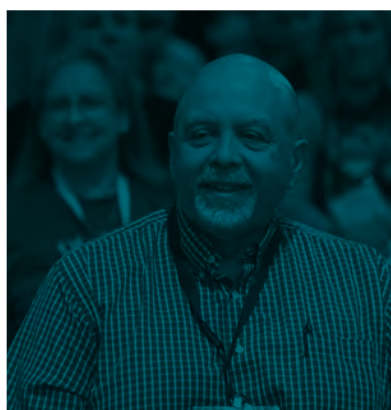


SPONSORSHIP, TRADE SHOW + ADVERTISING GUIDE





THE POWER OF PARTNERSHIP

The Iowa Health Care Association (IHCA) connects members with the **information, education and advocacy** they rely on. We engage companies that support long-term care to help shape best practices, strengthen the profession and meet the needs of Iowa's aging population together.

REACH OVER 840 PROVIDERS

IHCA is your partner in reaching providers of services to Iowa's older adults, representing over 840 proprietary, non-profit and government-owned providers of long-term, post-acute and home care, including skilled nursing facilities, assisted living programs, care continuum providers and home health agencies. Partnering with IHCA gives your organization direct access to this statewide network of decision-makers.

ASSOCIATE MEMBERSHIP

Associate members enjoy a unique connection to IHCA through participation on select councils and peer groups, helping influence programs and strategies for the long-term care sector. Members also receive IHCA's weekly electronic newsletter and access to discounted advertising and marketing opportunities.

A LA CARTE SPONSORSHIP + ADVERTISING OPPORTUNITIES

2026 is the year to set your organization apart. IHCA offers diverse, high-profile sponsorships, trade shows and advertising options that elevate your brand, spotlight your products and services, and strengthen relationships with Iowa's long-term care leaders.

Reserve your IHCA sponsorship, exhibitor space and advertising opportunities **NOW** to enhance visibility and demonstrate your commitment to long-term care in Iowa.



BECOME AN IHCA PARTNER

Join an elite group of organizations that provide significant support to IHCA. Organizations participating at the Supporting Partner level and above are recognized as IHCA Partners and receive priority recognition on the IHCA website, in weekly e-newsletters and at select association events.

SPONSORSHIP TIERS

CHAMPION	\$75,000+
PRESENTING	\$40,000 - \$74,999
SIGNATURE	\$25,000 - \$39,999
PREMIER	\$15,000 - \$24,999
SUPPORTING	\$10,000 - \$14,999
ASSOCIATE*	UP TO \$9,999

**Associate Member tier does not include IHCA Partner designation. Partner perks begin at the Supporting level.*



ENDORSED PRODUCTS

IHCA's endorsed products organization, Extended Care Services of Iowa, Inc. (ECSI), allows vendors to offer exclusive discounts to IHCA members while increasing visibility among long-term care providers.

This program elevates your brand and strengthens your connection to the Iowa long-term care community.

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

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



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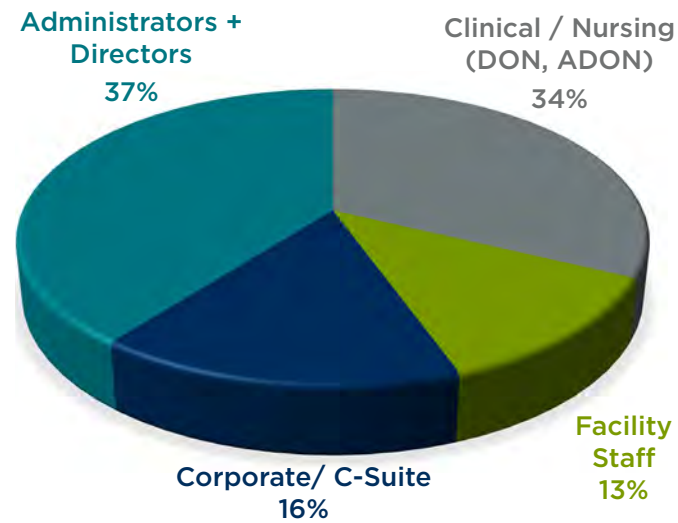
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2026 IHCA ANNUAL CONVENTION + TRADE SHOW

DATE: September 13 - 16, 2026
LOCATION: Downtown Marriott in Des Moines
APPROX. ATTENDANCE: 900

The audience is comprised of over 900 decision-making long-term care professionals from skilled nursing facilities, assisted living facilities, home care agencies and care continuum providers. Attendees include owners, administrators, directors, nurses, social service workers, activity professionals, department supervisors, therapists and representatives from all other departments.

