The North Carolina Health Care Facilities Association (NCHCFA) cannot thank you enough for all you are doing to keep our members operational, and for the services you are providing to help keep the staff and residents in North Carolina’s skilled nursing facilities safe as we battle COVID-19. We know it has been a difficult year for you in many aspects, and we applaud you for serving the 45,000 heroes that work every day in North Carolina nursing homes during this unprecedented time!

Established in 1955, NCHCFA is a non-profit trade association representing over 90% of the nursing facilities in North Carolina and over 42,000 long term health care beds. NCHCFA is the state’s oldest and largest association of post-acute and long term care providers. Since we provide our members with current information relevant to long term health care, NCHCFA serves as a central link of communication for facilities statewide. An Associate Membership will be an asset to your organization for many reasons. NCHCFA provides an array of resources including recognition in NCHCFA’s Membership Directory and website, networking at annual events, webinars and educational programs, a booth at Expo 2021, and new NCHCFA Associate Membership & Sponsorship Guide, Engagement 2021.

The safety of our members and their residents will always be our number one priority, while still providing vital information and education on emerging long term care topics, trends, products, and services. The Board of Directors recently had to make a very difficult decision regarding the 2021 NCHCFA Annual Convention & Expo. Our members will continue to work on the frontlines of the COVID-19 pandemic in the coming months, and we do not feel that we can safely host the annual meeting as planned in-person. Therefore, the four-day event originally scheduled for February 21-24, 2021 in Greensboro, NC will now be held virtually.

Are you ready for an unconventional experience? NCHCFA promises to offer an exciting meeting for our first ever Virtual Annual Convention & Expo in February! Even though Expo 2021 will be different this year, the event will provide both live and on-demand sessions as well as a platform for exhibitors to showcase their products and services for the long term care market. The theme for Expo 2021 is Celebrating Our Healthcare Heroes + Together. It is more important than ever to connect with one another, strategize, share ideas, and honor our 45,000 healthcare heroes who continue to show their strength and resilience daily during this challenging time!

Take the 2021 HEROES PLEDGE today and become an Associate Member of NCHCFA. The skilled nursing community needs your support now more than ever! NCHCFA will immediately begin recognizing your 2021 membership pledge weekly to our decision makers and membership so they know you support our long term care heroes during this difficult time. We hope we can count on your support to continue our tradition of being the largest health care trade show in the South. Whether we are meeting in-person or virtually, we are all in this together + we are long term care!

Sincerely,

Jeff Wilson  Allison Dew
Chair, NCHCFA Board of Directors  Director of Communications & Major Events
We are sincerely grateful to our 2020 Associate Members for your unwavering support during this unprecedented year.
Member Benefits

**NCHCFA Associate Membership**
Membership in the North Carolina Health Care Facilities Association (NCHCFA) is your connection to the long term health care profession. Established in 1955, NCHCFA is a non-profit trade association representing over 90% of the nursing facilities in North Carolina and over 42,000 long term health care beds. NCHCFA is the state’s oldest and largest association of post-acute and long term care providers. Since we provide our members with current information relevant to long term health care, NCHCFA serves as a central link of communication for facilities statewide.

An Associate Membership will be an asset to your organization for many reasons. NCHCFA provides an array of resources including recognition in NCHCFA’s NEW Membership Directory and website, networking at annual events, current information provided in our weekly newsletter UPDATE, webinars and educational programs (please note attendance may be limited at some educational events to sponsors only), and most importantly, recognition as a Heroes Pledge Partner and a virtual booth at Expo 2021.

**NCHCFA will immediately begin recognizing your 2021 membership pledge weekly to our decision makers and membership so they know you support our long term care heroes during this difficult time!**

**Membership Dues**
**2021 Hero Pledge Partner**
**Associate Membership - $1344.00**

**UPDATE**
The association’s newsletter is emailed weekly to all members. UPDATE features highlights of regulatory and legislative policy and promotes various events of interest including upcoming educational opportunities.

**NCHCFA Website**
Provides long term care updates and resources, a calendar of events, a facility finder tool, a listing of our Board of Directors and staff, membership information, on-line registration for educational seminars, and much more. Associate Members are listed with a link to their website and email addresses. This information is readily accessible 24 hours a day.

