



**IHCA  
INCAL**

INDIANA HEALTH CARE ASSOCIATION  
INDIANA CENTER FOR ASSISTED LIVING

IHCA/INCAL

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# 2020 Associate Membership and Sponsorship Guide



# IHCA/INCAL Associate Membership

Support the Skilled Nursing and Assisted Living Profession

## QUICK FACTS

**IHCA/INCAL's 440+ member facilities represent close to 70% of the state's LTC facilities.**

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

**IHCA/INCAL's social media communities are a thriving platform of 2,900+ long term care professionals who actively engage in thoughtful conversations and connect with the profession at a deeper level 24/7.**

**Indiana LTC facilities support an estimated \$9.23 billion of the state's economic activity.\***

**\*Economic Impact of Long Term Care Facilities – Indiana (AHCA/NCAL, May 2019)**

Associate membership with IHCA/INCAL provides direct access to our skilled nursing and assisted living facility members who represent close to 70% of the long term care facilities in the state.

IHCA/INCAL's Associate Member category is offered to individuals and companies engaged in the business of supplying products and services to the health care industry. Associate members are a critical component of the association's mission to educate, inform, and advocate on behalf of post-acute care providers, consumers, and workforce. Your membership gives you access to marketing and business development opportunities in the industry.

As an associate member, you receive exclusive access and pricing for sponsorship opportunities at IHCA/INCAL education events and listings in the association's online Vendor Directory. Your membership also entitles you to up-to-date communication on the issues impacting IHCA/INCAL's facility membership and to the full support of the association's dedicated professional staff that is available to answer questions and assist in a variety of ways.

## RENEW YOUR MEMBERSHIP

To renew your Associate Member dues for 2020, visit [www.ihca.org](http://www.ihca.org) and click on the myIHCA link at the top of the page. The Primary Contact (ADMIN) for your organization will be able to renew the organization's membership once they have logged in to the myIHCA Portal. Payment can be made via the portal with a credit card or by mailing a check. Please contact Emily Berger at [eberger@ihca.org](mailto:eberger@ihca.org) if you need a hard copy invoice or have difficulty renewing via the myIHCA portal.

## APPLY TO JOIN IHCA/INCAL

Want to join IHCA/INCAL? To complete the online application form, visit [ihca.org](http://ihca.org) and click on "JOIN." Payment can be made online or by mailing a check.

**If you have any questions about the Associate Member program, please contact Emily Berger at [eberger@ihca.org](mailto:eberger@ihca.org) or 317-616-9036.**

# 2020 IHCA/INCAL Membership and Sponsorship Opportunities

ACTIVATE YOUR  
IHCA/INCAL MEMBERSHIP  
INVESTMENT!

## STEP 1

RENEW OR JOIN

## STEP 2

CHOOSE YOUR  
MEMBERSHIP TIER

## STEP 3

CONSIDER ADDITIONAL  
SPONSORSHIPS &  
ENGAGEMENT  
OPPORTUNITIES

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*PLEASE NOTE: IHCA/INCAL reserves the right to add or edit sponsorship elements as education session and event planning evolve throughout the year. Any proposed changes that affect sponsorship benefits will be clearly communicated to any existing sponsors prior to changes being made.*

# 2020 Associate Membership

**Choose your Membership Level** Standard Associate Membership is available starting at \$500.

IHCA/INCAL also offers enhanced tiers of Associate Membership, called Key and Title Membership, which provide for increased sponsorship, marketing and business development opportunities. Members at any tier can select additional sponsorships to add to their membership investment.

2020 Associate Membership	Standard Member <b>\$500</b> Unlimited Availability	Key Member <b>\$3,500</b> Limit 25	Title Member Limit one per sector specialty <b>\$12,500</b> Limit 6
<b>ACCESS</b>			
Microsoft Excel electronic file of IHCA/INCAL facility membership Information (includes current administrator name, address, phone number, bed counts and corporate affiliation)	✓	✓	✓
Participation on IHCA/INCAL Committees	✓	✓	✓
Invitation to attend IHCA/INCAL Board Meetings	✓	✓	✓
Ability to post job openings and review resumes in the new IHCA/INCAL website Career Center	✓	✓	✓
Ability to access the Indiana.Carefortheaging.org career pathways website Member Portal to connect with prospective LTC employees	✓	✓	✓
Lunch with IHCA/INCAL President and two members of IHCA/INCAL Board of Directors of the sponsor's choosing			✓
<b>RECOGNITION</b>			
NEW THIS YEAR—Individual Vendor Directory profile page on the new IHCA.org featuring your company, logo, services, social media platforms and contact information to drive targeted traffic and visibility to your website.	✓	<b>Featured Listing</b> with Company Logo	<b>Premium Listing</b> with Company Logo
Opportunity to share your expertise with our audience through one guest blog post to be prominently featured on the new IHCA.org. Additional promotion of the blog post on our digital platforms.		✓	✓
Logo recognition during IHCA/INCAL complimentary educational webinar presentations such as Top Tags.		✓	✓
Recognition of sponsorship on social channels as well as event-specific mobile apps (Spring Conference and Convention & Expo)			✓
Prominent Year-Long website logo placement (IHCA/INCAL homepage, Title Sponsor page, recognition on Spring Conference and Convention pages)			✓
Year-long recognition of company logo on IHCA/INCAL's monthly members-only e-newsletter that gets distributed to more than 5,000 long term care professionals across Indiana			✓

