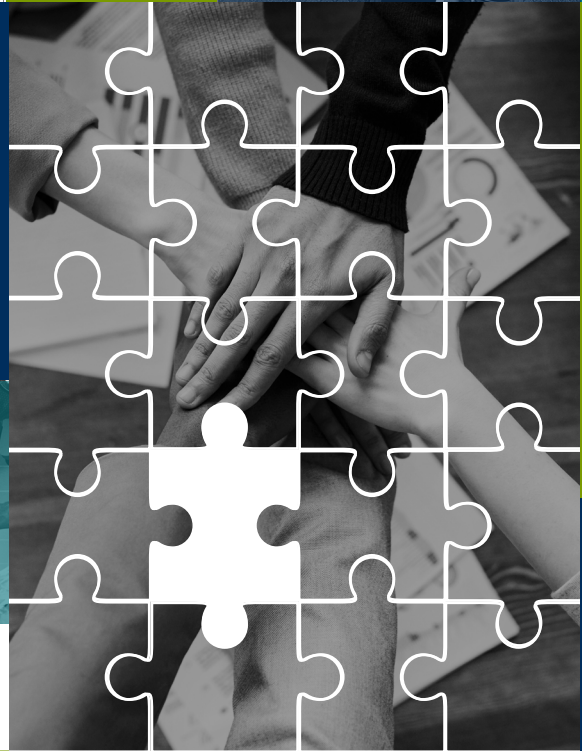




IOWA HEALTH CARE ASSOCIATION
IOWA CENTER FOR ASSISTED LIVING
IOWA CENTER FOR HOME CARE



2025 SPONSORSHIP, TRADE SHOW + ADVERTISING GUIDE



2025

Reach + connect with over 840 nursing facility, assisted living, home health and care continuum providers

EMPOWERING MEMBERS. IMPROVING LIVES.

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.

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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.

ENDORSED PRODUCTS

IHCA's endorsed products 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 OVER 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, care continuum 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

2025 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.

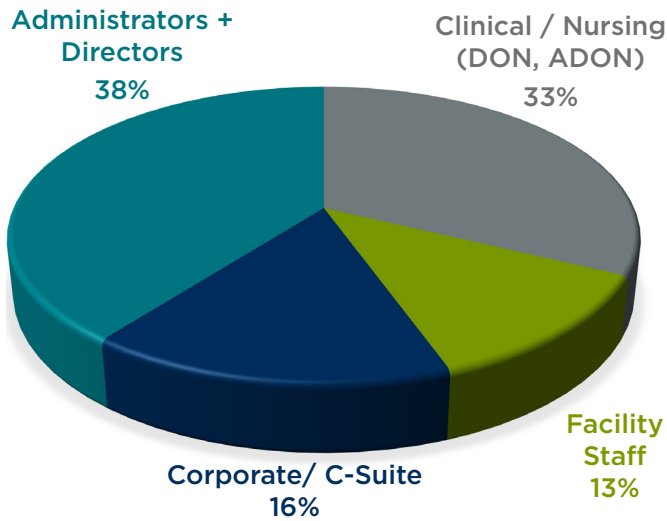
Reserve your IHCA sponsorship, exhibiting and advertising opportunities **NOW** to continue to strengthen your business relationships with Iowa's long-term care leaders and be recognized for your commitment to long-term care.

2025 IHCA ANNUAL CONVENTION + TRADE SHOW

DATE: September 22 - 24, 2025
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.

2024 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
 - **\$2,350 | 5 available**
 - Hexagons on the map 
- Booth by Foyer/Elevator**
 - IHCA Associate Member — **\$2,100**
 - Non-Member — **\$3,000**
 - 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
 - **\$2,100**
 - Starred on the map 
- Standard Booth**
 - IHCA Associate Member — **\$1,750**
 - 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.



Charging station example

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.

2025 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.

ADMINISTRATORS AND OWNERS RECEPTION

\$2,500 | 4 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, a giveaway of \$200 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 + BOARD MEMBER AND QUALITY AWARD RECIPIENT RECEPTION

\$2,500 | 3 AVAILABLE

This sponsorship offers an opportunity to make your organization visible to IHCA, ICAL and ICHC board members, as well as recipients of AHCA/NCAL National Quality Awards. 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 sponsor logos will be featured in board meeting materials and reception marketing materials.



