



# 2025 SPONSORSHIP PLANNER

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**AHCA**  
AMERICAN HEALTH CARE ASSOCIATION

**NCAL**  
NATIONAL CENTER FOR ASSISTED LIVING

# PARTNER WITH US

Show your customers that your business has genuine interest in furthering the quality of long-term care.

Participate in strategic sponsorship opportunities to give your business an avenue to reach decision makers in the long-term care industry.

**Contact [sales@ahca.org](mailto:sales@ahca.org) to inquire about investment levels.**



# SPONSOR QUALITY AWARDS FOR RECOGNITION ALL YEAR LONG

## ● QUALITY AWARDS SPONSOR

An opportunity to represent quality excellence as an official AHCA/NCAL National Quality Award Program sponsor. Sponsors support the specific criteria that skilled nursing facilities and assisted living communities strive for as they journey toward performance excellence. Align your business with National Quality Award Program recipients because you will be supporting champions in quality.



# TIMELINE OF EVENTS

## ● **JANUARY:** NCAL BOARD OF DIRECTORS RETREAT

Join our NCAL Board as they gather for a two-day event that consists of networking, meeting participation, and dinner during their annual retreat. Board members represent independently owned communities to national chains.

## ● **JANUARY:** PARTNERS ADVANCING POST ACUTE CARE WINTER SUMMIT

The Partners Advancing Post Acute Care group is comprised of senior leaders from the nation's largest companies. This group addresses issues related to Medicare and therapy for the purpose of enhancing quality care by ensuring the economic stability of the post-acute care sector. For this event, you would join CEO's, COO's, and Regional and Purchasing decision makers for one full day of networking with multiple receptions and a dinner.

