

# lecome to OHCA

Welcome to OHCA

Industry Partner Associate
Member Program

**Champion Partner Program** 

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The Ohio Health Care Association is the state's largest organization representing a broad spectrum of post-acute and long-term services and supports providers offering assisted living, home care, hospice, ID/DD services, and skilled nursing.

OHCA is a state affiliate of the American Health Care Association (AHCA), National Center for Assisted Living (NCAL), American Network of Community Options and Resources (ANCOR), and the National Association for Home Care and Hospice (NAHC).

Each year, our growing membership base of nearly 1,300 organizations engage with one another through various OHCA events and activities, giving business members a wonderful opportunity to build lasting relationships with key decision makers while promoting their products and services.

Our 2024 Sponsorship & Engagement Guide was created to introduce supporting companies to the wide range of opportunities we invite you to consider as you develop your business strategy for Ohio.

Thank you for considering a partnership with OHCA and our members in 2024. Whether you are new to OHCA or are continuing your commitment, we applaud your efforts to help our members achieve the finest quality care and services for the individuals they serve.





# Industry Partner Associate Member Program

#### **BENEFITS INCLUDE:**

- Facility membership list in convenient Excel format
- One complimentary annual email sent to all OHCA members
- Big savings on expo booth at the OHCA Annual Convention
- Opportunity for table-top displays at conferences
- Opportunity to sponsor various OHCA events
- Listing by business category(ies) in vendor locator on OHCA website
- Discount on attending OHCA education events
- Ability to participate in OHCA committees
- Receipt of weekly OHCA News Bites informational newsletter
- Ability to participate in weekly, bi-weekly, and monthly membership calls for important industry updates

Contact Heidi McCoy, hmccoy@ohca.org





# **Champion Partner Program**

OHCA Champion Partners go above and beyond in supporting OHCA. In exchange, they receive valuable enhancements in addition to the base-level industry partner associate member benefits.

This yearly sponsorship begins at the start of each calendar year and provides an expansive list of benefits that promotes your company's expertise while helping to build long-lasting business relationships with our members.

#### **BENEFITS INCLUDE:**

- · Free industry partner membership
- Square banner ad (logo or ad) on home page of OHCA website
- Top listing on vendor locator of OHCA website
- Priority booth selection for OHCA Annual Convention & Exposition
- Signage at booth promoting company as a Champion Partner
- Extra points on call-for-presentation Convention education selection process
- 5 complimentary Annual Convention registrations to share with clients
- Complimentary table-top display at all OHCA educational conferences
- Opportunity to present webinars and sessions at OHCA educational events
- Logo visibility on all seminar, webinar and conference promotional emails
- Logo visibility on OHCA's on-line registration portal
- Free admission to President's Dinner or private networking reception with OHCA Board of Directors (alternate years) at OHCA Annual Convention & Exposition



# 2024 Annual Convention & Exposition

Join us for Ohio's largest gathering of post-acute and long-term care professionals featuring four days of education, dedicated expohall hours, and fun networking events. The OHCA Convention is known nationwide as one of the largest and best state-level events.

This can't miss event is the best way to reach Ohio's leaders in assisted living, home care, hospice, ID/DD services and skilled nursing.

#### **BENEFITS INCLUDE:**

- Over 1,700 registered attendees
- Dedicated trade show hours
- Industry Partner booth prices begin at \$1,500
- Booth marketing enhancements for as little as \$250
- New Product Theater opportunities for \$750

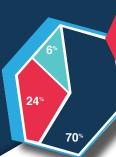
Contact Heidi McCoy, hmccoy@ohca.org

# OHCA

Annual Convention & Exposition

Reach over 1,700 Attendees!

2023 Attendee Profile



Nursing Facility 60%

Assisted Living 20%

Home Care & Hospice 10%

ID/DD 5%

Other/Consultants 5%

732 PAC LTC Organizations Attended OHCA 2023!

Scan to Exhibit Today!

Don't miss out in 2024!

May 13-16, 2024 | Columbus, Ohio
Columbus Convention Center

Owners, Executive Directors, NHAs & Corporate Managers 70%

DONs, Nursing Executives & Nurses 24%

60°

Other 6%



# **Convention Presenting Sponsorship**

As the single, most-visible supporter of the 2024 OHCA Convention, your company will make a lasting impression not only on the 1,700+ attendees who register for this event, but also the entire assisted living, hospice, home care, ID/DD services and skilled nursing profession in Ohio who receives our widely-distributed convention marketing materials.