TUESDAY ANNUAL BUSINESS MEETING

\$2,000 EACH | 3 AVAILABLE

Gain prime visibility at IHCA's Annual Business Meeting, where you'll have direct access to decision-makers, including administrators, owners and key managers. A sponsor representative will receive an introduction and a two-minute speaking opportunity. Additionally, sponsors will be verbally recognized during the event, with their logos featured prominently in meeting materials and all related marketing. This meeting is open to and widely promoted among all IHCA members, maximizing sponsorship exposure.

2025 IHCA ANNUAL CONVENTION + TRADE SHOW (CONTINUED)

MONDAY OR TUESDAY EVENING ENTERTAINMENT

\$2,000 EACH | TWO AVAILABLE PER EVENING

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.



SUNDAY MEET AND MINGLE PARTY

\$2,000 | 3 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 sponsors' logos will be provided and on display throughout the party, where a sponsor representative will hand out drink tickets.



NURSE LEADERS EVENT

\$1,500 | 4 AVAILABLE

Connect with nurse leaders from across the industry by sponsoring this engaging and dynamic event! Sponsors will gain visibility and valuable networking opportunities with key nursing professionals in a fun, lively setting. Up to two company representatives may attend the event, where they will have a one-minute speaking opportunity, as well as be verbally recognized. Sponsor logos will appear on event signage and in all promotional materials related to the event.



2025 IHCA ANNUAL CONVENTION + TRADE SHOW (CONTINUED)

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 OR:
\$3,000 | DESSERT SPONSOR**

Host lunch or dessert for attendees while they browse the booths at Monday's trade show. Sponsors will be recognized on IHCA's website, through email marketing, event signage and in the IHCA Convention mobile app.



TUESDAY DESSERT BAR

\$1,500 | EXCLUSIVE

Engage with attendees while serving up some sweet treats! The sponsor's logo will be prominently displayed at the dessert station on Tuesday. Up to two representatives can personally hand out desserts and connect with attendees. Additionally, there will be table space near the dessert station for the sponsor to display swag and marketing materials.

WEDNESDAY HOT BREAKFAST BUFFET

\$2,000 | EXCLUSIVE

Get one last chance to network with attendees by sponsoring the hot breakfast buffet on Wednesday morning! Signage featuring the sponsor's logo will be provided, and up to two sponsor representatives are invited to attend the breakfast and network with attendees. Additionally, the sponsor will be recognized on IHCA's website, through email marketing and in the IHCA Convention mobile app.

CONTINENTAL BREAKFAST

\$1,250 | 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

\$1,250 | 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 STATION

\$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 popcorn 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. **Monday and Tuesday sponsors will also be involved in the cash prize giveaways during the general sessions.*

EDUCATION TRACK BREAKOUT SESSIONS

\$1,000 | EXCLUSIVE | HOME HEALTH TRACK

\$1,000 | EXCLUSIVE | ADMINISTRATOR TRACK

\$750 | EXCLUSIVE | NURSING/CLINICAL TRACK

Connect with specific member groups by sponsoring an education track! The sponsor will introduce speakers throughout the day and showcase their company with a dedicated table for their materials. The sponsorship will also be highlighted in convention education 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.



2025 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

\$5,000 | Features logo exclusively on 1 side of bag

\$3,000 | 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.



WATER BOTTLE + HYDRATION STATION

\$4,000 | EXCLUSIVE

IHCA will provide 360 sponsor-branded 12 oz. aluminum sport water bottles that will be distributed by the hydration station on both floors of the hotel used for the event.

BRANDED FLEECE BLANKETS

\$3,500 | 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 250 roll-up fleece blankets given to attendees.

NAME BADGE LANYARDS

\$2,500 | EXCLUSIVE

The sponsor's logo will be printed on 850 lanyards distributed on-site to all registered attendees.



PRE-CONVENTION REGISTRATION GIVEAWAY

\$2,500 | EXCLUSIVE

Provide three IHCA members with 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. The sponsor will be recognized in contest marketing materials and winner announcement.

