

2024 OHCA Sponsorship Guide



OHCA
OREGON HEALTH
CARE ASSOCIATION

*Your Resource to Connect with
Oregon Long Term Care
Operators and Decision-makers*

ABOUT THE OHCA BUSINESS PARTNER PROGRAM

Companies who do business in the long term care profession are invited to join OHCA as business partner members and are encouraged to exhibit at and sponsor events and activities to build brand awareness and visibility with Oregon's long term care provider operators, leaders, and decision-makers.

Business Development and Positioning as Experts

OHCA encourages business partners to work with our events and education team on speaking opportunities at one of OHCA's many events held throughout the year. Business partner members are the only vendors that may speak at OHCA educational events and speaker sponsorships are available.

Printed Membership Directory

Business partner members receive a complimentary copy of and are listed in OHCA's Membership Directory which lists all companies/facilities and business partners that are members of the association. This directory is mailed to all members in January to reference.

Online Business Partner Directory

On our website at www.ohca.com/buyers-guide, visitors and provider members can view a list of OHCA member business partners. This list is searchable by category and by name. OHCA members turn to business partners first when searching for vendors and service providers.

Sponsorship and Exhibits

There are many opportunities for business partner members to showcase their businesses at a wide variety of OHCA's annual events, educational events, and other meetings throughout the year as well as on OHCA's media outlets including the website, newsletters, and more. Sponsorships enable business partners to build brand recognition by reaching a diverse audience of providers in the long term care profession.

Membership Fee

\$500 Annually

To Join

Contact Rosie Ward at rward@ohca.com.

OHCA MEMBERSHIP BY THE NUMBERS

Assisted Living Facilities/Residential Care Facilities:

516 Total Members
24,673 In-State Beds

Nursing/Skilled Nursing Facilities:

116 Total Members
9,700 In-State Beds

Independent Living/Senior Housing Communities:

104 Total Members
7,979 In-State Beds

In-Home Care/Home Health Care Agencies:

108 Total Member Organizations
Thousands of Clients

Operators:

140 Total Members

Business Partners:

214 Total Members

BECOME AN ANNUAL SPONSOR

Build long lasting relationships with providers as an OHCA elite or premier sponsor.

Increase your visibility to OHCA members and decision makers throughout the year by becoming an elite or premier sponsor. Only OHCA business partner members in good standing qualify for these sponsorship levels. Elite and premier sponsors receive ongoing recognition throughout the year in all OHCA education and board packets.

Benefits for Elite and Premier Sponsors:

- Recognition in all OHCA event materials, including OHCA board of directors packets
- Recognition in the OHCA Spring Expo and Annual Convention event programs
- Special recognition on the OHCA Membership Directory sponsors page
- Special recognition on the online Business Partner Directory on the OHCA website
- Ability to sponsor OHCA general board meetings, held annually in January, April, and September. Meeting sponsors are able to attend the board meetings in which they sponsor.
- Ability to attend and sponsor the OHCA Board of Directors Retreat in July (Elite Sponsors only)
- Opportunity for additional sponsorships and relationship-building outside of OHCA's existing offerings (please contact OHCA for more information)

About the OHCA Board of Directors Retreat

The OHCA Board of Directors Retreat is held annually each July at a resort within two hours of Portland, Oregon.

OHCA elite sponsors are invited to attend this event to build long-lasting connections with OHCA board members and other invited guests from OHCA's provider membership.

The board retreat is a three day event. Typically, invited sponsors are encouraged to attend an evening welcome reception on day one; breakfast, lunch, and an evening dinner and social reception on day two; and breakfast on day three.

Elite Sponsor - \$10,00 Annual Commitment

Elite sponsors are encouraged to direct their sponsorship commitment toward any combination of strategic and targeted sponsorships and exhibit spaces to ensure their representatives attend the OHCA events that best fit their needs.

