

Four Simple
Ways to Reach
Nebraska
Nursing Homes
and Assisted
Living Facilities

JOIN

SPONSOR

EXHIBIT

ADVERTISE



nebraska
health care association



nebraska
assisted living association

advocate. educate. support.

join. sponsor. exhibit. advertise.

NHCA and NALA are privileged to represent more than 100 businesses like yours through a **Business Associate Membership** each year. Annual dues fee of \$350 provides many benefits including:

- Timely information and analysis on issues pertaining to ancillary service providers serving the long term care market, including communication from the National Association for the Support of Long Term Care (new in 2012)
- Discounts and advance opportunities to secure trade show space
- Member prices for education, advertising, products, services, and – new in 2012 – sponsorships
- Listing in convention books and on the NHCA/NALA Web site
- Opportunity for participation on committees
- Opportunity to post job openings at a discounted rate on www.nehca.org

Simply submit the Vendor Application and Agreement to begin your 2012 partnership with NHCA and NALA.

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TIER SPONSORSHIPS

Tier Sponsorship allows your business to experience recognition throughout the year with a one-time sponsorship fee.

Tier Sponsor Levels

Diamond (<i>limited availability</i>)	\$15,000
Platinum	\$ 7,500
Gold	\$ 5,000
Bronze	\$ 2,500

It's important to note that Tier Sponsorship includes a Business Associate Membership so it's a wise financial decision to become a Tier Sponsor. Benefits also include recognition with a hyperlinked logo on NHCA/NALA's Web site, recognition in *Keeping You Connected* newsletter, signage recognition at two conventions, the opportunity to speak to attendees at sponsored events, recognition as a Tier Sponsor on sponsored event and convention PowerPoints, and – new in 2012 – access to the attendee mailing list of sponsored event(s).

In addition to the above benefits, the following are provided to 2012 Tier Sponsors:

Diamond

\$15,000 per year (a \$23,225 value) – Limited availability

Spring Convention

- Diamond Sponsor and Board mixer on April 23, 2012
- One premiere booth or two standard booths
- Inside front or back cover or back page ad in convention book
- Sponsorship of either 1) Dinner and background music or 2) Opening session and awards program

Fall Convention

- Logo on each daily schedule placed at the doorstep of convention attendees lodging at the hotel
- One premiere booth or two standard booths
- Inside front or back cover or back page ad in convention book
- Sponsorship of either 1) Convention package giveaway or 2) Banquet and entertainment

Education

- Sponsorship of one full round of NHCA/NALA District Education
- Sponsorship of one freestanding NHCA or NALA multi-day or single day workshop

Advertising

- Hyperlinked logo on home page for one year upon launch of NHCA's new Web site
- Opportunity to submit an approved article and an ad in one issue of NHCA/NALA's newsletter

Spotlight Time

- Recognition with signage at the NHCA office, visible by hundreds of members and students each year
- Opportunity to present sponsor's service or product for up to 10 minutes at one 2012 NHCA Board of Directors meeting and one 2012 NALA Board of Administrators meeting
- Opportunity to present sponsor's service or product for up to five minutes at one 2012 NHCA and NALA Membership Meeting

Platinum

\$7,500 per year (a \$11,075 value)

Spring Convention

- One premiere booth or two standard booths
- Divider page ad in convention book
- Sponsorship of either 1) Thursday breakfast buffet or 2) Closing speaker and Thursday Lunch-to-Go

Fall Convention

- Junior premiere booth fee (sponsor may choose to pay an additional amount to upgrade)
- Divider page ad in convention book
- Sponsorship of one of either 1) Keynote speaker and one education session or 2) Exhibitor mixer

Education

- Sponsorship of one NHCA/NALA District Education Webinar
- Sponsorship of one freestanding NHCA or NALA multi-day or single day workshop

Newsletter

Opportunity to submit an approved article and ad in one issue of NHCA/NALA's Keeping You Connected newsletter

Gold **\$5,000 per year** (a \$8,175 value)

Spring Convention

- One standard booth fee (sponsor may choose to pay an additional amount to upgrade)
- Full page ad in convention book
- Sponsorship of one lunch, breakfast, or brunch and one education session

Fall Convention

- Junior premiere booth fee (sponsor may choose to pay an additional amount to upgrade)
- Full page ad in convention book
- Sponsorship of a lunch or an education session (choice of two)

Education

- Sponsorship of one day of NHCA Director of Nursing Training or one section of NALA Assisted Living Administrator Training
- Sponsorship of one freestanding NHCA or NALA multi-day or single day workshop