CONVENTION PROFESSIONAL PHOTOGRAPHER

\$2,000 | EXCLUSIVE

This sponsorship supports a professional photographer who will capture highlights at the Monday and Tuesday general sessions, Monday's Trade Show and offer complimentary headshots for members during a dedicated two-hour session on Tuesday. One sponsor representative is invited to network with members waiting to have their headshots taken. The sponsor's logo will appear on event signage, marketing materials and tagged in social media posts showcasing convention photos. Additionally, the sponsor will be acknowledged when headshots are emailed to members, ensuring additional post-event brand exposure.

2025 IHCA ANNUAL CONVENTION + TRADE SHOW (CONTINUED)

TRADE SHOW BINGO PRIZES

\$2,000 | EXCLUSIVE

The sponsor of the trade show bingo prizes — featuring over \$600 in cash rewards — will be recognized at the prize drawing, and the sponsor’s logo will be featured in the convention program guide and on the bingo card all attendees receive.



ANNUAL CONVENTION T-SHIRT

\$1,500 | MULTIPLE AVAILABLE

IHCA will provide a commemorative 2025 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.



DRINKWARE

\$1,000 | REUSABLE PLASTIC WATER CUPS
\$1,000 | COMPOSTABLE COFFEE CUPS OR:
\$1,750 | BOTH CUPS

IHCA will provide 1,000 16 oz. reusable plastic water cups and 1,000 10 oz. compostable coffee cups that are sponsor-branded that will be distributed to attendees at the hydration and coffee stations.



GOODIES FOR TOTE BAG

\$750 | NOTEBOOKS | EXCLUSIVE

\$750 | PENS | EXCLUSIVE

\$750 | ITEM OF CHOICE | EXCLUSIVE

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

The sponsor will provide 850 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 signage and on the printed photos.

PHOTO WALL

\$2,000 | EXCLUSIVE

Be part of the excitement by sponsoring the photo wall, complete with fun props, located just outside the general sessions on Monday and Tuesday. A photo stand will be available on Monday only, offering digital copies for attendees to share and enjoy. Your logo will be prominently featured on the backdrop of every photo, ensuring memorable, lasting exposure for your brand.



75TH ANNIVERSARY CELEBRATION SPONSOR

\$4,000 | EXCLUSIVE

IHCA will be celebrating its 75th anniversary at convention, and this sponsor will be at the heart of the commemorative activities. This sponsorship includes prominent logo placement on IHCA's special 75th anniversary slideshow featuring historical photos and memorable moments from IHCA's past, to be displayed at general sessions on Monday and Tuesday. Additionally, there will be a branded 75th anniversary photo display where attendees can capture memories and take photos, prominently featuring the sponsor's logo.

ESCALATOR SIGNAGE

\$2,000 | Features logo exclusively

\$1,250 | 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.

2025 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 and third floor by the escalators (2 available)
- Second and third floor by the elevators (1 available)
- Third floor by the registration desk (1 available)
- Select classrooms (4 available)

CONVENTION MAP SPONSORSHIP

\$1,000 | EXCLUSIVE

Put your brand front and center by sponsoring a valuable resource that guides attendees throughout the event. The sponsor's logo will be prominently featured on the convention map, which shows Marriott conference room names and locations. The map will appear on event signage throughout the venue and included in the convention program guide and mobile app.

BROCHURE DISTRIBUTION

\$750 | MULTIPLE AVAILABLE

The sponsor will submit 850 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 Sept. 10.

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 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

\$2,500 | 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.



2025 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 2024, over **500 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 2025, 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.

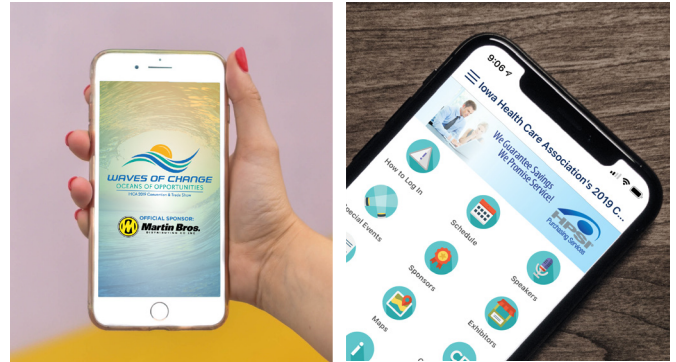
- **Mobile App Splash Page | \$2,500 | 1 Available**
- **Mobile App Banner Ad | \$1,000 | 3 Available**

CONVENTION PROGRAM GUIDE AD

Bring attention to your brand by purchasing an ad in the convention program guide, which is given to every 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**



“AT A GLANCE” SCHEDULE + DAILY CONVENTION HIGHLIGHT NOTIFICATIONS

\$2,000 | EXCLUSIVE

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 daily emails sent to all attendees each morning of convention that highlights the events happening that day.

