



# 2021 VENDOR ENGAGEMENT GUIDE

GET TO KNOW KENTUCKY'S LONG TERM CARE PROVIDERS

# WHO WE ARE



The Kentucky Association of Health Care Facilities/ Kentucky Center for Assisted Living (KAHCF/KCAL) is a trade association that represents nursing facilities, assisted living communities, and personal care homes across the Commonwealth. KAHCF/KCAL is a state affiliate of the American Health Care Association/National Center for Assisted Living,

KAHCF/KCAL provides a wide variety of services to member facilities including legislative and regulatory activities, professional development, statewide recognition programs, media relations, research, and advocacy relations.

Each year, KAHCF/KCAL hosts a spring Quality Summit, KCAL Conference and Expo and KAHCF Annual Meeting and Expo in late summer-fall.

KAHCF/KCAL offers flexible sponsorship packages to ensure you get the most out our partnership. We align your business with top decision makers in the long term care industry across the state to maximize your ROI.

# FACTS & FIGURES



KAHCF HAS REPRESENTED SENIOR CARE PROVIDERS FOR OVER 67 YEARS



KAHCF REPRESENTS 80% OF KENTUCKY'S SKILLED NURSING FACILITIES

19,027 NURSING FACILITY BEDS

3,241 PERSONAL CARE BEDS

985 ASSISTED LIVING UNITS

89 VENDOR MEMBERS

REPRESENTS AT LEAST ONE NURSING FACILITY IN ALL 120 COUNTIES



KENTUCKY HEALTH CARE FOUNDATION (KHCF) HAS GIVEN OUT 175 SCHOLARSHIPS TOTALING MORE THAN \$334,000



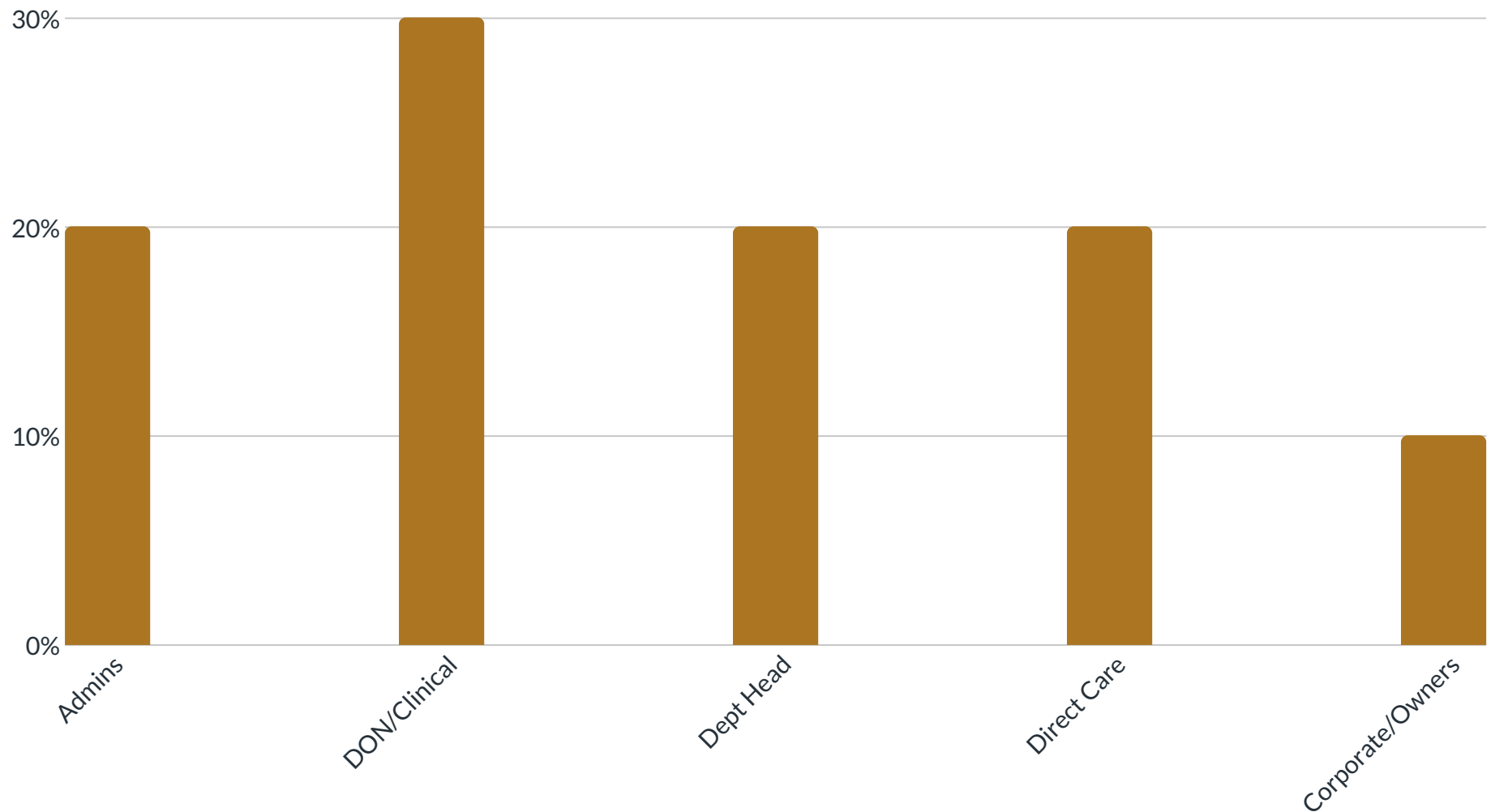
IN 2018, KAHCF STARTED REPRESENTING THE ENTIRE SENIOR CARE CONTINUUM BY FORMING KENTUCKY CENTER FOR ASSISTED LIVING (KCAL) WHICH REPRESENTS KENTUCKY'S ASSISTED LIVING PROVIDERS