Premier Sponsor - \$5,000 Annual Commitment

Spend \$5,000 or more per year in sponsorships and exhibit spaces at OHCA events.

Your Sponsorship Contact

Rosie Ward, Senior Vice President
rward@ohca.com, (503) 726-5226

CONTENT SPONSORSHIPS

Gain visibility and build brand awareness in OHCA's digital and print communications outlets.

Sponsoring OHCA content enables you to gain visibility with OHCA's provider members online and in print. Only OHCA business partners may participate in the following content sponsorships.

OREGON CAREGIVER MAGAZINE

Sponsored Content

OHCA offers sponsored content in our Oregon Caregiver magazine, distributed bi-annually in print to each of our provider members, operators, business partners, Oregon policy makers, and key stakeholders. The printed magazine is shared in Spring Expo and Annual Convention attendee bags and is available and distributed online via our News Bulletin newsletter and on social media.

Visit www.ohca.com/news/publications to view past issues of this magazine.

Content sponsors will be able to work with OHCA to produce one 500-700 word article for either the spring/summer or fall/winter magazine. The sponsor will receive a byline and can include a head shot and contact information. Content should be educational and resource-based in nature and not focus on specific products or sales information.

Two sponsor content opportunities per magazine are available.

Sponsored content rate: \$2,000

OHCA.COM WEBSITE

The OHCA.com website is visited by an average of 20,000 unique visitors per month and most visitors are looking for information on the latest regulatory and compliance-related information, OHCA events and education opportunities, the OHCA Buyers Guide, the OHCA job board and workforce resources, and much more. Five website content sponsorships are available.

- Monthly sponsorship rate: \$250

OHCA NEWSLETTERS

News Bulletin

Sponsor OHCA's weekly newsletter, the OHCA News Bulletin, which is distributed weekly to over 4,000 provider members including all CEOs, CFOs, vice presidents, administrators, nurses, and other leaders and decision-makers. The News Bulletin has an open rate of 15-25 percent, much higher than average open rates, meaning that recipients are reading the newsletter content.

Sponsorships include prominent display of the organization's logo and a link-out to the organization's website or an email address.

Two newsletter sponsorships per month are offered.

- Monthly sponsorship rate: \$250

PACKAGES

Please contact OHCA about packaged content sponsorship options and discounts as well as other options to gain exposure with Oregon's long term care providers.

Your Sponsorship Contact

Rosie Ward, Senior Vice President
rward@ohca.com, (503) 726-5226

SPECIAL EVENTS

Connect with targeted audiences by sponsoring or exhibiting at OHCA special events.

SPEAKER SPONSORSHIPS

OHCA allows for a select number of speaker sponsorships from business partner members on mutually agreed upon topics that focus on providing resources and education. Speaker sponsors are not able to provide sales information or promote products. Please contact Rosie Ward, rward@ohca.com, if you are interested in learning more about these opportunities.

WEBINAR SPONSORSHIPS

This year, OHCA is offering business partner members the opportunity to sponsor webinars.

- Webinar sponsors are able to build their sponsorship to best fit their needs.
- Sponsorships can include moderating, speaking, and other options during the webinar.

Please contact rward@ohca.com for more information.

MEETING SPONSORSHIPS

Meeting sponsors are able to attend and speak at the meetings in which they sponsor.

Board of Directors Meetings and Board Retreat

OHCA elite and endorsed partners are able to sponsor one of our board meetings, held annually in January, April (in conjunction with Spring Expo), and September (in conjunction with Annual Convention), as well as our Board of Directors Retreat.

- All elite and endorsed partners are invited to attend the Board of Directors Retreat.

Council/Committee Meetings

- **Assisted Living/Residential Care Council - \$850**
- **Nursing Facility Council - \$1,000**
- **In-Home Care Committee - \$500**

These meetings are held quarterly and attended by owners, administrators, and leaders from their respective provider membership types.

