

YOUR AHCA/AALA
**MEMBER
BENEFITS**
AT A GLANCE





Welcome

Friends of the Association,

Sponsors and Associate Members are an integral part of the Arkansas Health Care Association (AHCA) and Arkansas Assisted Living Association (AALA).

As we enter our 73rd year, your continued partnership is more important than ever. AHCA/AALA, our state's over 300-member trade association of skilled nursing facilities, rehabilitation centers and assisted living communities providing post-acute, transitional and long-term care nursing homes, was founded in 1951 with the sole purpose of bettering long term care. All association members can be confident that AHCA/ AALA remains strongly committed to its founding mission.

Our association continues to utilize the highest level of professional services in the areas of legal, regulatory, legislative and industry financial analysis through our longstanding expert consultants, business affiliate members and staff. Our members have enjoyed the best and most timely information available on both the state and national fronts, and we will strive to achieve that same level of customer service in 2024. With your help, we will continue to be the voice of quality long term care in Arkansas.

AHCA Associate Members will continue to receive discounted rates for trainings and events throughout the year. Our Sponsors will also receive those same discounts, in addition to a number of other benefits depending on the level chosen. Levels range from Copper Sponsorship at \$3,000 to Diamond at \$50,000 and multiple points in between. There is opportunity for every company to become involved at every budget size.

We anticipate that 2024 will again be a year of great challenges. We are well-positioned for the tasks at hand with our most important resource – our members. AHCA sincerely appreciates your valued support and looks forward to working with each and every one of you in 2024 to ensure that AHCA/AALA and its members achieve the highest level of success and growth possible.

Kind Regards,

Rachel Bunch
Executive Director
Arkansas Health Care Association
Arkansas Assisted Living Association

Proud to have you on our team.

Join as an Associate Member or Sponsor today!

About Us

Established in 1951, the Arkansas Health Care Association (AHCA) is the state's largest organization of long term care providers, representing skilled nursing facilities in Arkansas. Partnered with the Arkansas Assisted Living Association (AALA) that represents assisted living facilities and residential care facilities, AHCA & AALA represent the majority of licensed long term care facilities in Arkansas. AHCA/AALA is the voice of quality long term care in Arkansas.

Associate Membership

Associate Membership allows organizations that supply goods and/or services to long term care facilities to be Members of AHCA/AALA. Applications must be approved by the AHCA Board of Directors. New Associate Members must be sponsored by a Member (Facility) Owner or Administrator in good standing. Associate Membership costs \$1,000 per calendar year. Membership must be paid in full at the time that the application is submitted.

Sponsorship

The Association also offers a sponsorship program for organizations that supply goods and/or services to long term care facilities. Levels of sponsorship range from \$3,000 - \$50,000 per calendar year and include a number of different benefits. All levels of sponsorship include Associate Membership and a booth at the Trade Show.

Reduced Trade Show Booth

Participate in the largest gathering of Arkansas long term care providers. The AHCA/AALA Spring Convention and Trade show is one event you won't want to miss!

Annual Directory & Buyers Guide

Associate Members receive a complimentary copy of the 2024 Directory of Arkansas Long Term Care Facilities & Buyers Guide and will be listed in the directory as an Associate Member. Associate Members also have the opportunity to purchase advertising space in the directory.

Membership Communication

Associate Members are included on the AHCA/AALA membership mailing list to be notified of meetings and events sponsored by AHCA/AALA throughout the year as well as our eNewsletter.

Event Pricing

Associate Members may attend any of our educational seminars, workshops and events at the member rate.

For more information or questions contact **Anna Rowland**

arowland@arhealthcare.com

Phone: 501-374-4422

Sponsorship Program Benefits

All sponsorships include the annual Associate Membership dues (\$1,000).

	Diamond \$50,000	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Copper \$3,000
EVENTS						
Booth at Spring Convention	20' x 20'	20' x 20'	20' x 10'	10' x 10'	10' x 10'	10' x 10'
Registration for Spring Convention	Up to 12	Up to 6	Up to 4	Up to 2	Up to 2	Up to 2
Recognition at events	√	√	√	√	√	√
Invitation to yearly owners/sponsors recognition event	√	√	√	√	√	√
Name badge ribbons designating sponsor level	√	√	√	√	√	√
Logo on Trade Show bag	√	√	√			
Opportunity to provide promotional items to distribute to event attendees	√					
Logoed hotel room keys	√					
Registration to Fall Conference	Up to 12	Up to 6	Up to 4	Up to 2	Up to 2	Up to 2
Table Top at Fall Conference	√	√	√	√		
EDUCATION						
Recognition in promotional materials	√	√	√	√	√	√
Recognition in registration materials for all classes and trainings	√	√	√	√	√	√
Recognition on signage or impression for each education event in-person and virtual	√	√	√	√	√	√
Opportunity for 10-minute presentation at a board meeting	√	√	√			
Opportunity to sponsor speaker at in-person event	√					
ADVERTISING						
Ad in AHCA/AALA Directory & Buyers Guide	Full Page Tab	Full Page	Full Page	1/2 Page	1/3 Page	1/4 Page
Recognition in AHCA/AALA eNewsletter	√	√	√	√	√	√
Recognition in Board Meeting	√	√	√	√	√	√
Recognition on website and on social media	√	√	√	√	√	√

