

Plan Your Marketing Mix



71ST AHCA/NCAL

CONVENTION

& EXPO 

OCT. 4-7, 2020 • AUSTIN, TX

A Guide for Marketing and Networking Opportunities

Contact sales@ahca.org to support the long term care profession

**Build Brand
Identity**

**Reach a Target
Audience**

**Boost Brand
Awareness**

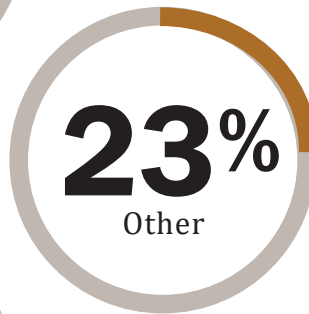
CONNECT

With Decision Makers in Austin, TX

50% of attendees APPROVE purchasing decisions or ARE the decision makers for their centers.

According to the 2019 registration questionnaire

Who Will Be in Attendance?



dietary, activities,
social services,
therapy, state
affiliate staff, etc.

Reach Attendees at the EXPO HALL

On **October 5 & 6** during dedicated expo hall hours demonstrate solutions to decision makers right in your booth.

2020 Booth Fees per 10x10 Space

Member Rate \$2,400

Non Member Rate \$3,300

Corner Fee - additional \$200

Companies spending over \$50,000 annually with Provider Magazine, AHCA/NCAL sponsorship programs, Associate Business Membership, and exhibiting are invited to reserve booth space in the VIP section, in the front of the Expo Hall.



BUILD

Brand Identity to All Attendees Throughout Convention

There are many sponsorship opportunities to reach all attendees that will build brand identity and traffic to your booth.

Let Vendor Relations help you create an interactive experience.

WELCOME RECEPTION

\$5,000

A great opportunity to kick-off the week and generate excitement that leads attendees to your exhibit booth. Includes logo on all on-site signage, pre-event promotions, convention website, and printed program book.

PAC CONCERT

\$10,000

Be apart of this members-only ticketed event where you will find creative promotion of your brand and logo throughout the event. Connect with members at this fun-themed evening event. Tickets to the concert are included with your sponsorship.

~~KEYNOTE SPEAKER~~ **SOLD OUT**

Sponsor the keynote speaker at the Opening Session, speak to a captive audience. Sponsor will be introduced onstage for remarks just before introducing the keynote speaker. Includes sponsor logo branding on promotional materials, signage, event app, and printed on-site guide.



Contact: sales@ahca.org to begin planning your marketing experience at Convention

REACH

A Target Audience with Constituency Group Sponsorships

Sponsor specialized educational opportunities that are relevant and topical to your brand's solutions.

All sponsorship benefits include logo on all pre-event and on site promotions.

NCAL DAY

\$10,000

Spend the day with more than 200 owners, executive directors, and corporate staff at this exclusive program designed for the assisted living community. The program includes breakfast, lunch, and an opportunity for sponsors to make brief remarks.

REHABILITATION SYMPOSIUM

\$3,500

During breakfast and breaks network with more than 100 reimbursement professionals, therapists, managers, and trainers for a four-hour program that will include presentations and panel discussions focused on the changes in SNF rehabilitation operations and clinical practices.

INDEPENDENT OWNER BREAKFAST

\$7,500

Network with providers who own less than 10 buildings to learn about what their specific challenges are for the sector. This informal setting is a great way to meet decision makers.

CEO EXECUTIVE LEVEL PROGRAM

\$15,000

Network at this invitation only event for owners, operators, and executive leadership from national and regional chains as well as senior leaders from independently owned facilities.

ID/DD & NFP PROGRAM

\$3,500

Join ID/DD and NFP providers for a full day of motivational and educational sessions. Network with attendees during breaks. Promotional table top displays will be available for sponsors.

NOT FOR PROFIT RECEPTION

\$3,500

Join Not For Profit professionals after the Quality Awards Ceremony to celebrate the work they do and the missions they believe in.

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BOOST

Your Brand with Advertising

On-site advertising promotes your messaging outside the expo hall.

HANGING BANNER AUSTIN CONVENTION CENTER

~~1 Available~~ **SOLD OUT**

A double sided hanging banner located in the hallways between the general session ballroom, expo hall entrance, and registration area.