2025 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
 - \$2,400 | 5 available
 - Hexagons on the map
- Booth by Foyer/Elevator**
 - IHCA Associate Member — \$1,775
 - Non-Member — \$2,900
 - Triangles on the map
- Standard Booth with Punch Card**
IHCA Associate Members Only
 - \$2,150
 - Circled on the map
- Prime Booth**
IHCA Associate Members Only
 - \$2,150
 - Starred on the map
- Standard Booth**
 - IHCA Associate Member — \$1,775
 - Non-Member — \$2,900
- 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

2026 IHCA ANNUAL CONVENTION + TRADE SHOW (CONTINUED)

TRADE SHOW MAP

Indicates sold booths



ATTENTION EXHIBITORS:

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

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.

TUESDAY QUALITY RECEPTION FOR QUALITY AWARD RECIPIENTS + CABINET MEMBERS

\$3,000 | 6 AVAILABLE

This sponsorship provides your organization with valuable visibility at a reception attended by IHCA cabinet members and active AHCA/NCAL National Quality Award recipients. In 2025, IHCA celebrated 50 Quality Award recipients, making this reception a meaningful gathering of high-performing providers. Up to two sponsor representatives may attend the event to connect with attendees in a relaxed, celebratory setting. Sponsors will be verbally recognized during the reception, and sponsor logos will appear on event signage and in all reception-related marketing materials.



ADMINISTRATORS AND OWNERS RECEPTION — NEW PRIVATE SETTING

\$2,500 | 4 AVAILABLE

New in 2026, this exclusive reception will take place in a private room, providing a more intimate setting for sponsors to connect directly with IHCA member administrators and owners. 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 at the end of the reception — encouraging attendees to stick around. This is a great opportunity for sponsors to mingle with attendees and collect contact information.



2026 IHCA ANNUAL CONVENTION + TRADE SHOW (CONTINUED)

TUESDAY ANNUAL BUSINESS MEETING + LUNCH

\$2,500 EACH | 5 AVAILABLE

New in 2026, this sponsorship includes a networking lunch for attendees held immediately prior to the Annual Business Meeting — offering sponsors additional visibility and face time with administrators, owners and key managers. Each sponsor representative will receive an introduction and a one-minute speaking opportunity. Sponsors will also be verbally recognized during the event, with their logos featured prominently in meeting materials and all related marketing. This meeting is open to all IHCA members, maximizing sponsorship reach and impact.



MONDAY AND TUESDAY EVENING ENTERTAINMENT

\$2,500 EACH | TWO AVAILABLE

Host one of these grand events featuring music, dancing, party snacks and tons of fun! The sponsor's logo will be featured on event signage, drink tickets and table tents, as well as in promotional marketing for convention.



NURSE LEADERS LUNCH

\$1,500 | 3 AVAILABLE

Connect with nurse leaders from across the industry by sponsoring this new lunch 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 lunch, 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 lunch event.



2026 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 + REFRESHMENT BREAKS

\$1,500 | 2 AVAILABLE

New in 2026, this combined opportunity includes recognition during both continental breakfasts and refreshment breaks throughout convention week. Signage featuring the sponsor's logo will be displayed alongside breakfast service on Monday and Tuesday, as well as refreshment breaks on Monday through Wednesday. Up to two sponsor representatives are invited to greet attendees, hand out refreshments and network in a relaxed, high-traffic setting.

POPCORN STATION

\$1,250 | 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.

DRINK TICKETS

\$3,000 FOR 100 TICKETS

\$1,500 FOR 50 TICKETS

Gain popularity among convention attendees by sponsoring drink tickets redeemable at the hotel lobby bar and any other Marriott bars during IHCA Convention events, including receptions and evening entertainment. IHCA will provide the drink tickets, and the sponsor's logo will be featured on the tickets and event signage.

EDUCATION EVENTS

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

KEYNOTE SPEAKERS

\$5,000 | EXCLUSIVE | MONDAY KEYNOTE SPEAKER
\$3,500 | EXCLUSIVE | TUESDAY KEYNOTE SPEAKER
\$5,000 | EXCLUSIVE | WEDNESDAY KEYNOTE SPEAKER

Hundreds of eyes will be on you and your brand when you appear on stage to introduce the keynote speaker. One sponsor representative will also have the opportunity, if interested, to participate in the prize giveaway on stage prior to the keynote announcement. Sponsorship includes signage and audio-visual recognition before and after the keynote presentation, along with acknowledgment in all keynote-related promotions, including the program guide, marketing emails, mailings and the IHCA Convention mobile app.

