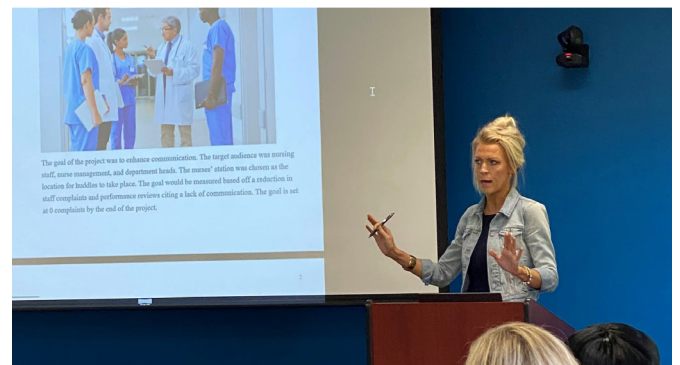
**DATE:** May 29

**LOCATION:** IHCA Education Center

**APPROX. ATTENDANCE:** 30-40

This is your chance to be the presenting sponsor of a new IHCA education event that will reach owners, administrators and health care leaders who are currently or planning to operate a continuing care retirement community (CCRC). Sponsorship includes:

- Verbal recognition at event
- Logo included in event promotional marketing materials
- One representative present at the program
- Two-minute speaking opportunity at beginning of program



### MENTAL HEALTH + BEHAVIORAL HEALTH SYMPOSIUM \$1,000 | 3 AVAILABLE

**DATE:** July 24

**LOCATION:** IHCA Education Center

**APPROX. ATTENDANCE:** 40-60

This new event will provide nurses and health care leaders with education on cognitive behavioral therapy, cognitive decline evaluation and treatment, opportunities and challenges in geriatric health behavior and more. Sponsorship includes:

- Verbal recognition at event
- Logo included in event promotional marketing materials
- Two complimentary representatives at the program
- One-minute speaking opportunity

## EDUCATION EVENT SPONSORSHIPS (CONTINUED)

### NURSING FACILITY ADMINISTRATORS BOOTCAMP

**\$1,500 | 3 AVAILABLE**

**DATE:** June 11-12

**LOCATION:** IHCA Education Center

**APPROX. ATTENDANCE:** 50-60

This two-day education bootcamp will highlight topics specific for long-term care licensed nursing facility administrators. Sponsorship includes:

- Verbal recognition at event
- Logo included in event promotional marketing materials
- One representative present at the program
- One-minute speaking opportunity at beginning of program

### NURSING FACILITY PRECEPTOR COURSE

**\$1,500 | 3 AVAILABLE**

**DATE:** Dec. 10-11

**LOCATION:** IHCA Education Center

**APPROX. ATTENDANCE:** 50-60

This is your chance to gain access to nursing facility administrators who want to enhance their skills as a preceptor. Sponsorship includes:

- Logo included in event promotional marketing materials
- Recognition at event
- Introduce conference speaker



### SERVSAFE TRAINING

**\$1,000 | EXCLUSIVE**

**DATES:** Feb. 27 and Sept. 11

**APPROX. ATTENDANCE:** 20-25

Reach dietary professionals and administrators by sponsoring the most current and comprehensive food training program in the food service industry, which is held twice per year. Sponsorship includes:

- Verbal recognition at event
- Logo included in event promotional marketing materials
- One representative present at the program
- One-minute speaking opportunity at beginning of program

### SINGLE FACILITY TRAINING PROGRAM SPONSOR

**\$500 | MULTIPLE AVAILABLE**

**DATE:** August

**LOCATION:** IHCA Education Center

**APPROX. ATTENDANCE:** 40

This education brings together administrators of single facilities to discuss topics important to the operations of stand-alone skilled nursing facilities. Participants will learn about member benefits and how IHCA helps facilities grow, prosper and exceed quality standards. Sponsorship includes:

- Verbal recognition at event
- Logo included in event promotional marketing materials
- One complimentary representative invited to attend the program
- Two-minute presentation about company between topics



# LEGISLATIVE EVENTS

## CONGRESSIONAL BRIEFINGS

*Join IHCA, ICAL and ICHC leaders at their Congressional Briefing events in Washington, D.C. as they meet with Iowa's elected representatives on long-term care issues. These sponsorships are great ways to network with association leaders and members. IHCA is **not** responsible for airline or hotel arrangements for sponsor.*

