



2024 VENDOR ENGAGEMENT GUIDE

**Member Benefits
Sponsorship Opportunities
Events & More!**

www.kahcfkcal.org



WHO WE ARE

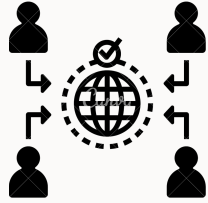
The Kentucky Association of Health Care Facilities/ Kentucky Center for Assisted Living (KAHCF/KCAL) is a trade association that represents nonprofit and for-profit nursing facilities, assisted living communities, and personal care homes across the Commonwealth of Kentucky. Our members consist of large and small corporate providers and independent owners. 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 and the KAHCF/KCAL Annual Meeting and Expo in the 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.

WHY BECOME A MEMBER?



Total Access

Nothing compares to having the opportunity to meet face-to-face with decision makers and long-term care professionals in Kentucky. We provide several opportunities to connect with potential clients for your business.



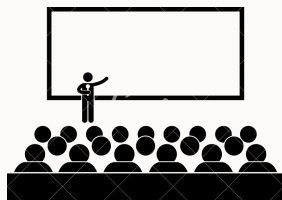
Brand Awareness

As a Platinum member at KAHCF/KCAL, you have the opportunity to gain brand amplification through our association. Brand awareness will elevate your brand and keep you in front of your target audience.



Industry Insight

At KAHCF/KCAL, our update and information to our aging-care providers is top-notch. As a member, you will have front row access to regulatory affairs, human resources, reimbursement matters, legislative news, relevant education and events, and more. We want you to stay informed on issues that are affecting the industry of long-term care continuum.

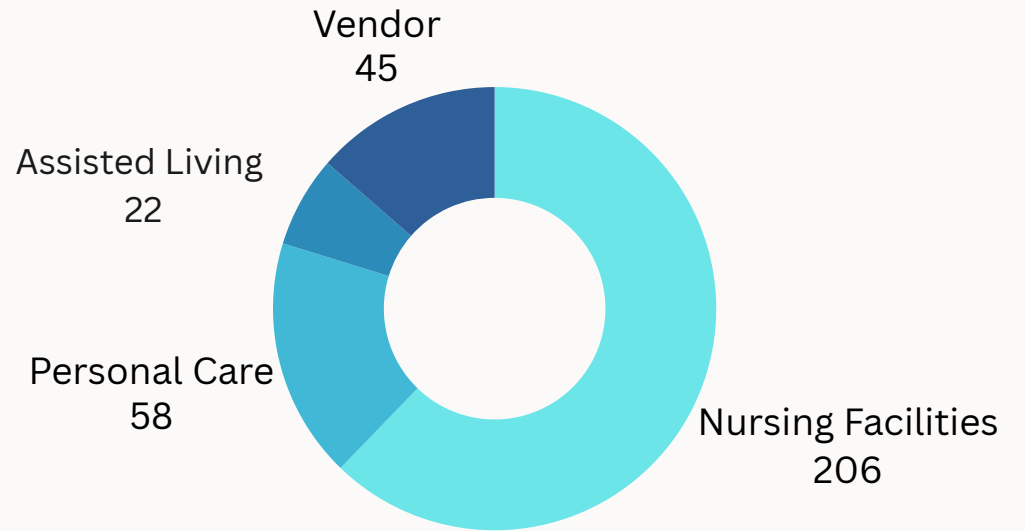
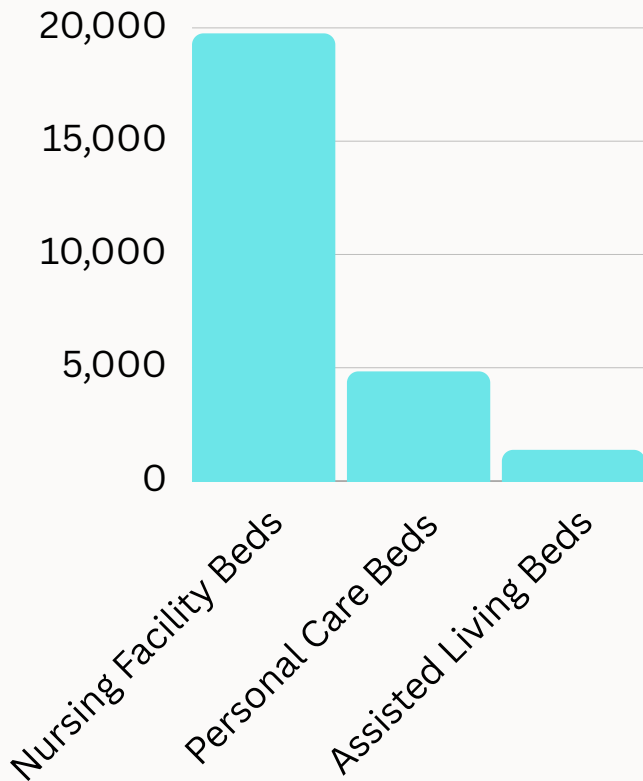