EDUCATION TRACK BREAKOUT SESSIONS

\$1,000 | EXCLUSIVE | ADMINISTRATOR TRACK
\$1,000 | EXCLUSIVE | CARE CONTINUUM TRACK
\$750 | EXCLUSIVE | ASSISTED LIVING TRACK
\$750 | EXCLUSIVE | HOME CARE TRACK
\$750 | EXCLUSIVE | NURSING/CLINICAL TRACK

Sponsor an education track to connect directly with targeted member groups throughout convention. Sponsors will introduce speakers, greet attendees and assist with scanning at each session. A dedicated table will be provided for promotional materials, and the sponsor's logo will appear on digital signage outside the session room and in convention education marketing.



2026 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

Every attendee receives an event tote bag — making this one of the most visible and high-value branding opportunities. Your company logo will be printed prominently on the bag, ensuring ongoing exposure not only throughout the conference but long after attendees return home.



WATER BOTTLE + HYDRATION STATION

\$4,000 | EXCLUSIVE

IHCA will provide 350 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.

CONVENTION PROFESSIONAL PHOTOGRAPHER

\$3,500 | EXCLUSIVE

This sponsorship supports a professional photographer who will capture highlights at the general sessions and trade show and offer complimentary headshots for members during a dedicated two-hour session on Tuesday. Two sponsor representatives are 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.

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.



2026 IHCA ANNUAL CONVENTION + TRADE SHOW (CONTINUED)

NAME BADGE LANYARDS

\$2,500 | EXCLUSIVE

The sponsor's logo will be printed on 900 lanyards distributed on-site to all registered attendees.



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.



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.

ANNUAL CONVENTION T-SHIRT

\$2,000 | MULTIPLE AVAILABLE

IHCA will provide 500 commemorative 2026 IHCA Convention t-shirts that match 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

\$750 | NOTEBOOKS | EXCLUSIVE

\$750 | PENS | EXCLUSIVE

\$750 | ITEM OF CHOICE | EXCLUSIVE

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

The sponsor will provide 900 of one of the above items that will be included in the tote bags given to every convention attendee.

2026 IHCA ANNUAL CONVENTION + TRADE SHOW (CONTINUED)

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!

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 + SLIDESHOW RECOGNITION

\$2,500 | EXCLUSIVE

Feature your brand on IHCA's themed photo wall, located outside the general sessions on Monday and Tuesday. The wall will serve as a popular photo backdrop for attendees throughout convention, with the sponsor's logo incorporated into the design. The sponsor will also be recognized during the member photo slideshow that plays before each general session, providing added visibility.

POP-UP REGISTRATION BOOTH

\$2,500 | EXCLUSIVE

Start convention week in the spotlight by greeting attendees as they arrive! A sponsor representative will assist IHCA staff at the registration booth on Sunday afternoon and Monday morning, where attendees will pick up their badges and materials. During the trade show later that day, the sponsor's vendor table will be set up next to the registration area for continued visibility and engagement. Up to two sponsor representatives may participate, and signage featuring the sponsor's logo will be displayed.



ESCALATOR SIGNAGE

\$1,500 | Features logo exclusively

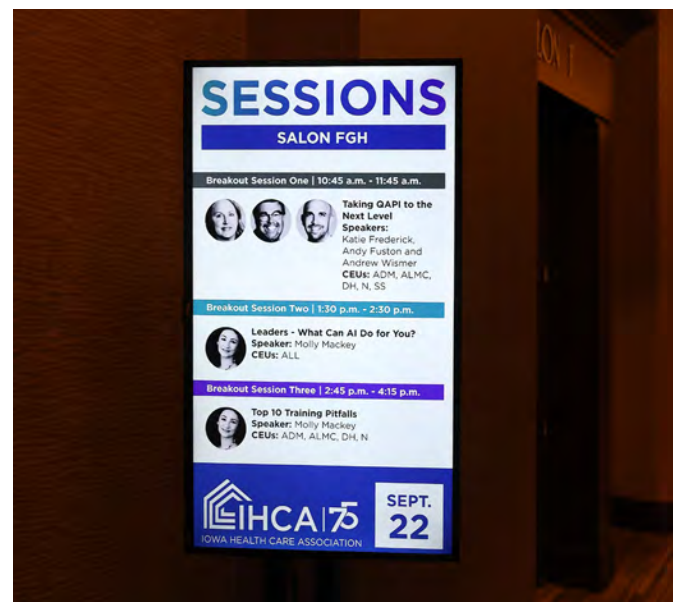
\$1,000 | Features 2 sponsor logos; 2 available

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.

DIGITAL DISPLAY ROTATION

\$1,000 | 3 AVAILABLE

Gain high-frequency visibility on the digital screens outside each education session room. Your logo or ad will be featured in the rotating slide deck alongside session and speaker information viewed by attendees all day long.



2026 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

\$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.

