



# PARTNERSHIP GUIDE



# TABLE OF CONTENTS

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03	About THCA
04	Business Membership Benefits
05	Title Sponsorships
06	Summer Leadership Retreat Sponsorships
07	Annual Convention & Trade Show
11	Power Hours Virtual Education Sponsorships
11	Board Meeting Sponsorships
12	Speaking Opportunities
12	THCA Contact Information



*Texas Health Care Association*

1108 S. Lavaca St. Austin, TX. 78701

512.458.1257

# PARTNER WITH US!

**EDUCATE  
ADVOCATE  
ELEVATE**

In partnership with the American Health Care Association (AHCA) and the National Center for Assisted Living (NCAL), THCA represents a broad spectrum of long-term care providers and professionals offering long-term, rehabilitative, and specialized health care services.

Each year approximately 1,200 long-term care professionals engage with THCA events where we offer our business members a variety of ways to connect with facility and provider company decision makers.

Thank you for considering a partnership with us in 2024! The work that we do in long-term care will continue to increase in importance as a growing elderly population relies on our provider members for care and services.

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**Reach Long-term Care Facilities in Texas  
Access to Facility & Company Leadership**



*The mission of the Texas Health Care Association is to unite, represent, and support professionals who strive to improve the delivery, quality, and integrity of long-term healthcare services.*





# BUSINESS MEMBERSHIP BENEFITS

- Annual sponsorship opportunities
- Event and education sponsorships
- Invitation to exhibit or attend as a networking partner, the 74th Annual Convention & Trade Show, September 9-11, San Antonio, TX
- Invitation to attend as a networking partner, the annual Summer Leadership Retreat, June 17-19, Lake Conroe, TX
- Access to facility and company decision makers
- Speaking opportunities
- Board of Directors meeting sponsorships
- Website & social media recognition
- THCA award sponsorship opportunities
- Invitation to attend the annual PAC golf tournament
- Invitation to attend PAC events
- Access to the online THCA member directory
- Receipt of legislative news, advocacy, and time sensitive information
- Invitation to working committee appointments
- Invitation to nominate colleagues or self in a THCA sponsored professional leadership development program, the *THCA Leadership Academy for Business Members*

**\$1,000 Annually**

*Dues are per calendar year paid in January. Members may join at any time. Dues are not prorated.*

*Please note that exhibitor, program, and event fees are not included in the membership rate.*

**Join Today!**





# TITLE SPONSORSHIPS



Registration opens February 20th

2024

	Official (1)*	Diamond (1)*	Platinum (1)*	Gold (1)*	Bronze (10)
	\$25,000	\$20,000	\$15,000	\$10,000	\$5,000
2 trade show double booths, tables/chairs, 12 name badges	✓				
Triple trade show booth, 9 name badges		✓			
Double trade show booth, 6 name badges			✓	✓	
Priority trade show booth selection	✓	✓	✓	✓	✓
Official convention mobile app sponsor	✓				
Recognition on the convention event mobile app	✓	✓	✓	✓	✓
Sponsor & brief remarks convention opening keynote	✓				
Sponsor & brief remarks convention nurses day keynote		✓			
Sponsor & brief remarks convention closing keynote			✓		
Convention education session sponsor (1 session)				✓	✓
Leadership Academy virtual program/session recognition					✓
Convention registration giveaway	✓				
2 Name Badges to the Summer Leadership Retreat	✓	✓	✓	✓	
Pre-convention print & digital promotions	✓				
Specific pre-convention digital and print promotion	✓	✓	✓	✓	
Logo on THCA convention web page	✓	✓	✓	✓	✓
Recognition on THCA social media	✓	✓	✓	✓	✓
Pre and post convention & trade show attendee list	✓	✓	✓	✓	✓
Company logo on THCA business member web page	✓	✓	✓	✓	✓

***\*Previous year's Official, Diamond, Platinum, and Gold title sponsors have first right of refusal.***

# EVENT SPONSORSHIPS



2023

**113**

LTC PROVIDERS

## Summer Leadership Retreat 2024

June 17-19, Margaritaville, Lake Conroe

Networking only event, no booths, limited to 25 business member companies, two name badges each. Access to provider leadership in a unique, fun, casual environment. By invitation only to current business members in good standing.

Registration opens  
March 26th

2024	Premier (1)	Partner (3)	Patron (6)	Supporter (15)
	\$5,000	\$4,000	\$3,000	\$2,000
2 non-transferrable event name badges	✓	✓	✓	✓
Signage at event	✓	✓	✓	✓
Recognition on summer event mobile app	✓	✓	✓	✓
Pre-event and onsite digital promotions	✓	✓	✓	✓
Recognition on THCA event web page	✓	✓	✓	✓
Recognition on THCA social media	✓	✓	✓	✓
Registration giveaway sponsor*	✓			
Summer education opening general session	✓			
Summer education session sponsor (1)		✓	✓	
One F&B event sponsorship recognition	✓	✓		

Engage in the island vibes of the 2024 Margaritaville Summer Leadership Retreat by sponsoring one of the scheduled activities. Participants will have the option to sign up for excursions each afternoon. Activity sponsors receive verbal, digital, and print recognition and the option to give brief remarks at the activity. Companies must also be one of the retreat sponsors to sponsor a retreat activity.