Education Training

At KAHCF/KCAL, we provide 20 free-standing educational programs each year. We host our fall Annual Meeting and spring Quality Summit conference seminars that are available for sponsorships. Each seminar offers a variety of topics and a wide range of audiences. As a member, we invite you to become a part of our educational programs.



MEMBERSHIP



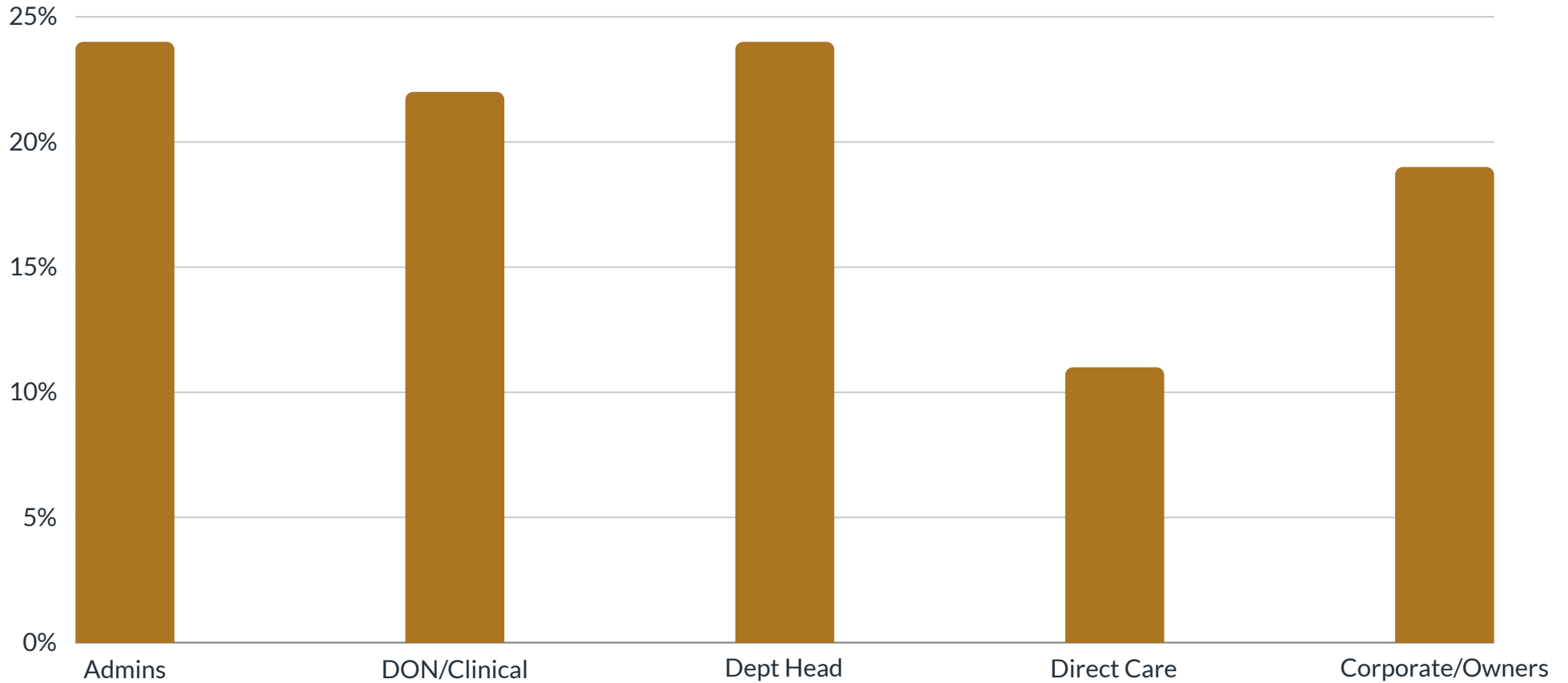
Vendor Member Benefits	Platinum \$4,440	Gold \$2,325	Silver \$1,000
KAHCF/KCAL Committee Participation	★	★	★
Access to KAHCF/KCAL Connection newsletter and other alerts	★	★	★
Listing in KAHCF/KCAL Buyers Guide	★	★	★
Opportunity to sponsor a Board Meeting (\$900)	★	★	
KAHCF Expo Booth (8x10, includes table and chair)	★	★	
KAHCF Expo preferred placement 1 booth (8x10) (includes table and chair) Option of 1 booth in the hallway (based on first come, first serve)	★		
Quality Summit Sponsor (exhibit table included) Logo placement on event materials, logo on event website, one ticket to platinum member appreciation keynote breakfast and one conference registration.	★		
Attend the KAHCF/KCAL Board & Platinum Member appreciation event, June 11, 2024 at Cincinnati Reds Baseball Game (2 attendees allowed per vendor)	★		
Opportunity to add additional sponsorships at the Quality Summit (up to \$1,500)	★		
Featured as a "spotlight vendor" on KAHCF/KCAL social media and newsletter on rotating basis	★		
One complimentary registration to Quality Summit and Annual Meeting & Expo	★		
Logo placement on the KAHCF/KCAL website	★		