PRE-CONVENTION MARKETING

\$1,500 EACH | 3 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 July 1.

CONVENTION WIFI

\$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 EDUCATION CENTER

\$25,000 PER YEAR | EXCLUSIVE

Reach every long-term care professional who walks through IHCA's office doors! IHCA's Education Center is home to 70+ in-person education events and meetings annually, which brings in nurses, administrators, environmental managers, CEOs, board members and more. The sponsor's logo will be featured in IHCA's Education Center, on event descriptions for in-person events, attendee confirmation emails and meeting invitations.



SURVEY TREND REPORTS

**\$3,000 PER YEAR | MONTHLY SNF REPORTS
\$1,000 PER YEAR | QUARTERLY AL REPORTS
\$500 PER YEAR | QUARTERLY HH REPORTS**

Enhance your brand visibility by sponsoring a vital member-only resource that provides essential insights into the most frequently cited tags and common deficiencies. These reports are highly utilized by members for staying informed and proactive in meeting compliance standards. The sponsor's logo will appear on each monthly or quarterly report, which are accessible on the IHCA website. Members are notified of new reports through IHCA's weekly e-newsletter publications, ensuring the sponsor's brand reaches a broad and engaged audience throughout the year.

EDUCATION UPDATE EMAILS

\$1,250 | QUARTERLY

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 16,000+ 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.



ON-DEMAND EDUCATION PLATFORM

***For Associate Members only**

\$2,500 | EXCLUSIVE FOR YEAR

IHCA's ever-growing on-demand education platform hosts a variety of 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. The sponsor's logo will be featured on the home page of IHCA's on-demand education platform and in on-demand education marketing materials.

2024 ADVERTISING OPPORTUNITIES (CONTINUED)

DUNK TANK

\$2,500 | 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.

CATCHBOX AUDIENCE MICROPHONE

\$2,000 PER YEAR | EXCLUSIVE

Gain brand exposure by having your logo displayed on IHCA's Catchbox, a professional wireless microphone that is used at IHCA's education events and board meetings. The portable microphone is thrown into the audience at events, allowing attendees to speak to the crowd from their seat.



IHCA EXECUTIVE UPDATE AD (QUARTERLY)

***For Associate Members only**

\$1,500 | EXCLUSIVE | TOP OF EMAIL

\$1,000 | 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 2,600+ IHCA administrators, owners and executive leaders. The ad will be clickable and will take readers directly to the sponsor's website or a promotional video. 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.

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

EXECUTIVE UPDATE
AN EXCLUSIVE MEMBER BENEFIT

NOVEMBER 6, 2024 EMPOWERING MEMBERS. IMPROVING LIVES.

DORSEY
A leading healthcare law firm, Dorsey offers top-notch legal counsel and services

IHCA CLINICAL UPDATE FOR NURSES AD (QUARTERLY)

***For Associate Members only**

\$1,000 | EXCLUSIVE | TOP OF EMAIL

\$500 | 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 2,100+ IHCA directors of nursing, medical directors and registered nurses. The ad will be clickable and will take readers directly to the sponsor's website or a promotional video. 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.

2024 ADVERTISING OPPORTUNITIES (CONTINUED)

RESOURCE ALLEY IN IHCA LOBBY

\$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, creating a "resource alley." 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!



RESIDENT RESOURCE TOOLKIT

\$1,000 | EXCLUSIVE

Demonstrate your commitment to enhancing quality of life for residents in Iowa's long-term care community by sponsoring an Resident Resource Toolkit. The sponsor will provide valuable wellness resources such as activity kits, resident-centered therapy tools and virtual entertainment options — that will be distributed for use across IHCA member facilities. The sponsor's logo will appear on all distributed materials, with logo placement on kits, therapy tools and digital entertainment platforms, as well as promotional materials for these resources.