	<b>Standard Member \$500</b>	<b>Key Member \$3,500</b>	<b>Title Member \$12,500</b>
<b>EVENTS</b>			
Discounted member pricing at IHCA/INCAL Convention & Expo, Spring Conference, and monthly in-person trainings, seminars and online webinars	✓	✓	✓
Notification of Calls-for-Presenters and opportunity to submit presentation content for Spring Conference and Convention & Expo	✓	✓	✓
<b>Convention &amp; Expo (details on page 17)</b>			
Sponsor recognition on your company name badges	✓	✓	✓
Priority Expo Registration, Booth Selection, & Placement	✓	✓	✓
Event Credit: Can be applied toward any combination of Convention & Expo event elements, including attendee registrations, exhibitor booth, sponsorships, etc.		\$1,600	\$2,500
Logo recognition with complimentary back link to your website on the 2020 Convention & Expo mobile app used by attendees and exhibitors			✓
Recognition at Annual Members Meeting			✓
NEW THIS YEAR—Invitation to participate in the CEO & Leadership Breakfast ( <i>an invite only event</i> )			✓
Recognition in On Site Guide			✓
<b>Spring Conference (details on page 6)</b>			
Access to event sponsorship and display opportunities	✓	✓	✓
Sponsor recognition on your company name badges	✓	✓	✓
Event Credit: Can be applied toward any combination of Spring Conference event elements, including attendee registrations, marketplace meetup tabletop display, sponsorships, etc.			\$1,350
Logo recognition with complimentary back link to your website on the 2020 Spring Conference mobile app used by attendees and exhibitors			✓
Recognition of sponsorship on IHCA/INCAL's social channels and mobile app pre and during the event.			✓

# 2020 IHCA/INCAL Spring Conference

Pre-Education April 20 and Full Conference – April 21-22, 2020  
French Lick Springs Resort / French Lick, IN

## QUICK FACTS

**IHCA/INCAL's second largest annual event with 200+ attendees**

**2019 Spring Conference registrations and sponsorships sold out.**

**Act quickly to reserve your spot!**

The 2020 theme is “Back to Basics” and includes educational programs and sessions geared towards administrators, facility owners/operators, regional directors of operations, regional operations consultants, nurse managers, MDS, social services, maintenance, and department directors/managers.

The deadline to submit a presentation for the 2020 Spring Conference is January 31! Visit [ihca.org](http://ihca.org) to access the presentation submission form.

The 2020 room rate is \$149 per night. To make reservations call the hotel directly at 888-936-9360 and use the IHCA/INCAL **group code 0420IHC**. To book a room online go <https://book.passkey.com/e/49924305>. The room block expires March 23.



# 2020 Spring Conference Sponsor & Marketplace Meetup Display Schedule

This schedule is tentative and subject to change. For the complete and most up-to-date schedule, including session specifics that will be added by early March, please visit [ihca.org](http://ihca.org) or contact Emily Berger at [eberger@ihca.org](mailto:eberger@ihca.org).

## APRIL 20

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11:00 AM-12:00 PM

12:30-5:00 PM

## MONDAY

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### SEPARATE TICKETED PRE-EDUCATION EVENT

Pre-education Sponsor Set-up

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Check-in and pre-ed seminar

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## APRIL 21

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10:00 AM-12:00 PM

12:00-1:00 PM

1:00-3:30 PM

4:15-5:30 PM

## TUESDAY

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Sponsor/Marketplace Meetup Display Sponsor Set-up (Windsor C)

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Attendee Registration and Marketplace Meetup Networking (Windsor C)

*Please note that lunch is not provided for attendees or exhibitors on Tuesday, April 21. French Lick Resort has a number of dining options available which you can peruse by visiting [frenchlick.com/dining](http://frenchlick.com/dining).*

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Marketplace Meetup open during breaks

*Sponsors with benefit packages that include attendee registrations may attend all sessions.*

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Attendee Reception – All sponsors are encouraged to attend and network (Windsor C)

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## APRIL 22

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7:30-8:00 AM

7:30 AM-2:15 PM

2:15 PM

## WEDNESDAY

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Continental Breakfast and Marketplace Meetup Networking (Windsor C)

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Marketplace Meetup open during breaks and lunch pick-up (Windsor C)

*Sponsors with benefit packages that include attendee registrations may attend all sessions.*

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Marketplace Meetup tear-down

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# 2020 Spring Conference Sponsorships

## SECURE YOUR SPONSORSHIP

To register for these sponsorships, visit [ihca.org](http://ihca.org) and click on Spring Conference under the EVENTS & TRAINING tab.

For more information on this event contact Emily Berger, [eberger@ihca.org](mailto:eberger@ihca.org), 317-616-9036.

Sponsorship is limited to current 2020 IHCA/INCAL Associate Members only. Sponsorships are first-come, first-served and only online registrations will be allowed to reserve your spot!

- 2020 Title associate membership includes a \$1,350 event credit amount that can be applied toward a variety of convention sponsorship, registration or exhibit opportunities. IHCA/INCAL staff will be in touch with Title Members to coordinate use of the event credit balance.
- All sponsors will receive access to a digital attendee list two weeks prior to the event, a hard copy attendee list at the event (if attending), and a digital attendee list post-event that includes any attendee swaps or onsite registrations.
- Sponsorships include attendee registrations as noted.
  - General attendee registration includes all general and breakout sessions April 21-22, refreshment breaks, access to the attendee reception on April 21, as well as continental breakfast and boxed lunch on April 22. Valued at \$175/attendee.
  - Pre-ed attendee registration includes attendance at the half-day pre-education session slated for the afternoon of Monday, April 20. Valued at \$50/attendee.



### Marketplace Meetup Tabletop Display Sponsor - \$1,000 (24 available—6 reserved for Title Members)

New in 2020, the Marketplace Meetup will be hosted in a separate room where attendees will gather and network as they access the refreshment tables and lunch. The attendee reception on April 21 will also be hosted in this space. Display sponsors will have the opportunity to network with all attendees while hosting a 6' table with display materials during the sessions on April 21-22. Sponsors are recognized prominently on signage at the event and in the convention app.