**Margaritaville Mixology**  
Sponsor \$2,000 (1)



**Pineapple Coconut Bowling**  
Sponsor \$2,500 (1)



### \*Registration Giveaway Sponsor

Sponsor coordinates with THCA for one co-logo promotional item for each attendee no later than 6 weeks prior to the event. The item must be approved and handed out by THCA staff at the summer retreat check-in & registration counter.

### \*Education Session & General Session Sponsors

Sponsors per ANCC standards may distribute promotional items outside of the session room only during the scheduled session time. Session sponsors are invited to introduce the session speaker. Company logo will be included on the slide show prior to the start of the session. THCA staff will assign sponsors to sessions. Because of continuing education accreditation standards, sponsors may not sponsor a session where their company representative is presenting.

# 74th Annual Convention & Trade Show

September 9-11, Grand Hyatt Riverwalk, San Antonio, TX



Registration  
opens  
May 15th

2023  
**331**  
LTC PROVIDERS

## Trade Show

### Standard Exhibitor \$2,100

- 8X10 booth
- 1 Table, 2 Chairs
- 3 non-transferrable name badges
- Invitation to attend appreciation meet-n-greet
- Pre and post event attendee list

*Table and chairs are included in booth fees at a reduced rate saving exhibitors \$250*

### Interactive Booth Exhibitor \$1,900

- 8X10 booth
- 1 Table, 2 Chairs
- For a discounted rate, interactive booth exhibitors are expected to design their booth as a "can't miss destination" at the trade show with interactive activities
- Interactive description due at time of registration
- 3 non-transferrable name badges
- Invitation to attend appreciation meet-n-greet
- Pre and post event attendee list

*Table and chairs are included in booth fees at a reduced rate saving exhibitors \$250*

### Networking Only Package \$2,100

- 3 non-transferrable name badges
- Invitation to attend appreciation meet-n-greet
- Pre and post event attendee list

**ATTENTION!**  
Detailed Exhibitor Info





# 74th Annual Convention & Trade Show

September 9-11, Grand Hyatt Riverwalk, San Antonio TX

*Sponsorships at the Annual Convention & Trade Show are add on items for registered trade show exhibitors and networking partners, not stand alone sponsorship opportunities.*

Registration  
opens  
May 15th

## Welcome Reception \$3,500 (2)

- Opening day reception in the trade show hall with desserts, coffee, & refreshments
- Verbal, digital, and print recognition as the event sponsor
- Option to greet convention attendees at the door as they arrive



## House of Delegates Meeting \$1,500 (2)

- THCA's annual business meeting; delegates from each owner vote and the incoming Board of Directors are ratified and sworn in
- Board Chair and President/CEO present state of the Association & long-term care
- Annual award presentations, including Administrator of the Year, Ombudsman of the Year, Public Information & Education, and Regional CNAs of the year
- Attend the meeting; receive verbal, digital, and print recognition



## Regional CNAs of the Year \$500 (10)

- 10 CNAs, one for each region, recognized at the House of Delegates meeting
- Nominated by facility leadership and voted on by the THCA Region Chairs
- Each award winner receives \$500 and a plaque
- Digital and print recognition as award sponsor



## Administrator & Assisted Living Committee Meeting \$1,500 (2)

- Annual business meeting of the THCA Administrators & Assisted Living Managers
- Attend the meeting and network with the professionals that manage the daily operations of nursing & assisted living facilities in Texas
- Verbal, digital and print recognition as meeting sponsor



# 74th Annual Convention & Trade Show

September 9-11, Grand Hyatt Riverwalk San Antonio, TX

Sponsorships at the Annual Convention & Trade Show are add on items for registered trade show exhibitors and networking partners, not stand alone sponsorship opportunities.

Registration  
opens  
May 15th

## Hotel Key Card Sponsor \$6,000 (1)

- Exclusive sponsorship of 2-sided hotel key card
- 1-2 keys distributed to THCA guests at hotel check-in
- Company provides artwork 6 weeks prior to event



## Cube Stack Signage /\$2,500 (2)

- (3) 2.5' tall and 2.5' wide cubes of branding space placed in a high-traffic area
- Includes up to (12) different images
- Exact location of unit cannot be guaranteed.
- The unit will be placed in the best location with respect to hotel layout and traffic flow
- Company provides artwork 6 weeks prior to event

## Wi-fi Café Sponsor \$5,000 (1)

- Designated area as the "Wi-fi Café" in the education/registration level with charging stations
- Custom signage with logo
- Designated event wi-fi login (ex. Password: companyname1)
- Verbal, digital, and print recognition
- Recognition on mobile app