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 2,600+ 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 or 515-978-2204.

ASSOCIATION LEADERSHIP EVENTS

CEO + SENIOR EXECUTIVE LEADERS CONFERENCE

**For Associate Members only*

DATE: June 24-25, 2025

LOCATION: Des Moines

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

These sponsorships offer various 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 on June 24-25
- Five-minute speaking opportunity

JUNE 24TH CONFERENCE + SOCIAL OUTING SPONSOR — \$5,000

7 AVAILABLE

- Up to two sponsor representatives are invited to join attendees for lunch, the afternoon conference session and a social outing on June 24
- One-minute speaking opportunity

JUNE 25TH CONFERENCE SPONSOR — \$3,500

4 AVAILABLE

- Up to two sponsor representatives are invited to join attendees for breakfast, the morning conference session and lunch on June 25
- One-minute speaking opportunity

BOARD OF DIRECTORS MEETING SPONSOR — \$2,500

2 AVAILABLE

- Up to two sponsor representatives are invited to attend the board meeting taking place prior to the conference on the morning of June 24, as well as the social outing later that afternoon
- Logo included in board materials
- One-minute speaking opportunity

GOLF SPONSOR — \$4,000

EXCLUSIVE

- Sponsor is invited to join a select group of up to 16 golfers (4 foursomes) for a round of golf at Wakonda Club after the conference concludes on June 25



ASSOCIATION LEADERSHIP EVENTS (CONTINUED)

SENIOR LEADERS ROUNDTABLE + CHAIRMAN DINNER

\$5,000 | 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:

- A sponsor representative will have an introduction and up to two-minute speaking opportunity at the roundtable, as well as an invitation to attend an exclusive dinner with ten select IHCA member leaders
- Verbal recognition at the event
- Logo featured on event invitations, promotional flyers and signage

IOWA PARTY AT AHCA NATIONAL CONVENTION

\$4,000 | 5 AVAILABLE

DATE: October 12-15, 2025

LOCATION: Las Vegas, Nevada

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/NCAL's Annual Convention. Sponsorship includes:

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

IHCA, ICAL AND ICHC BOARD OF DIRECTORS MEETINGS

\$1,500 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:

- One or two representatives present
- Two-minute presentation about company
- Verbal recognition at the event
- Logo included in board materials

IHCA EXECUTIVE COMMITTEE LUNCH

\$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.



SPRING CONFERENCE

DATE: March 26-27, 2025

LOCATION: Prairie Meadows, Altoona

APPROX. ATTENDANCE: 350

The Spring 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.

PROGRAM SPONSOR

\$5,000 | EXCLUSIVE

This exclusive sponsorship offers prime visibility and branding opportunities throughout the entire event. The program sponsor will enjoy access to attendees for the full duration of the event, beginning on Wednesday, before additional sponsors arrive on Thursday. This early and extended access provides valuable, uninterrupted networking time to connect directly with attendees.

The sponsorship also includes a prominent on-stage role, with one representative introducing the keynote speaker. Up to two representatives may attend, with a dedicated table display* to showcase their brand. The sponsor's logo will be prominently featured on 350 lanyards distributed to all registered attendees, ensuring continuous visibility throughout the event.



EVENING RECEPTION

\$2,500 | 3 AVAILABLE

This sponsorship offers a unique opportunity to connect with attendees at the Wednesday evening reception during the Spring Conference. Two sponsor representatives from each company will be invited to join Wednesday's afternoon sessions and attend the evening reception, allowing for valuable engagement with attendees before additional sponsors arrive on Thursday. Sponsors will also have the option to attend sessions on Thursday, extending their presence and networking opportunities.

At the reception, sponsors will be recognized and hors d'oeuvres and beverages will be served, creating a welcoming atmosphere for meaningful connections. This sponsorship also includes a table display.* Additionally, sponsor logos will appear in event promotional materials, including emails, flyers, IHCA's weekly e-newsletter publications and the monthly Education Update newsletter.

TABLE DISPLAY

\$1,000 | 8 AVAILABLE

This sponsorship offers a one-day opportunity to showcase your brand at the Spring Conference on Thursday. This opportunity includes a dedicated table display* and allows up to two representatives to attend on Thursday only.