#### Marketplace Meetup Table-Top Display Includes:

- Two (2) attendee registrations per sponsor- *Additional attendee registrations are available at the regular rate of \$175 per person.*
- One (1) 6 ft. skirted table – this portion of the event is hosted in a carpeted ballroom area
- Two (2) chairs
- Waste basket and daily housekeeping of exhibitor area
- Complimentary wireless internet access
- Option to secure additional electrical or AV elements for a fee through the hotel

### Pre-Education Seminar Sponsor - \$1,000 (2 available)

Sponsorship includes access to pre-education seminar attendees throughout the afternoon on April 20. As a sponsor, you are invited to introduce the speaker and your company, as well as host a 6' tabletop display set up in the back of the room to showcase your company. The 2020 half-day seminar will be taught by Lori Davenport, IHCA/INCAL Director of Regulatory Clinical Affairs, as well as other guest speakers and will focus on survey preparation, care planning, documentation, policy reviews and writing, and writing plans of correction. ***Includes two pre-education attendee registrations per sponsor.***

### Reception Sponsor-\$1,000 (2 available)

Sponsorship features recognition at the early evening reception on April 21 for all attendees, including prominent logo signage at the event and the opportunity to host a 6' tabletop display set up in the center of the room during the reception to showcase your company. Sponsors are verbally recognized by IHCA/INCAL staff and highlighted in the conference app. ***Includes one attendee registration per sponsor.***

### General Session Sponsor-\$1,000 (3 available)

This year's conference will offer 3 outstanding general sessions for all attendees. Sponsorship includes the opportunity to welcome attendees, introduce speakers, and have your company logo featured in the conference app, on signage during the general session, and introductory Power Point slide. ***Includes one attendee registration per sponsor.***

### Refreshment Sponsor-\$750 (2 available)

Sponsorship includes logo signage on the refreshment tables hosted in the Marketplace Meetup area during both days of the event with the opportunity to include a one-page handout or marketing piece at the refreshment area. Sponsors will also be recognized in the conference app. ***Does not include any attendee registrations.***



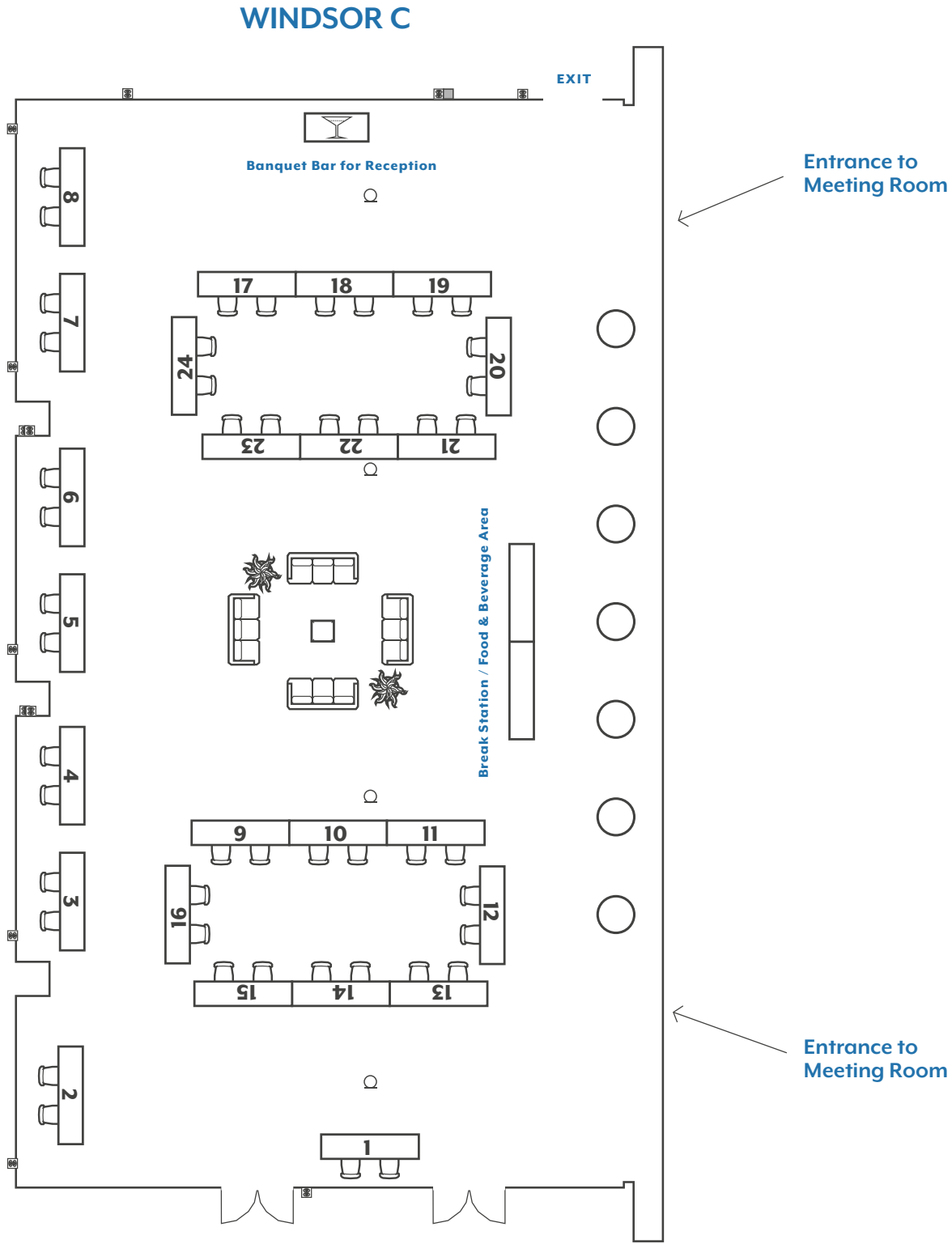
### Charging Station-\$500 (1 available)

A charging station will be placed in the lounge of the Marketplace Meetup area for attendees to charge any electrical devices. Sponsorship includes logo signage in this area. ***Does not include any attendee registrations.***

### Conference In-App Sponsored Posts - \$250 (5 available)

Sponsors will provide customized content that will appear in the "Activity Stream" of the conference mobile app, including a call-to-action button or links to the sponsors external website. Sponsors will receive a post-event report highlighting which attendees interacted with the post to help guide further connectivity and networking opportunities. ***Does not include any attendee registrations.***

# Marketplace Meetup Floor Plan



# Indiana Health Care Foundation 2020 Golf Outing

Benefiting the Indiana Health Care Foundation Educational Scholarship Fund  
Thursday, Sept. 17, 2020 Broadmoor Country Club, 2155 Kessler Blvd W Drive, Indianapolis, IN

## QUICK FACTS

**\$20,000 + raised for the LTC Scholarship Fund at 2019 IHCF Golf Outing**

**106 golfers and LTC decision-makers participated in the 2019 outing**

**Over \$40,000 in long term care scholarships will be awarded in 2020**

Proceeds from the 11th annual outing benefit the Educational Scholarship Program of the Indiana Health Care Foundation. Your support of the 2020 IHCF Golf Outing will allow the Foundation to continue to disburse scholarship funds to professionals pursuing higher and continuing education in the field of long term care.

