2027

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 on a limited basis.

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

$575 Annually

To Join

Contact Rosie Ward at rward@ohca.com.

OHCA MEMBERSHIP BY THE NUMBERS

Assisted Living Facilities/Residential Care Facilities:
519 Total Members
25,529 In-State Beds

Nursing/Skilled Nursing Facilities:
119 Total Members
10,023 In-State Beds

Independent Living/Senior Housing Communities:
113 Total Members

In-Home Care/Home Health Care Agencies:
92 Total Member Organizations
Thousands of Clients

Operators:
128 Total Members

Business Partners:
234 Total Members

BECOME AN ANNUAL SPONSOR

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

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

Benefits for Endorsed, Elite, and Premier Sponsors:

- Recognition in all OHCA event materials, including OHCA board of directors packets
- Special 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. (Endorsed and Elite sponsors only)
- Ability to attend and sponsor the OHCA Board of Directors Retreat in July (Endorsed and 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, Endorsed and Elite Sponsors Invited

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.

Endorsed Sponsor - $20,000 or Greater Annual Commitment

Endorsed sponsors have a revenue-shared agreement with OHCA and receive a customized sponsorship package to maximize relationship-building with Oregon long term care decision-makers.

Elite Sponsor - $12,000 or Greater 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 - $7,500 Annual Commitment

Premier sponsors must spend $7,500 or more per year in sponsorships and exhibit spaces at OHCA events.

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 of Strategy
rward@ohca.com, (503) 726-5226

SPECIAL EVENTS

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

SPEAKER AND WEBINAR SPONSORSHIPS

OHCA allows for a select number of in-person speaker sponsorships and virtual webinar sponsorships from business partner members that allow them to present on mutually agreed upon topics that focus on providing resources and education. Speaker and webinar 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.

MEETING SPONSORSHIPS

Meeting sponsors are able to attend and give a brief introduction 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 and must have a retreat-related sponsorship in their sponsorship package.

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, In-Person - $500-$1,500

- Audience: 50-100 maintenance and environmental services professionals from nursing facilities, assisted living, residential care, and independent living apartments

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

- Audience: 40- 60 in-home care agency owners, managers, nurses and other leadership team members

Nurse Leadership Conference, In-Person - $500-$1,500

- Audience: 75-100+ 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 21-22, 2027
OREGON CONVENTION CENTER
PORTLAND, OR

The OHCA Annual Convention and Trade Show is our largest event of the year, attended by roughly 1,200-1,400 Oregon and pacific northwest long term care providers! This show has an abundance of opportunities for face time and networking with key decision makers.

AVERAGE ANNUAL CONVENTION ATTENDANCE BY JOB FUNCTION

Owner/Executive/VP: 100

Administrators: 270

Nurses: 210

Operations, Regional, Purchasing, and Corporate Staff: 180

Resident Care Manager/Director: 140

Dietary Managers, Chefs, etc.: 40

Marketing/Communications: 150

Activities and Life Enrichment: 65

Social Services: 40

Maintenance: 35

Human Resources/Office Manager: 40

Other Facility Role: 130

ATTENDANCE BY ORGANIZATION TYPE

Operator/Corporate Office: 245

Skilled Nursing/Nursing Facility: 265

In-Home Care: 20

Assisted Living: 250

Residential Care/Memory Care: 260
Other: 160

ANNUAL CONVENTION AND TRADE SHOW: EXHIBIT OPTIONS

ABOUT EXHIBITING IN THE TRADE SHOW

TRADE SHOW IS HELD 12:00P.M.-2:30P.M. ON SEPTEMBER 21 ONLY

We are excited to foster relationship building between exhibitors and attendees at the 2027 Annual Convention and Trade Show, which is held during lunch on the first day of the event. Nothing else is scheduled during this time to ensure that vendors can maximize their time with attendees. We look forward to your participation and to connecting you with our long term care provider decision-makers!

