

20
23

THCA

Business Member

PARTNERSHIP GUIDE

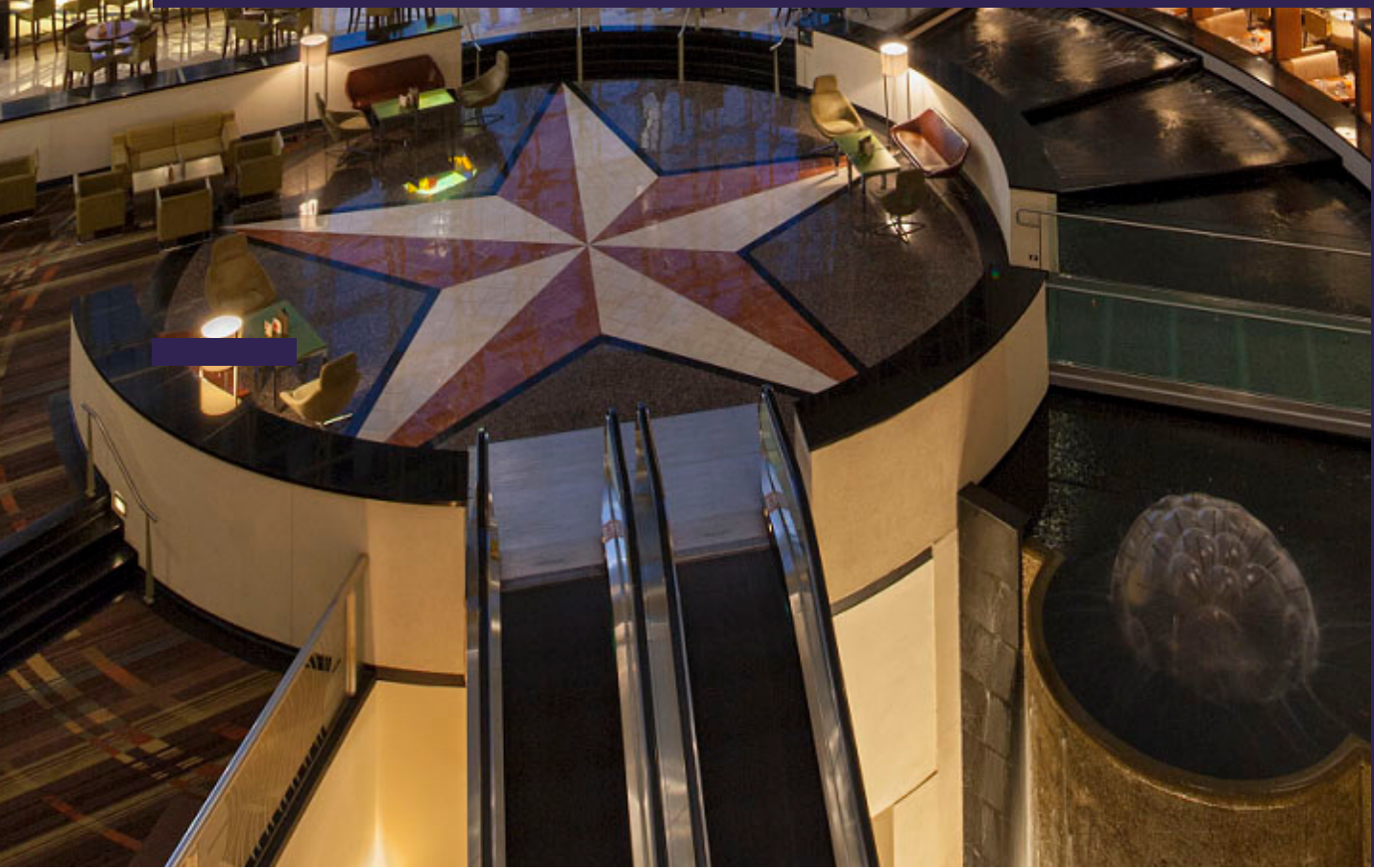


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MESSAGE FROM OUR CEO



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 2023! 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.

Kevin Warren
President/CEO

Reach over 450 Long-term Care Providers 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.

2023

400+

FACILITY MEMBERS



BUSINESS MEMBERSHIP

THCA Associate Business Members (ABMs) have access to:

- Annual title sponsorships
- Event and education session sponsorships
- Invitation to exhibit at annual convention & trade show
- Networking with decision makers
- Education session speaker application
- Board of Directors meeting sponsorships
- Robust business profiles on mobile event app
- Digital and print advertising
- Nurse and facility leadership award sponsorships
- Annual golf tournament
- PAC events
- Online THCA Member Community
- News and time sensitive information
- Legislative updates
- Membership directory
- Working committee appointments

\$1,000 Annually

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

Join Today!



TITLE SPONSORSHIPS



Registration
opens
February
14th

2023

Official
SOLD
1/11*

Diamond
SOLD
1/11*

Platinum
SOLD
1/11*

Gold
SOLD
1/11*

Bronze
(10)

	\$25,000	\$20,000	\$15,000	\$10,000	\$5,000
2 trade show double booths, tables/chairs, 10 name badges	✓				
Triple trade show booth, 8 name badges		✓			
Double booth at trade show, 6 name badges			✓	✓	
Priority trade show booth selection	✓	✓	✓	✓	✓
Official convention event mobile app sponsor	✓				
Recognition on the convention event mobile app	✓	✓	✓	✓	✓
Official sponsor & brief remarks convention opening keynote	✓				
Official sponsor & brief remarks convention closing keynote		✓			
Convention education session sponsor (3 sessions)			✓		
Convention education session sponsor (2 sessions)				✓	
Convention education session sponsor (1 session)					✓
Leadership Academy virtual sessions recognition					✓
Convention registration giveaway	✓				
Complimentary registration for Summer 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 displayed on THCA sponsorship web page	✓	✓	✓	✓	

