



BUSINESS MEMBERSHIP & SPONSORSHIP GUIDE



Declaration of Excellence
In Long-term Care



TABLE OF CONTENTS



| | |
|----|--------------------------------|
| 03 | About THCA |
| 04 | Business Membership Benefits |
| 05 | Spring Retreat |
| 06 | Annual Title Sponsorships |
| 09 | Annual Convention & Trade Show |
| 14 | Board Meeting Sponsorships |
| 14 | Speaking Opportunities |
| 15 | THCA Contact Information |



Texas Health Care Association

1108 S. Lavaca St. Austin, TX. 78701

512.458.1257

WE CONSIDER YOU A PARTNER!



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. Our Business Members are partners who support the work we do for provider owners, operators, and facility staff across Texas.

Each year over 1000 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 2026! The work we do together in long-term care will continue to grow in importance as an aging population relies on provider members for care and services.

Reach Long-term Care Facilities Across 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.



MEMBERSHIP BENEFITS

EDUCATE

Stay up-to-date on current events and be an education partner for the long-term care profession

- Speaking Opportunities
- Attend Education Sessions at Annual Events
- Board of Directors Meeting Presentation (Sponsorships)
- Just-in-time legislative news

ADVOCATE

Contribute to and participate in the important advocacy and outcomes work of the THCA

- Political Action Committee Events (THCA PAC)
- Working appointments to the Convention Committee and Business Advisory Committee

ELEVATE

Receive endorsement, brand recognition and access to decision makers in long-term care

- Annual Convention & Trade Show
- Spring Retreat & PAC Golf Tournament
- THCA Award Sponsorships
- Website/Social Media Recognition
- Attendee lists

\$1,500 Annually

- Dues are per calendar year paid in January.
- Businesses may join at any time.
- Dues are not prorated.
- Exhibitor, sponsorship, and event fees are not included in the membership rate.
- The \$1,500 membership rate is calculated per company/subsidiary.*

****A business member who plans to promote products and services from an owned subsidiary must pay dues for that subsidiary. Each company subsidiary must be a THCA member to receive member benefits.***

Join Today!



THCA ANNUAL TITLE SPONSORSHIPS

**Registration
opens
December 1st**

| Official THCA Annual Sponsor \$30,000 | Diamond Sponsor \$25,000 |
|---|--|
| <ul style="list-style-type: none">• 2 trade show double booths• 12 non-transferrable name badges• Priority trade show booth selection• Official convention mobile app sponsor• Recognition on the convention event mobile app• Sponsor and brief remarks at the convention opening keynote session• Co-branded convention attendee giveaway• Full page advertisement in the printed convention program• 2 non-transferrable name badges to the spring retreat• Pre-convention print and digital promotions• Specific and exclusive pre-convention digital promotions• Logo on the THCA convention registration landing page• Recognition on THCA social media• Company logo on THCA website business member landing page | <ul style="list-style-type: none">• Triple trade show booth• 9 non-transferrable name badges• Priority trade show booth selection• Recognition on the convention event mobile app• Sponsor and brief remarks at the Nurses Day keynote session• Full page advertisement in the printed convention program• 2 non-transferable name badges to the spring retreat• Pre-convention print and digital promotions• Logo on the THCA convention registration landing page• Recognition on THCA social media• Company logo on THCA website business member landing page |

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

THCA ANNUAL TITLE SPONSORSHIPS

**Registration
opens
December 1st**

| Platinum Sponsor \$20,000 | Gold Sponsor \$15,000 |
|--|--|
| <ul style="list-style-type: none">• Double trade show booth• 6 non-transferrable name badges• Priority trade show booth selection• Recognition on the convention event mobile app• Sponsor and brief remarks at the convention closing keynote session• 1/2 page advertisement in the printed convention program• 2 non-transferrable name badges to the spring retreat• Pre-convention print and digital promotions• Logo on the THCA convention registration landing page• Recognition on THCA social media• Company logo on THCA website business member landing page | <ul style="list-style-type: none">• Double trade show booth• 6 non-transferrable name badges• Priority trade show booth selection• Recognition on the convention event mobile app• 1 convention education session sponsorship• 1/4 page advertisement in the printed convention program• 1 non-transferrable name badge to the spring retreat• Pre-convention print and digital promotions• Logo on the THCA convention registration landing page• Recognition on THCA social media• Company logo on THCA website business member landing page |