(continued on page 5)
NCHCFA Annual Digital Membership Directory
NCHCFA produces an electronic annual Membership Directory for the sole use of its members. This publication includes everything from a detailed listing of corporate offices, member nursing facilities, and Trade Associate members by service types. Trade Associate members will receive electronic access to the 2021 Membership Directory. Access to the directory will be available to all NCHCFA members in January.

NCHCFA Associate Advisory Committee
The Associate Advisory Committee is comprised of NCHCFA trade associate members. This committee works closely with the NCHCFA Education and Programs Committee to determine social events and networking opportunities at both the Annual Convention & Summer Symposium. Committee assignments are for a two-year term. Appointments are made by the Chair of NCHCFA’s Board of Directors.

Freestanding Educational Offerings
Educational seminars are held throughout the year across the state and are designed to bring providers the latest information on operations, regulatory and legal issues, reimbursement, and care/service management. Only current NCHCFA Associate Members can register to attend these events.

Annual Financial Summit
This conference is held each fall and provides educational classes over a 2 to 3-day period on a wide array of topics, all related to the financial well-being of operating skilled nursing facilities. There is ample opportunity for networking with colleagues. Attendance at this meeting is limited to event Sponsors only.

Annual Autumn Classic
NCHCFA’s annual golf tournament and day at the spa, sponsored by our political action committee (NCHCFA/PAC), is held in September in Southern Pines. This is a fun way for our members to support the important activities of our PAC’s advocacy efforts and network with colleagues.

The Annual Convention & Expo
Whether in-person or virtually, our annual convention and trade show provides an opportunity for long term care professionals to share best practices and learn state-of-the-art advances through educational seminars and networking while earning continuing education hours. Our in-person Expo has grown to be the largest and best organized in the South and continually sells out each year! Only current NCHCFA Associate Members can register to attend this event. Your Associate membership includes one virtual booth at Expo 2021. See page 6 for additional details.

Annual Summer Symposium
This conference is held each summer and provides educational classes over a 3-day period with ample opportunity for networking with colleagues. A special “networking package” is available for Associate Members at a reduced fee. Only current NCHCFA Associate Members can register to attend this event.

If you have any suggestions for the Associate Advisory Committee of how we can improve your experience as an Associate Member or sponsor, please call Allison Dew or Karen Lennon at (919) 782-3827 or email AllisonD@nchcfa.org or KarenL@nchcfa.org.
Yes, Expo 2021 will be a little different this year, but we are excited to offer new benefits through your 2021 Heroes Pledge (Associate Membership) and sponsorship opportunities. These benefits will connect you with corporate staff, owners, nursing home administrators, directors of nursing, department heads, and staff from all areas of facility operations in unique ways not only during the virtual event in February, but all throughout the year.

Are you ready for an unconventional experience? Become an Associate Member of NCHCFA and exhibit at our first ever virtual trade show. Expo 2021 will be open in conjunction with the NCHCFA Virtual Annual Convention, February 16 - March 12, 2021. NCHCFA promises to offer an exciting event that will provide both live and on-demand sessions featuring exceptional speakers as well as a platform for exhibitors to showcase their products and services for the long term care market.

- Virtual Platform open February 16 - March 12, 2021
- Live educational programs will be held February 16, 18, 23, & 25, 2021

The theme for Expo 2021 is Celebrating Our Healthcare Heroes + Together. It is more important than ever to connect with one another, strategize, share ideas, and honor our 45,000 healthcare heroes that work every day in North Carolina nursing homes. They continue to show their strength and resilience daily during this unprecedented time!

Take the Heroes Pledge today and join NCHCFA! Expo 2021 will play a vital role in the marketing, development, and profitability of your company. Over the course of the event, you will introduce yourself and your products to key buyers and suppliers. We hope we can count on your support to continue our tradition of being the largest health care trade show in the South!

Virtual Booth Includes:
- Weekly recognition as a Hero Pledge Partner
- Four weeks of exposure on the Annual Convention & Expo Virtual Platform, February 16 - March 12, 2021
- Company Name
- Contact Name & Email
- Website
- Service Description
- Phone Number
- A listing in the comprehensive digital Convention Exhibitor Profile
- 2021 Hero Partners will be featured in all email marketing prior to and during the 2021 Annual Convention & Expo
- Pre & post event attendee listing to further promote your company
- Year-long Marketing - Company introduction in prerecorded Group Zoom Videos

(continued on page 7)
• Year-long Marketing - Company featured at least once in new UPDATE segment, “Meet our Pledge Hero Partners”
• Additional details will be available in the Exhibitor Service Kit!