EVENT SPONSORSHIPS (VIRTUAL AND IN-PERSON)

Each OHCA educational event has sponsorship options that allow service providers to get in front of and build relationships with targeted audiences. These options include moderator/host sponsorships, speaker sponsorships, headline sponsorships, supporting sponsorships, and exhibit/table top options. Sponsors are invited to attend the events in which they sponsor and receive event attendee lists for marketing purposes.

Facility Services and Maintenance Conference, May 22, In-Person - \$500-\$1,500

- Audience: 50-75 maintenance and environmental services professionals from nursing facilities, assisted living, residential care, and independent living apartments

In-Home Care Agency Conference, July 23, In-Person - \$400 - \$1,000

- Audience: 50- 75 in-home care agency owners, managers, nurses and other leadership team members

Nurse Leadership Conference, June 11, In-Person - \$500-\$1,500

- Audience: 50-75 nurse leaders from long term care facilities and home health agencies. Nurse leaders include directors of nursing, health services directors, RNs, LPNs, charge nurses, and other nurses whose responsibilities include leading a department and staff.

MAIN EVENT: ANNUAL CONVENTION AND TRADE SHOW

SEPTEMBER 17-18, 2024, OREGON CONVENTION CENTER, PORTLAND, OR

The OHCA Annual Convention and Trade Show is our largest event of the year! This show has an abundance of opportunities for face time and networking with key decision makers.

SPONSOR/EXHIBITOR BENEFITS

All sponsors receive the following benefits:

- One invitation to the VIP Happy Hour held on the first day of Annual Convention
- Logo on the event's sponsor page
- Organization name on the event program, distributed in attendee bags at the event and available digitally on the OHCA.com event promotions page, and shared with attendees prior to the event
- Pre-event registrant list (1 week before event)
- Post-event registrant list (1 week following the event)
- Up to 2 representatives at Annual Convention (additional representatives can register at the attendee rate)

SPONSORSHIPS (RANGING FROM \$1,000-\$10,000, VIEW DETAILS ONLINE ON THE OHCA MEMBER PORTAL)

- Advertisement in the event program (back page, back cover, 1/2 page, 1/4 page)
- Audio/Visual Equipment Sponsor
- All Attendee Happy Hour
- Awards Luncheon Sponsor
- Award Winner Welcome Reception
- Breakout Session Room Sponsor
- Continental Breakfast Sponsor
- Dessert Refreshment Lounge
- General Session Lunch

- Grand Prize Activity Sponsor
- Hand Sanitizer Stations Sponsor
- VIP Happy Hour and Membership Meeting Sponsor
- Headline Event Sponsor
- In-Kind sponsorships available (tote bags, lanyards, note pads, pens, water bottles)
- Keynote Speaker Sponsor
- Mobile App: Main Splash Page, Rotating Advertisement, Banner Ad
- Name Tags Sponsor
- Trade Show Education Stage Presentation Sponsor
- Water bubbler Sponsor
- Wi-Fi Sponsor

EVENT PROGRAM/REGISTRATION BAG ADVERTISEMENTS

- Back cover program advertisement: \$2,500
- Back page program advertisement: \$2,500
- Inside program half page advertisement: \$1,500
- Inside program quarter page advertisement: \$1,100
- Registration bag flier advertisement: \$1,500

Book your exhibit space or sponsorship on the OHCA Member Portal or contact Rosie Ward:

rward@ohca.com or
(503) 726-5226

MAIN EVENT: SPRING EXPO

**APRIL 11-12, 2024, SALEM CONVENTION CENTER,
SALEM, OR**

The OHCA Spring Expo typically draws approximately 500-600 attendees and is Oregon's second largest event for long term care professionals. The event features a trade show and robust education and activities for attendees as well as happy hour.

Please review our sponsorship and exhibitor options and let us know if there are other ways you'd like to get involved with the event.