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

THCA ANNUAL TITLE SPONSORSHIPS

**Registration
opens
December 1st**

| Silver Sponsor \$5,000 | Bronze Sponsors \$3,000 (5) |
|---|---|
| <ul style="list-style-type: none">• Priority trade show booth selection• Recognition on the convention event mobile app• 1 convention education session sponsorship• 1 non-transferrable name badge to the summer retreat• Pre-convention print and digital promotions• Logo on the THCA convention registration landing page• Recognition on THCA social media• Company logo on THCA website business member landing page <p>Please note, the Silver and Bronze sponsorships DO NOT include the cost of a booth.</p> | <ul style="list-style-type: none">• Priority trade show booth selection• Recognition on the convention event mobile app• Leadership Academy virtual program sponsor logo recognition• Pre-convention print and digital promotions• Logo on the THCA convention registration landing page• Recognition on THCA social media• Company logo on THCA website business member landing page <p>Please note, the Silver and Bronze sponsorships DO NOT include the cost of a booth.</p> |

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

SPRING RETREAT

Golf & PAC Party
Not Included
Must purchase
separately

MASTERS OF LTC

Spring Retreat & PAC Golf Tournament

April 12-15 Horseshoe Bay Resort

Networking only event, no booths.

***THCA Business Membership required to attend**

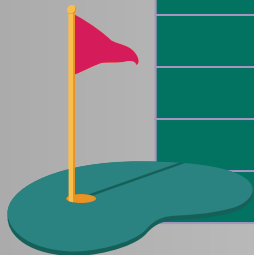


Registration
opens
January
22nd

General Business Member Retreat Attendee \$1,000

*Does not include golf tournament, PAC Party tickets or sponsorship recognition
This is a networking only badge with access to all non-PAC related retreat activities*

| RETREAT SPONSORSHIPS (These do not fund PAC events) | Premier (1) | Partner (3) | Patron (4) |
|--|----------------|----------------|---------------|
| | \$10,000 | \$6,000 | \$4,000 |
| Non-transferrable retreat name badges | 6 | 4 | 2 |
| Double table display in pre-function area | ✓ | | |
| Single promo table in pre-function area | | ✓ | ✓ |
| Print and digital recognition during event | ✓ | ✓ | ✓ |
| Pre-event digital promotions | ✓ | ✓ | ✓ |
| Recognition on THCA event web page | ✓ | ✓ | ✓ |
| Recognition on THCA social media | ✓ | ✓ | ✓ |
| Registration giveaway sponsor* | ✓ | | |
| Welcome Reception & Putt Putt Sponsor | ✓ | | |
| Opening Keynote Sponsor | ✓ | | |
| Education Sponsor* | | ✓ | |
| Lunch Sponsor* | | ✓ | |
| Breakfast Sponsor* | | | ✓ |



Activity Sponsors \$3,000 (2)

Lawn Games: Attendees enjoy some leisurely fun with lawn games such as cornhole and Giant Jenga. Includes signage on the lawn, ticketed bar with logo drink cups, opportunity to greet attendees, and hand out drink tickets and giveaways. Verbal and digital recognition included.

Paint & Sip: Attendees discover their next-door Picasso through step-by-step instruction to recreate a featured painting. Instructor, paint, canvas, and brushes are provided. Ticketed bar with logo drink cups, opportunity to greet attendees, and hand out drink tickets and giveaways. Verbal and digital recognition.

*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 by THCA and distributed by THCA staff at check-in & registration.

*Education Sponsor

Education sponsors will be recognized in print and digital advertising. Session sponsors are invited to introduce session speakers. As a provider of Nursing continuing education, THCA will adhere to ANCC standards in commercial bias and marketing for ineligible companies. Should the sponsoring company be deemed ineligible under ANCC standards, THCA will work with the sponsor to ensure fair recognition while complying with those standards.

*Lunch Sponsor or Breakfast Sponsor

Sponsor receives print and digital recognition on any lunch specific advertising.