About Exhibit Spaces

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

- Complimentary registration for up to two booth representatives including access to all education sessions and the all attendee happy hour. Additional rerepsentatives may register at the regular attendee rate.
- Invitations to the VIP Happy Hour event held on the first day of the conference
- Inclusion in the event program and website
- Access to pre and post event attendee lists

Exhibit Pricing

LIGHT BLUE/PREMIUM EXHIBIT SPACE

Members: $1,500

Non Members: $3,000

PINK/GENERAL EXHIBIT SPACE

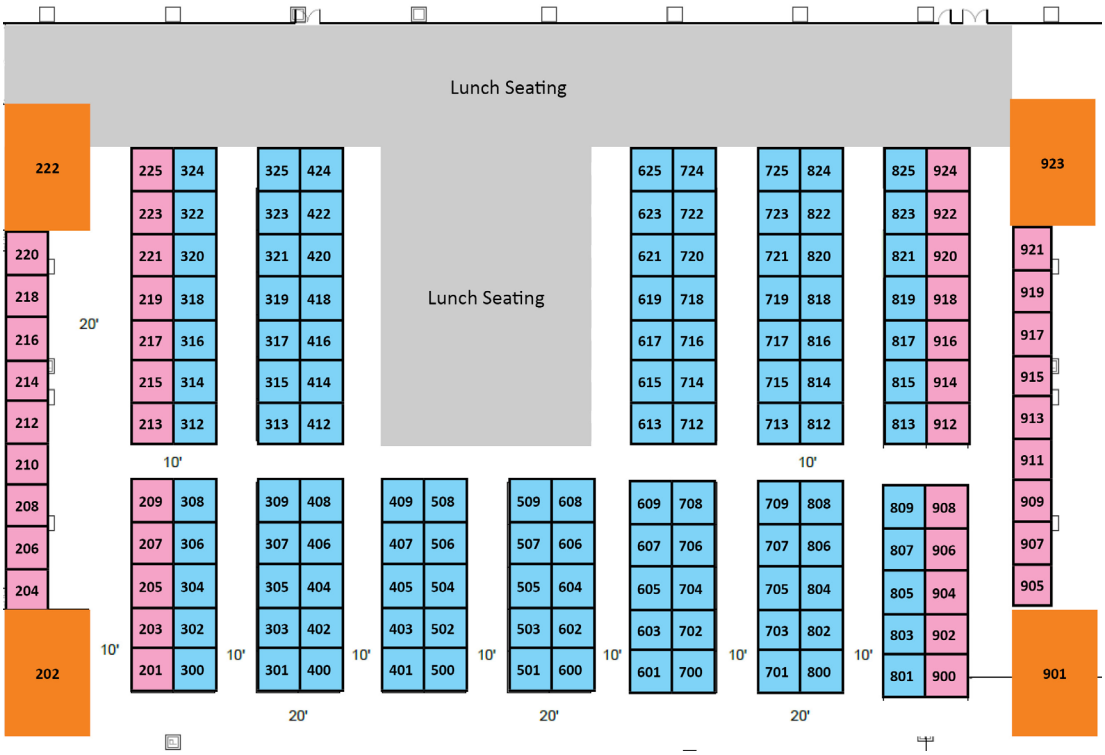
Members: $1,300

Non Members: $2,600

ORANGE/VEHICLE EXHIBIT SPACE

Members: $3,000

Non Members: $6,000



ANNUAL CONVENTION AND TRADE SHOW: ADVERTISING AND SPONSORSHIP OPTIONS

ABOUT ADVERTISING OR SPONSORING AT THE ANNUAL CONVENTION

Advertising in the Annual Convention event program, or sponsoring the event, is a great way to for your team to get visibility outside of the trade show hall.

All sponsors receive the following benefits:

- Your company's logo on opening event slide deck, shown to all event attendees during the keynote presentation
- Your company's logo on the event website's designated sponsor page and on signage in the main event registration area and foyer
- Your organization name in the event program. This program is distributed as a full color printed brochure in all attendee bags at the event, shared digitally on the OHCA.com event promotions page and event website, and shared digitally with attendees prior to the event
- An invitation for all representatives to attend the VIP Happy Hour
- Two pre-event registrant lists (at least 2 weeks and 1 week before the event)
- A post-event registrant list (immediately following the event)
- Up to 2 free registrations per sponsorship. Additional representatives can register and attend at the attendee rate.