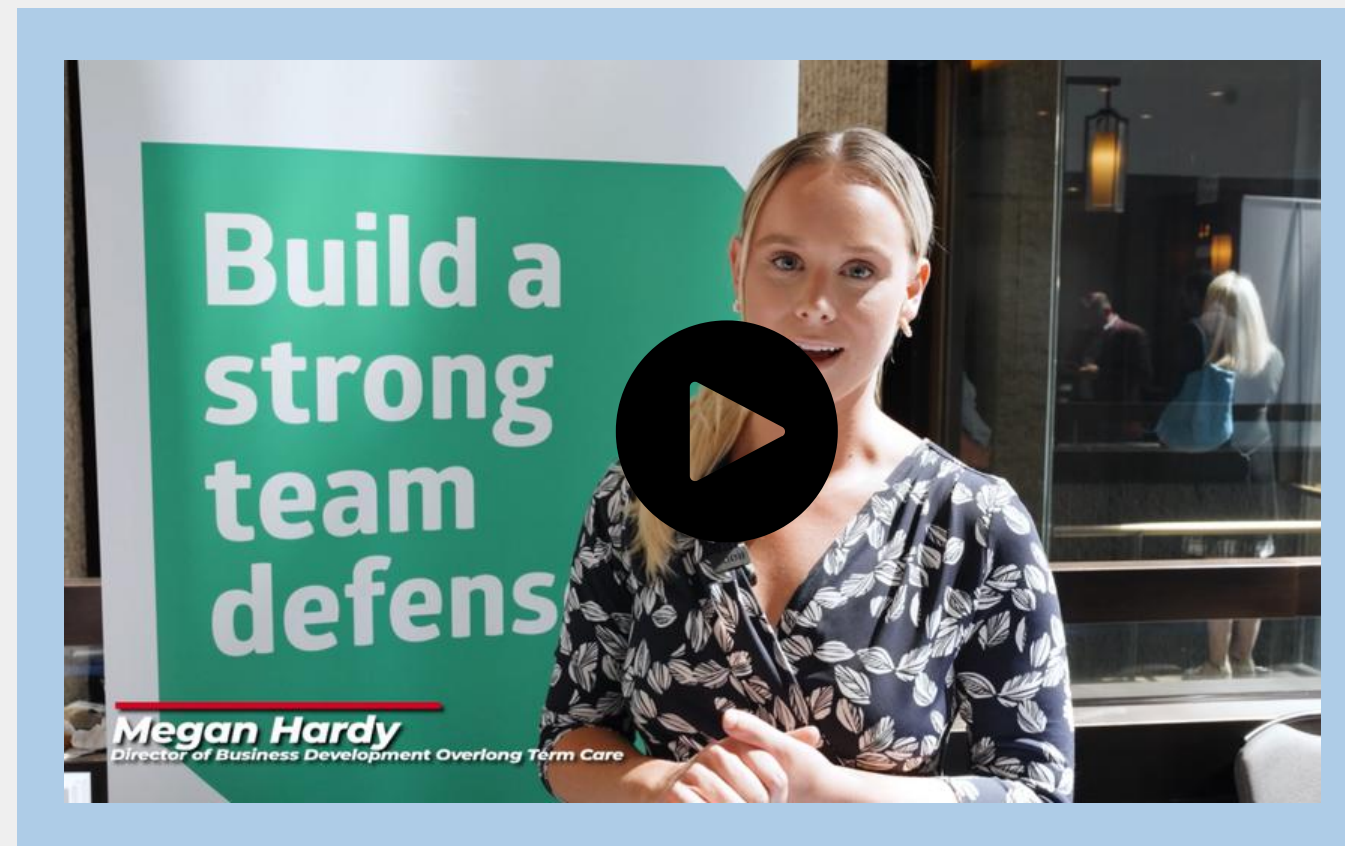


# TIMELINE OF EVENTS

## ● APRIL: QUALITY SUMMIT

Join regional directors, corporate clinicians, operations teams, administrators, owners from nursing home, post-acute care, and assisted living provider companies. Educational sessions will cover the areas of leadership, strategic planning, customer focus, measurement, analysis and knowledge management and operations focus. In addition to attendees scheduled time to meet with the sponsors each day, sponsors are encouraged to join attendees for all sessions, the reception, luncheon and breakfast.

## HEAR FROM PAST SPONSORS:



# TIMELINE OF EVENTS



## ● **APRIL:** POPULATION HEALTH MANAGEMENT SUMMIT

The Population Health Management (PHM) Summit attracts over a 100 plus forward thinking executives who own and operate long term care provider organizations. With CMS' continued focus on transitioning FFS into accountable care relationships, value-based care is a business imperative. This year's thought-provoking agenda will include sessions focused on providers new to PHM as well as providers experienced in risk.

Subject matter experts will discuss population health models including ACOs, I-SNPs, assisted living and value based care, provider owned networks, as well as emerging models. Networking continues to be an important hallmark of this high touch event and an excellent opportunity to secure valuable connections.



# TIMELINE OF EVENTS



## ● **MAY 11-17:** NATIONAL SKILLED NURSING CARE WEEK

Established by AHCA in 1967, National Skilled Nursing Care Week (NSNCW) starts each year on Mother's Day and encourages skilled nursing care centers around the country to host a variety of events that shine a light on the individuals who reside, work, and volunteer in nursing centers while adhering to infection control requirements.

Sponsor this week-long celebration within the LTC community and receive widespread branding exposure on a variety of marketing initiatives.



# TIMELINE OF EVENTS



## ● JUNE: NCAL BOARD DINNER

Join our NCAL Board for dinner and spend the evening with Assisted Living industry leaders who represent independently owned to national chain companies.



## ● JUNE: CONGRESSIONAL BRIEFING

350+ Owners, executives, corporate staff and state affiliate staff attend the industry's "Day on Capitol Hill" Sponsors will receive branding recognition throughout the program promotions and onsite.





# TIMELINE OF EVENTS

## ● JUNE: NOT FOR PROFIT COUNCIL MEETING

The NFP Council will host one in-person meeting in June. This event provides visibility and networking among a targeted audience of industry leaders representing the not for profit provider companies from across the country.