To register for or sponsor the IHCF annual golf outing, please visit [ihca.org](http://ihca.org) and click on the Events & Training tab, and look for the 2020 Golf Outing. *The Indiana Health Care Foundation is a 501(c)(3) nonprofit organization. Sponsorship is tax-deductible to the extent allowed by law.*



IHCF Golf Outing Play Packages	Ace \$1,000	Eagle \$750	Birdie \$600	Single \$200
Celebrity Athlete/Coach "Fifthsome"	✓			
Foursome	✓	✓	✓	
Beverage Tickets - Per Golfer	2	2	2	2
Raffle Tickets - Per Golfer	4	2		
Tee Box Logo Recognition Signage	✓	✓		
Recognition Signage at Event	✓			



**Major Outing Sponsor: \$3,000**  
**(Only 1 sponsor per industry specialty)**

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

**Participant Gift Sponsor: \$1,500 (1 available)**

Includes sponsor's logo on participant gift item that will be provided to each golfer at registration. Sponsor may assign representative to distribute gift items.

**Lunch Sponsor: \$1,000 each (2 available)**

Includes sponsor's signage on the golf cart that delivers the boxed lunches to all golfers. Sponsors may assign a representative to assist with lunch delivery.

**Awards Banquet Sponsor: \$1,000 each (2 available)**

Includes signage at banquet and verbal recognition at awards reception. Sponsor may assign representative to assist with banquet and distribution of prizes.

**Cart Sponsor: \$500 each (2 available)**  
**OR \$1,000 (1 available)**

Includes sponsor's name or logo prominently displayed on every cart used in the tournament.

**Golf Ball Sponsor: \$1,000 (1 available)**

Includes sponsor's name or logo prominently displayed on golf balls gifted to all players and the opportunity to help pass out the golf balls at the registration area.

**Beverage Cart Sponsor: \$500 each (2 available)**

Signage on beverage carts and opportunity for sponsor representative to follow beverage cart. Sponsor may assign representative to distribute free drink tickets to each player at registration.

**Celebrity Golfer Sponsor: \$500 each (2 available)**

Includes sponsor signage welcoming celebrities and the opportunity to distribute swag to celebrities and their Ace Foursome partners.

**Raffle Sponsors: \$500 each (4 available)**

Includes signage on raffle tickets distributed to each player and signage at raffle display area.

**Hole Sponsor: \$250 each (multiple available)**

Includes hole sponsorship signage at one designated tee box and the opportunity to man the hole. Hole Sponsors can do a gift giveaway on the course or provide golfers with food/beverages (alcohol prohibited). The golf course provides and places all on-course tables with linens. Hole sponsors are responsible for bringing their own chairs.

**Raffle Prize Donation**

If you would like to donate a raffle prize, please contact Emily Berger at [eberger@ihca.org](mailto:eberger@ihca.org) or 317-616-9036.

# IHCA/INCAL Program and Education Event Sponsorships

If you have questions about these sponsorship opportunities, or wish to register, please contact Emily Berger at [eberger@ihca.org](mailto:eberger@ihca.org) or 317-616-9036.



## Senior Living Awards Sponsorship - \$2,500 (2 available)

IHCA/INCAL's year-long Senior Living Award program recognizes professionals in nursing facilities and assisted living communities across the state of Indiana for their exemplary contribution and unwavering commitment to delivering quality care. Award winners are selected from colleague nominations. Held each year during IHCA/INCAL Convention & Expo, the Senior Living Awards ceremony draws more than 400 professionals who come together to celebrate and honor the IHCA/INCAL Senior Living Award winners. Sponsoring the Senior Living Awards is a unique opportunity to get your brand in the spotlight and demonstrate your commitment to supporting excellence throughout the sector throughout the award nomination and recognition process.

### Award Categories include:

- Best of Indiana - Long Term Care
- Best of Indiana – Assisted Living
- Certified Nurse Assistant of the Year
- Caregiver of the Year
- Nurse of the Year

### Sponsor benefits include:

- Year-long recognition of your company as the official sponsor of the 2020 IHCA/INCAL Senior Living Awards with your logo on all marketing collateral including the application form, new IHCA.org, digital and social media communications, direct mailers and faxes
- Logo placement on each of the five professionally- produced two-minute award videos aired during the awards ceremony in front of a highly captive audience
- Award videos are also promoted year-long across IHCA/INCAL-owned digital and social media platforms as well as the winning facilities' owned digital and social media platforms generating meaningful conversations and driving video shares across all online platforms
- Sponsor representation and recognition on the stage during the Senior Living Award Ceremony and Luncheon on Tuesday, August 11 at the IHCA/INCAL Convention & Expo

To view the 2019 Senior Living Award Videos, visit [ihca.org](http://ihca.org).



### **Legislative Sponsorship - \$1,000 (4 available)**

Support the legislative and advocacy work of IHCA/INCAL at the state and federal level.

#### **Sponsorship includes:**

- Logo recognition and complimentary backlink on the Long Term Care Day at the Statehouse event page on the IHCA/INCAL website (tentatively scheduled for February 25)
- Invitation to attend the Long Term Care Day at the Statehouse and be verbally recognized by IHCA/INCAL staff in front of attendees
- Logo and verbal recognition and an invitation to participate in the Indiana delegation's Congressional Briefing Visit in Washington, DC (June)
- Logo recognition and complimentary backlink in the weekly Fridays From the Statehouse e-newsletters distributed to members throughout the 2020 legislative session (January – March)
- Logo recognition in the Legislative Facility Visit packets distributed to legislators throughout the year

### **Big I Party Sponsorship at the 2020 AHCA Annual Convention - \$2,000 (4 available – 1 per industry)**

Support IHCA/INCAL during the American Health Care Association's Annual Convention & Expo in Austin, TX from October 4-7, 2020. IHCA/INCAL continues to partner with our friends and colleagues from the Illinois Health Care Association, Idaho Health Care Association, and Iowa Health Care Association to provide greater access to the leaders of our states' long term care profession. Attendees at the early evening event (typically held the Monday of convention) enjoy complimentary food and an open bar in a casual atmosphere. Annual attendance ranges from 200-250 participants from all four "I States."