RESTROOM MARKETING

\$500 | MULTIPLE AVAILABLE

Increase brand visibility in a high-traffic setting with restroom mirror decals placed in the public restrooms used during convention at the Marriott. Each decal will feature the sponsor's logo and a brief description of services, providing repeated exposure while attendees refresh and wash their hands throughout the event.

WELLNESS SPONSORSHIP OPPORTUNITIES

Provide well-deserved self-care to long-term care professionals who dedicate their lives to caring for others.

CHAIR MASSAGES

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

\$1,500 | EXCLUSIVE | TUESDAY

Help attendees unwind while putting your brand in the spotlight! On Monday, two licensed massage therapists will be set up near your trade show booth to offer chair massages on your behalf. On Tuesday, sponsors will host a dedicated chair massage station with a vendor table positioned alongside the massages — providing prime visibility, as no other booths will be open that day. Marketing materials and event signage for both opportunities will feature the sponsor's logo.



RENT A MEETING ROOM OR SUITE

**MONDAY OR TUESDAY
8:00 a.m. – 5:00 p.m.**

SUITE: \$3,500/day

**MEETING ROOM:
\$2,500/day (half room)
\$4,000/day (full room)**

Provide attendees a place to get away by renting a suite or meeting room for your organization's use during convention. Space is available Monday and Tuesday from 8:00 a.m. – 5:00 p.m. and can be used to host meetings or a small reception, create a privacy pod for phone calls or set up a charging or networking lounge. It could even be transformed into a game lounge featuring activities such as table tennis or virtual reality. The sponsor will be recognized on event signage and related 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.

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

A majority of attendees use 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 2026, 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.

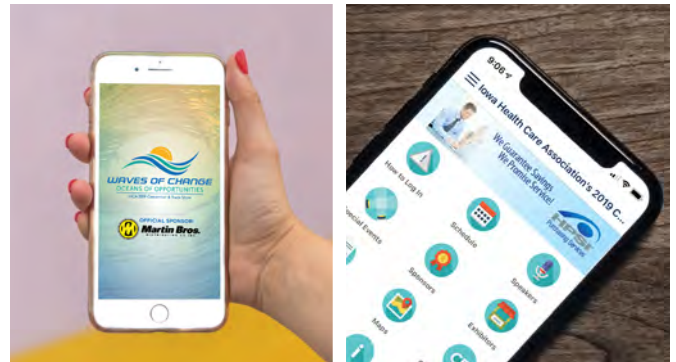
- **Mobile App Splash Page | \$3,000 | 1 Available**
- **Mobile App Banner Ad | \$1,000 | 3 Available**

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: **\$1,500** | Exhibitor rate: **\$1,000**
- **Inside Back Cover | Exclusive**
Standard rate: **\$1,500** | Exhibitor rate: **\$1,000**
- **Full Page | Multiple Available**
Standard rate: **\$1,000** | Exhibitor rate: **\$600**
- **Half Page | Multiple Available**
Standard rate: **\$600** | Exhibitor rate: **\$300**



“AT A GLANCE” SCHEDULE + DAILY CONVENTION HIGHLIGHT NOTIFICATIONS

\$1,000 | 4 AVAILABLE | 1 DAILY EMAIL

\$2,500 | EXCLUSIVE | ALL 4 DAILY EMAILS

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 (Sunday - Wednesday) that highlight 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

\$2,000 | 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.



IHCA FLAGPOLE SPONSOR

**\$5,000 PER YEAR | 5-YEAR COMMITMENT
EXCLUSIVE**

Make a strong first impression with year-round visibility at IHCA's office entrance. A durable, prominent sign featuring the sponsor's logo will be placed at the base of IHCA's new flagpole, located at the main office entry. This high-traffic location ensures ongoing exposure to members, partners, visitors and staff as they arrive for meetings, education events and daily business.

PATIO SPONSOR

**\$3,000 PER YEAR | 5-YEAR COMMITMENT
EXCLUSIVE**

Create meaningful connections in a welcoming outdoor space. The sponsor's logo will be displayed at the entry to IHCA's new office patio, which features an inviting outdoor gathering area with covered seating. The patio will be used for member receptions, meetings, breaks during education events and informal networking, offering consistent brand visibility in a relaxed, high-use setting.

IHCA OFFICE ART SPONSOR

**\$5,000 PER YEAR | 5-YEAR COMMITMENT
EXCLUSIVE**

Show your support for IHCA while enhancing the look and feel of the office. The sponsor's logo and recognition will be incorporated into artwork displayed in common areas throughout the IHCA office. This unique sponsorship provides long-term brand exposure to members, partners and visitors during education events, meetings and daily office activity.