If your service or product aligns with not for profit organizations, this event is an excellent platform to create brand association this year.

## ● JUNE: PARTNERS ADVANCING POST ACUTE CARE SUMMER SUMMIT

The Partners Advancing Post Acute Care group is comprised of senior leaders from the nation's largest companies. This group addresses issues related to Medicare and therapy for the purpose of enhancing quality care by ensuring the economic stability of the post-acute care sector. For this event, you would join CEO's, COO's, and Regional and Purchasing decision makers for one full day of networking with multiple receptions and a dinner. Your sponsor contribution would provide access to both the January and June event.



# TIMELINE OF EVENTS

## ● **AUGUST:** ASHCAE FREESTANDING MEETING

Become a sponsor for an event hosted by the council of Affiliated State Health Care Association Executives (ASHCAE). ASHCAE serves as a representative body of professional long term care association executives, working in support of the goals and objectives of AHCA.

## ● **SEPTEMBER 7-13:** NATIONAL ASSISTED LIVING WEEK

Established by the National Center for Assisted Living (NCAL) in 1995, National Assisted Living Week® provides a unique opportunity for residents, their loved ones, staff, volunteers, and the surrounding communities to recognize the role of assisted living in caring for America's seniors and individuals with disabilities. The annual observance encourages assisted living communities around the country to offer a variety of events and activities to celebrate the individuals they serve, as well as to help educate members of the public about this distinctive aspect of long term care.

Sponsor this week-long celebration within the LTC community and receive widespread branding exposure on a variety of marketing initiatives.



# TIMELINE OF EVENTS



## ● **SEPTEMBER:** FUTURE LEADERS PROGRAM

By participating in this program, members of each Future Leaders class will be better prepared to serve in vital roles within AHCA/NCAL and on behalf of the entire profession. By honing their knowledge and leadership skills these future leaders will help to advance quality and promote the profession's mission of providing the highest quality, resident-centered care for frail, elderly, and disabled Americans. Future Leaders are administrators, owners, c-level and clinical leaders. Sponsors are invited to participate in the annual meeting in Washington, DC, including a dinner, meeting, and training sessions with class participants.

## ● **SEPTEMBER:** INDEPENDENT OWNER COUNCIL DINNER & AHCA BOARD DINNER

Sponsors will spend an evening dining with the Independent Owner Council and AHCA Board of Governors.

Independent owners operate fewer than 10 communities, and make up nearly 60% of the market.

# TIMELINE OF EVENTS



## ● OCTOBER: DELIVERING SOLUTIONS 25 / ANNUAL CONVENTION & EXPO

Thousands of long-term care, post-acute care, and senior living provider professionals will convene for this year's annual industry event. Providers from across the country will attend to expand their partner networks, engage in live demonstrations, discuss challenges with peers through multiple educational tracks, and connect in meaningful networking opportunities.

Alongside a wide variety of marketing collateral (both digital & print), there are many ways to sponsor this event including:

- **NCAL Day**
- **Independent Owners Breakfast**



## WHY SPONSOR?

[CLICK HERE TO FIND OUT](#)

# TIMELINE OF EVENTS

## ● NOVEMBER/DECEMBER: ASHCAE TECHNICAL SESSION

Become a sponsor for an event hosted by the council of Affiliated State Health Care Association Executives (ASHCAE). ASHCAE serves as a representative body of professional long term care association executives, working in support of the goals and objectives of AHCA.