Newsletter

- Opportunity to submit an approved article in one issue of NHCA/NALA's Keeping You Connected newsletter

Bronze **\$2,500 per year** (a \$5,288 value)

Spring Convention

- Half-price standard booth fee (sponsor may choose to pay an additional amount to upgrade)
- Half page ad in convention book
- Sponsorship of two breaks or one education session

Fall Convention

- Half-price standard booth fee (sponsor may choose to pay an additional amount to upgrade)
- Half page ad in convention book
- Sponsorship of two breaks or one education session

Education

- Sponsorship of two days of NHCA or NALA workshops

CONVENTION SPONSORSHIPS

Spring Convention

Approximately 750 nursing home and assisted living professionals will attend this three-day event at the Younes Conference Center in Kearney, Neb., April 24-26, 2012. All convention sponsors receive their company name in the convention registration flyer, on the convention sponsor sign, and on the designated session's signage.

Lanyards \$1,500 Member, \$2,000 Non-member. Single sponsor. See your company's name on attendees' name badge lanyards.

Key Cards \$1,500 Member, \$2,000 Non-member. Single sponsor. See your logo on the sleeping room keys of attendees lodging at the hotel.

Name Badges \$1,000 Member, \$1,500 Non-member. Single sponsor. Your company's name and logo will be printed on the name badges during this three-day convention.

Breakfast/Lunch Member: \$600 per meal or \$500 if sponsoring multiple meals. Non-member: \$1,100 per meal or \$1,000 if sponsoring multiple meals. Multiple sponsors. Receive the opportunity to provide pre-printed marketing brochures at tables.

Education Sessions Member: \$500 per session. Non-member: \$1,000. Multiple sponsors. A variety of sessions are available for sponsorship during this three-day convention. Attempts are made to match sponsors with a topic that best targets their product or service. Receive the opportunity to include pre-printed marketing brochure, the opportunity to have a table-top display in the education session room, and verbal recognition at the beginning of the session.

Morning Coffee and Roll Breaks Member: \$300 per break or \$250 if sponsoring multiple breaks. Non-member: \$800 per break or \$750 if sponsoring multiple breaks. Multiple sponsors. Receive the opportunity to provide pre-printed marketing brochures in break area.

Refreshment Breaks Member: \$250 per break or \$200 if sponsoring multiple breaks. Non-member: \$750 per break or \$700 if sponsoring multiple breaks. Multiple sponsors. Receive the opportunity to provide pre-printed marketing brochures in break area.

Fall Convention

Approximately 900 nursing home and assisted living professionals attend this four-day event at the Cornhusker Marriott and Embassy Suites in Lincoln, Neb, Sept. 17-20, 2012. All convention sponsors receive their company name in the convention registration flyer, on the convention sponsor sign, and on the designated session's signage.

Exhibitor Mixer \$2,000 Member, \$2,500 Non-member. Multiple sponsors. The exhibitor mixer opens the 2012 Trade Show. The festive atmosphere of the trade show during these casual two hours provides an opportunity to spotlight your company's name. Receive an opportunity to provide pre-printed marketing brochures and meet and greet guests.

Opening Session Keynote Speaker \$1,500 Member, \$2,000 Non-member, single sponsor. With approximately 500 attendees, sponsoring this session will put the sponsor's company name in front of attendees before the trade show opens in the afternoon. Receive the opportunity to include pre-printed marketing brochure, the opportunity to have a table-top display in the education session room, and verbal recognition at the beginning of the session.

Lanyards \$1,500 Member, \$2,000 Non-member. Single sponsor. See your company's name on attendees' name badge lanyards.

Key Cards \$1,500 Member, \$2,000 Non-member. Single sponsor. See your logo on the sleeping room keys of attendees lodging at convention hotels.

Awards Luncheon and Program \$1,000 Member, \$1,500 Non-member. Single sponsor. The NHCA/NALA Awards Luncheon on Sept. 20 will honor staff and volunteers who have shown commitment and dedication to the profession. Receive verbal recognition at the beginning of the luncheon, the opportunity to provide pre-printed marketing brochure on each table, and complimentary tickets to attend the luncheon and meet and greet guests.

(Fall Convention continued)

Name Badges \$1,000 Member, \$1,500 Non-member. Single sponsor. Company's name and logo printed on the front of name badges during this four-day convention.

Cyberstation \$750 Member, \$1,250 Non-member. Single sponsor. Company's logo on the desktop of each cyberstation computer.

Lunches Member: \$600 per meal or \$500 if sponsoring multiple meals. Non-member: \$1,100 per meal or \$1,000 if sponsoring multiple meals. Multiple sponsors. Receive an opportunity to provide pre-printed marketing brochures at each table.