#### **Sponsors receive:**

- Logo recognition and complimentary backlink on the event page of the IHCA/INCAL website
- Logo recognition on the Big I Party invitations distributed in Indiana
- Logo recognition on promotional fliers and signage at the event
- Verbal recognition from state association leadership at the event
- Opportunity to hand out promotional items to attendees
- List of registered attendees with contact details
- Up to 10 attendee registrations (vendors/associate members/non-facility member attendees are otherwise charged \$50/person)

## **Proactive Medical Review Webinar Series Sponsorship**

IHCA/INCAL has partnered with Proactive Medical Review since 2016 to deliver superior online educational training on timely clinical and reimbursement topics important to skilled nursing facilities. This year we are offering three unique series to help members adjust to the changing reimbursement landscape and advance results related to the CMS 5-Star Quality Rating System. Sponsors can choose to invest in all three series at a reduced cost or sponsor individual series. Annual webinar registration averages 150 members and non-members per series.

### **Sponsorship includes:**

- Logo recognition and complimentary backlink on IHCA/INCAL website for the specified series
- Logo recognition and website linkage on promotional printed materials, emails, blast faxes, related social media marketing, and registration confirmation messaging
- List of event attendees with contact information
- One attendee registration to participate in the series webinars

**Three- Series Sponsorship - \$2,500 (1 available, savings of \$500 versus sponsoring all three individual events separately)**

### **Separate Series Sponsorships**

#### **1. PDPM Master Class Webinar Series- \$1,500 (1 available)**

A 12-month webinar series beginning January 2020 focused on developing mastery of the skills required to successfully lead clinical reimbursement excellence under PDPM.

#### **2. MDS PDPM Webinar Series - \$500 (1 available)**

A 6-week, 6-session intensive webinar series beginning January 2020 focusing on assessment, coding, systems orientation and proficiency.

#### **3. 5-Star Insights Webinar Series- \$1,000 (1 available)**

A 10-part monthly webinar series beginning in March that will focus on advancing results in the three domains of the CMS 5-Star Quality Rating System: Health Inspections, Staffing, and Quality Measures.

# Additional Education Event Sponsorships

IHCA/INCAL offers a robust line-up of both in-person and web-based training and educational events throughout the year geared toward long term care professionals in a variety of roles. We offer a variety of sponsorship opportunities at various price points. If you have questions about these sponsorship opportunities, or wish to register, please contact Emily Berger at [eberger@ihca.org](mailto:eberger@ihca.org) or 317-616-9036.

## Sponsorship recognition and benefits for each of the opportunities listed below includes:

- Logo recognition and complimentary backlink on IHCA/INCAL website for the specified event
- Logo recognition on promotional printed materials, emails, blast faxes, and related social media marketing
- Logo recognition on the day-of event signage/presentation materials
- Opportunity to man on-site registration table and display company materials at any in-person events
- List of event attendees with contact information
- Attendee registration as noted under the individual sponsorship opportunity

## Assisted Living Conference Sponsorship- \$750 (2 available)

Scheduled for October 27-28, 2020, the Assisted Living Conference is a two-day conference tailored to the assisted living and independent living industry. Day one features an AL Nurse Leader Workshop. Day two features a variety of

topics geared toward facility administrators, directors of admission, memory care directors, wellness/activity programming personnel, dining and nutrition personnel, and corporate staff. Average annual attendance is 70+.

*Includes one attendee registration.*

## DON Workshop Sponsorship- \$1,500 (2 available)

These two-day clinically-focused workshops will be offered twice during year and are geared toward new and seasoned DONs, charge nurses, unit managers and facility and corporate MDS nurses, respectively. Historical attendance ranges from 15-35 individuals per session. Scheduled for June 24-25 and November 10-11. *Includes two attendee registrations per workshop.*

## Regional Assisted Living Lunch & Learn Event Sponsorships- \$250 (up to 3 available – 1 per event)

This second annual education series offers an opportunity for facility members and non-members to network over lunch with other providers and learn from a short presentation pertinent to current assisted living topics. Historical attendance varies based on location and topic. *Includes two attendee registrations per sponsored event.*

To register for one of these sponsorships, or if you have questions about these education events and related sponsorships, please contact Emily Berger at [eberger@ihca.org](mailto:eberger@ihca.org), or 317-616-9036.

**PLEASE NOTE: Some sponsorship elements and benefits are subject to change. Events and related sponsorships may be added throughout the year. Any changes to sponsorships already secured will be clearly communicated with sponsors in advance of the event.**

# 2020 IHCA/INCAL Convention & Expo

2020 Convention Theme – “Champions of Quality”

Pre-Education August 10 & Full Conference August 11-12 JW Marriott-Downtown Indianapolis

## QUICK FACTS

**IHCA/INCAL's largest annual event with a sold-out trade show at 2019 Convention & Expo**

**400+ attendees**

### Attendance includes:

- **Owners/Operators**
- **Administrators**
- **Nurses**
- **Regional Directors of Operations**
- **Department Directors**
- **Other Healthcare Professionals**

## WHAT IS THE IHCA/INCAL CONVENTION & EXPO?

A premier event focused on providing a dynamic, collaborative forum for all professionals across the spectrum of long term care. Our goal is to provide a unified voice for long term care, and to educate, inform and advocate on behalf of health care providers, consumers and the workforce.

**IHCA/INCAL Convention and Expo sponsorship and exhibitor booths are available to both members and non-members.**

To register as an exhibitor, please read the detail on the following pages closely and follow the directions found at [ihca.org](http://ihca.org).

Details on additional sponsorship opportunities are available on page 22.

## ROOM BLOCK

The 2020 room rate is \$239.99 per night. To make reservations call the hotel directly at 317-860-5800 and ask for the IHCA/INCAL Group Block.

To book a room online go to: <https://book.passkey.com/go/IHCAMeeting2020>

The room block expires July 13.

## CALL-FOR-PRESENTERS

The deadline to submit a presentation for the 2020 Convention is May 31!