Dimensions: 20'W x 8'H

COLUMN WRAPS AUSTIN CONVENTION CENTER

~~3 Available, 1 Premium~~

\$7,500 each

Four available column wraps located on level one between the general session ballroom and the registration area .



Dimensions: (A,C) 36" W x 21'-4" H
(B,D) 16" W x 21' H

(A,C) 48" W x 24' H
(B,D) 16" W x 24' H

WALL GRAPHIC AUSTIN CONVENTION CENTER

~~2~~ **1 Available**

\$15,000 each

Two available wall graphics located on level one near the escalator and across from the expo hall entrance.



Dimensions: 101" W x 18' H
150" W x 17' H

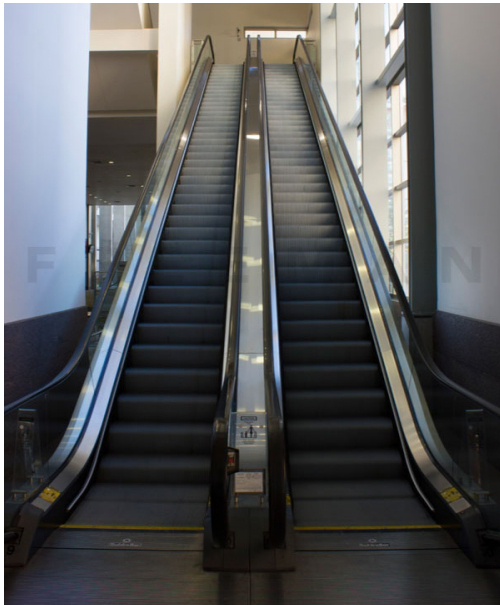
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BOOST

Your Brand with Advertising

ESCALATOR GRAPHICS LEVEL 1 - SECTION 1 AUSTIN CONVENTION CENTER \$20,000 exclusive opportunity

Escalator located in corridor near general session ballroom. Includes graphics on all glass rails and middle runner.

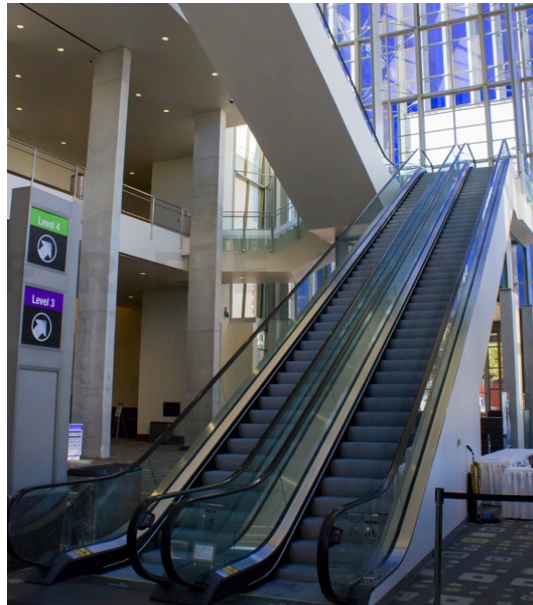


Glass Rails Dimensions (4 rails):
7 Single Sided Panels, 84"W x 22"H

Single Sided Runner Dimensions:
9"W x 49'H

ESCALATOR GRAPHICS ~~LEVEL 1 - SECTION 2~~ **SOLD OUT** AUSTIN CONVENTION CENTER \$25,000 exclusive opportunity

Escalator located in the atrium near the main entrance and registration. Includes graphics on all glass rails and middle runner.



Glass Rails Dimensions (4 rails):
9 Single Sided, Panels 79"W x 22"H

Single Sided Runner Dimensions:
9"W x 69'H

ESCALATOR GRAPHICS LEVEL 3 - SECTION 26 AUSTIN CONVENTION CENTER \$18,000 exclusive opportunity

Escalator on mezzanine level near education sessions. Includes graphics on all glass rails and middle runner.



Glass Rails Dimensions (4 rails):
6 Single Sided Panels, 76.25"W x 23.0"H

Single Sided Runner Dimensions:
9"W x 38'H

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BOOST

Your Brand with Advertising

WINDOW GRAPHICS LEVEL 1 - SECTION 2 AUSTIN CONVENTION CENTER \$20,000 exclusive opportunity

A set of 9 windows facing inside located near the Trinity Street entrance and exit.