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

SPRING CONFERENCE (CONTINUED)



SWAG BAG

\$2,500 | EXCLUSIVE

Sponsor will provide company logo that will be printed on 300 bags to be given to attendees. Sponsor may provide one informational flyer and a bottle of water to be included in bag.

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.

POPCORN STATION

\$750 | EXCLUSIVE

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



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.

HOME HEALTH TRACK

\$500 | EXCLUSIVE

Get in front of home health agency leaders! The home health track sponsor 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. The sponsor will be verbally recognized at the event.

REGISTRATION CONFIRMATION EMAIL

\$500 | 2 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 Conference.

CHARGING STATION

\$350 | EXCLUSIVE

A charging station featuring your logo will be provided at your table display, drawing in attendees and offering the chance to converse with them as they charge their devices. **If you do not have a table display**, the charging station, branded with your logo, will be placed in a common area, such as the registration table.

Charging station example



EDUCATION EVENT SPONSORSHIPS

ACTIVITY PROFESSIONAL QUALIFICATION COURSE

\$1,500 | EXCLUSIVE

Offered on-demand, year-round

APPROX. ATTENDANCE: 150 nursing facility and assisted living activity professionals

The Activity Professional Qualification Course, approved by the Iowa Department of Inspections, Appeals and Licensing (DIAL), is now available on-demand, year-round! Students who successfully complete the six online units and the final exam will be certified as an activity professional. Sponsorship includes:

- Logo featured on program page of IHCA's on-demand education platform
- Logo included in event promotional marketing materials



ASSISTED LIVING LEADERS CONFERENCE

\$500 | 3 AVAILABLE

DATE: May

LOCATION: IHCA Education Center

APPROX. ATTENDANCE: 40-50 assisted living leaders

This sponsorship offers a valuable opportunity to engage with key decision-makers in assisted living. Sponsorship includes:

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



EDUCATION EVENT SPONSORSHIPS (CONTINUED)

ASSISTED LIVING MANAGEMENT CERTIFICATION PROGRAM

\$1,500 | EXCLUSIVE

Exclusive for entire year - Digital + in-person

DATE: April and October

On-demand online course offered year-long

LOCATION: IHCA Education Center and online

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:*

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

ASSISTED LIVING REGULATORY CLASS

\$1,000 | 2 AVAILABLE

DATE: April, August and October

LOCATION: IHCA Education Center

APPROX. ATTENDANCE: 200+

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

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



ASSISTED LIVING MEDICATION MANAGER ON-DEMAND CURRICULUM

\$4,000 | EXCLUSIVE

Offered on-demand, year-round

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

EDUCATION EVENT SPONSORSHIPS (CONTINUED)

CARE CONTINUUM CONFERENCE \$1,500 | 2 AVAILABLE PER EVENT

DATE: June and December

LOCATION: CCRC facility

APPROX. ATTENDANCE: 30-40

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

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



CERTIFIED MEDICATION AIDE ON-DEMAND CURRICULUM

\$3,000 | 2 AVAILABLE

Offered on-demand, year-round

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

DEMENTIA CARE CONFERENCE \$500 | 3 AVAILABLE

DATE: February

LOCATION: IHCA Education Center

APPROX. ATTENDANCE: 30-40

Reach a wide array of long-term care professionals by sponsoring this comprehensive in-person conference that takes a deep dive into innovative care strategies tailored to meeting the complex needs of individuals with dementia.

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

EDUCATION EVENT SPONSORSHIPS (CONTINUED)

DIETARY PROFESSIONAL CONFERENCE

\$2,500 | MULTIPLE AVAILABLE

DATE: June

LOCATION: IHCA Education Center

APPROX. ATTENDANCE: 50

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:

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



DIRECTORS OF NURSING + NURSE LEADERS BOOTCAMP

\$1,000 | 3 AVAILABLE

DATE: April

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:

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

EDUCATION EVENT SPONSORSHIPS (CONTINUED)

DISTRICT MEETINGS + EDUCATION SPONSOR

\$1,500 | MAY OR NOVEMBER DISTRICT EVENTS

DATES: May and November

APPROX. ATTENDANCE: 275+

LOCATIONS:

District	Location	Dates
NE	Cedar Falls	May 6, Nov. 6
NW	Storm Lake	May 8, Nov. 4
SE	Coralville	May 20, Nov. 11
SW	Atlantic	May 22, Nov. 13

Four in-person district meetings and education events will be held at various locations in May and again 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:

- One or two complimentary representatives present at the program with a table display at each location
- Verbal recognition at events
- Logo included in event promotional marketing materials



EXECUTIVE HEALTH CARE LEADERSHIP INSTITUTE + LEADERSHIP FOUNDATION WEBINAR SERIES

\$2,500 | 5 AVAILABLE

DATE: August 2025 - July 2026

Kick-off event: August 27-28

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 instructed by leadership expert Jerald Cosey that's 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 Conference. Sponsorship includes:

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

EDUCATION EVENT SPONSORSHIPS (CONTINUED)



HOME HEALTH OASIS TRAINING WORKSHOP

\$2,500 | EXCLUSIVE

DATE: October

LOCATION: IHCA Education Center

APPROX. ATTENDANCE: 35-40 home health professionals

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:

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

LIFE SAFETY CODE BOOTCAMP

\$1,500 | 3 AVAILABLE

DATE: October 1-2

LOCATION: IHCA Education Center

APPROX. ATTENDANCE: 75

Reach environmental service managers and administrators by sponsoring this two-day bootcamp that examines all sections of the Life Safety Code. Sponsorship includes:

- Introduce conference speakers
- One-minute speaking opportunity
- Verbal recognition at event
- Logo included in event promotional marketing materials

LIFE SAFETY - FIRE SAFETY CONFERENCE

\$2,500 | EXCLUSIVE OR:

\$1,500 | 3 AVAILABLE

DATES:

Location

Cedar Rapids

Jefferson

Dates

March 3-4

March 5-6

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:

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

EDUCATION EVENT SPONSORSHIPS (CONTINUED)

LTC QUALITY SYMPOSIUM

\$1,000 | 3 AVAILABLE

DATE: July

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:

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

MENTAL HEALTH + BEHAVIORAL HEALTH SYMPOSIUM

\$1,000 | 3 AVAILABLE

DATE: April 30

LOCATION: IHCA Education Center

APPROX. ATTENDANCE: 50-60

Kick off National Mental Health Month in May by sponsoring this event that provides nurses and health care leaders with education on cognitive behavioral therapy, evaluation, treatment and more. Sponsorship includes:

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



NURSING FACILITY ADMINISTRATORS BOOTCAMP

\$1,000 | 3 AVAILABLE

DATE: February

LOCATION: IHCA Education Center

APPROX. ATTENDANCE: 40-50

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

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

EDUCATION EVENT SPONSORSHIPS (CONTINUED)

QUALITY AWARD PROGRAM

\$3,000 | EXCLUSIVE

DATE: Bronze Award Application Workshops: Oct. 28 and Dec. 2; IHCA Convention on Sept. 23; Ongoing promotion throughout the program year

APPROX. ATTENDANCE: A total of 50 quality-driven workshop participants, approximately 40 current Quality Award participants and reach among all IHCA members as the program is promoted throughout the year

Align your brand with excellence by sponsoring IHCA's Quality Award Program, a year-round initiative dedicated to supporting members on their AHCA/NCAL National Quality Award journey through specialized training and resources. The exclusive Quality Award Program sponsor will enjoy extensive visibility and association with IHCA's quality advancement efforts. Sponsorship includes:

- One representatives present and one-minute speaking opportunity at IHCA's two in-person Bronze Award Application Workshops
- Verbal recognition during the Quality Award recognition ceremony at IHCA's Convention general session
- Sponsor logo will be featured in a dedicated Quality Award video shown at select IHCA events, before select on-demand education sessions and in IHCA's lobby
- Logo included in event promotional marketing materials
- Sponsorship acknowledged in quality-related articles in IHCA's weekly e-newsletter publication and media releases celebrating award recipients
- As IHCA grows its Quality Award Program, additional recognition opportunities may arise throughout the year. Thirty-eight members received a Quality Award in 2024.