Visit [ihca.org](http://ihca.org) to access the presentation submission form beginning February 10.

# Reserve a Convention Booth or Sponsorship Item

## EXHIBITOR AND SPONSOR REGISTRATION TIMELINE

**January 13-April 30**

**Title and Key Associate Member priority sponsorship and exhibitor booth selection period.**

**May 1**

**Exhibitor booth and sponsorship registration opens for Standard Associate Members. Title and Key members can continue registering as needed.**

**June 1**

**Exhibitor and sponsorship registration opens for non-members. All Associate Members can continue registering as needed.**

**July 1**

**Booth and sponsorship registration deadline in order to be recognized in the Convention On Site Guide**

## Title and Key Associate Members

**STEP 1:** Submit membership dues renewal or membership application and dues payment.

**STEP 2:** Upon receipt of dues payment, a confirmation email outlining the event registration process will be sent to your designated main contact.

2020 Title and Key associate membership levels include an event credit amount that can be applied toward a variety of convention sponsorship, registration or exhibit opportunities:

- Title Associate Member: \$2,500 event credit
- Key Associate Member: \$1,600 event credit

**STEP 3:** If you are electing to use your event credit toward the purchase of an exhibit booth, a form will include a section to indicate desired booth location. Booths will be assigned on a first come first served basis. IHCA/INCAL will make every effort to ensure exhibitors receive one of their preferred booths. Booth placement is not final until all booths are sold, typically several weeks prior to the event.

## Standard Associate Members and Non-members

**STEP 1:** Visit [ihca.org](http://ihca.org) and click on Convention & Expo under the Events & Training tab.

**STEP 2:** A link will direct you to the Exhibitor Booth and Sponsorship Page in the Registration section of the website. You must join or renew your Associate Membership BEFORE registering in order to receive the Members Only rate. (If you are unsure of your login and password, please contact Emily Berger at [eberger@ihca.org](mailto:eberger@ihca.org).)

**STEP 3:** The online booth registration form will include a section to indicate desired booth location. Booths will be assigned on a first come first served basis.

**STEP 4:** Once you have registered online and paid for your booth, you will receive notification from an IHCA/INCAL representative with details about your booth placement and next steps.

**Questions about how to reserve your exhibitor booth, sponsorship or other event elements as part of your key or title member tier package can be directed to Emily Berger at [eberger@ihca.org](mailto:eberger@ihca.org) or 317-616-9036.**

# Convention Exhibitor Details and Benefits

Exhibiting at the 2020 IHCA/INCAL Convention & Expo will ensure immediate access to professionals from across the spectrum of long term care.

## SHOW THEME

The 2020 convention theme is “Champions of Quality” and will play host to an Olympic-style atmosphere. Exhibitors are encouraged to decorate their booths in line with the theme.

## Show Location

The 2020 IHCA/INCAL Convention & Expo will take place August 10-12, 2020 at the JW Marriott in Downtown Indianapolis, IN. Parking is available at the JW for \$47 daily and \$52 for valet. Additional nearby parking options at various price points will also be made available to exhibitors.

## Exhibitor Schedule At-A-Glance (tentative)

(a full event schedule is included in subsequent pages of this packet)

### Monday, August 10

3:00-6:00 PM Exhibitor Move-In

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### Tuesday, August 11

7:00-9:30 AM Exhibitor Move-In

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9:30 AM-5:00 PM Networking Lounge and Gourmet Coffee Bar open in the Expo Hall

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10:15 AM-12:15 PM Expo Hall Open with Refreshments for Attendees

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12:30 PM Exhibitors can purchase a ticket to attend the Keynote & Awards Luncheon

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3:30-4:00 PM Refreshment Break hosted in the Expo Hall

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5:15-6:15 PM Exhibitor & Attendee Appreciation Networking Reception—“Champions of Quality” Olympics-themed event in the expo hall with complimentary bar provided by IHCA/INCAL, exhibitors may host food at their booths. Details will be provided regarding placing catering orders through the hotel.

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6:15-9:00 PM Exhibitor Move-Out

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### Wednesday, August 12

There are no Events for Exhibitors on this Day

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## Networking Lounge

Exhibitors and attendees will be provided with space within the expo hall that includes skirted tables, chairs, a gourmet coffee bar and water that you can use as a place to host meetings with attendees, find a quieter place to work, or simply relax. This space is offered at no additional charge and there is no need to reserve a table, but please note that space is available on a first-come-first-served basis. The Networking Lounge will be open for your use throughout the day on Tuesday, August 11 from 9:30 a.m. – 5:00 p.m.

## Exhibitor and Attendee Appreciation Reception

On Tuesday, August 11 from 5:15 – 6:15 p.m. attendees will venture back to the expo hall to continue networking with exhibitors. IHCA/INCAL will provide complimentary beer and wine to attendees and exhibitors in the expo hall. Exhibitors are encouraged to host light appetizers in their booth. JW Marriott catering details and contacts will be shared with exhibitors.

### Booth Pricing:

**8' x 8': Members - \$1,000 / Non-members - \$1,800**

**8' x 10': Members - \$1,300 / Non-members - \$2,100**

### Booth Fee Includes:

- One (1) CARPETED 8' X 8' booth or 8' X 10' with 8' high back drape and 3' high side drape
- One (1) 6ft. skirted table
- Two (2) padded, armless chairs
- Free wireless internet
- Three (3) exhibitor staff badges for working exhibit booth staff
- Booth identification sign (7" X 44" in size, black and white)
- Access to the Networking Lounge in the expo hall
- Electronic listing of attendees pre and post-convention, including emails
- Access to Convention App to connect with attendees
- Logo recognition in Convention App

### Optional Add-Ons:

- Discounted attendee registration at the member rate of \$300 to get access to all general and breakout sessions and related CEUs
- Traffic Builder Advertisement to drive additional traffic to your booth for \$300 per booth
- Additional exhibit staff (if more than three people will be working your booth) for \$75 per person
- Keynote Awards Luncheon (August 11 at 12:30 p.m.) ticket for \$75

- Electricity or other AV needs available for purchase through the hotel's contracted provider, Markey's.
- Other booth elements available for purchase through Fern, IHCA/INCAL's contracted exhibit hall vendor.
- Lead retrieval package available for purchase through Trade Show Leads, IHCA/INCAL's contracted vendor.
- Additional sponsorships outlined in this guide on page 22.