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

EVENT SPONSORSHIPS



Summer Retreat 2023

June 12-14, Hyatt Regency Lost Pines, Bastrop, TX

2022

122

LTC PROVIDERS

Registration
opens
March 28th

2023	Premier (1)	Partner (3)	Patron (6)	Supporter (15)
	\$5,000	\$4,000	\$3,000	\$2,000
2 non-transferrable event name badges	✓	✓	✓	✓
Digital scrolling logo at registration	✓	✓	✓	✓
Signage at event	✓	✓	✓	✓
Recognition on summer event mobile app	✓	✓	✓	✓
Registration giveaway sponsor*	✓			
Summer education session sponsor (3 sessions)*	✓			
Summer education session co-sponsor (2 sessions)*		✓		
Summer education session co-sponsor (1 session)*			✓	
Dedicated client meeting room	✓	✓		
Pre-event and onsite digital promotions	✓	✓	✓	✓
Recognition on THCA event web page	✓	✓	✓	✓
Recognition on THCA social media	✓	✓	✓	✓
Brief remarks and intro summer opening general session*	✓			

*Registration Giveaway Sponsor

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

*Education Session & General Session Sponsors

Sponsors who are "eligible companies" per ANCC standards may include 1 promotional item on each chair in the sponsored session meeting room. Items must be pre-approved by THCA staff no later than 6 weeks prior to the event. 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.

73rd Annual Convention & Trade Show

September 11-13, Hyatt Regency Dallas, Dallas, TX

Registration
opens
May 16th

Trade Show

Standard Exhibitor \$1,900

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

Table and chairs are included in booth fees in 2023 at a reduced rate saving exhibitors \$250

Interactive Booth Exhibitor \$1,900

- 8X10 booth
- 1 Table, 2 Chairs
- Prime placement near food and beverage in designated interactive area on trade show floor
- Interactive booth exhibitors are expected to design their booth as a can't miss destination at the trade show with interactive activities that draw people in
- Interactive description due at time of registration.
- 3 non-transferrable name badges
- Invitation to attend ABM appreciation meet-n-greet
- Pre and post event attendee list

Networking Only Package \$1,800

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

50 Trade Show Drink Tickets/Logo \$500 (25)

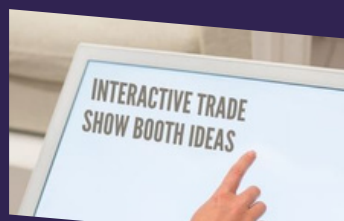
- 50 printed drink tickets with your company logo
- Tickets are handed out at the trade show by the company representative



2022

385

LTC PROVIDERS



73rd Annual Convention & Trade Show

September 11-13, Hyatt Regency Dallas, Dallas, TX

Registration
opens
May 16th

Welcome Reception \$4,000 (4)

- Opening night reception in the trade show hall with hors d'oeuvres and cocktails
- Verbal, digital, and print recognition as the event sponsor
- Greet CEOs, owners, administrators, assisted living managers, and other convention attendees as they arrive



House of Delegates Meeting \$3,000 (2)

- THCA's annual business meeting where delegates from each member facility vote and the incoming Board of Directors are ratified and sworn in
- Board Chair and President/CEO present the status of long-term care and the Association
- Annual award presentations, including Administrator of the Year, Ombudsman of the Year, Public Information & Education, and Regional CNAs of the year
- Verbal, digital, and print recognition as the meeting sponsor



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 Council 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



73rd Annual Convention & Trade Show

September 11-13, Hyatt Regency Dallas, Dallas, TX

Registration
opens
May 16th

Hotel Key Card Sponsor \$5,000 (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



3' Cube Stack Signage /\$2,500 (2)

- (3) 3' tall and 3' 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 lounge area as the "Wi-fi Café" in the event pre-function area
- Custom signage with logo and wi-fi login instructions, ex. Username: abcompany, Password: medsupplies1
- Verbal, digital, and print recognition throughout event



Convention Education Sessions \$1,500

- Includes PPT slide as attendees enter session
- Introduction of the session speaker
- THCA staff will assign sponsors to sessions (continuing education accreditation standards prohibit marketing/sales; sponsors may not sponsor a session where their company representative is presenting)

Registration
opens
May 16th

NURSES DAY

At the Convention & Trade Show

September 12, Hyatt Regency Dallas, Dallas, TX



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 350 attendees
- Receive digital and print recognition before and during the event
- Verbal recognition during 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
- Receive 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



Nurses Day Photo Booth \$3,000 (1)

- Placed in foyer common area near registration on Nurses Day, available to all attendees at no cost
- Exclusive sponsor signage on and/or in photo booth area
- Receive digital and print recognition before and during the event
- Verbal recognition during the event



Giving Tree Sponsors (unlimited)

- Nurses attending convention are entered into a drawing to win the "Giving Tree"
- Business members contribute gift cards (min. \$25)
- Contributions are recognized during the trade show
- The winner must be present to win



2023 Board of Directors Meetings \$2,500

Speaking Opportunities

- Provides the sponsoring company up to 20 minutes on the meeting agenda
- 2 company representatives may attend
- Sponsoring company provides formal presentation (in Austin, TX or virtually)
- June meeting held at the summer retreat in Bastrop, TX

Registration
opens in
January

Dates TBD

January
February
March
April
May
June
October
December



LET'S WORK TOGETHER

Supporting Long-
term Care Providers
since 1950

THCA
Business Member



Scan to Sponsor



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