2026 ADVERTISING OPPORTUNITIES (CONTINUED)



SURVEY TREND REPORTS

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

\$500 | MONTHLY

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.

2026 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

\$1,000 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 2,800+ 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.

CLINICAL UPDATE SPONSOR (QUARTERLY)

***For Associate Members only**

\$750 | EXCLUSIVE | TOP EMAIL AD + CALL SPONSOR

\$500 | EXCLUSIVE | MID-EMAIL AD + CALL SPONSOR

Gain quarterly exposure through IHCA's trusted clinical communications for nurses and nurse leaders. Sponsors will be featured in the weekly **Clinical Update for Nurses e-newsletter**, reaching 2,300+ directors of nursing, medical directors and registered nurses. The clickable ad (650 x 100 px, .png or .jpg) links directly to the sponsor's website or promotional video, with performance metrics available.

Each quarterly sponsorship also includes recognition as the exclusive sponsor of **three monthly Clinical Update Calls**, with verbal acknowledgment during each call, logo placement in the Zoom background, and inclusion in promotional emails sent twice monthly to members, as well as on the call webpage.

2026 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!



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.



IHCA PARTNERS

Organizations participating at the Supporting Partner level and above receive prominent year-round visibility, including recognition in every issue of IHCA's weekly e-newsletters and placement in the IHCA Partners rotating footer displayed on every page of the IHCA website. Partners are also featured on a dedicated page of the IHCA website and receive a sponsor ribbon to wear at IHCA events

For more information on how to become an IHCA Partner, contact Megan Stoullil at megan@iowahealthcare.org or 515-978-2204.

SPONSOR TIERS

CHAMPION	\$75,000+
PRESENTING	\$40,000 - \$74,999
SIGNATURE	\$25,000 - \$39,999
PREMIER	\$15,000 - \$24,999
SUPPORTING	\$10,000 - \$14,999
ASSOCIATE*	UP TO \$9,999

**Associate Member tier does not include IHCA Partner designation. Partner perks begin at the Supporting level.*

SPRING CONFERENCE

DATE: March 25-26, 2026

LOCATION: Prairie Meadows, Altoona

APPROX. ATTENDANCE: 400

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

\$5,500 | EXCLUSIVE

As the exclusive program sponsor of the Spring Conference, this opportunity places your organization at the center of the entire two-day experience. Your branding and visibility will be woven into every facet of the event — from early attendee touchpoints to on-stage recognition and continuous presence across sessions and materials.

The program sponsor receives early and extended access to attendees beginning on Wednesday, before additional sponsors arrive on Thursday, offering meaningful, uninterrupted time to engage with participants. Plus, up to two representatives may help greet attendees at the registration/member information booth on Wednesday.

Your sponsorship includes a prominent on-stage role, with one representative introducing the keynote speaker, as well as a dedicated table display* for up to two representatives. Your logo will be showcased on the opening splash screen of the event's mobile app, and the program sponsor will be recognized on all promotional materials for the conference — ensuring sustained visibility before, during and after the event.



LUNCH AND RECEPTION

\$2,500 | 5 AVAILABLE

This sponsorship offers a unique opportunity to connect with attendees during Wednesday's afternoon sessions and evening reception at the Spring Conference. Two sponsor representatives may join Wednesday's sessions and the reception — allowing for meaningful engagement before additional sponsors arrive on Thursday. Sponsors may also attend Thursday sessions, extending their visibility and networking time.

On Wednesday evening, sponsors will be recognized during the reception, where hors d'oeuvres and beverages will be served. This sponsorship also includes a table display.* On Thursday, sponsors will be recognized as the sponsor of the attendee lunch.

Sponsor logos will appear in event marketing materials and event signage, including emails, flyers, IHCA's weekly e-newsletters and the Education Update newsletter.

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

SPRING CONFERENCE (CONTINUED)

TABLE DISPLAY

\$1,200 | 10 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. Display table setup will take place on Thursday morning.

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

FLOWER BAR

\$4,000 | EXCLUSIVE

This exclusive sponsorship invites up to two sponsor representatives to attend the conference on Thursday and engage directly with attendees by assisting them in creating custom floral bouquets. IHCA will provide all flowers and bouquet-making materials, while the sponsor supports the hands-on experience. The sponsor will receive verbal recognition during the conference, along with logo placement on promotional marketing materials.



SWAG BAG

\$2,500 | EXCLUSIVE

Sponsor will provide company logo that will be printed on 400 bags to be given to attendees. Sponsor may provide one informational flyer to be included in bag.

NAME BADGE LANYARDS

\$1,250 | EXCLUSIVE

The sponsor's logo will be prominently featured on 400 lanyards distributed to all registered attendees, ensuring continuous visibility throughout the event.