ANNUAL MEETING & EXPO

Galt House Hotel & Suites, Louisville, KY

November 19-21, 2024

The annual meeting & expo is a three-day conference and trade show in November. With over 600 attendees, this is the largest gathering of long term care professionals in Kentucky. Wednesday is KCAL Day and is dedicated to assisted living. 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
Logo on registration graphics panels at event	★		
Speaking opportunity at general session	★ Opening	★ 2nd or 3rd	
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 badges and water bottles)	★		
Tickets to quality awards banquet and VIP reception	★ (4)	★ (2)	
Ad in registration brochure* (size/placement differ)	★	★	★
Recognition at the Meet & Mingle Reception	★	★	★
Education breakout sponsor session of your choice (upon availability)	★	★	★
Logo and hyperlink featured on event website and promotional material	★	★	★

*Platinum members receive a full page ad

*Champion sponsors receive 1/4 page ad

*Diamond sponsors receive 1/8 page ad

OTHER ANNUAL MEETING & EXPO SPONSORSHIP OPPORTUNITIES

EXPO SNACK STATION

\$1,000

- Your company profiled in the on-site guide
- Signage on food tables
- Opportunity to distribute company materials

LANYARDS

\$1000

- Opportunity to have your company logo on lanyards worn by attendees.
- *Platinum and Gold Members Only

AWARDS BANQUET TABLE

DECOR/MATERIALS

\$500

- Opportunity to have your company materials set out on banquet tables during the KAHCF Awards dinner
- *Platinum and Gold Members Only

RESTROOM CLING SPONSOR

\$1000

- Opportunity to have your company logo on eye-catching decals in restrooms on the 2nd floor of the Galt House hotel restrooms. Sponsor receives a graphic affixed to both ladies and men's restroom mirrors. A great sponsorship for those creative companies who enjoy a play on words

GENERAL SESSION TABLE SPONSOR

\$500

3 available

- Opportunity to have your company materials set out on meeting tables during a General Session of the Annual Meeting.