Enhance your Virtual Booth with a 2021 Annual Convention & Expo Sponsorship Package:
• Additional virtual booth in separate dedicated Sponsor Showcase
• Live or scheduled chats and meetings with attendees
• Company Logo (linked to website)
• Video advertisement
• Brochure or other documents (PDFs)
• Scavenger hunt traffic builder & door prizes
• Virtual Swag Bag
• And much more!
• Additional details are available on page 11!

Who Will be There?
Attendance includes corporate staff, owners, nursing home administrators, directors of nursing, department heads, and staff from all areas of facility operation. Expo 2020 attendance profile:

- 33% Corporate Staff/Owners
- 57% Nursing Home Administrators
- 10% Other (Activity Directors, Nurses, Nurse Aides, & Social Workers)

Look over the following details about the NCHCFA Annual Trade Show, Membership Directory, Sponsorships, Events & more, and you too will want to be a part of NCHCFA. If you have any additional membership questions, please contact NCHCFA at (919) 782-3827.

Exhibitor Service Kit
Every exhibiting organization will be provided a comprehensive Virtual Exhibitor Service Kit prior to the show. All necessary information regarding preparation for Expo 2021 is in this kit.
The North Carolina Health Care Facilities Association (NCHCFA) is pleased to present marketing & sponsorship opportunities for 2021. NCHCFA includes a variety of offerings to help you market your products and services to long term care professionals across North Carolina. We offer many ways for your organization to increase brand awareness and enhance business relationships.

To help you make more business connections and maximize your marketing budget, we have assembled four powerful levels of sponsorship in addition to our annual and freestanding educational event sponsorships. Our year-long sponsorships, Elite, Diamond, Supporter, and Host allow you to choose a package that best suits your needs to maximize your brand exposure and capture your desired audience of qualified long term care buyers. There is no better way to connect with key customers in the long term care community.

Whether it’s one of our existing sponsorship programs or a custom package designed to meet your specific needs, you can count on us to help you network with decision makers, as well as showcase your products and services in a professional environment. For more information or to customize your own package, contact Allison Dew or Karen Lennon at (919) 782-3827 or email AllisonD@nchcfa.org or KarenL@nchcfa.org.

**Year-Long Elite Sponsor - $20,000.00**
This is our most comprehensive package and includes all benefits listed on the following pages. Don’t miss this distinctive opportunity to show your support for the long term care community. Sponsorships can be billed quarterly. This package includes all benefits listed on page 10.

**Year-Long Diamond Sponsor - $15,000.00**
This exclusive package allows NCHCFA Associate Members to design a unique sponsorship package that meets the specific needs of their company. This package includes all benefits listed on page 10.

**Year-Long Supporter Sponsor - $10,000.00**
This package includes all benefits listed on page 10.

**Year-Long Host Sponsor - $5,000.00**
This package includes all benefits listed on page 10.

**NCHCFA Annual Convention & Expo Packages**
We invite you to participate as a sponsor of NCHCFA’s Virtual Annual Convention & Expo, February 16 - March 12, 2021. These packages will provide your business with exposure during the event through communications, marketing, and special benefits. See page 11 for additional details.
NCHCFA Annual Summer Symposium Packages
We invite you to participate as a sponsor of NCHCFA’s 10th Annual Summer Symposium, August 4 - 6, 2021 in Myrtle Beach, SC. These opportunities will provide your business with exposure during the event through communications, marketing, and special benefits. See pages 12-13 for additional details.

NCHCFA Freestanding Educational Seminars
Additional sponsorship opportunities for free standing educational sessions will be available throughout the year. Details will be sent to all Associate Members well in advance of each event.

NCHCFA Membership Directory
Additional advertisement opportunities will be available in the new digital NCHCFA Membership Directory. Details will be sent to all Associate Members separately when available.

Annual Financial Summit
This conference is held each fall and provides educational classes over a 2 to 3-day period on a wide array of topics, all related to the financial well-being of operating skilled nursing facilities. There is ample opportunity for networking with colleagues. Attendance at this meeting is limited to event Sponsors only. See page 13 for additional details.