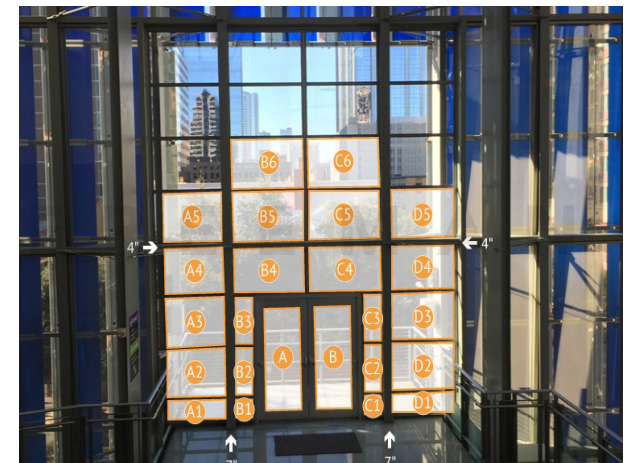
WINDOW GRAPHICS LEVEL 1 - SECTION 2 AUSTIN CONVENTION CENTER 2 Set of Doors Available \$20,000 exclusive opportunity

6 windows on the inside of an entrance and exit door set, located off of Trinity Street.



WINDOW GRAPHICS ~~LEVEL 3 - SECTION 6~~ **SOLD OUT** AUSTIN CONVENTION CENTER \$30,000 exclusive opportunity

24 windows located in the atrium on the mezzanine landing area.

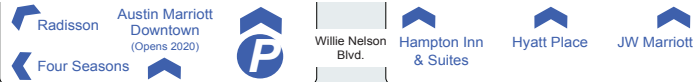


All window graphic dimensions vary by opportunity. Contact Vendor Relations for more information on location and dimensions.