OTHER NOTES

Sponsors may attend AHCA/AALA events and classes at AHCA/AALA member rate.

Sponsors may attend in-person board meetings.

Sponsors may purchase additional advertising space in the annual directory for a fee.

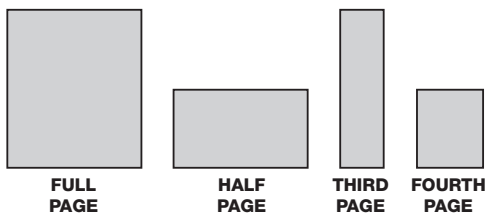
Advertising Information

2024 Directory of Arkansas Long Term Care Facilities & Buyers Guide

MEMBERSHIP RATES

Standard Positions:

- Full Page: \$950
- Half Page: \$650
- Third Page: \$450
- Fourth Page: \$350



AD SIZES

Full Page

- Live Area: 7.5"w by 10"d
- Trim Size: 8.5"w by 11"d
- Bleed Size: 8.75"w by 11.25"d

Back Cover

- Live Area: 7.5"w by 10"d
- Trim Size: 8.5"w by 11"d
- Bleed Size: 8.75"w by 11.25"d

Half Page (Horizontal)

- 7.5"w by 4.875"d

Third Page (Vertical)

- 2.375"w by 10"d

Fourth Page

- 3.75"w by 4.875"d

DEADLINES

Advertisement is due February 28, 2024. All adds must be sent to Anna Rowland at arowland@arhealthcare.com. Registration on eventleaf must be completed. Premium positions are available on a first come, first serve basis. All spaces must be reserved with a completed advertising agreement to reserve space.

AHCA/AALA SPONSORS

The following ad space is included with sponsorship for the following levels:

Diamond: \$50,000 (Tab Full Page)

Platinum: \$25,000 (Full Page)

Gold: \$15,000 (Full Page)

Silver: \$10,000 (Half Page)

Bronze: \$5,000 (Third Page)

Copper: \$3,000 (Fourth Page)

Sponsors who choose to upgrade the ad size included in their sponsorship package must pay the difference in the cost.

AHCA/AALA ASSOCIATE MEMBERS

Associate Members may purchase ad space at Member Rates. Advertising is exclusive to Members of AHCA/AALA – no exceptions.

If you would like assistance in creating your ad, please contact us. Assistance with ad production is available at an hourly rate. If you require assistance, please notify Anna Rowland no later than February 21, 2024.

PLEASE PROVIDE ADVERTISING INFORMATION, ARTWORK AND PAYMENT BY FEBRUARY 28, 2024 TO:

Arkansas Health Care Association

Attn: Anna Rowland

1401 W. Capitol Avenue, Suite 180

Little Rock, AR 72201

arowland@arhealthcare.com | fax: 501.374.1077

LOOK FORWARD >>

to our **2024 Events** and **Educational Sessions**

Sponsor Appreciation Dinner – February 20, 2024 at the Capital Hotel, Little Rock *(by invitation only)*

AHCA/AALA Spring Convention and Trade Show – April 23-24, 2024 at the Hot Springs Convention Center

AHCA/AALA Fall Conference and Annual Business Meeting
... More dates and information to come

Visit www.arhealthcare.com for a complete list of upcoming classes and training opportunities.

2024 Checklist

- 2024 Associate Membership OR Sponsorship Application
 - ALL sponsors and Associate Member must fill out a renewal application
 - If new, must be sponsored by a Member in good standing.
- 2024 Payment
- Print-ready PDF advertisement due by February 28, 2024
- Trade Show Booth Registration

For more information contact **ANNA ROWLAND**
at arowland@arhealthcare.com

Facebook: Arkansas Health Care Association



Save the Date



Spring Convention and Trade Show

April 23-24, 2024

Hot Springs Convention Center
Sports Theme



SAVE THE DATE

Fall Conference

Date: TBD

Location: TBD