Education Sessions Members: \$500 per session, Non-members: \$1,000. Multiple sponsors. A variety of sessions are available for sponsorship during this four-day convention. Attempts are made to match sponsors with a topic that best targets their product or service. Receive the opportunity to include pre-printed marketing brochure, the opportunity to have a table-top display in the education session room, and verbal recognition at the beginning of the session.

Morning Coffee and Roll Breaks Member: \$300 per break or \$250 if sponsoring multiple breaks. Non-member: \$800 per break or \$750 if sponsoring multiple breaks. Multiple sponsors. Receive an opportunity to provide pre-printed marketing brochures at break tables.

Afternoon Breaks Member: \$250 per break or \$200 if sponsoring multiple breaks. Non-member: \$750 per break or \$700 if sponsoring multiple breaks. Multiple sponsors. Receive an opportunity to provide pre-printed marketing brochures at break tables.

A LA CARTE EDUCATION SPONSORSHIPS

Freestanding educational events are provided to nursing home and assisted living professionals at various sites across the state and throughout the year. Some are more than one day in length and each day may have a different sponsor. Sponsors receive recognition on the event's registration flyer mailed to more than 1,200 members and non-members, company name on event signage, the opportunity to include pre-printed marketing brochure, the opportunity to have a table-top display in the workshop room, and verbal recognition at the beginning of the workshop with the opportunity to speak to attendees.

EDUCATION	DATES	LOCATION	MEMBER	NON-MEMBER
Administrator Preceptor Training	1 1/2 days in Jan/Feb	Lincoln	\$250	\$750
Annual Legislative Day SOLD!	January 31	Lincoln	\$1,000	\$1,500
District Meeting Education SOLD!	January/February July/August	6 sites 6 sites	\$250/site or \$1,000 for all	\$750/site or \$1,500 for all
Health Info Technology (multiple sponsors)	1 1/2 days in February	Lincoln	\$500	\$1,000
Medicaid in Nebraska	February 13	Lincoln	\$500	\$1,000
Nurse Leadership/Charge Nurse	February 16-17	Lincoln	\$500/day	\$1,000/day
Assisted Living Administrator (including Refresher)				
Part 1	January 19-20	Lincoln	\$500	\$1,000
Part 2	March 8-9	Lincoln	\$500	\$1,000
Part 3	May 17-18	Lincoln	\$500	\$1,000
QIS-Beginning- SOLD!	February 29	Omaha	\$1,000	\$1,500
QIS-Intermediate SOLD!	March 1	Omaha	\$1,000	\$1,500
Social Service Course	March 13-16	Lincoln	\$250/day	\$750/day
Assisted Living Nurse Training	2 days in March	TBD	\$250/day	\$750/day
MDS-3.0 SOLD!	2 days in March	Kearney	\$500/day	\$1,000/day
Activity Director Training	7 days in March/April	Lincoln	\$250/day	\$750/day
Life Safety Code SOLD!	1 day in May	TBD	\$500	\$1,000
Restorative-Supervisor	1 day in July	Kearney	\$500	\$1,000
Restorative-Aide	1 day in July	Kearney	\$500	\$1,000
Direct Care Staff Day (multiple sponsors)	1 day in July	Kearney	\$500	\$1,000
Director of Nursing/Executive Nurse Training	July 11-13 / August 22-24	Lincoln	\$250/day	\$750/day
Medicare Training SOLD!	3 days in October	Lincoln	\$500/day	\$1,000/day
Dementia Certification	1 1/2 days in November	Kearney	\$500	\$1,000
AANAC Training-MDS Certification	3 days in November	Omaha	\$500/day	\$1,000/day
Quality Award Training	1 day in November	Kearney	\$250	\$750

Dates and location are subject to change. Tier Sponsors' benefits – including selection of education – hold priority over other sponsors' benefits. Some benefits may vary depending on an event's format and may be limited due to accreditation guidelines.

WEB SITE SPONSORSHIPS

NHCA and NALA, as well as affiliates Licensed Practical Nurse Association of Nebraska, Nebraska Health Care Foundation and Nebraska Health Care Learning Center, will soon unveil the new www.nehca.org. Members, volunteer board and committee members, policymakers, prospective long term care employees, the media, donors, and consumers will see more online options for communication, registration, product purchases, and training.

The Web site will be the associations' main source of information and the site address will be included in all materials, publicity and specialty items. Promotion of the Web site's launch will include media releases, member newsletters, social media, and upcoming events. Sponsors' logos and a link to their Web site will appear on the sponsored page.

