



Engagement Guide 2024

Partner • Sponsor • Exhibitor

Your access to long term care
providers in Arizona





Table of Contents



Introduction 3

Demographics 4

Value in Sponsorship 5

Title Sponsor 6

Premier Sponsor 7

Champion Sponsor 8

Ambassador Sponsor..... 9

Impact Sponsorships 10

2023 Convention & Expo Floorplan11

AHCA Education Calendar12

Paul R. Friedlan Golf Classic 14

Contact Information.....15

Introducing the AHCA Partnership...

Partnering with the Arizona Health Care Association (AHCA) offers you an open door to work directly with skilled nursing facilities and assisted living communities throughout the state of Arizona. AHCA takes pride in being the state's largest professional long term care association and advocacy organization, representing member facilities who care for more than 18,000 of Arizona's elderly citizens. AHCA is a thriving organization serving the vast majority of your target market.

AHCA's business partnership program is offered to companies engaged in supplying products and services to the long term care profession. AHCA partners will gain valuable access to decision makers in long term care, as well as prized marketing and business development opportunities. Throughout the year, you'll be able to engage in multiple educational opportunities and networking events, including the Annual Convention and Expo as well as AHCA PEAK Performance Seminar Series, seminars, and webinars. AHCA partners are also highlighted in weekly newsletters and other communications.

Come join us and help support the long term care profession in Arizona!



Demographics

AHCA is here to help you break down the barriers to engagement with key decision makers at member facilities and communities throughout the state.

Extend your reach as a sponsor through our communication platforms.

AHCA Update Newsletter

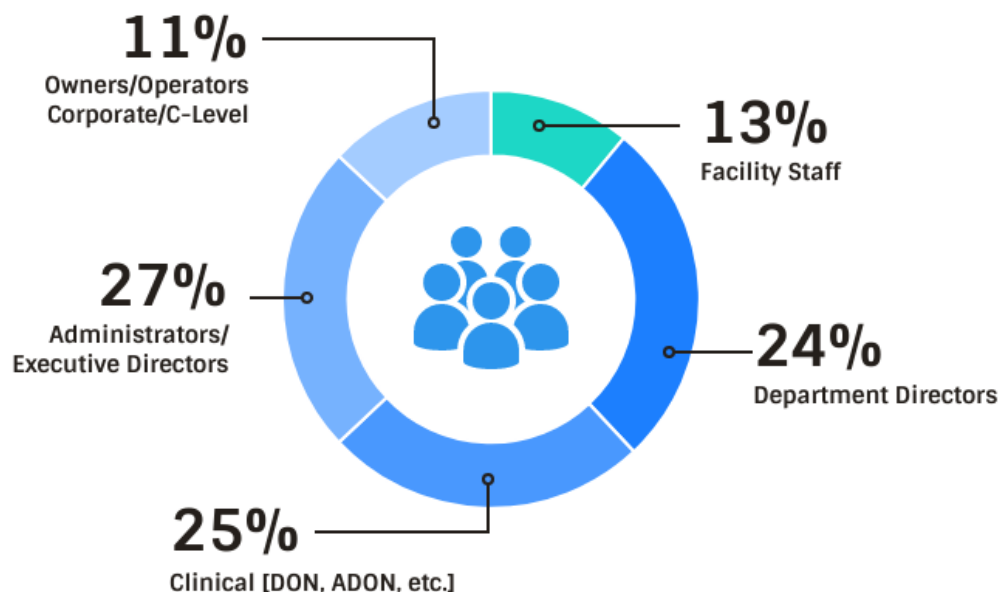


938 Recipients | Weekly

AHCA Website



1406 Visitors | Weekly



Reaching decision makers at AHCA events like the Annual Convention and Expo or the AHCA PEAK Performance Seminar Series held multiple times throughout the year.



[Back to Contents](#)



Value in Sponsorship

SPONSOR LEVEL	SPONSOR AMOUNT	TOTAL VALUE
Title Sponsor	\$30,000	\$61,731
Premier Sponsor	\$20,000	\$27,489
Champion Sponsor	\$10,000	\$13,119
Ambassador Sponsor	\$5,000	\$6,699
Impact Sponsorships	Individual Amounts	Individual Values

Title Sponsor

[Back to Contents](#)