**DATE:** June

**LOCATION:** Washington, D.C.

## SKILLED NURSING FACILITY + ASSISTED LIVING PRESENTING SPONSOR

**\$3,500 | EXCLUSIVE**

- Logo included on marketing materials
- One-on-one time with members during reception/events
- Two company representatives may attend the Sunday dinner at 5:00 - 9:00 p.m. with a group of IHCA and ICAL members and staff

## MONDAY NIGHT DINNER SPONSOR

**\$3,000 | EXCLUSIVE**

- Logo included on marketing materials
- Two company representatives may attend the Monday dinner from 5:30 - 7:30 p.m. with a group of IHCA and ICAL members and staff. Dinner location has yet to be determined.

## HOME HEALTH PRESENTING SPONSOR

**\$1,000 | EXCLUSIVE**

- Logo included on marketing materials
- One-on-one time with members during reception/events
- Two company representatives may attend dinner with group of ICHC members and staff





## LEGISLATIVE EVENTS (CONTINUED)

### DAY ON THE HILL

*IHCA will provide an education event in the morning prior to IHCA's Day on the Hill. After the education and a provided lunch, a bus will shuttle members and IHCA staff to the state capitol where members will directly speak to elected representatives about issues that impact long-term care in Iowa.*

**DATE:** February

**LOCATION:** Iowa State Capitol

**APPROX. ATTENDANCE:** 90+ IHCA members

#### PRESENTING SPONSOR

**\$3,000 | EXCLUSIVE**

Sponsorship includes:

- Verbal recognition at event
- Logo included in event promotional marketing materials
- Up to two complimentary representatives at the event
- Three-minute presentation about company during pre-visit briefing

#### LUNCH SPONSOR

**\$2,500 | EXCLUSIVE**

Sponsorship includes:

- Verbal recognition at event
- Logo included in event promotional marketing materials
- Up to two complimentary representatives at the event
- One-minute presentation about company during pre-visit briefing



### FRIDAYS FROM THE STATEHOUSE

*These weekly updates, exclusively developed for IHCA, ICAL and ICHC members, will cover the legislative and advocacy work impacting long-term care on the state and federal level. Sponsorship includes:*

**DATE:** Fridays after funnel weeks during the legislative session

**LOCATION:** Online via Zoom

**APPROX. ATTENDANCE:** 1,000

#### PRESENTING SPONSOR

**\$3,500 | EXCLUSIVE**

- Named as presenting sponsor
- Logo will be presented on member-wide invitation distribution
- Sponsor name will be featured in promotions in the weekly IHCA Executive Update e-newsletter
- Inclusion of name and logo in all marketing collateral distributed to members and legislators, as well as the advocacy events webpage on the IHCA website
- Acknowledgment on each call

# CALLS + VIRTUAL EVENTS

## MONTHLY PROVIDER UPDATE CALLS

\$2,500 | IHCA SKILLED NURSING FACILITY  
MONTHLY CALLS FOR ONE YEAR

\$1,250 | ICAL ASSISTED LIVING QUARTERLY  
CALLS FOR ONE YEAR

\$1,000 | ICHC HOME HEALTH MONTHLY CALLS  
FOR ONE YEAR

These monthly calls bring together members to discuss the latest long-term care news and survey trends.

- Logo featured in promotional emails that are sent twice per month to members
- Logo featured on Conference Call webpage
- Sponsor will be verbally recognized on the calls with an up-to-one-minute speaking opportunity
- Logo present in background during the Zoom calls

## MONTHLY MCO MEMBER-ONLY CALLS

\$1,500 | EXCLUSIVE FOR YEAR

IHCA's monthly member-only Managed Care Organization (MCO) calls allow members to get their questions answered by Iowa Total Care, Wellpoint (Amerigroup) and Molina Healthcare.

- Logo featured in monthly emails sent to IHCA members that promote the calls
- Logo featured on IHCA conference call webpage
- Sponsor will be verbally recognized on the calls
- Logo present in background during the Zoom calls

## VIRTUAL POWER HOURS

\$1,500 | ADMINISTRATOR TOWN HALL  
\$1,000 | ASSISTED LIVING TOWN HALL

\$500 | HOME HEALTH REGIONAL  
ROUNDTABLE

Reach specific long-term care professionals through these Virtual Power Hours. Dates and topics to be determined. IHCA staff will moderate these events.