Stay up to date with all NCHCFA’s events and educational calendar by visiting our website at www.nchcfa.org.

Long Term Care (LTC) facilities support an estimated $12.93 Billion of the North Carolina’s economic activity. LTC facilities include nursing homes, assisted living, and other residential care facilities. These facilities do not include government-owned or hospital-based facilities. (AHCA, May 2019)
NCHCFA 2021
Marketing & Sponsorship Opportunities

Elite $20,000.00 (savings of $13,714.00):
- One Complimentary 2021 NCHCFA Pledge Partner/Associate Membership
- Virtual booth in Sponsor Showcase at 2021 Virtual Annual Convention & Expo
- Gold Sponsor Package - 2021 Virtual Annual Convention & Expo (See Convention sponsorships on page 11)
- Private networking opportunities with NCHCFA Board of Directors, Executive Committee, and leadership
- Two guaranteed seats on the Associate Advisory Committee
- Address leadership at NCHCFA Board meeting, Committee meetings, webinars & leadership calls
- Exclusive advertising & marketing rights
- Company logo included on electronic signatures of all NCHCFA staff outgoing emails
- Company logo included on all blast emails to NCHCFA membership (average over 50,000 emails per month)
- 2021 Sponsor of ALL educational events (virtual or in-person)
- Attendee mailing lists for all events
- Two free registrations for 2021 educational events (virtual or in-person)
- Display Sponsor at Regulatory Basics & Financial Summit (virtual or in-person)
- Display sponsor at one Fall District Meeting (virtual or in-person)
- Gold Sponsor Package - 2021 Annual Summer Symposium (See Symposium sponsorships on pages 12-13)
- Opportunity to present content for monthly NCHCFA webinars
- **Click here for more details!**

Supporter $10,000.00 (savings of $1,594.00):
- One Complimentary 2021 NCHCFA Pledge Partner/Associate Membership
- Virtual booth in sponsor showcase at 2021 Annual Convention & Expo
- Silver Sponsor Package - 2021 Virtual Annual Convention & Expo (See Convention sponsorships on page 11)
- Advertising & marketing rights
- Address membership at the beginning of one webinar
- One guaranteed seat on the Associate Advisory Committee
- Silver Sponsor Package - 2021 Annual Summer Symposium (See Symposium sponsorships on pages 12-13)
- Attendee mailing lists for all events
- **Click here for more details!**

Host $5,000.00: (savings of $1,250.00):
- One Complimentary 2021 NCHCFA Pledge Partner/Associate Membership
- Advertising & marketing rights
- **Click here for more details!**
NCHCFA Annual Convention & Expo Packages
February 16 – March 12, 2021

Gold Corporate Sponsor - $5,000
• One full-page advertisement (8 ½” X 11”) in the event brochure (sponsor provides content for ad)
• Logo recognition on event registration website (hosted by CVENT)
• Virtual booth in Sponsor Showcase at 2021 Annual Convention & Expo – to boost traffic prizes will be awarded
• Session Introduction – Company representative gets to briefly speak to attendees at the beginning of a live session (contact information and company logo will be included at the beginning and end of session presentation slides)
• Recognition of sponsorship in weekly Convention updates
• One full-page advertisement (8 ½” X 11”) in comprehensive Pledge Partner Exhibitor Directory for all convention attendees
• Opportunity to provide door prizes to be drawn & announced throughout the convention
• Recorded video message to play on individual Sponsor Page
• Logo recognition on all Virtual Platform Pages
• Six complimentary full Convention registration packages

Silver Convention Host - $2,500
• Logo recognition in event brochure
• Logo recognition on event registration website (hosted by CVENT)
• Virtual booth in Sponsor Showcase at 2021 Annual Convention & Expo – to boost traffic prizes will be awarded
• Recognition of sponsorship in weekly Convention updates
• Logo recognition in comprehensive Pledge Partner Exhibitor Directory for all convention attendees
• Opportunity to provide door prizes to be drawn & announced throughout the convention
• Four complimentary full Convention registration packages