This event offers a wide variety of sponsorship and exhibit opportunities for vendors and professional services providers to engage with attendees and provide brand visibility to Oregon long term care professionals.

All sponsors, advertisers, and exhibitors receive the following benefits:

- Logo and listing in the event program, available digitally on the OHCA.com event promotions page and shared with attendees prior to the event
- Pre-event registrant list (1 week before event)
- Post-event registrant list (1 week following the event)
- Up to 2 registrations for representatives to attend the event (additional representatives can attend at the attendee rate)

EVENT PROGRAM/REGISTRATION BAG ADVERTISEMENTS

- Back cover program advertisement: \$2,000
- Back page program advertisement: \$2,000
- Inside program half page advertisement: \$1,200
- Inside program quarter page advertisement: \$1,000
- Registration bag flier advertisement: \$1,500

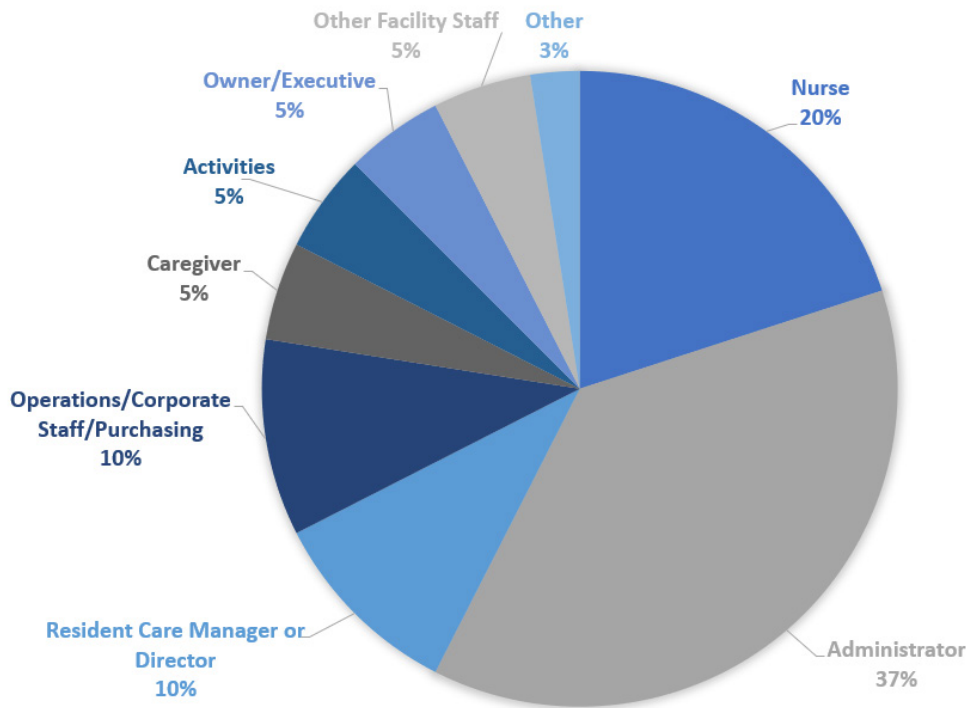
SPONSORSHIPS

- All Attendee Cocktail/Fun Activity Sponsor
- AV Sponsor
- Breakfast Sponsor
- Coffee Sponsor
- Hand Sanitizer Station Sponsor
- Lanyard Sponsor
- Pens Sponsor
- Trade Show Dessert/Refreshment Sponsor
- Water Bottle Sponsor
- Water Station Sponsor
- WiFi Sponsor

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AVERAGE SPRING EXPO ATTENDANCE BY JOB FUNCTION



TRADE SHOW - HELD NOON-2:30P.M. ON APRIL 11

All exhibit spaces are 10'x10' table top spaces and are available on a first come, first serve basis. Prices are determined by location on the trade show floor.

EXHIBIT SPACES

Business Partner Members: \$1,000
 Non Members: \$2,000