### Booth Placement:

IHCA/INCAL will make every effort to ensure exhibitors receive their preferred booth, however, we reserve the right to adjust booth assignments to avoid conflicts between competitors or other space and planning considerations. Booth placement is not final until all booths are sold. Final booth placement will be confirmed with exhibitors at least one week prior to the event.

### Payment Schedule:

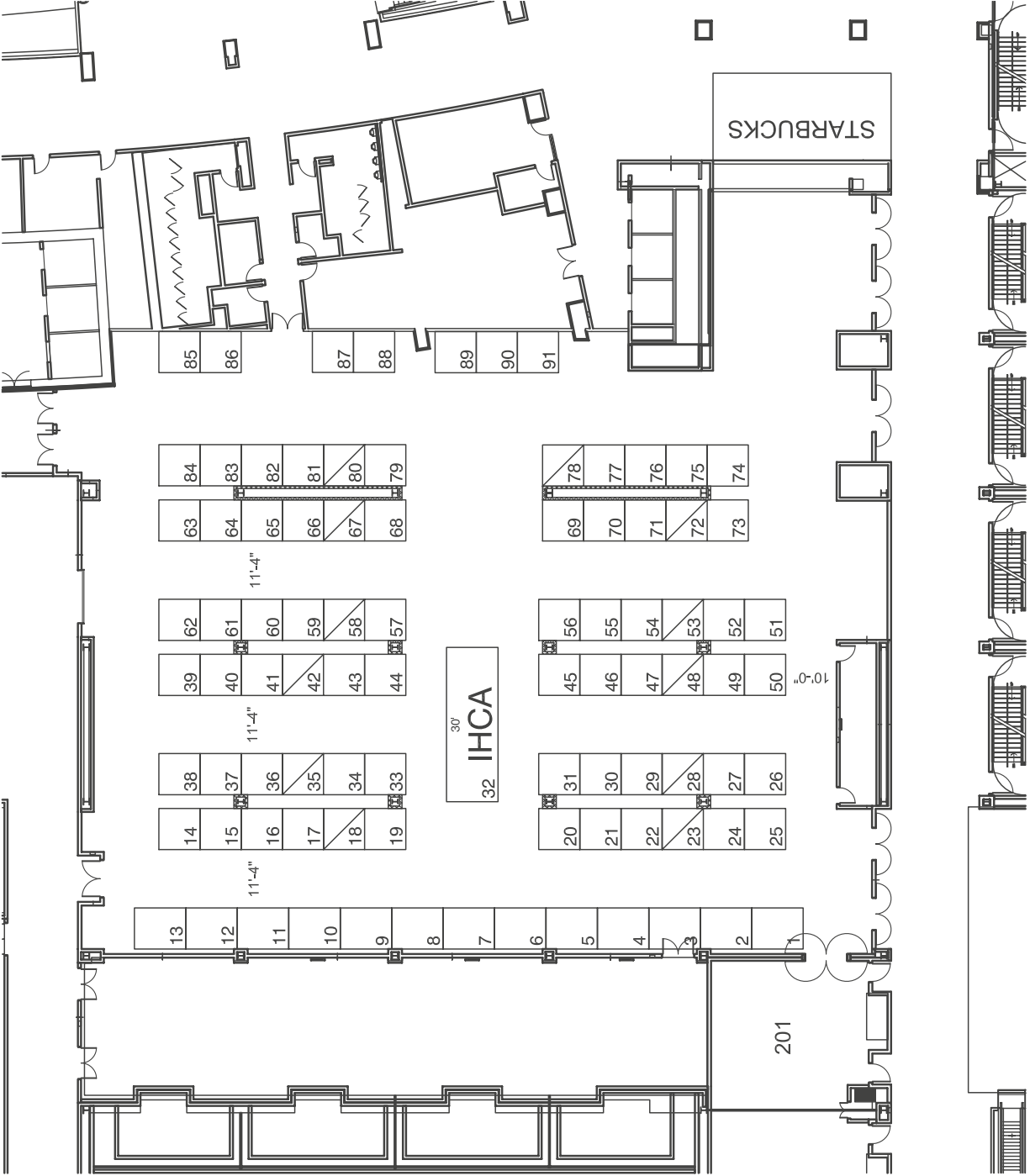
Full payment must accompany all registrations for exhibit space to be assigned. Payment may be made at the time of completing the application online. The applying company must be in good financial standing with the association at the time of payment.

### Cancellation or Withdrawal:

- Booth space cancelled by May 31, 2020 will be refunded, less a \$100 processing fee.
- Booth space cancelled between June 1, 2020 and July 10, 2020 will receive a 50 % refund.
- No refunds will be issued for cancellations or withdrawals made after July 10, 2020.
- All cancellations and withdrawals must be submitted in writing and emailed to Emily Berger at [eberger@ihca.org](mailto:eberger@ihca.org).

**Contact Emily Berger for information on the IHCA/INCAL Expo at 317-616-9036 or [eberger@ihca.org](mailto:eberger@ihca.org)**

# 2020 Convention Exhibit Hall Floor Plan



To view a dynamic real-time version of the Expo Floor Plan and select your booth preferences, visit [ihca.org](http://ihca.org) beginning January 6, 2020 and click on Convention & Expo option under the Events & Training Tab.

# Additional 2020 Convention Sponsorship Opportunities

To register for a sponsorship opportunity, visit [ihca.org](http://ihca.org) and click on Convention & Expo option under the Events & Trainings tab. Follow the prompts to select and pay for your preferred sponsorship(s).

IHCA/INCAL offers a variety of Convention sponsorships to fit your engagement needs and budget. Sponsorships are available to members and non-member on a first-come, first-served basis and only online registrations with payment will be allowed to reserve your spot!

- All sponsors will receive access to a digital attendee list two weeks prior to the event, a hard copy attendee list at the event (if attending), and a digital attendee list post-event that includes any attendee swaps or onsite registrations.
- All sponsors receive logo recognition in the On Site Guide.
- All sponsors receive logo recognition in the Convention App.
- Sponsorships include attendee registrations as noted.