#### **BENEFITS INCLUDE:**

#### Exclusive, top-line placement on all convention promotional materials

- Logo prominently featured on all pre-convention emails promoting member coupon use, early bird registration, hotel selection, Beehive topics, special events, vendor preview and more
- Each email promotion reaches a database of over 12,000 individuals. Multiple impressions will be generated beginning 4th quarter of 2023
- Hard-copy promotional brochure reaches a database of over 3,000 organizations
- Separate ad featured within convention promotional brochure

#### Exclusive, top-line placement on all convention on-site materials

- Welcome signage, registration area signage, expo hall signage, and anywhere OHCA2024 is featured
- Convention App
- Welcome video, up to 5 minutes, featured at OHCA general session
- Live remarks at OHCA general session
- Free, large 20 x 40 booth in the center of the expo hall with signage overhead denoting company as presenting sponsor
- Custom animation featuring company products and services in 5 video kiosks displayed throughout the Convention
- Opportunity to personally welcome and introduce over 70 educational sessions
- Link to promotional video featured in our post-event thank you email for attendees to download CE certificate
- List of convention registrants with name and email for follow-up
- Up to 30 complimentary registrations to attend



## **Popular Convention Event Sponsorships**

#### Scholarship Ceremony and Opening Keynote - \$8,000 Exclusive

- General session attended by more than 1,400 individuals
- Support OHCA's investment in our workforce and the awarding of at least 74 scholarships totaling more than \$250,000
- Podium time to address audience and share information about company products and services
- Ability to play up to a 5-minute video at event
- Post-convention email to all OHCA members highlighting scholarship winners with customized company message or video link
- Digital and print recognition as event sponsor

#### Welcome Reception - \$5,000, 2 Available

- Opening reception on Monday from 4:30 6:30 in Discovery Café with hors d'oeuvres and cocktails
- Digital and print recognition as event sponsors
- Space on either side of Café to display product literature and/or do a drawing
- Greet CEOs, owner, administrators, executive directors and others as they arrive at this
  popular, well-attended event

#### President's Dinner - \$5,000, 2 Available

- Attended by 250+ OHCA leaders and key individuals at off-site location
- Honors newly-elected President
- Extensive networking opportunity
- Opportunity to make remarks to assembled guests

#### Annual Meeting - \$4,000 Exclusive

- Attended by 200 key leaders of our assisted living, home care, hospice, ID/DD services and skilled nursing members
- Annual business meeting to include election of OHCA's various boards
- Podium time to address audience and share information about company products and services
- Ability to play up to a 3-minutes video
- Digital and print recognition as event sponsor

#### Board of Directors Luncheon - \$4,000 Exclusive

- Attended by members of all four OHCA Boards and other association VIPs
- Event also includes election of OHCA officers and executive committee
- Opportunity for networking and to make remarks to the assembled boards
- Sponsor receives list of OHCA board members with emails for follow-up congratulations and support



# Popular Convention Item Sponsorships

#### Convention Mobile App - \$5,000 Exclusive

- App is place where session rooms, handouts, and expo floor plan are located
- Share your brand and key messages with attendees every time they open the app
- Includes a splash screen advertisement which appears each time the App is launched
- Also include a static banner on the main navigation home screen.
- Verbal recognition during general session

#### On-Site Wifi -- \$5,000 Exclusive

- Help OHCA enhance the online experience for our attendees
- · Sponsor will appear every time attendees connect to wifi
- Opening internet landing page can link back to company website
- Verbal recognition during general session.

#### Discovery Café Sponsorship -- \$4,000 Exclusive

- · Centrally located in Convention Center where attendees grab coffee, work, and relax
- Large 10 x 10 graphic above the café entrance
- Also includes sponsor graphics on two long charging station/work stations
- · Ability to place literature or other items within cafe
- Great way to extend booth presence and drive traffic to your booth

#### OHCA BeeHive - \$3,000 3 Available

- The BeeHive is a place for attendees to network and participate in various micro-learning activities
- Sponsors have ability to work with OHCA to present short 30-minutes sessions or educational demonstrations
- Sponsors receive list of participants for follow-up
- Ability to distribute literature or giveaways throughout the Hive
- · Digital and print recognition as event sponsor

#### Name Badge Lanyards - \$3,000 Exclusive

- Sponsor provides 3,200 bulldog clip lanyards to be distributed on-site to all attendees
- Visual way to get your company noticed by everyone
- Link to sponsor's web page on convention app
- Great keepsake and way to drive traffic to booth

#### Registration Area Sponsorship -- \$3,000 Exclusive

- All attendees must visit our self-printing badge registration area
- Large 8' x 14' graphic above registration area
- Sponsors are can be part of the opening-day welcome committee to help attendees with their badges
- Great way to invite people to your booth or hospitality event

#### Lunch Tables -- \$1,500 per day or \$2,500 for both days

Scan to

Learn More!

- Over 75 lunch tables are scattered through the expo hall for lunch service
- Sponsors have opportunity to provide customized 8.5" x 11" advertisement for each table
- Tables can be decorated with other items from sponsor
- Great way to extend booth presence and drive traffic to your booth

#### Interested in other Graphic Sponsorships?



# **CEO Conference Sponsorship**

OHCA plans to hold an invitation-only, 2-day CEO event in August or September 2024. The event is currently under development, based on similar events at the AHCA/NCAL level and in some other states. We are looking for 5 committed partners, no more than one from each industry type, to participate in this high-end, spectacular event.