SPRING CONFERENCE PROFESSIONAL PHOTOGRAPHER

\$1,500 | EXCLUSIVE

This sponsorship supports a professional photographer who will capture highlights at the event. The sponsor's logo will appear on event signage, marketing materials and tagged in social media posts showcasing event photos, ensuring additional post-event brand exposure.

SPRING CONFERENCE (CONTINUED)

PHOTO WALL

\$1,000 | EXCLUSIVE

Feature your brand on IHCA's themed photo wall, located in a prime location at the Spring Conference. The wall will serve as a popular photo backdrop for attendees throughout the event, with the sponsor's logo incorporated into the design.

MOBILE APP BANNER AD

\$550 | 3 AVAILABLE

Attendees will use IHCA's mobile app to view session and speaker descriptions, create their own schedule, complete evaluations and more. Take advantage of the opportunity to feature your brand on this highly-utilized platform. Plus, the sponsor will also be recognized in Spring Conference promotional materials.

CONFERENCE WIFI

\$1,000 | EXCLUSIVE

The sponsor will be recognized on event signage and prominently featured on table tents that provide attendees with the network name and password for complimentary Wi-Fi access. This sponsorship places your brand in front of participants repeatedly throughout the two-day event.

POPCORN STATION

\$1,000 | 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.

REGISTRATION CONFIRMATION EMAIL

\$500 | EXCLUSIVE

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.



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 CARE TRACK

\$500 | EXCLUSIVE

Get in front of home care and home health agency leaders! The home care 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.

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



CEO + SENIOR EXECUTIVE LEADERS CONFERENCE

DATE: June 24-25, 2026

LOCATION: Ankeny, Iowa

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. *For Associate Members and IHCA Partners only*

PRESENTING SPONSOR — \$12,500

EXCLUSIVE

- Exclusive presenting naming rights for the event, including prominent display of the sponsor's name and logo on event signage, materials and marketing
- Up to two sponsor representatives may attend the full conference (June 24-25), including the dinner and social event on June 24
- Up to two sponsor representatives may attend the Board of Trustees dinner on June 23
- Ten-minute speaking opportunity during the conference

LEADING SPONSOR — \$9,000

2 AVAILABLE

***For Premier-level partners + above only**

- Two sponsor representatives may attend the full conference (June 24-25), including the dinner and social event on June 24
- One-minute speaking opportunity

DAY 1 PREMIER SPONSOR — \$6,500

8 AVAILABLE

***Limited to 2 sponsors per industry (e.g., pharmacies, therapy providers, etc.)**

- Up to two sponsor representatives may attend Day 1 (June 24) and that evening's dinner and social event
- On-stage verbal recognition from IHCA's president and CEO

DAY 2 CONFERENCE SPONSOR — \$4,000

6 AVAILABLE

***Limited to 2 sponsors per industry (e.g., pharmacies, therapy providers, etc.)**

- Up to two sponsor representatives may attend Day 2 (June 25)
- On-stage verbal recognition from IHCA's president and CEO

BOARD OF TRUSTEES DINNER + MEETING SPONSOR — \$3,000

2 AVAILABLE

- One sponsor representative may attend the IHCA Board of Trustees meeting taking place prior to the conference (June 24) and the Board of Trustees dinner the night before (June 23)
- 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 after the conference concludes on June 25

ASSOCIATION LEADERSHIP EVENTS

SENIOR LEADERS ROUNDTABLE + CHAIRMAN DINNER

\$5,000 | 5 AVAILABLE

DATE: September

LOCATION: IHCA's Convention and Trade Show

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

The sponsor's organization will be visible to an elite group of IHCA leaders. Sponsorship includes:

- 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

\$5,000 | 5 AVAILABLE

DATE: October 11-14, 2026

LOCATION: Boston, MA

APPROX. ATTENDANCE: 100+ IHCA member leaders

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

- Two company representatives may attend the two-hour event, where they will mingle with attendees and hand out promotional items
- Logo featured on event invitations, promotional flyers and signage

IHCA EXECUTIVE COMMITTEE LUNCH

\$2,500 | EXCLUSIVE

DATE: October

LOCATION: IHCA office

APPROX. ATTENDANCE: 8 IHCA Executive Committee members

IHCA will provide lunch for this intimate, high-impact engagement. Up to two sponsor representatives will have the opportunity to be at the table with eight IHCA Executive Committee members for a dedicated 30-minute lunch discussion — an ideal setting to share insights about your company and connect with IHCA leaders.