## SENIOR LIVING AWARDS SPONSOR - \$2,500 (2 available)

See complete details on page 13 of the guide. *Does not include any attendee registrations.*

## INTERNET CODE SPONSOR - \$1,500 (1 available)

All attendees will receive a complimentary wireless internet code. Sponsorship includes your company name as the code for access to the internet for all attendees. *Does not include any attendee registrations.*

## REGISTRATION GIFT SPONSOR - \$1,500 (1 available)

The convention attendee gift will last long after the IHCA/INCAL Convention & Expo, so be sure to send attendees home with something they will continue to use! Your company's logo will be printed on each gift and given to each attendee in the Expo Hall. *Does not include any attendee registrations.*

## "WHY I CARE" SELFIE STATION SPONSOR - \$1,500 (1 available)

Attendees will be encouraged to contribute to the national "Why I Care" campaign through the selfie-station located in the exhibit hall near the IHCA/INCAL booth. Sponsors will receive logo recognition on the custom graphic overlay, as well as on signage at the station. Sponsors can assign a representative to assist the selfie-station professional in the exhibit hall in order to network with attendees. *Does not include any attendee registrations.*

## LANYARDS SPONSOR - \$1,250 (1 available)

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

## KEYNOTE SESSION SPONSOR - \$1,250 (3 available)

Choose from the opening keynote, awards luncheon keynote session (both on August 11) or closing keynote session

(August 12). Sponsorship includes the opportunity to welcome attendees, and introduce speakers, signage at the session, and recognition in the registration materials and On Site Guide. **Does not include any attendee registrations.**

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#### **HOTEL KEY CARDS SPONSOR- \$1,250 (1 available)**

Sponsoring the JW Marriott guestroom key cards is a great way to have overnight guests carry around your company in their pocket! The average hotel guest uses their key card six times per day, and your name and full-color graphic will be the one they see each time. **Does not include any attendee registrations.**

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#### **PRE-EDUCATION SESSION SPONSOR – \$750 (1 available)**

Sponsorship includes access to pre-education attendees throughout the day on Monday, August 10. As a sponsor, you are invited to introduce the speaker and your company, as well as host a 6' tabletop display set up in the back of the room to showcase your company. **Includes one pre-education attendee registration.**

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#### **GENERAL SESSION SPONSOR- \$750 (2 available)**

Looking to reach all convention attendees? This year's convention will offer 2 outstanding general sessions for all attendees August 11-12. Sponsorship includes the opportunity to welcome attendees, and introduce speakers, signage at the general session, and recognition in the registration materials and On Site Guide. **Does not include any attendee registrations.**

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#### **BREAKOUT SESSION ROOM MONITOR SPONSOR - \$750 (4 available)**

Sponsorship will be for one of the four breakout room tracks over two days, August 11-12. You will be able to introduce the speaker in that room for each session and have a 6' tabletop exhibit set up in the back of the room to showcase your company. **Includes one attendee registration.**

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#### **REFRESHMENT BREAK- \$500 (4 available)**

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

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#### **CHARGING STATION - \$500 (1 available)**

A charging station will be placed in the foyer by the registration area for attendees to charge any electrical devices. Sponsorship includes logo on the signage in this area. **Does not include any attendee registrations.**

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#### **INDIANA HEALTH CARE FOUNDATION SILENT AUCTION SPONSORSHIP-\$500 (4 available)**

Sponsor logos will appear on the silent auction webpage and in all promotional communication and materials distributed prior to the auction. Proceeds from the auction benefit the IHCF's scholarship fund for long term care professionals. **Does not include any attendee registrations.** *The Indiana Health Care Foundation is a 501(c)(3) nonprofit organization. Sponsorship is tax-deductible to the extent allowed by law.*

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#### **CONVENTION IN-APP SPONSORED POSTS - \$250 (5 available)**

Sponsors will provide customized content that will appear in the "Activity Stream" of the convention mobile app, including a call-to-action button or links to the sponsors external website. Sponsors will receive a post-event report highlighting which attendees interacted with the post to help guide further connectivity and networking opportunities.

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**Questions? Contact Emily Berger at the association for all Convention Sponsorship Opportunities at 317-616-9036 or [eberger@ihca.org](mailto:eberger@ihca.org).**

# 2020 IHCA/INCAL Annual Convention & Expo Schedule of Events (tentative)

August 10-12 / JW Marriott - Indianapolis

## AUGUST 10

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12:30-1:00 PM

1:00-5:00 PM

4:00-5:00 PM

4:00-5:00 PM

3:00-6:00 PM

## AUGUST 11

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7:00 AM

7:00-7:15 AM

7:00-9:30 AM

7:15-9:00 AM

8:00-9:00 AM

9:15-10:15 AM

10:15 AM-12:15 PM

12:30-2:00 PM

2:15-3:30 PM

3:30-4:00 PM

4:00 PM

4:00-5:15 PM

5:15-6:15 PM

6:15-9:00 PM

## MONDAY

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Registration/Check-In for Pre-Convention Education

Pre-Education Session

Convention Attendee Pre-Registration

IHCF Silent Auction Opens

Exhibitor Move-In

## TUESDAY

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Registration Opens & Continental Breakfast

Members Meeting

Exhibitor Move-In

CEO Leadership Breakfast & meeting (invite only)

Breakout Sessions

Opening Keynote

Expo Hall / Refreshment Break

Keynote Luncheon / Senior Living Awards

Breakout Sessions

Refreshment Break – Expo Hall

IHCF Silent Auction closes

General Session

Attendee/Exhibitor Appreciation Reception

Exhibitor Move-Out

# 2020 IHCA/INCAL Annual Convention & Expo Schedule of Events (continued)

August 10-12 / JW Marriott - Indianapolis

## AUGUST 12

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**7:30 AM**

**8:00-9:15 AM**

**9:30-10:45 AM**

**10:45-11:00 AM**

**11:00 AM-12:15 PM**

**12:30-2:00 PM**

## WEDNESDAY

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Registration Opens & Continental Breakfast

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Breakout Sessions

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General Session

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Refreshment break

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Breakout Sessions

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Closing Keynote Luncheon

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