## 5 Available; One per Company Type

The event will be targeted to OHCA Board of Directors members, industry CEOs, and other C-suite level executives. It will include high-level educational programming along with social events and plenty of time for networking.

The limited number of sponsors guarantees the opportunity for access to key industry decision-makers in Ohio.



#### **SNF Winter Conference**

OHCA SNF Winter Conference, scheduled for February 15-16, 2024, in Columbus brings together top leaders in the Ohio skilled nursing profession. This higher-end, two-day event draws more than 200 attendees.

#### **Options for participation include:**

#### Presenting Sponsor: \$7,500 Exclusive

- Invitation to attend and speak at OHCA Board of Director Meeting held in conjunction with event
- Podium time to welcome guests and present up to 5-minute video
- Opportunity to introduce all speakers
- Digital recognition on all conference promotions
- · Print recognition at event
- Prominent table-top exhibit
- · List of attendees with emails for follow-up

#### Table-Top Exhibit: \$1,500

- Includes 2 complimentary registrations
- ★ Free to OHCA Champion Partners

For sponsorship information contact Diane Dietz, ddietz@ohca.org
For exhibitor information contact Heidi McCoy, hmccoy@ohca.org



### **SNF Fall Conference**

OHCA SNF Fall Conference is our second annual event that, once again, brings together the top leaders in Ohio's skilled nursing profession. Another high-end, two-day event that bring together approximately 300 leaders.

#### **Options for participation include:**

Presenting Sponsor: \$7,500 Exclusive

- Invitation to attend and speak at OHCA Board of Director Meeting held in conjunction with event
- Podium time to welcome guests and present up to 5 minute video
- Opportunity to introduce all speakers
- Digital recognition on all conference promotions
- · Print recognition at event
- Prominent table-top exhibit
- List of attendees with emails for follow-up

Table-Top Exhibit: \$1,500

- Includes 2 complimentary registrations
- Tree to OHCA Champion Partners

For sponsorship information contact Diane Dietz, ddietz@ohca.org
For exhibitor information contact Heidi McCoy, hmccoy@ohca.org



# **OHCA Educational Offerings**

OHCA offers the following in-person educational events that are available for both sponsorships and table-top exhibits.

- Activity Director Bootcamp
  - Held 2x per year
- Activities Conference
  - Held February 2024
- Assisted Living (RCF) Rules & Survey Preparedness with Mandy Smith
  - Held 3-4x per year, possibly more due to rule change
- Assisted Living Summit
  - Held September 2024
- Certified Executive for Assisted Living (CEAL)
  - Held 2x per year
- Dining & Nutritional Services Conference
  - Held August 2024
- Disaster Summit
  - Held November 2024
- ICF-IID Life Safety Code Today and Tomorrow with Kenn Daily
- ID/DD Summit
  - Held November 2024
- Nursing Facility Life Safety Code Bootcamp with Kenn Daily
  - Held 3x per year
- Nursing Facility Dietary Manager Boot Camp with Heidi McCoy
- Managing Reimbursement and Quality Metrics with Robin Hillier
  - Held 4x per year
- The Essential MDS 3.0 Course with Tammy Cassidy
  - Held 2x per year

Contact Heidi McCoy, hmccoy@ohca.org or Kathy Chapman, kchapman@ohca.org



# Professional Excellence Award Sponsorship

As the leading professional trade association representing Ohio's post-acute and long-term services and supports providers, OHCA takes great pride in annually recognizing excellence within our workforce. As a sponsor, your logo will be predominantly featured on the application and on the banner provided to our winners to proudly display outside their facility/organization.

In addition, you will be invited to join OHCA leadership and staff in this annual recognition.

#### **DETAILS:**

- Assisted Living Professional Excellence \$3,500
   Join us at our annual AL Summit as we present the winners of excellence in assisted living
- Home Care & Hospice Professional Excellence \$3,000
   Join us as we recognize at least 5 excellence award winners in their home care and/or hospice agencies
- ID/DD \$3,500
   Join us at our annual ID/DD Summit as we present the winners of excellence in the ID/DD profession
- Skilled Nursing \$4,000
   Join us at our annual SNF Fall Conference as we present the winners of excellence in skilled nursing

Contact Heidi McCoy, hmccoy@ohca.org or Kathy Chapman, kchapman@ohca.org



# **NewsBites Sponsorship**

Every Friday OHCA issues an electronic newsletter specific to our assisted living, home care, hospice, ID/DD and skilled nursing members. Called NewsBites, this information e-newsletter is one of the most popular member benefit and reaches a distribution list of more than 8,000 members.

Quarterly sponsorships are available that would allow your company to be featured in a banner ad immediately below the NewsBites masthead.

After years of requests, OHCA is finally offering this opportunity to reach our more than 8,000 NewsBites subscribers on a weekly basis via a logo or advertisement that can be linked to your company website or promotional video.

#### **DETAILS:**

Quarterly Sponsorship - \$5,000

To learn more about these opportunities, contact us today!

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Contact Us



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