Exclusive – Only 6 Title Sponsorships Available

■ Business Affiliate Membership	\$ 699
■ 16 X 20 Trade Show Booth with Prime Location	\$ 9,000
■ Eight Passes to the AHCA Convention	\$ 1,000
■ Speak for one minute in general session	\$ 1,000
■ Introduce General Session Speaker at the AHCA Convention	\$ 1,000
■ Name Badge Sponsor	\$ 3,000
■ Tote Bags Stuffer or Seat Drop your choice at each in-person meeting	\$ 1,500
■ Logo on AHCA Convention Tote Bag	\$ 3,500
■ Logo/link on AHCA Convention Website	\$ 2,000
■ AHCA Convention Brochure Acknowledgement	\$ 2,500
■ AHCA Convention App Sponsorship	\$ 1,500
■ Dinner With Board Members at the AHCA Convention	\$ 4,500
■ AHCA Convention Breakout Session Room Host	\$ 1,000
■ AHCA PEAK Performance Seminar Series Sponsor (Booth Included)	\$10,000
■ Two Registrations for all AHCA PEAK Performance Seminar Series	\$ 1,850
■ AHCA Seminar Sponsor (Dates TBD)	\$ 3,000
■ AHCA Webinar Sponsor (Dates TBD)	\$ 3,000
■ Logo/link on AHCA Website for 12 Months	\$ 1,500
■ Digital Advertising – with your Company Bio in AHCA Newsletters, Logo in Quality Newsletter and Four Social Media Posts	\$ 3,000
■ Advertisement in AHCA Directory	\$ 3,000
■ Attendee List	\$ 500

TITLE SPONSOR AMOUNT

\$30,000

TOTAL VALUE

\$61,731

Premier Sponsor

[Back to Contents](#)

■ Business Affiliate Membership	\$ 699
■ 8 X 20 Trade Show Booth with Premier Location	\$ 5,000
■ Four Passes to the AHCA Convention	\$ 500
■ Speak for one minute in general session	\$ 1,000
■ Logo/link on AHCA Convention Website	\$ 2,000
■ AHCA Convention Brochure Acknowledgement	\$ 2,500
■ Tote Bag Stuffer	\$ 1,000
■ Logo on AHCA Convention Tote Bags	\$ 3,500
■ AHCA Convention App Sponsor	\$ 1,500
■ AHCA Convention Breakout Session Room Host	\$ 1,000
■ AHCA PEAK Performance Seminar Series Sponsor (2) (Booth Included)	\$ 3,000
■ Two Registrations for one PEAK Performance Seminar Series	\$ 370
■ General signage at the AHCA Convention & two AHCA PEAK Performance Seminar Series	\$ 1,000
■ Digital Advertising – BA Spotlight in Newsletter, two Social Media Posts, Company Listing in Annual Directory	\$ 2,500
■ Attendee List	\$ 500

PREMIER SPONSOR AMOUNT

\$20,000

TOTAL VALUE

\$27,489



Champion Sponsor

[Back to Contents](#)

■ Business Affiliate Membership	\$ 699
■ 8 x 10 Trade Show Booth with Upgraded Location	\$ 2,500
■ Three Passes to AHCA Convention	\$ 250
■ Speak for one minute in general session	\$ 1,000
■ Logo/link on AHCA Convention Website	\$ 2,000
■ AHCA Convention Brochure Acknowledgement	\$ 2,500
■ Tote Bag Stuffer	\$ 1,000
■ General Signage at AHCA Convention	\$ 1,000
■ AHCA Convention Breakout Session Room Host	\$ 1,000
■ Attendee List	\$ 500

CHAMPION SPONSOR AMOUNT

\$10,000

TOTAL VALUE

\$13,119



Ambassador Sponsor

[Back to Contents](#)

■ Business Affiliate Membership	\$ 699
■ 8 x 10 Trade Show Booth with Upgraded Location	\$ 2,500
■ Impact Sponsor Item (AHCA Choice)	\$ 3,000
■ Attendee List	\$ 500

AMBASSADOR SPONSOR AMOUNT	\$5,000
TOTAL VALUE	\$6,699



Impact Sponsorships

[Back to Contents](#)