- Logo featured on emails and Zoom meeting invitations
- Logo present in the background during event
- Introduction and up to two-minute speaking opportunity



## CALLS + VIRTUAL EVENTS (CONTINUED)

### ON-DEMAND DIGITAL EDUCATION PLATFORM SPONSORSHIP

\$3,000 | EXCLUSIVE FOR YEAR

IHCA's new digital education platform hosts a variety of on-demand digital learning that long-term care professionals can utilize all year long. The sponsor's brand will be seen by every long-term care professional who participates in an on-demand educational course throughout the year. Sponsorship includes:

- Logo featured on home page of IHCA's digital education platform
- Logo featured on digital education marketing materials.



### CREATE YOUR OWN SPONSORSHIP

Have you sponsored an event that was a big success, or do you have any great sponsorship ideas?

Contact Megan Stoullil at [megan@iowahealthcare.org](mailto:megan@iowahealthcare.org) to discuss how we can partner with you to reach long-term care professionals.

### WEBINARS

\$500 | 1 WEBINAR

\$1,200 | 3 WEBINARS

Gain recognition through IHCA's growing on-demand education platform by sponsoring one of the following webinars. Recordings of the webinars will be available on-demand after the live event, offering you the chance to be recognized long after the live webinar takes place.

- Preventing Readmissions | Jan. 17
- MDS and Activities | Jan. 29
- Antipsychotic Reduction | Feb. 1
- Using the Interact Tools | Feb. 22
- Documentation Essentials | Feb. 28
- Adverse Drug Events & High Risk Drugs | March 12
- Sepsis Identification and Prevention | April 30
- QAPI Methodology | May 21
- Cultural Competency | June 6
- Preventing Burnout in LTC | June 18
- Abuse Prevention and Identification | July 10







# IHCA Foundation

*Our mission is to provide programs that empower long-term care employees to care for themselves and others.*

The Iowa Health Care Association (IHCA) Foundation is committed to supporting the workforce needs of the long-term care profession – and helping to create a strong, stable and healthy environment for those who work and live in long-term care.

Supporting the IHCA Foundation is a great way to build awareness of your company with current and future long-term care leaders and staff. The IHCA Foundation helps hundreds of Iowa long-term care professionals each year through its scholarship and grant programs.

Your investment in the Foundation is also an investment in the future of Iowa’s long-term care profession. Your support of the Foundation helps the profession leverage important workforce-building opportunities, helps employees build in-demand skills and makes possible an even higher level of quality care for Iowa’s most vulnerable residents.



# IHCA FOUNDATION SPONSORSHIP LEVELS

AMOUNT	LEVEL	INCLUDES THE FOLLOWING RECOGNITION:
\$2,500	FOUNDATION LEADER	<ul style="list-style-type: none"> <li>Recognition on the IHCA Foundation webpage</li> </ul>
\$5,000	FOUNDATION CHAMPION	<ul style="list-style-type: none"> <li>Recognition on the IHCA Foundation webpage <b>AND</b> in IHCA's Convention program directory</li> </ul>
\$10,000	FOUNDATION PIONEER	<ul style="list-style-type: none"> <li>Champion level benefits <b>PLUS</b> invitation to IHCA's CEO and Executive Leaders Conference <b>PLUS</b> exclusive naming rights to a scholarship and recognition in statewide media releases and member newsletter articles</li> </ul>
\$25,000	IMPACT PARTNER	<ul style="list-style-type: none"> <li>Pioneer level benefits <b>PLUS</b> exclusive, personalized statewide media release and social media promotion specific to sponsored scholarship</li> </ul>





# CALL FOR PRESENTATIONS

If you would like to be considered as a speaker for one of IHCA's educational events, please complete the form at [iowahealthcare.org/education/call-for-presentations](https://www.iowahealthcare.org/education/call-for-presentations).

IHCA's biggest events are planned well in advance, so do not wait to submit an inquiry.

The Education and Competency Advisory Council will decide on topics included at events, and speakers will be notified if their request matches a need.

# CREATE YOUR OWN SPONSORSHIP

IHCA would love to hear your sponsorship ideas.

Contact Megan Stoullil at [megan@iowahealthcare.org](mailto:megan@iowahealthcare.org) to explore your ideas, and the association will help find a solution that best fits your marketing needs and budget.



Iowa Health Care Association  
Iowa Center for Assisted Living  
Iowa Center for Home Care

Empowering Members. Improving Lives.

## FOR MORE INFORMATION, CONTACT:

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