EDUCATION EVENT SPONSORSHIPS (CONTINUED)

SINGLE FACILITY TRAINING PROGRAM \$750 | 4 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:

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

VIRTUAL TECHNOLOGY SUMMIT \$500 | 3 AVAILABLE

DATE: January

LOCATION: Online

APPROX. ATTENDANCE: 40-50

Interact with a targeted group of IHCA member leaders by sponsoring IHCA's new Virtual Technology Summit. Sponsorship includes:

- Opportunity to introduce summit speakers
- One-minute speaking opportunity
- Verbal recognition at virtual event
- Access to list of attendee email addresses for follow-up
- Logo included in event promotional marketing materials



WOMEN IN LTC CONFERENCE

DATE: June

LOCATION: IHCA Education Center

APPROX. ATTENDANCE: 40-50

This uplifting and inspiring event is designed to foster a supportive community, celebrate achievements and tackle the unique challenges faced by women in this vital sector. Connect with female professionals working in all levels of long-term care by supporting this event.

PRESENTING SPONSOR — \$1,500

EXCLUSIVE

- Prominent table display
- Opportunity to introduce conference speakers
- One-minute speaking opportunity
- Opportunity to assist with attendee check-in
- Logo featured on promotional marketing materials and attendee gift bag
- Verbal recognition at event
- Access to list of attendee names, organizations, phone numbers and email addresses for follow-up

TABLE DISPLAY — \$500

4 AVAILABLE

- Table display
- Verbal recognition at event
- Up to two representatives are invited to attend the conference
- Verbal recognition at event
- Opportunity to provide sponsor-branded gift bag items, such as lip balm, lotion, sunglasses, nail polish, nail files, sweets, etc.

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

- 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
- Logo included on marketing materials

MONDAY NIGHT DINNER SPONSOR

\$3,000 | EXCLUSIVE

- 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.
- Logo included on marketing materials

HOME HEALTH PRESENTING SPONSOR

\$1,000 | EXCLUSIVE

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



LEGISLATIVE EVENTS (CONTINUED)

DAY ON THE HILL

IHCA will provide a pre-visit briefing and lunch. A buss will then 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:

- Up to two complimentary representatives at the event
- Two-minute presentation about company during pre-visit briefing
- Opportunity to assist with attendee check-in
- Opportunity to network with members during the provided shuttle to the State Capitol and back
- Invitation to accompany IHCA staff and select members to meeting with legislative leaders, if opportunity arises
- Verbal recognition at event
- Logo included in event promotional marketing materials
- Access to list of attendee names, organizations, phone numbers and email addresses for follow-up



LUNCH SPONSOR

\$2,000 | EXCLUSIVE

Sponsorship includes:

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



CALLS + VIRTUAL EVENTS

PROVIDER UPDATE CALLS

**\$750 | IHCA SKILLED NURSING FACILITY
MONTHLY CALLS FOR ONE MONTH**

Approximate attendance: 120 per call

**\$500 | ICAL ASSISTED LIVING QUARTERLY
CALLS FOR ONE QUARTER**

Approximate attendance: 50 per call

**\$250 | ICHC HOME HEALTH MONTHLY CALLS
FOR ONE QUARTER**

Approximate attendance: 40 per call

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

- Verbal recognition on calls with an up-to-one-minute speaking opportunity
- Logo present in background during the Zoom calls
- Logo featured in promotional emails that are sent twice per month to members
- Logo featured on conference call webpage

NURSE CONNECT CALLS

\$250 PER MONTH | EXCLUSIVE

Approximate attendance: 50 per call

This monthly call covers bite-size compliance information, hot topic education and practical learning for skilled nursing facility and assisted living nurses. Sponsorship includes:

- Verbal recognition on calls
- Logo present in background during the Zoom calls
- Logo featured in promotional emails that are sent twice per month to members
- Logo featured on conference call webpage

MCO CALLS

\$500 PER MONTH | EXCLUSIVE

Approximate attendance: 100 per call

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

- Verbal recognition on calls
- Logo present in background during the Zoom calls
- Logo featured in promotional emails that are sent twice per month to members
- Logo featured on conference call webpage

WEBINARS

\$500 | 1 WEBINAR

\$1,200 | 3 WEBINARS

Gain recognition through IHCA's growing on-demand education platform by sponsoring a webinar. 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.

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 to discuss how we can partner with you to reach long-term care professionals.



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



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.

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 Stouilil at 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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