# VENDOR MEMBER BENEFITS

	PLATINUM \$4,350	GOLD \$2,280	SILVER \$980
KAHCF/KCAL Committee & Board Participation			
Access to KAHCF/KCAL Connection newsletter and other alerts			
Listing in KAHCF/KCAL Online Member Directory			
Board Meeting Sponsorship Opportunity (\$750)			
KAHCF Expo Booth (8x10) <small>*includes table and chair</small>			
KAHCF Expo preferred placement Option of 2 booths (8x20) or 1 booth (8x10) <small>*includes table and chair and education sponsorship at Annual Meeting</small>			
Featured as a "spotlight vendor" on KAHCF/KCAL social media and newsletter on rotating basis			
Banner ad on KAHCF/KCAL website on rotating basis			
One complimentary registration to Quality Summit and Annual Meeting & Expo			
Opportunity to be a presenting sponsor at Quality Summit (\$1,500)			
Quality Summit Platinum Sponsor (for Platinum Members Only)			
Attend KAHCF/KCAL Annual Board Event <small>*2 representatives may attend</small>			

# ANNUAL MEETING & EXPO

The annual meeting & expo is a three-day conference and trade show that takes place in November. This gathers an audience of approximately 700 -800 attendees and is the largest gathering of the long term community in Kentucky. An awards banquet honors the Best of Kentucky facilities and other dedicated caregivers and support staff. The chart below is a percentage of the attendance and their positions in the long term care industry.



# ANNUAL MEETING & EXPO

	PRESENTING \$6,500	CHAMPION \$4,000	DIAMOND \$2,000	BRONZE \$1,000	CONVENTION APP \$2,000
Logo on registration graphics panels at event	●				
Speaking opportunity at opening general session	●				
Co-presenter and recognition at quality awards banquet. Logo in program.	●				
Company mention in promotional language on material and website	●				
Logo on event materials (attendee name badge, water bottle, hotel guest keycard)	●				
Tickets to quality awards banquet and VIP reception	● (4)	● (2)			
Ad in registration brochure* (size and placement differ)	●	●			
Recognition at the Meet & Mingle Reception	●	●	●		
Education break out sponsor session of your choice (upon availability)	●	●	●		
Logo placement on event materials and signage	●	●	●	●	
Logo and hyperlink featured on event website	●	●	●	●	
Company logo listed on App (opening page, instructions, signage)					●