Individualized

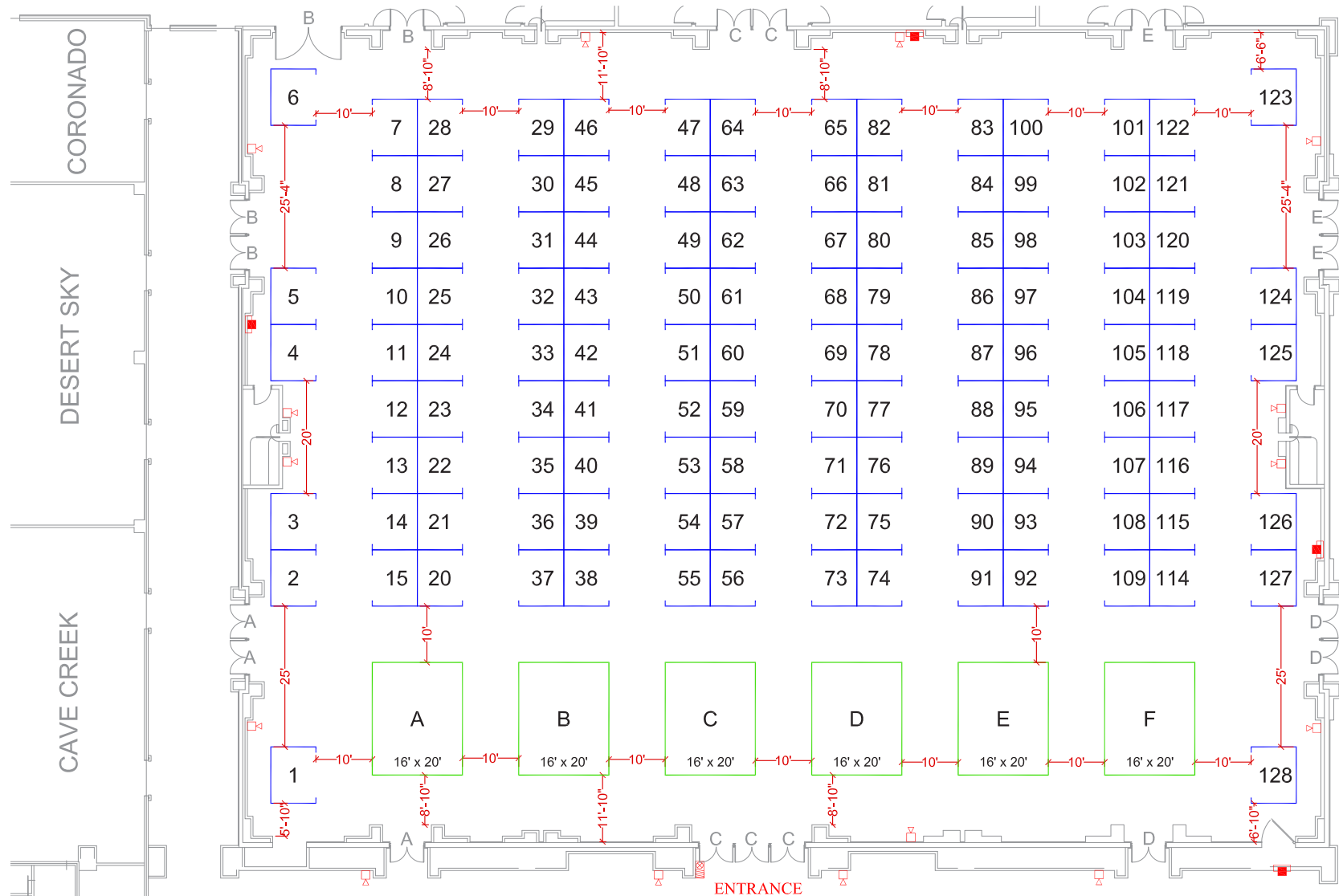
■ AHCA Seminar.....	\$ 1,000
■ Award Flowers.....	\$ 1,000
■ Breakout Session.....	\$ 1,000
■ Brochure Acknowledgement at the AHCA Convention.....	\$ 1,000
■ Registration Desk.....	\$ 1,000
■ Speaker Introduction.....	\$ 1,000
■ Professional Head Shot Stand Sponsor	\$ 1,500
■ PEAK Performance Seminar Series	\$ 2,000
■ AHCA Convention Mobile App.....	\$ 2,000
■ Internet Sponsor.....	\$ 2,000
■ 360° Photo Booth.....	\$ 2,000
■ Lanyard Sponsor	\$ 2,500
■ Half Page Brochure.....	\$ 2,500
■ Escalator Banner	\$ 3,000
■ Coffee Walk Sponsor	\$ 3,000
■ Tradeshow Coffee Stand.....	\$ 3,000
■ Hotel Check-in Gift	\$ 3,500
■ Hotel Room Keys.....	\$ 3,500
■ Charging and Networking Lounge.....	\$ 4,000
■ Beverage and Snack.....	\$ 5,000
■ Full Page Brochure.....	\$ 5,000
■ Chef Competition.....	\$ 5,000
■ Award Breakfast (2)	\$ 5,000
■ Back Page Brochure	\$ 7,000
■ Breakfast Sponsor.....	\$ 7,500
■ Lunch Sponsor	\$10,000





2024 AHCA Convention & Expo

July 15-17, 2024 ♦ Sheraton Phoenix Downtown





AHCA Education Calendar 2024

JANUARY

- January 9..... AHCA Webinar: High-Risk Tags & immediate Jeopardies - Preventing Elopement: Strategies for Resident Safety
- January 30..... AHCA Breakfast Club

FEBRUARY

- February 13 AHCA Webinar: High-Risk Tags & Immediate Jeopardies - Reducing Risks Related to Falls and Other Accident Hazards
- February 15..... PEAK Performance Seminar Series Executive Leadership: Aspire to Inspire
- February 29..... *Disaster Ready EPIC* Tabletop Exercise
- February 22..... *Disaster Ready* Tabletop Exercise