ADVERTISING OPTIONS IN THE EVENT PROGRAM AND REGISTRATION BAG

- Back cover program advertisement: $3,000
- Inside front cover program advertisement: $2,500
- Full page program advertisement: $2,500
- Inside program half page advertisement: $2,000
- Inside program quarter page advertisement: $1,500
- Registration bag flier advertisement: $2,500

SPONSORSHIPS ON THE EVENT WEBSITE

- Mobile website headline sponsor (full page advertisement on loading page included): $5,000
- Mobile website supporting sponsor (banner advertisement included): $1,200

ANNUAL CONVENTION AND TRADE SHOW, SPONSORSHIP OPTIONS CONT.

Sponsorship	Price	Specific Sponsorship Benefits
AV SPONSOR	$2,500	Signage with sponsor logo is included in all meeting rooms as the AV sponsor.
AWARDS PROGRAM CO-SPONSOR	$4,000	Sponsors are able to address the audience at the Awards Ceremony Luncheon, approximately 600 attendees, and can provide swag for the award recipients if desired. This is one of the only options to address the audience at this event.
BREAKOUT SESSION ROOM SPONSOR	$1,500	This is limited to one sponsor per room and sponsors can select their rooms on a first come, first served basis. Sponsors' logos are on the room signage and they are able to introduce the room speakers if desired and provide an elevator pitch.
COFFEE CO-SPONSOR	$3,500	Signage with sponsor logo is included on signs around the coffee table on both days of the event. Sponsors may provide logoed napkins or other items for the coffee table.
BREAKFAST CO-SPONSOR	$1,500	Signage with sponsor logo is included on signs around the breakfast table on both days of the event. Sponsors may provide logoed napkins or other items for the table.
DESSERT/DRINK SPONSOR	$3,000	Signage with sponsor logo is included on all drink and dessert stations on the first day of the event.
EXECUTIVE TRACK CO-SPONSOR	$4,000	Sponsors are able to address the audience for the c-suite track on the first day of the event. This track is intended for corporate staff and owners/operators. Sponsor logos are also included in promotions for this track, sent to all member owners/operators.
HAND SANITIZER STATIONS	$1,500	Signage with sponsor logo is included on all hand sanitizer stations on both days of the event.
HAPPY HOUR (ALL ATTENDEE)	$3,500	Signage with sponsor logo is featured at the happy hour event. Sponsor logos are also included in promotions for the happy hour, sent to all registered attendees.
KEYNOTE SPEAKER	$6,000	Sponsors are able to introduce the keynote speaker. Logo and signage on keynote materials. This is one of the only options to address the audience at this event.
LUNCHEON CO-SPONSOR	$4,000	Signage with sponsor logo is included on all lunch stations on the first day of the event. Sponsor can emcee the trade show game and giveaways, receive recognition during this time, or participate in the lunch in other ways.
MEMBERSHIP/VIP HAPPY HOUR CO-SPONSORSHIP	$3,500	Signage with sponsor logo is included on sign at this meeting which is attended by OHCA board members and other provider leaders. Sponsors are recognized and given 1 minute to speak. Sponsors may provide logoed napkins for the bar.
NAME TAG SPONSOR	$3,000	Sponsor logo is included on all provider attendee, staff, and volunteer name badges.
SNACK STATION CO-SPONSOR	$3,500	Signage with sponsor logo is included on signage at snack station, placed in foyer for all attendees to access on the first day. Sponsors may provide logoed napkins.
WATER BOTTLE FILLING STATION	$1,000	Signage with sponsor logo is included on all water refill stations on both days of the event.
WI-FI SPONSOR	$3,500	Sponsor can select the wi-fi password (like their business name) used by all event attendees and receives special recognition in the event program.

