



# BUSINESS MEMBERSHIP & SPONSORSHIP GUIDE

***75 Years of caring for the most precious Texans***



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*Texas Health Care Association*

1108 S. Lavaca St. Austin, TX. 78701

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# WE CONSIDER YOU A PARTNER!

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**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 2025! The work that we do together in long-term care will continue to increase in importance as a growing elderly population relies on provider members for care and services.

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**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 Committee Appointments

## ELEVATE

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

- Annual Convention & Trade Show
- Annual Leadership Retreat
- 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!





# LEADERSHIP RETREAT

Let's do  
this ya'll!

## Leadership Retreat & PAC Golf Tournament

June 15-18, DFW Marriott Champions Circle

Networking only event, no booths. Relax and enjoy golf, education, and some fun at the famous FW Stockyards!

\*THCA Business Membership required to attend



Registration  
opens  
March 18th

### General Business Member Retreat Attendee \$1,000

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

### RETREAT SPONSORSHIPS

This guide does not include THCA PAC sponsorships

	Premier (1)	Partner (2)	Patron (3)
	\$8,000	\$5,000	\$3,000
Non-transferrable retreat name badges	6	4	2
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*	✓		
Old West & LTC History Trivia Lunch Sponsor*	✓		
Education Sponsor*		✓	
Breakfast Sponsor*			✓



Saddle up and go for a ride to the FW Stockyards on Monday afternoon as the SHUTTLE SPONSOR. Two buses, two sponsorship opportunities.

Welcome attendees as they step aboard, hand out your business card, giveaway, or brochure, and spend 10-15 minutes introducing yourself and your company to the passengers as you all make your way to the Cowtown activities.

#### \*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, including any specific session collateral. 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 considered ineligible by ANCC standards, THCA will work with the sponsor to ensure fair recognition while complying with ANCC standards.

#### \*Trivia Lunch Sponsor

Sponsor receives print and digital recognition on any lunch specific advertising plus the option to emcee the trivia questions during lunch. Includes 5 minutes for introductions and a brief overview of your company.

#### \*Breakfast Sponsor

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



# CONVENTION & TRADE SHOW TITLE SPONSORSHIPS

Registration  
opens  
February  
18th

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

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



# CONVENTION & TRADE SHOW TITLE SPONSORSHIPS

Registration  
opens  
February  
18th

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

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# CONVENTION & TRADE SHOW TITLE SPONSORSHIPS



Silver Sponsor \$5,000	Bronze Sponsors \$3,000 (5)
<ul style="list-style-type: none"><li>• Priority trade show booth selection</li><li>• Recognition on the convention event mobile app</li><li>• 1 convention education session sponsorship</li><li>• 1 non-transferrable name badge to the summer retreat</li><li>• Pre-convention print and digital promotions</li><li>• Logo on the THCA convention registration landing page</li><li>• Recognition on THCA social media</li><li>• Company logo on THCA website business member landing page</li></ul>	<ul style="list-style-type: none"><li>• Priority trade show booth selection</li><li>• Recognition on the convention event mobile app</li><li>• Leadership Academy virtual program sponsor logo recognition</li><li>• Pre-convention print and digital promotions</li><li>• Logo on the THCA convention registration landing page</li><li>• Recognition on THCA social media</li><li>• Company logo on THCA website business member landing page</li></ul>

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



# 75th Annual Convention & Trade Show

September 21-24 Hilton Americas, Houston, TX



Registration  
opens  
May 13th

## 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*

*Double, triple, and quadruple booth sizes 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



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



# 75th Annual Convention & Trade Show

September 21-24 Hilton Americas, Houston, TX

Registration  
opens  
May 13th

## Convention Sponsorships

### 75th Diamond Anniversary Reception Sponsors \$2,000 (*unlimited*)

- Sponsor Monday afternoon's anniversary reception following the THCA Awards Ceremony with cocktails and hors d' oeuvres.
- Custom digital signage with logo and verbal recognition during the convention and at the reception.



### 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

### 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



# 75th Annual Convention & Trade Show

September 21-24 Hilton Americas, Houston, TX

Registration  
opens  
May 13th



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

- Increase brand awareness with an attention grabbing ad on one of the elevators at the event hotel
- Company provides artwork 6 weeks prior to 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
- Company provides artwork 6 weeks prior to event

## Wi-fi Café Sponsor \$6,000 (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



# 75th Annual Convention & Trade Show

September 21-24 Hilton Americas, Houston, TX

Registration  
opens  
May 13th

## THCA Award Sponsorships



### Regional CNAs of the Year \$2,500 (2)

### Regional Nurses Of the Year \$1,250 (2)

- 10 CNAs, and 10 Nurses, one for each region, recognized at the 75th Anniversary Awards Gala.
- Each award winner receives a monetary award and a plaque.
- Sponsors receive digital, verbal, print recognition, and 3 tickets to the Awards Gala.

### DON of the Year & Administrator of the Year Awards \$500 (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 THCA committee
- Recognized at the 75th Anniversary Awards Gala
- Most prestigious awards of the THCA annual awards
- 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 Awards Gala
- Receive digital and print recognition before and during the event



## Board of Directors Meeting Sponsorships \$2,500 (8)

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 Retreat Fort Worth, TX
- September meeting held at the 75th Annual Convention & Trade Show in Houston, TX

### *Dates*

January 15th  
February 19th  
March 26th  
April 23rd  
May 21st  
June 17th  
September 22nd  
December 3rd



## 2025 Speaking Opportunities



**CALL FOR  
PRESENTATIONS**



### **Answer the Call!**

THCA Business Members are invited to submit presentation proposals year around. Speakers receive complimentary registration with full access to the event.



**Travis Clardy**  
President & CEO

**LET'S WORK  
TOGETHER**

**THCA**  
*Business Member*



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