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LAYOUT

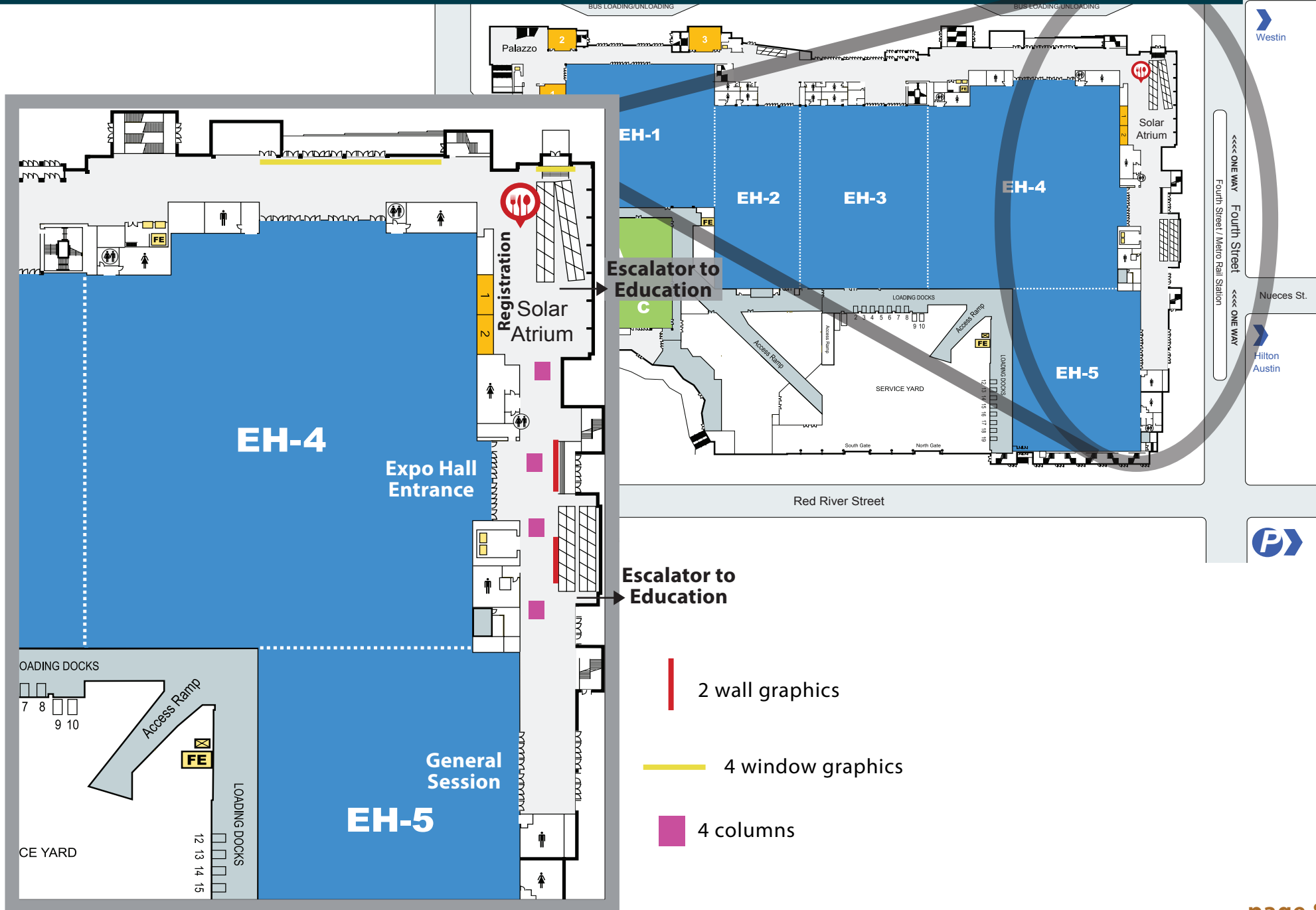
Austin Convention Center



3rd St.



ONE WAY>>> Trinity Street ONE WAY>>>



BOOST

Your Brand with Advertising

CUSTOM HOTEL KEY CARDS

\$10,000 - \$12,500 per hotel block

An exclusive opportunity to produce custom advertising for hotel key cards at different hotels serving attendees during Convention.

HOST HOTEL SOLD OUT

ROOM DROPS

\$15,000 per hotel block

Produce materials to be distributed at the different hotels in the official Convention block.

PRINTED ON-SITE GUIDE

\$3,500 per advertisement

Every attendee receives a full-color guide for them to browse the schedule of events, exhibitor listing, and general Convention information. Promote your booth experience with a full-page advertisement in the guide.

MOBILE APP

Reach over 2,500 active users during convention with a call to action mobile app banner. Contact sales@ahca.org to see what's new on the app.

Splash Page: 1 available ~~2~~ SOLD OUT

Attendees will see a loading "splash screen" for typically 3.5 seconds before entering the app.

Home Page Tile: \$7,500 ~~2~~ 1 available

Seen on every home screen

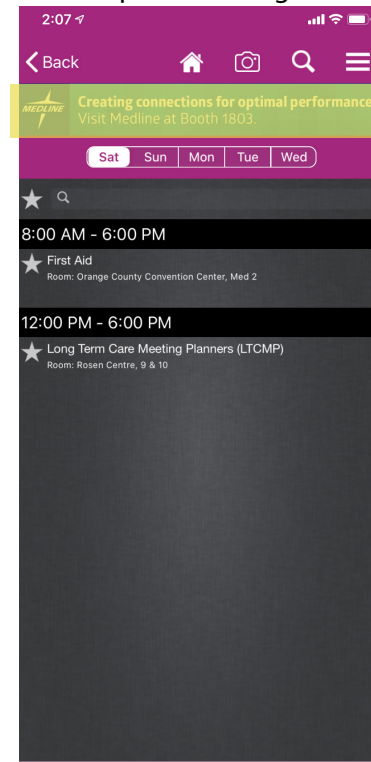
Sticky Bottom Banner: \$7,500 1 available

Located on the bottom of every home screen just above the bottom navigation

Sample Home Screen



Sample Inside Page



Top Banner: \$5,000 ~~2~~ 2 available
Seen on the top of interior pages, rotates among the 3 different sponsor banners

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BOOST

Additional Opportunities at the Host Hotel, J.W. Marriott

COLUMN WRAP

~~2~~ 1 AVAILABLE

HOTEL LOBBY AT J.W. MARRIOTT

\$7,500 per column

A 4 sided column in the host hotel lobby where the largest room block is housed and the location of additional convention events.



REGISTRATION SIGNS **SOLD OUT**

~~HOTEL LOBBY AT J.W. MARRIOTT~~

\$15,000 exclusive opportunity

Includes 4 panels on the registration desks at the J.W. Marriott where the largest room block is located.



ELEVATOR CLINGS

12 AVAILABLE

THIRD LEVEL AT J.W. MARRIOTT

\$7,500 per elevator door set

Elevator graphics available on the third level of the hotel where special convention events will take place.



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