## Networking Lounge Sponsor \$5,000 (2)

- Designated lounges in pre-function area outside the trade show hall
- Scheduled networking hours with refreshments (includes mobile app notifications)
- Custom signage with logo
- Access to use of brochure stands in the designated area
- Verbal, digital, and print recognition



## Drink Ticket Sponsor \$1,500 (5)

- Logo on drink tickets handed out to attendees at registration and trade show
- Tickets distributed by THCA staff
- Custom signage with logo
- Custom mobile app notifications with recognition prior to cocktail hours

Registration  
opens  
May 15th

# NURSES DAY

## At the Convention & Trade Show

September 10th, Grand Hyatt Riverwalk, San Antonio, TX

*Sponsorships at the Annual Convention & Trade Show are add on items for registered trade show exhibitors and networking partners, not stand alone sponsorship opportunities.*



### Nurses Day Luncheon \$2,500 (4)

- Highlight your company as one that recognizes nurses as the backbone of long-term care
- Organized and hosted by the THCA Nurse Council Committee, approximately 300 attendees
- Custom signage
- Verbal, digital, and print recognition before and during the event



### Nurse Awards \$500 (4)

- D.O.N. of the Year and the Regional Nurses of the Year nominated by facilities and selected by the Nurse Council
- Presented at the Nurses Day Luncheon
- Verbal, digital, and print recognition before and during the event



### Nursing Scholarships \$500 (unlimited)

- Nominated by facilities and selected by Nurse Council
- Presented at the Nurses Day Luncheon
- Receive digital and print recognition before and during the event



### Giving Tree Sponsors (unlimited)

- Nurses attending convention are entered into a drawing to win the "Giving Tree"
- Business members purchase sponsorship (a min. of \$25) towards gift cards to decorate the tree (THCA purchases the gift cards on behalf of the sponsors)
- Custom signage and recognition during the trade show



Registration  
opens in  
January

## THCA Power Hours Sponsorships \$3,000 (3)



- Live virtual education sessions offered February - December
- Eighteen sessions in total, 1.0 to 1.5 hours led by subject matter experts, marketed to THCA provider members and non-member long-term care professionals
- Sponsorship includes year around recognition on program website, email campaigns (i.e., registration, confirmation, reminders, login instructions) and social media
- Recognition on program mobile app
- Some sessions will be recorded for one- year enduring on-demand library



## Board of Directors Meeting Sponsorships \$2,500 (4)

Registration  
opens in  
January

- Provides the sponsoring company up to 20 minutes on the meeting agenda
- 2 company representatives attend
- Sponsoring company provides formal presentation (in Austin, TX or virtually)
- June meeting held at the Summer Leadership Retreat Lake Conroe, TX
- September meeting held at the 74th Annual Convention & Trade Show in San Antonio, TX

**Dates**  
January  
April  
June  
September  
December



# Business Member Leadership Academy

Nominations  
open in  
December



## Leadership Academy

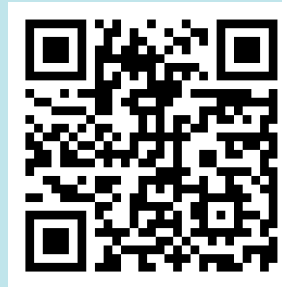
Exclusively for THCA Business Members



Facilitated by a John Maxwell Certified Executive Coach & Trainer



- 6 monthly virtual classes (Mar - Aug)
- By nomination only
- \$695
- Small-cohort (max. 20)
- Interactive, collaborative learning model
- Includes a DISC communication individual assessment and report
- Optional 1:1 coaching add-on (semi-monthly or monthly)



**NOMINATE NOW!**

### Topics include

Communication  
and Leadership  
Styles

Managing  
Priorities

Difficult  
conversations

Healthy Conflict

Presenting with  
Confidence

Business  
Development &  
Networking

1

Owner, VP, or direct supervisor nominates candidate

2

The candidate is reviewed by THCA

3

Person nominating and the candidate are notified of decision

4

Registration is finalized and the candidate is notified with next steps



**Trainer**

**Antoinette Griffin**  
**Executive Coach**



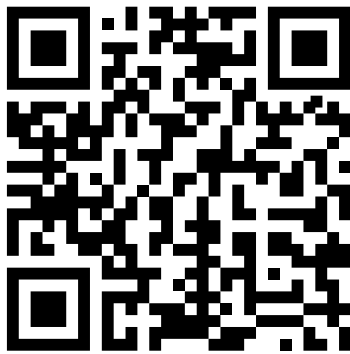
**Only 20 Seats!**

# 2024 Speaking Opportunities



## Answer the Call!

THCA Business Members are invited to submit presentation proposals year around. Speakers receive complimentary registration with full access when they speak at an in person event.



## LET'S WORK TOGETHER

Supporting Long-term  
Care Providers since  
1950

**THCA**  
*Business Member*

EDUCATE  
ADVOCATE  
ELEVATE



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