MARCH

- March 12..... AHCA Webinar: High-Risk Tags & immediate Jeopardies - Reducing Risks Related to Abuse and Neglect
- March 19..... *AHCA Advocacy Day*: Making a Difference, One Voice at a Time
- March 28..... Annual Disaster Ready Summit

APRIL

- April 9..... AHCA Webinar: High-Risk Tags & immediate Jeopardies Reducing Risks Related to Quality of Care
- April 10..... Business Affiliate Speed Networking & Lunch
- April 17..... *Disaster Ready* Tabletop Exercise
- April 25..... PEAK Performance Seminar Series Clinical Leadership: Transforming Quality

(continued on next page)

MAY

- May 2..... *Disaster Ready EPIC* Tabletop Exercise
- May 9..... *Disaster Ready* Tabletop Exercise
- May 11..... AHCA Breakfast Club
- May 14..... AHCA Webinar: High-Risk Tags & immediate Jeopardies - Reducing Risks Related to Infection Control
- May 23..... PEAK Performance Seminar Series: C-Suite Leadership

JUNE

- June 6..... Infection Preventionist Summit
- June 11..... AHCA Webinar: High-Risk Tags & Immediate Jeopardies - Reducing Risks Related to Cardio-Pulmonary Resuscitation (CPR)

JULY

- July 9..... AHCA Webinar: High-Risk Tags & immediate Jeopardies - Reducing Risks Related to Medication Errors
- July 15-17 2023 AHCA Convention & Expo... Quality and Beyond

AUGUST

- August 13..... AHCA Webinar: High-Risk Tags & Immediate Jeopardies - Reducing Risks Related to Pressure Ulcers
- August 22..... *Disaster Ready* Tabletop Exercise

SEPTEMBER

- September 10 AHCA Webinar: High-Risk Tags & immediate Jeopardies - Reducing Risks Related to Changes in Condition
- September 19 PEAK Performance Series: Quality Performance & Preparedness
- September 27 AHC Foundation: Paul R. Friedlan Classic Golf Tournament

OCTOBER

- October 10 AHCA Webinar: High-Risk Tags & immediate Jeopardies - Reducing Risks Related to Competent Nursing Staff
- October 29..... Assisted Living Summit

NOVEMBER

- November 7..... PEAK Performance Series: MDS Leadership
- November 14..... AHCA Webinar: High-Risk Tags & immediate Jeopardies - Reducing Risks Related to Nutrition and Hydration

DECEMBER

- December 12 AHCA Webinar: High-Risk Tags & immediate Jeopardies - Reducing Risks Related to Respiratory Care



PREMIER sponsor \$5,000

- Four (4) Golfers
- Signage in the registration area
- Signage at two holes
- Recognition at Golf Luncheon
- Recognition on all promotional and marketing materials
- Recognition on sponsorship information sheet

DREAM sponsor \$3,000

- Two (2) golfers
- Signage in the registration area
- Signage at one hole
- Recognition at Golf Luncheon
- Recognition on all promotional and marketing materials
- Recognition on sponsorship information sheet

BREAKFAST sponsor \$2,000

- Exclusive sponsor of Breakfast
- Recognition at Golf Luncheon
- Recognition on all promotional and marketing materials
- Prominent recognition on sponsorship information sheet
- One player for the Tournament (\$200 value)

GOLF BALL sponsor \$2,000

- Exclusive Golf Ball sponsor of the Golf Tournament
- Recognition at Golf Luncheon
- Recognition on all promotional and marketing materials
- Recognition on sponsorship information sheet
- One player for the Tournament (\$200 value)

WATER BOTTLE sponsor \$1,000

- Exclusive water bottle sponsor of the Tournament
- Prominent logo placement on each bottled water
- Recognition at Golf Luncheon
- Recognition on all promotional and marketing materials
- Recognition on sponsorship information sheet

HOLE sponsor \$800

- Tournament-wide recognition
- Signage on the green

ALA CARTE

Bloody Mary Sponsor
\$2,000

Putting Contest Sponsor
\$1,500

Skee Golf Sponsor
\$1,500

Driving Range Sponsor
\$1,500

Hole in One/Prize Hole Sponsor
\$1,000

Contributing Sponsor
Golf towels, hats, bags, balls, divot tool,
snacks, sun block, hand sanitizer, etc.
(enough for 150 players)
At Cost

ALL sponsors will receive
Tournament-wide recognition



FOR MORE INFORMATION

Contact Krysten Dobson, Director of Education & Grant Management
Arizona Health Care Association
3003 N. Central Ave, Suite 860 | Phoenix, AZ 85012
PH: 602-265-5331 | FAX: 602-265-4401 | EMAIL: kdobson@azhca.org