Bronze Convention Supporter - $1,000
• Recognition of sponsorship in weekly Convention updates
• Company name recognition in comprehensive Pledge Partner Exhibitor Directory for all convention attendees
• One company name (excludes logo) on Virtual Platform Home Page
• Two complimentary full Convention Registration Packages
Summer Symposium Gold Sponsor - Includes Sponsor Only Showcase - $5,500
(Limited to only 20 NCHCFA Associate Members)
• One complimentary tabletop display area at the 10th Annual Summer Symposium Sponsor Only Showcase (includes 6-foot table and 2 chairs). The Sponsor Only Showcase will be held in the Cambridge Hall by registration at the entrance of the educational sessions held Wednesday, August 4th from 12:30 PM - 4:30 PM. Sponsors can use this area to network as well as display literature/marketing materials but are not required to be in this area for the entire showcase (display areas are available to Gold Sponsors for the duration of the 10th Annual Summer Symposium through Friday, August 6th at 11:45 AM)
• Logo recognition in the 2021 Annual Summer Symposium App used by attendees
• Opportunity to provide one giveaway item imprinted with company logo to include in the meeting souvenir bag for all attendees (products must arrive at the Association office by July 24th)
• One set of Corn Hole boards imprinted with one company logo - Boards will be displayed at registration and used during the NCHCFA Day at the Beach/Volleyball & Corn Hole Tournament on August 6th (production deadline July 9th) - Sponsor gets to keep the set of boards at the conclusion of the event.
• Logo recognition in event materials for all attendees
• Recognition of sponsorship with unique name badge/ribbon
• Two complimentary Summer Symposium Full Registration Packages (includes admission to all educational sessions, continuing education credits, the Chair’s Welcoming Reception, Thursday Lunch, and NCHCFA Day at the Beach/Volleyball & Corn Hole Tournament)
• Six complimentary Summer Symposium Associate Member passes (includes admission to the Chair’s Welcoming Reception, Thursday Lunch, and NCHCFA Day at the Beach/Volleyball & Corn Hole Tournament)
• Recognition of sponsorship in weekly Summer Symposium updates
• Verbal recognition of sponsorship during opening remarks and additional announcements throughout the Summer Symposium
• Prominent signage during the Summer Symposium including the Chair’s Welcoming Reception and all educational session breaks
• One company logo scrolled in a presentation prior to all educational sessions during Summer Symposium

Summer Symposium Silver Sponsor - $2,500
• Logo recognition in the 2021 Annual Summer Symposium App used by attendees
• One set of Corn Hole boards imprinted with one company logo - Boards will be displayed at registration and used during the NCHCFA Day at the Beach/Volleyball & Corn Hole Tournament on August 5th (production deadline July 9th) - Sponsor gets to keep the set of boards at the conclusion of the event
• Four complimentary Annual Summer Symposium Associate Member passes (includes admission to the Chair’s Welcoming Reception, Thursday Lunch, and NCHCFA Day at the Beach/Volleyball & Corn Hole Tournament)
• Recognition of sponsorship in weekly Annual Summer Symposium updates
• Logo recognition in Annual Summer Symposium event materials for all attendees
• Recognition of sponsorship with unique name badge/ribbon
• Verbal recognition of sponsorship during opening remarks and additional announcements throughout the Summer Symposium
• Prominent signage during Annual Summer Symposium including the Chair’s Welcoming Reception and all educational session breaks
• One company logo scrolled in a presentation prior to all educational sessions during Annual Summer Symposium
Summer Symposium Bronze Host - $1,000
- Company name recognition in the 2021 Annual Summer Symposium App used by attendees
- Recognition of sponsorship with unique name badge/ribbon
- One company name (excludes logo) listed on the following: signage at all events, recognition in symposium event materials for all attendees, and scrolled in a presentation prior to all educational sessions during Summer Symposium
- Two complimentary Summer Symposium Associate Member passes (includes admission to the Chair’s Welcoming Reception, Thursday Lunch, and NCHCFA Day at the Beach/Volleyball & Corn Hole Tournament)

November 2021 (Date to be determined)
Financial Summit Exhibit Partner and Sponsor - $2,000
- Promotion of sponsors and event through our social media
- Company branding and promotion of sponsors on the event’s registration website, event brochure, event email blasts to membership, mobile app, and our weekly newsletter, UPDATE
- Two FREE registrations
- Attendee list emailed to exhibit partners/sponsors one week prior and one-week post event
- 6 ft. skirted exhibit table with two chairs and wastebasket
- Dedicated networking times
- **Open to exhibit partners/sponsors only