THCA 76TH Annual Texas Health Care Association Convention & Trade Show

September 22-25 Hyatt Regency Dallas

Registration
opens
May 12th

Trade Show

Exhibitor \$2,500

- 8X10 booth
- 3 non-transferrable name badges
- 1 Table, 2 Chairs, wastebasket, sign
- Event mobile app listing
- Printed program listing (if registered before print deadline)
- Attendee list
- Interactive booths, with activities or experiences for attendees receive a highlighted listing in the event mobile app

Table and chairs are included in booth fees at a reduced rate, saving exhibitors \$250. The trade show floor is carpeted.

Electrical and internet are not included. Must purchase through the Exhibitor kit.

Double, triple, and quadruple booth sizes are available for purchase in single booth increments.

Networking Only Package \$2,500

- 3 non-transferrable name badges
- Event mobile app listing
- Printed program listing (if registered before print deadline)
- Attendee list

Additional Badges \$400

- 1 non-transferrable name badge

All fees must be paid before attending the event. Onsite badges will not be issued to unpaid registrations.

**THCA Business Membership required to attend any THCA event*



Declaration of Excellence

In Long-term Care



THCA 76TH Annual Texas Health Care Association Convention & Trade Show

September 22-25 Hyatt Regency Dallas

Registration
opens
May 12th



Convention Sponsorships



Spirit of Excellence Reception Sponsors \$3,000 (3)

- Sponsor the cocktails and hors d'oeuvres reception on the afternoon of opening day.
- Table signage throughout the food and beverage tables.
- The bartenders will use branded cups with sponsor logos for mixed drinks.
- Custom digital signage with logo in printed convention program, signage at the door and at the bars, and verbal recognition during the convention and at the reception.

Giving Tree Sponsors \$100 (unlimited)

- Nurses attending the convention fill out a entry form and are entered into a drawing to win all of the gift cards on the tree.
- The goal is to raise \$1,500.
- Business members purchase \$100 sponsorships that are applied to gift cards that decorate the tree (THCA purchases the gift cards on behalf of the sponsors).
- Custom signage and recognition during the trade show.



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.

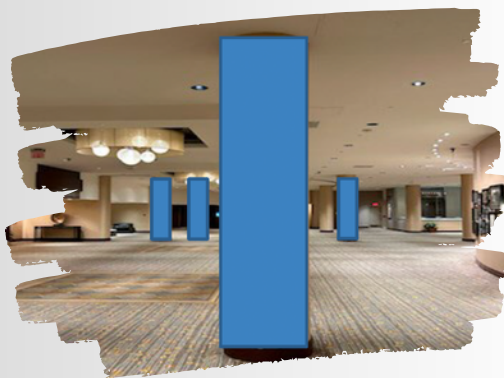
Hotel Lobby Fountain Logo \$8000 (1)

- Exclusive sponsorship of the hotel lobby fountain for the first two days of the event, when the majority of guests arrive.
- Your logo reflected in the lights onto the wall of water, visible to everyone entering the lobby of the hotel.



THCA Texas Health Care Association 76TH Annual Convention & Trade Show

September 22-25 Hyatt Regency Dallas



Hotel Property Branding Sponsorships

- Increase brand awareness with an attention-grabbing ad on hotel property columns, walls, escalators, and windows throughout the lobby and meeting space.
- Several options available - contact THCA for information and pricing.
- The company provides artwork 6 weeks before the event.



Elevator Door Wrap Ads \$2,500 (4)

- Increase brand awareness with an attention-grabbing ad on one of the elevators at the event hotel.
- The company provides artwork 6 weeks before the event.

Convention Program Ads \$400 - \$1,500

- Increase brand awareness with a full-page (\$1,500), 1/2-page (\$800), or 1/4-page (\$400) ad in the printed convention program.
- The company provides artwork 6 weeks before the event.

Registration Kiosk Stand \$1,000 (4)

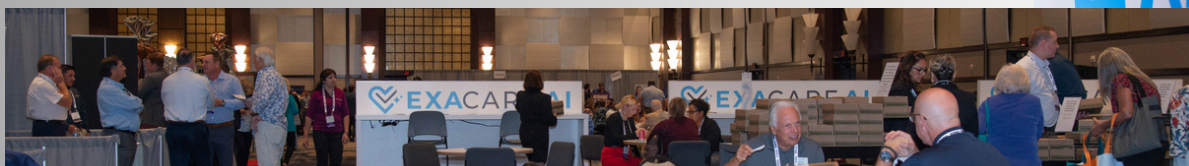
- Increase brand awareness with a branded kiosk stand at registration.
- Brand one or all four.
- The company provides artwork 6 weeks before the event.