Web site sponsorships are secured for a minimum of one year.

Main Landing Pages	\$1,500	\$2,000 for non-members
Subpages	\$1,000	\$1,500 for non-members
Additional Pages	\$ 500	\$1,000 for non-members

Please submit the **Vendor Application and Agreement** to express your commitment for 2012.

All sponsorship opportunities are sold on a first come basis, and monies will be received at the NHCA office before sponsors are promoted. Tier Sponsors' benefits hold priority over other sponsors' benefits.

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The Spring Convention Trade Show will be April 24, 2012, at the Younes Conference Center in Kearney, Neb. Booth fees range from \$550 to \$925 for members and \$850 to \$1,225 for non-members. The Fall Convention Trade Show is scheduled for Sept. 18-19, 2012, at The Cornhusker Marriott in Lincoln, Neb. Booth fees range from \$500 to \$1,225 for members and \$800 to \$1,525 for non-members.

Exhibitor registration information for the Spring and Fall Conventions is distributed in January and May, respectively. Exhibit registrations cannot be accepted until that time. 2012 Tier Sponsors have the first rights on exhibit space.

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NEWSLETTER

Six times each year, NHCA/NALA publishes a printed newsletter which is distributed to 650 members and other partners.

Rates

1/4 page	Member \$50	Non-Member \$65
1/2 page	Member \$80	Non-Member \$95
Full page	Member \$135	Non-Member \$150
Insert	Member \$175	Non-Member \$215

CONVENTION BOOKS

The Spring and Fall Convention and Trade Show Buyer's Guides are distributed to attendees of both events. Ad rates vary depending on size, placement within the book, and member/non-member status but generally range from \$35 to \$275.

All fees subject to change.

EXHIBIT. ADVERTISE.



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3900 NW 12th Street, Suite 100
Lincoln, NE 68521

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NHCA/NALA wants to help you grow your business.

Please contact us with questions on these opportunities.

Tracy Rathe, Director of Member Support
Nebraska Health Care Association/Nebraska Assisted Living Association
3900 NW 12th St., Ste. 100
Lincoln, NE 68521
402-435-3551
TracyR@nehca.org



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VENDOR APPLICATION AND AGREEMENT

An invoice for payment will be sent to you upon receipt of a completed form.

My business would like to reach Nebraska nursing homes and assisted living facilities by serving as a 2012

(select all that apply) **Business Associate Membership*, \$350** (not refundable or pro-rated)

- Sponsor Sponsorship Request:**
- Diamond Tier Sponsor \$15,000**
Includes Business Associate Membership
 - Platinum Tier Sponsor \$7,500**
Includes Business Associate Membership
 - Gold Tier Sponsor \$5,000**
Includes Business Associate Membership
 - Bronze Tier Sponsor \$2,500**
Includes Business Associate Membership
 - A La Carte Event Sponsor \$_____**

Convention exhibit and
advertising details will be
distributed closer to event dates

A La Carte Event to be sponsored:

Organization _____

Primary Contact Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____ Web Address _____

Products/Services Description _____

*A company that owns or manages nursing home or assisted living facilities in Nebraska must purchase facility membership for those facilities.

Please Sign Below

Please accept this official contract and agreement for our organization to be named as a member and/or sponsor as indicated above in 2012. I understand that Business Associate Members are encouraged to promote membership with NHCA and utilize membership benefits to the fullest but that any inference to my organization being a preferred supplier to facilities is prohibited unless expressly agreed upon and as defined by NHCA. I also understand that this application and my organization's intent and nature of business will be reviewed and approved by NHCA before benefits will be implemented. I understand that some sponsorship opportunities have limited availability. In return for sponsoring at the cost listed above, it is my understanding that my organization will receive the sponsorship recognition according to the entitlements of the sponsorship selected. I understand and agree that full payment is due in the NHCA office before our organization will receive sponsorship recognition.

Signed _____

Title _____ Date _____

Contributions or gifts to the Nebraska Health Care Association and/or the Nebraska Assisted Living Association are not tax deductible as charitable contributions for federal income tax purposes. Dues payments may be deductible by members as ordinary and necessary business expenses subject to restrictions imposed as a result of association lobbying activities. NHCA estimates that the nondeductible portion of your 2012 dues—the portion which is allocable to lobbying—is 38.3847 percent.

Make checks payable to Nebraska Health Care Association

Return completed and signed contract to:

NHCA, 3900 NW 12th Street, Suite 100, Lincoln, NE 68521 Attention: Tracy Rathe

Phone 402-435-3551 Fax 402-475-6289 E-mail TracyR@nehca.org