## Availability:

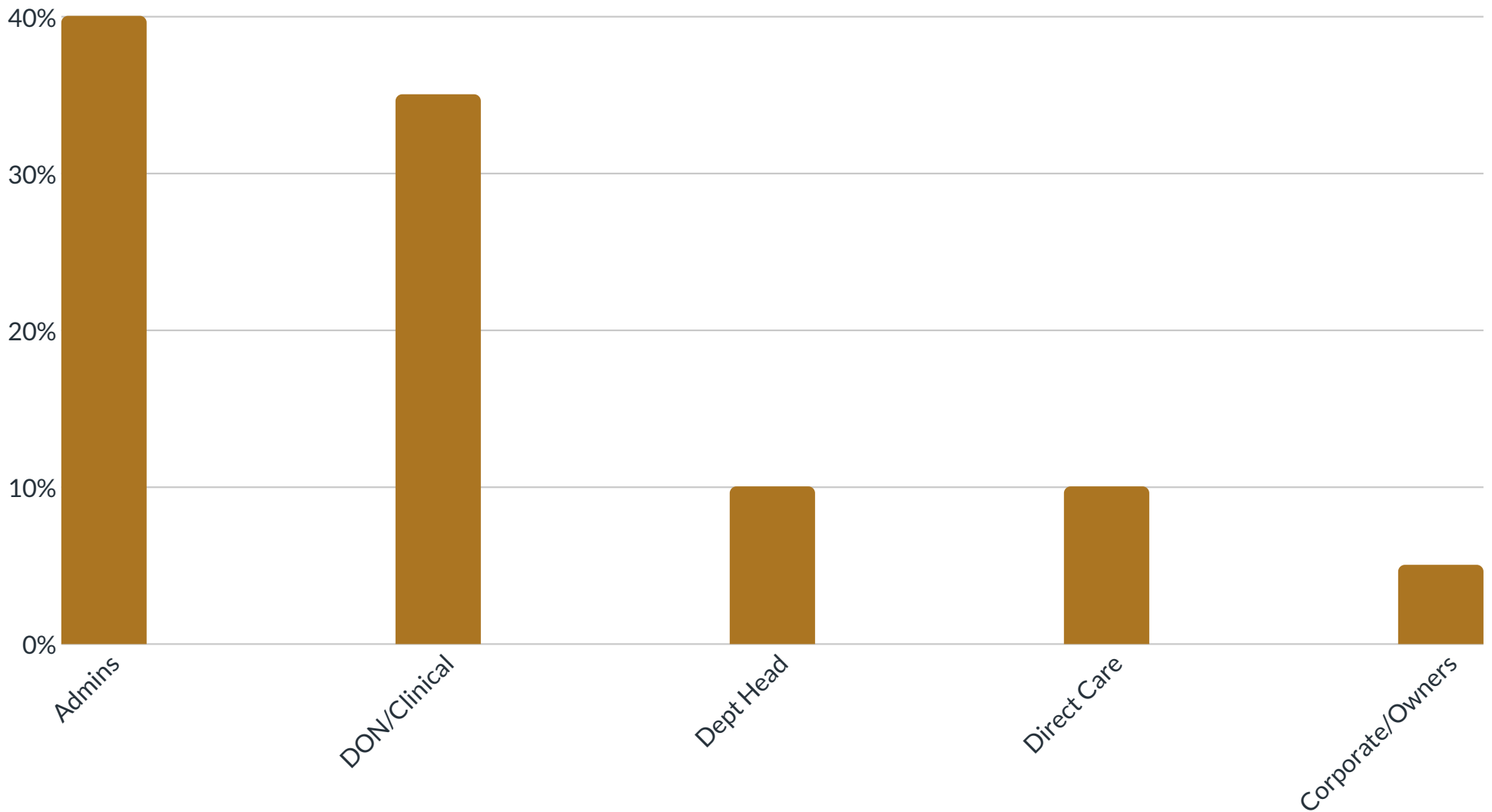
- Presenting - 2 available
- Champion - 4 available
- Diamond - 5 available
- Bronze - Unlimited
- Convention App - 2 available

## Event materials and signage include the following:

- Welcome signage
- Schedule at a glance handout
- Continental Breakfast signage (Wednesday & Thursday)
- Expo Luncheon Signage (Wednesday)
- Beverage Break Signage (Wednesday & Thursday)
- Welcome Snack Signage (Tuesday)

# QUALITY SUMMIT

The quality summit takes place in May each year. This is a two-day networking and educational event that is held in different locations throughout Kentucky. The chart below is a percentage of the attendance and their positions in the long term care industry.





# QUALITY SUMMIT

## Presenting Sponsorship

*One available*

*Platinum Member only*

**\$1,500**

- Opportunity to speak about your company at the opening General Session
- Recognition at evening networking event
- Full page, color ad on inside front cover of the event brochure
- Promoted on all event material and website
- Company logo on attendee name badge and water bottle
- Company logo listed on hotel guest keycard
- Education break out sponsor session of your choice (upon availability) speak about your company and introduce speaker
- Company logo on event materials and signage
- Logo and hyperlink featured on event website

## Platinum Sponsorship

*Included in Platinum Membership*

- 1 8-ft table top exhibit space
- Logo placement on event material and signage
- Logo hyperlink on event website

## Diamond Sponsorship

*Two available*

**\$1,000**

- Opportunity to speak about your company during closing general session
- Recognition at evening networking
- Small ad in registration brochure
- Education break out sponsor session of your choice (upon availability), speak about your company and introduce speaker
- Logo Placement on event materials and signage
- Logo and hyperlink featured on event website

## Silver Sponsorship

*Five available*

**\$500**

- Education break out sponsor session of your choice (upon availability), speak about your company and introduce speaker
- Logo placement on event materials and signage
- Logo and hyperlink featured on event website

## Membership Meeting Sponsorship

- Welcome signage
- Schedule at a glance handout
- Continental breakfast signage

**\$750**



# OTHER SPONSORSHIPS

**FREE STANDING EDUCATIONS.....\$500**

**REGULARLY SCHEDULED BOARD MEETING.....\$750**

If you have inquiries on our sponsorship packages, please contact:



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