REFRESHMENT BREAK

\$500

Three Available

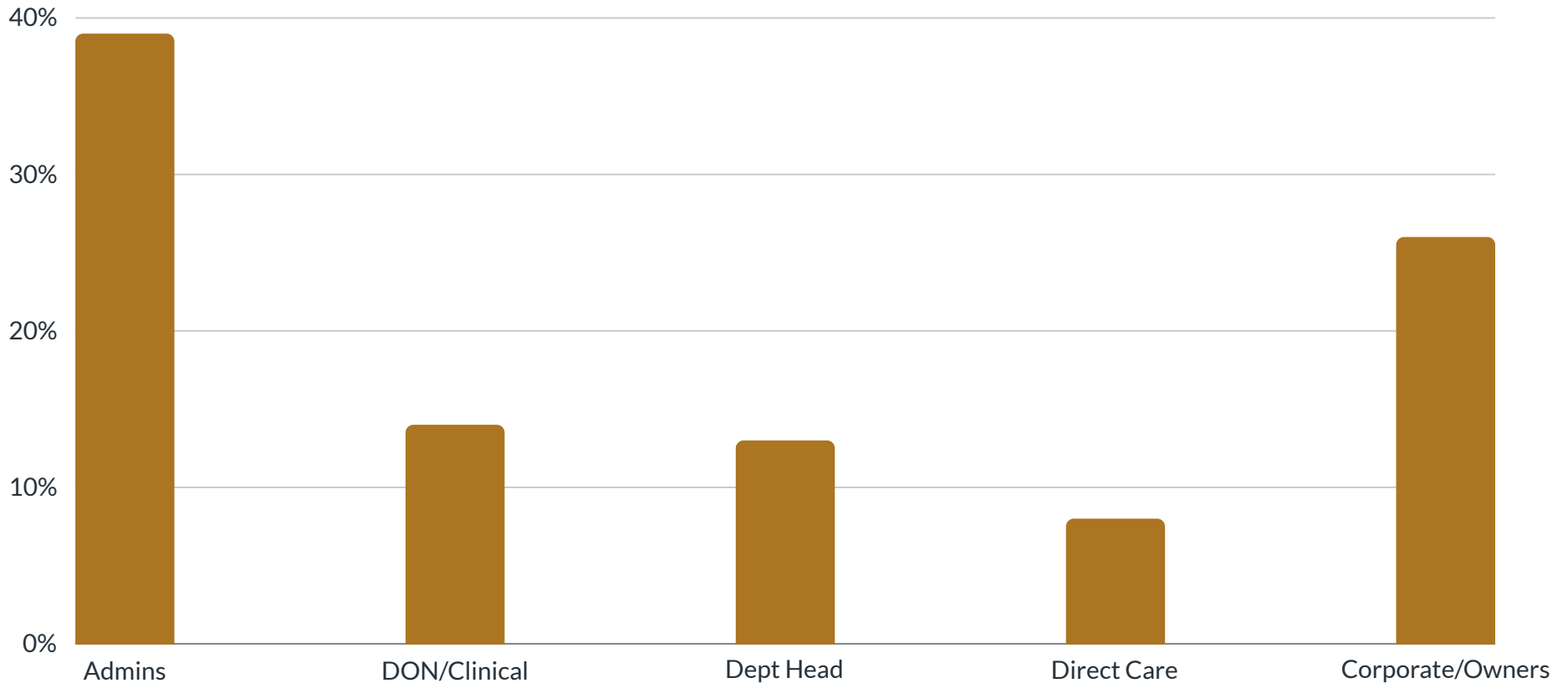
- Logo and recognition listed at high-traffic refreshment break areas

QUALITY SUMMIT

Hyatt Regency Hotel, Lexington, KY

May 7-8, 2024

The Quality Summit takes place in May each year. This is an exclusive two-day networking and educational event for Platinum members only. Vendors will gain access to attendees that represent clinical and operational leadership as well as owners and corporate management. The chart below is a percentage of the attendance and their positions in the long term care industry.