# BOOST BRAND RECOGNITION WITH ADVERTISING

Pair With Your Sponsorship or Use on Their Own to Add Value



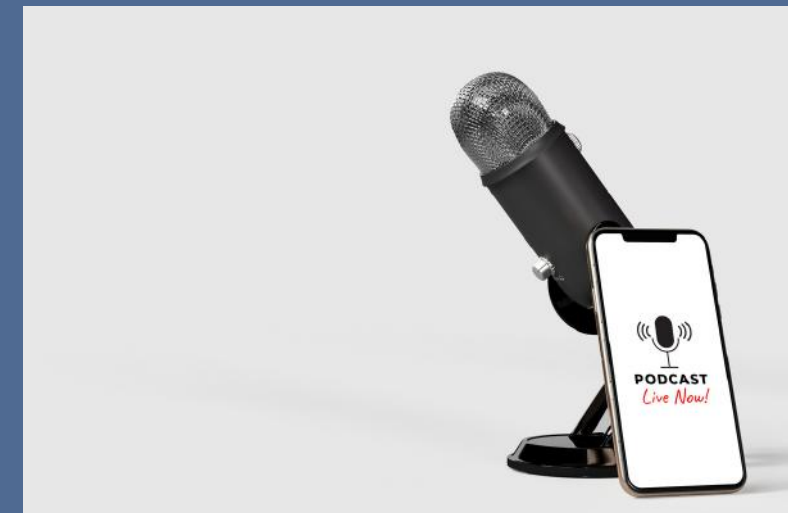
## PRINT ADVERTISING

Provider's readers are engaged through quality subscriptions with a circulation of over 50,000.



## DIGITAL ADVERTISING

Use digital advertising to reach website users searching for relevant content, all in one place: breaking news, guest columns, and special features.



## PROVIDER PODCAST

Provider's podcasting platform offers a powerful tool for members in the LTC community. Engage and educate your audience with informative and accessible content, fostering connections and enhancing knowledge sharing.



## INDUSTRY INSIGHTS INTERVIEW

Provider readers will have a chance to hear directly from your company spokesperson during a sit-down, on-camera interview with Provider's Editor-in-Chief

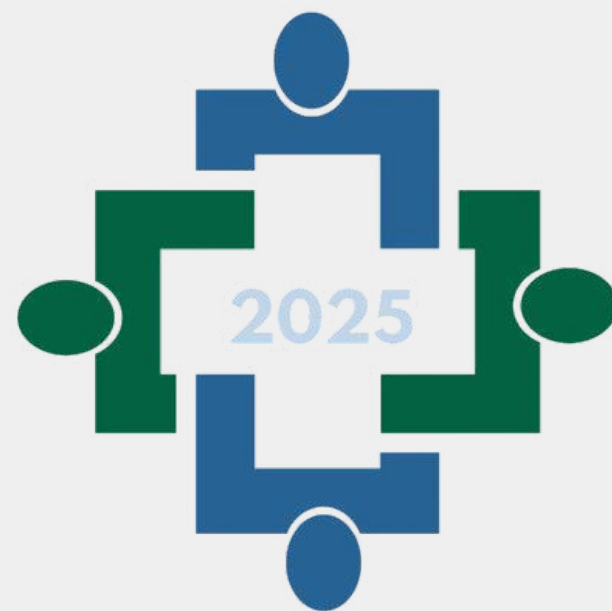
**For more information on advertising opportunities, refer to our 2025 Media Kit.**

# BECOME A MEMBER

## Share our Passion & Support the Profession

AHCA/NCAL's Associate Business Member (ABM) program is designed for vendor companies that share our passion for excellence in the field of long-term care. ABMs are proud to support programs and services that bring about improvements to the industry and help create strategies for relevant professional issues.

All ABM's receive discounts on booths, priority booth placement, discounted rates on advertising, and many other benefits. Learn about all benefits and investment levels [here](#).



**ASSOCIATE BUSINESS MEMBER**  
PARTNERS IN LONG TERM CARE



# CONTACT US

✉ [sales@ahca.org](mailto:sales@ahca.org)

🌐 [www.ahcancal.org](http://www.ahcancal.org)

🖱️ [2025 Media Kit](#)

🖱️ [Become a Member](#)