MAIN EVENT: SPRING EXPO

APRIL 21-22, 2027
SALEM CONVENTION CENTER
SALEM, OR

The OHCA Spring Expo typically draws approximately 800 provider 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 (at least 1 week before event)
- Post-event registrant list (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: $2,500
- Back page program advertisement: $2,500
- Full page program advertisement: $2,000
- Inside program half page advertisement: $1,500
- Inside program quarter page advertisement: $1,000
- Registration bag flier advertisement: $2,000

SPONSORSHIPS

- All Attendee Cocktail/Fun Activity Sponsor
- AV Sponsor
- Bag Sponsor (in-kind)
- Breakfast Sponsor
- Coffee Sponsor
- Hand Sanitizer Station Sponsor
- Lanyard Sponsor (in-kind)
- Lunch Sponsor
- Name Tage Sponsor
- Presenting Sponsor
- Trade Show Dessert/Refreshment Sponsor
- Room/Track Sponsor
- Water Bottle Sponsor
- WiFi Sponsor

Book your exhibit space or sponsorship on the OHCA Member Portal or contact Rosie Ward:
rward@ohca.com or
(503) 726-5226

AVERAGE SPRING EXPO ATTENDANCE BY JOB FUNCTION

Owner/Executive/VP: 70

Administrators: 265

Nurses: 150

Operations, Purchasing, and Corporate Staff: 100

Resident Care Manager/Director: 80

Regional Manager/Director: 60

Social Services: 20

Other Provider Positions: 50+

Presenters, Stakeholders, Vendors: 100+

ABOUT THE SPRING EXPO TRADE SHOW HELD 11:30A.M.-2:00 P.M. ON APRIL 21 ONLY

The OHCA Spring Expo trade show is a great opportunity to connect with administrators, operators, nurses, and other long term care providers part way through the year. The trade show is held on the first day of the event and lunch is served in the trade show. No other activities are held during the trade show.

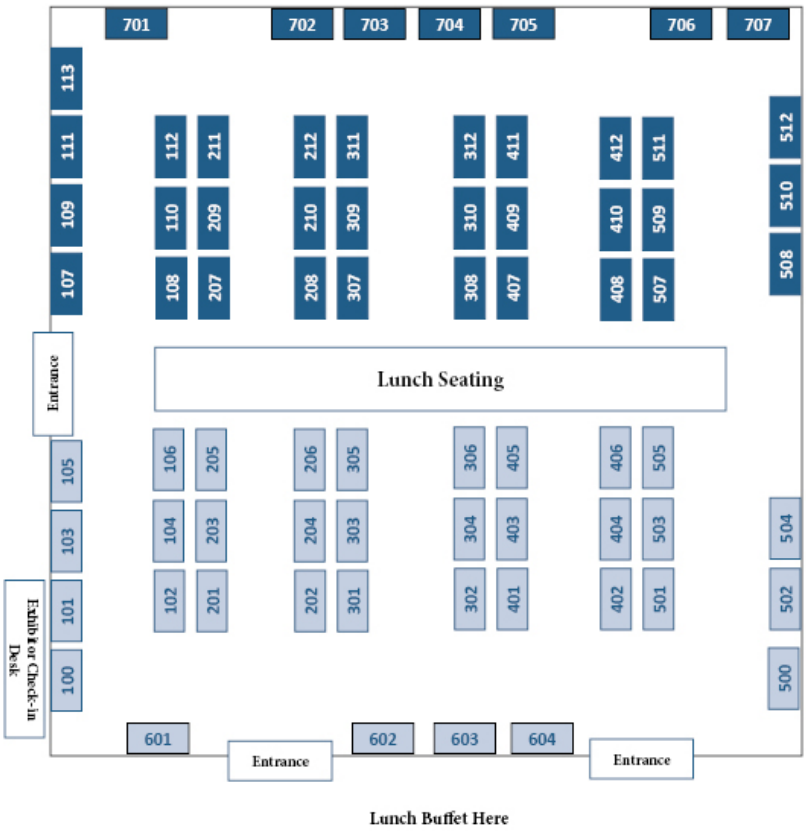
TRADE SHOW PRICING AND DETAILS

All exhibit spaces are 8'x3' table top spaces and are available on a first come, first serve basis. Exhibitors are encouraged to attend the entire event if desired, even outside of the trade show hours.

Exhibit Pricing

LIGHT BLUE/ PREMIUM EXHIBIT SPACE
Members: $1,500
Non Members: $3,000

DARK BLUE/ GENERAL EXHIBIT SPACE
Members: $1,000
Non Members: $2,000



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