QUALITY SUMMIT SPONSORSHIPS

PRESENTING

\$1,500

One available

*Platinum Members Only

- Opportunity to speak about your company at the opening General Session
- Recognition at evening networking event
- Full page, color ad in event brochure
- Promoted on all event material and website
- Logo on attendee name badge and water bottle
- Sponsor and introduce the speaker of an education session of your choice (upon availability)
- Logo on event materials and signage
- Logo and hyperlink featured on event website

CHAMPION

\$1,000

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

STANDARD

*Included in Platinum Membership

- 1 8-ft table top exhibit space
- Logo placement on event material and signage
- Logo hyperlink on event website
- One complimentary ticket to the Platinum Member Appreciation Lunch
- One complimentary conference registration (this allows you to attend education sessions)

ADDITIONAL QUALITY SUMMIT SPONSORSHIPS

EDUCATIONAL SESSIONS

\$500

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

ANNUAL BUSINESS MEETING

\$900

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

DON Luncheon

\$2,000 - Two Available

- Get exclusive access to the DONs in attendance
- Speak about your company with influential decision makers

Refreshment Break

\$500 - One available

- Logo and recognition listed at high-traffic refreshment break areas

OTHER SPONSORSHIPS

throughout the year

FREE STANDING EDUCATIONS

\$500

- Provide a brief, 3-5 minute presentation at one of our in-person education events to reach a target audience (Directors of Nursing, Administrators, MDS Coordinators, etc.). Hosted at the KAHCF/KCAL offices in Louisville.
 - NIPP Training, March 28
 - Life Safety Code Training, June 5-6
- Opportunity to provide lunch and marketing materials (optional).

*Platinum and Gold Members Only

REGULARLY SCHEDULED BOARD MEETING

(JANUARY, MARCH, MAY, JULY,
SEPTEMBER, NOVEMBER)

\$900

- Provide a brief, 5-7 minute presentation to the KAHCF/KCAL Board of Directors
- Company logo listed on meeting materials.

*Platinum and Gold Members Only

KAHCF LTC TOUR FALL 2024-4 LOCATIONS

\$1500

- Provide a brief, 5-7 minute presentation to the attendees at each of our long-term care tour stops across the state.
- Company logo listed on tour materials, promotional flyer and social media.

*Platinum and Gold Members Only

KAHCF/KCAL DAY IN FRANKFORT SPONSORSHIPS - FEBRUARY

ADVOCATE SPONSORSHIP

\$1,500
One Available

- Full page ad and company logo listed on all event materials
- Provide one branded giveaway item (e.g., bracelets, portable charger, notebook/pen, etc.)
- Provide one-page marketing flyer describing your products/services to be added in the welcome packets
- Give a brief 3-5 minute advocacy statement to attendees
- Opportunity to be recognized at event by KAHCF/KCAL

IMPACT SPONSORSHIP

\$1,000
One Available

- Company logo listed on all event materials
- Provide one branded giveaway item (upon availability - e.g., bracelets, portable charger, notebook/pen, etc.)
- Provide one-page marketing flyer describing your products/services to attendees
- Give a brief 2-3 minute advocacy statement to attendees
- Opportunity to be recognized at event by KAHCF/KCAL

COMMUNITY SPONSORSHIP

\$500
One Available

- Company logo listed on all event materials
- Provide one-page marketing flyer describing your products/services to attendees
- Opportunity to be recognized at event by KAHCF/KCAL



CONTACT

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