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 65 YEARS

KAHCF REPRESENTS 80% OF KENTUCKY'S SKILLED NURSING FACILITIES

- 23,097 NURSING FACILITY BEDS
- 2,336 PERSONAL CARE BEDS
- 799 ASSISTED LIVING UNITS
- 92 VENDOR MEMBERS

REPRESENTS AT LEAST ONE NURSING FACILITY IN ALL 120 COUNTIES

KENTUCKY HEALTH CARE FOUNDATION (KHCF) HAS GIVEN OUT 167 SCHOLARSHIPS TOTALING MORE THAN $313,000

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

WWW.KAHCFKCAL.ORG
## VENDOR MEMBER BENEFITS

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum ($4,300)</th>
<th>Gold ($2,250)</th>
<th>Silver ($950)</th>
</tr>
</thead>
<tbody>
<tr>
<td>KAHCF/KCAL Committee &amp; Board Participation</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Access to KAHCF/KCAL Connection newsletter and other alerts</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Listing in KAHCF/KCAL Online Member Directory</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Board Meeting Sponsorship Opportunity ($750)</td>
<td>✅</td>
<td>✅</td>
<td></td>
</tr>
<tr>
<td>KAHCF Expo Booth (8x10)</td>
<td>✅</td>
<td>✅</td>
<td></td>
</tr>
<tr>
<td>*Includes table and chair</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KAHCF Expo preferred placement</td>
<td></td>
<td></td>
<td>✅</td>
</tr>
<tr>
<td>Option of 2 booths (8x20) or 1 booth (8x10)</td>
<td></td>
<td></td>
<td>✅</td>
</tr>
<tr>
<td>*Includes table and chair education sponsorship at Annual Meeting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Featured as a &quot;spotlight vendor&quot; on KAHCF/KCAL social media and newsletter on rotating basis</td>
<td>✅</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner ad on KAHCF/KCAL website on rotating basis</td>
<td></td>
<td></td>
<td>✅</td>
</tr>
<tr>
<td>One complimentary registration to Quality Summit and Annual Meeting &amp; Expo</td>
<td>✅</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to be a presenting sponsor at Quality Summit ($1,500)</td>
<td></td>
<td></td>
<td>✅</td>
</tr>
<tr>
<td>Quality Summit Platinum Sponsor (for Platinum Members Only)</td>
<td></td>
<td></td>
<td>✅</td>
</tr>
<tr>
<td>Attend KAHCF/KCAL Annual Board Event</td>
<td>✅</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*2 representatives may attend</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Presenting</th>
<th>Champion</th>
<th>Diamond</th>
<th>Bronze</th>
<th>Convention App</th>
</tr>
</thead>
<tbody>
<tr>
<td>$6,500</td>
<td>$4,000</td>
<td>$2,000</td>
<td>$1,000</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

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

Diamond Sponsorship
Two available
- 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
- 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

Presenting Sponsorship
$1,500

Silver Sponsorship
$500

Diamond Sponsorship
$1,000

Membership Meeting Sponsorship
$750
OTHER SPONSORSHIPs

KAHCF/KCAL DAY IN FRANKFORT......................... $1,000

JUNE JOINT BOARD EVENT......................................$1,500
*MULTIPLE SPONSORS

FREE STANDING EDUCATIONS..................................$500

REGULARLY SCHEDULED BOARD MEETING.................$750
If you have inquiries on our sponsorship packages, please contact:

Mallory Wafzig  
Director of Member Services  
mwafzig@kahcf.org  
502-630-3807