ASSOCIATION LEADERSHIP EVENTS (CONTINUED)

IHCA BOARD OF TRUSTEES MEETINGS

\$3,000 EACH MEETING | 3 AVAILABLE

DATE: February, August and December

LOCATION: IHCA Education Center

APPROX. ATTENDANCE: 13 IHCA Board of Trustees members

Connect with key IHCA decision-makers in an intimate setting. Sponsorship includes:

- Opportunity to greet members as they arrive
- Up to two sponsor representatives may sit in on the meeting ***Limited to Premier sponsors and above**
- Two-minute presentation about company
- Verbal recognition at the event
- Logo included in board materials



IHCA CABINET MEETINGS

\$1,200 EACH MEETING OR \$2,000 FOR BOTH 3 AVAILABLE

DATE: March and September

LOCATION: IHCA Education Events

APPROX. ATTENDANCE: 44 IHCA cabinet members

IHCA's four cabinet groups — Skilled Nursing Facilities, Assisted Living, Home Care and Care Continuum Providers — meet consecutively as a series, held twice a year in March and September. Sponsoring these back-to-back meetings offers high visibility and access to leaders across the long-term care continuum.

- Up to two representatives may attend the full series of four cabinet meetings
- One-minute presentation about company
- Verbal recognition at the event
- Logo included in cabinet meeting materials

IHCA QUALITY IMPROVEMENT COUNCIL MEETINGS

\$250 PER MEETING | EXCLUSIVE

LOCATION: Virtual

APPROX. ATTENDANCE: 15 members per meeting

Sponsor an IHCA Quality Improvement Council meeting and connect with leaders who guide the association's quality programming. IHCA hosts councils — one for skilled nursing facilities and one for assisted living — and each meets three times per year.

- Verbal recognition during the meeting
- Up to one-minute speaking opportunity
- Logo included in the meeting agenda

QUALITY AWARD PROGRAM

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.

**\$6,000 | EXCLUSIVE OR:
\$4,000 | 2 AVAILABLE**

DATES: Bronze and Silver Award Application Workshops in October, November and December; IHCA Convention; Ongoing promotion throughout the program year

APPROX. ATTENDANCE: A total of 200 quality-driven workshop participants, approximately 50 current Quality Award recipients and reach among all IHCA members as the program is promoted throughout the year



Sponsorship includes:

- One representative present and one-minute speaking opportunity at IHCA's Bronze and Silver Award Application Workshops
- Up to two sponsor representatives are invited to the Quality Reception at IHCA's Convention in September and the sponsor will be recognized in reception marketing materials and event signage.
- 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. Fifty members received a Quality Award in 2025.

WOMEN IN LTC CONFERENCE

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.

DATE: June

LOCATION: IHCA Education Center

APPROX. ATTENDANCE: 60+

**PRESENTING SPONSOR — \$2,500
EXCLUSIVE**

- Up to two representatives are invited to attend the conference
- 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



**FLOWER BAR + TABLE DISPLAY — \$2,000
EXCLUSIVE**

- Up to two sponsor representatives are invited to attend the conference and help attendees create their own floral bouquets
- Table display
- IHCA will provide all flowers and bouquet-making materials
- Verbal recognition at event
- Logo featured on promotional marketing materials

**TABLE DISPLAY — \$500
4 AVAILABLE**

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

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 SUMMIT

\$500 | 3 AVAILABLE

DATE: June

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 — on-demand + in-person

DATE: April and October

On-demand online course offered year-long

LOCATION: IHCA Education Center and virtual

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.

On-demand sponsorship benefits:

- Recognition in on-demand learning materials
- 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 and October

LOCATION: IHCA Education Center

APPROX. ATTENDANCE: 160+

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

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

EDUCATION EVENT SPONSORSHIPS (CONTINUED)

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



CARE CONTINUUM CONFERENCE

\$1,000 | 2 AVAILABLE

DATE: June

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 | EXCLUSIVE

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

EDUCATION EVENT SPONSORSHIPS (CONTINUED)

DIETARY PROFESSIONAL CONFERENCE

**\$3,000 | EXCLUSIVE OR:
\$2,000 | MULTIPLE AVAILABLE**

DATE: June

LOCATION: IHCA Education Center

APPROX. ATTENDANCE: 50

This one-day event brings together dietary managers to review survey guidelines, explore strategies for recruiting and retaining dietary staff, discuss emerging dining trends in long-term care and enjoy a little taste testing along the way. 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



DIRECTOR OF NURSING FUNDAMENTALS

\$750 | 3 AVAILABLE

DATE: March and October

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 EDUCATION SPONSOR
\$1,500 | MAY OR NOVEMBER DISTRICT
EVENTS AT 4 LOCATIONS

\$750 | MAY OR NOVEMBER DISTRICT
EVENTS AT 2 LOCATIONS

DATES: May and November

APPROX. ATTENDANCE: 200+

LOCATIONS:

District	Location	Dates
NE	Cedar Falls	May 5, Nov. 3
SE	Coralville	May 7, Nov. 5
SW	Atlantic	May 19, Nov. 17
NW	Storm Lake	May 21, Nov. 19

Four in-person district 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



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

EDUCATION EVENT SPONSORSHIPS (CONTINUED)

LIFE SAFETY CODE BOOTCAMP

\$1,000 | 3 AVAILABLE

DATE: September 29-30

LOCATION: IHCA Education Center

APPROX. ATTENDANCE: 50

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 TRAINING

\$2,500 | EXCLUSIVE OR:

\$1,500 | 3 AVAILABLE

DATES:

Location	Dates
Eastern Iowa	April 21
Western Iowa	April 22

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

LTC QUALITY SYMPOSIUM

\$1,000 | 3 AVAILABLE

DATE: July

LOCATION: IHCA Education Center

APPROX. ATTENDANCE: 60

Connect with 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

LTC REGULATORY SYMPOSIUM

\$1,000 | 3 AVAILABLE

DATE: July

LOCATION: IHCA Education Center

APPROX. ATTENDANCE: 60

Reach nursing facility administrators, department heads and nurses by sponsoring this event focused on navigating today’s complex regulatory environment. 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)



MENTAL HEALTH MONDAYS IN MAY

\$500 | 3 AVAILABLE

DATE: May

LOCATION: Virtual

APPROX. ATTENDANCE: 50-60

Kick off National Mental Health Month in May by sponsoring this virtual and on-demand education series that provides nurses and health care leaders with education on cognitive behavioral therapy, evaluation, treatment and more.

Sponsorship includes:

- One-minute speaking opportunity at beginning of live virtual session
- Verbal recognition during live and on-demand sessions
- Logo included in event promotional marketing materials

NURSING FACILITY ADMINISTRATORS BOOTCAMP

\$750 | 3 AVAILABLE

DATE: January

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

SINGLE FACILITY TRAINING PROGRAM

\$750 | 6 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

LEGISLATIVE EVENTS

CONGRESSIONAL BRIEFINGS

*Join IHCA 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

\$4,000 | EXCLUSIVE

- One-on-one time with members during reception/events
- Two company representatives may attend the Sunday dinner from 5:00 - 9:00 p.m. with a group of IHCA 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 members and staff. Dinner location has yet to be determined.
- Logo included on marketing materials

HOME CARE PRESENTING SPONSOR

\$1,000 | EXCLUSIVE

- One-on-one time with members during reception/events
- Two company representatives may attend dinner with group of IHCA home care 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 bus 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 or March

LOCATION: Iowa State Capitol

APPROX. ATTENDANCE: 90+ IHCA members

PRESENTING SPONSOR

\$3,500 | 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 meet 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

\$2,500 | EXCLUSIVE

Sponsorship includes:

- Up to two complimentary representatives at the event
- One-minute presentation about company during pre-visit briefing
- Verbal recognition at event
- Opportunity to network with members during the provided shuttle to the State Capitol and back
- Logo included in event promotional marketing materials



CALLS + VIRTUAL EVENTS

PROVIDER UPDATE CALLS

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

Approximate attendance: 120 per call

\$500 | ASSISTED LIVING QUARTERLY CALLS FOR ONE QUARTER

Approximate attendance: 50 per call

\$250 | HOME CARE 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

CLINICAL 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"> Leader level benefits PLUS 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 exclusive naming rights to a scholarship and recognition in statewide media releases, member newsletter articles and exclusive social media promotion specific to sponsored scholarship
\$25,000	IMPACT PARTNER	<ul style="list-style-type: none"> Pioneer level benefits PLUS personalized statewide media release and invitation to IHCA's CEO and Executive Leaders Conference



BECOME AN IHCA PARTNER

Join an elite group of organizations that provide significant support to IHCA. Organizations participating at the Supporting Partner level and above are recognized as IHCA Partners and receive priority recognition on the IHCA website, in weekly e-newsletters and at select association events.

SPONSORSHIP TIERS

CHAMPION	\$75,000+
PRESENTING	\$40,000 - \$74,999
SIGNATURE	\$25,000 - \$39,999
PREMIER	\$15,000 - \$24,999
SUPPORTING	\$10,000 - \$14,999
ASSOCIATE*	UP TO \$9,999

**Associate Member tier does not include IHCA Partner designation. Partner perks begin at the Supporting level.*

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 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 wants to hear your sponsorship ideas!

Contact Megan Stoullil 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

1775 90th St
West Des Moines, IA 50266

iowahealthcare.org

FOR MORE INFORMATION, CONTACT:

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