Wi-fi Café Sponsor \$6,000 (1)

- Designated area 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.

Trade Show Seating Sponsor \$6,000 (1)

- Branded tables/seating scattered throughout the trade show hall
- Verbal, digital, and print recognition



THCA Texas Health Care Association 76TH Annual Convention & Trade Show

September 22-25 Hyatt Regency Dallas



Lunch (2) or Breakfast (3) Sponsors \$2,000

- Digital and print signage recognition. Signs on the food and beverage tables.
- Verbal recognition during lunch hour.
- Giveaways and printed materials may be lightly scattered on the tables.
- Sponsor reps may act as "host: to meet and greet attendees.



Coffee Break Sponsor \$2,000 (2)

- Digital and print signage recognition. Signs on the food and beverage tables.
- Sponsor reps have the opportunity to "host" the coffee break by meeting and greeting attendees.
- Giveaways and printed materials may be lightly scattered on the break tables.

Trade Show Bingo Prize Sponsors \$3000 (At least 4 to offer the trip. Exclusive or Co-sponsors)

- Sponsor the biggest prize giveaway of the event. Trade Show Bingo winner receives a trip for two. (Details of the trip will be planned and confirmed along with the sponsors once the sponsorships are sold.)
- Exclusive or co-sponsorships available.
- Sponsors receive logo recognition on 300+ bingo cards handed out to provider attendees.
- Verbal, digital, and print recognition. Signage will be placed at various locations, including registration and the entrance to the trade show hall.
- Verbal recognition throughout the trade show event.
- Participate in the drawing and present the award to the winner.



THCA Texas Health Care Association *76TH Annual* **Convention & Trade Show**

September 22-25 Hyatt Regency Dallas



THCA Award Sponsorships



Regional CNAs of the Year \$3,000 (2)

Regional Nurses Of the Year \$2,000 (2)

- Regional (up to 10 each) CNAs and Nurses receive a monetary award and a plaque.
- Sponsors receive digital, verbal, and print recognition.
- Participate in the ceremony by handing the checks to the winners. Co-Sponsors would share the role.
- Exclusive or co-sponsor available.
- Reserved sponsor table.

DON of the Year & Administrator of the Year Awards \$1,000 (4)

- D.O.N. of the Year nominated by facilities and selected by the Nurse Committee.
- Administrator of the Year nominated by owners/operators and voted on by a THCA committee.
- Winners are recognized at the Convention.
- These are the most prestigious awards of the THCA annual awards.
- Verbal, digital, and print recognition before and during the event
- Reserved sponsor table.

Nursing Scholarships \$500

- Nominated by facilities and selected by the Nurse Committee.
- Winners receive a check and a certificate at the Awards Ceremony.
- Receive verbal, digital, and print recognition before and during the event.
- The sponsor's logo(s) are printed on the scholarship certificate and/or the certificate folder.



Board of Directors Meeting Sponsorships \$3,000 (4)

- Provides the sponsoring company and up to two representatives with up to 20 minutes on the meeting agenda. (Reps do not attend the whole meeting.)
- The sponsoring company provides a formal presentation (in Austin, TX or virtually).
- The April meeting will be held at the Horseshoe Bay Resort, April 12-15.
- The September meeting will be held at the 76th Annual Convention & Trade Show in Dallas, TX, September 22-25.

Dates

February
April
September
December

Registration
opens in
December



2026 Speaking Opportunities



CALL FOR PRESENTATIONS



Answer the Call!

THCA Business Members are invited to submit presentation proposals year-round.

Speakers receive complimentary registration with full access to the event.

Spring Retreat, April 12-15 at the Horseshoe Bay Resort.

76th Annual Convention & Trade Show, September 22-25 at the Hyatt Regency Dallas.



Travis Clardy
President & CEO

**LET'S WORK
TOGETHER**

THCA
Business Member



Dorothy Crawford
Director, Policy &
Regulatory Analysis
dcrawford@txhca.org



Robert Dugas
Director, Office Services
rdugas@txhca.org



April Sartor
Sr. Administrative
Assistant
asartor@txhca.org



Randa Scott
Director, Professional
Development
rscott@txhca.org



Cameron Shepherd
Director, Government Relations
& Membership Services
cshepherd@txhca.org