October 11, 2021

Dear Associate Member,

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. We know it has been a difficult for you in many aspects, and we applaud you for serving the 45,000 heroes that work every day in North Carolina nursing homes.

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 2022, and many more.

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 2022 NCHCFA Annual Convention & Expo, scheduled for May 23-26, 2022 in Greensboro, NC, will be planned as an in-person event. The NCHCFA Board will continue to evaluate current conditions as we move forward, and make changes as necessary to ensure everyone’s safety.

The theme for Expo 2022 is Stronger 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!

Sign up to become a 2022 Trade Associate Member today! Your 2022 Trade Associate Membership includes ONE tradeshow booth at the 2022 Expo on May 25 in Greensboro, NC. We hope we can count on your support to continue our tradition of being the largest health care trade show in the South. Thank you.

Sincerely,

Jeff Wilson                 Karen Lennon
Chair, NCHCFA Board of Directors  Vice President of Education and Member Services
2022 NCHCFA Trade Associate Membership - $1397

The North Carolina Health Care Facilities Association (NCHCFA) provides Associate membership effective January 1, 2022 - December 31, 2022 in the amount of $1397.00. Associate membership will include all benefits listed below and INCLUDES ONE TRADESHOW BOOTH AT EXPO 2022. (If not sold out.)

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.

• All 2022 Trade Associate Members will receive the newsletter by email each week.
• All 2022 Trade Associate Members will be featured in the weekly newsletter (can include a video) at least once during the year under our “Partners of the Week” article.

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.

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 2022 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, and Financial Summit. Committee assignments are for a two-year term. Appointments are made by the Chair of NCHCFA's Board of Directors. (Trade Associate Members are eligible to volunteer on this committee.)

The Annual Convention & Expo

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 Trade Associate Members can register to attend this event. Your 2022 Trade Associate Membership includes ONE tradeshow booth. (If not sold out.)

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 Trade Associate Members can register to attend this event.

Annual Financial Summit

This conference is held each fall and provides educational classes over a three-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 Trade Associate Member Event Sponsors only.

Freestanding Educational Offerings

Educational seminars (virtual and in-person) are held throughout the year and are designed to bring providers the latest information on operations, regulatory and legal issues, reimbursement, and care/service management. Only current NCHCFA Trade Associate Members can register to attend these events.

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. Only current NCHCFA Trade Associate Members can register to attend this event.
NCHCFA 2022 Year-Long Sponsorship Opportunities

**Elite $20,000.00 (savings of $13,714.00):**

- One Complimentary 2022 NCHCFA Trade Associate Membership
- ONE tradeshow booth in the 2022 Expo
- Gold Sponsor Package – 2022 NCHCFA Annual Convention & Expo
- 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
- Address membership at the beginning of one webinar
- 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)
- 2022 Sponsor of ALL educational events (virtual or in-person)
- Two free registrations for 2022 educational events (virtual or in-person)
- Sponsor at the NCHCFA Financial Summit
- Gold Sponsor Package - 2022 Annual Summer Symposium
- Opportunity to present content for monthly NCHCFA webinars
- Company logo included on NCHCFA’s website (homepage) as an Elite Year-Long Sponsor

**Diamond $15,000.00 (savings of $6,679.00):**

- One Complimentary 2022 NCHCFA Trade Associate Membership
- ONE tradeshow booth in the 2022 Expo
- Silver Sponsor Package - 2022 NCHCFA Annual Convention & Expo
- Address leadership at NCHCFA Committee meetings, webinars & leadership calls
- Address membership at the beginning of one webinar
- One guaranteed seat on the Associate Advisory Committee
- Advertising & marketing rights
- Two free registration for 2022 full day education events (virtual or in-person)
- Sponsor at the NCHCFA Financial Summit
- Gold Sponsor Package - 2022 Annual Summer Symposium
- Company logo included on NCHCFA’s website (homepage) indicating year-long sponsor status

**Supporter $10,000.00 (savings of $1,594.00):**

- One Complimentary 2022 NCHCFA Trade Associate Membership
- ONE tradeshow booth in the 2022 Expo
- Silver Sponsor Package - 2022 NCHCFA Annual Convention & Expo
- Advertising & marketing rights
- Address membership at the beginning of one webinar
- One guaranteed seat on the Associate Advisory Committee
- Silver Sponsor Package - 2022 Annual Summer Symposium
- Company logo included on NCHCFA’s website (homepage) indicating year-long sponsor status
2022 NCHCFA Annual Convention & Expo Sponsorship Opportunities

May 23, 2022 – May 26, 2022 • Greensboro, NC

The theme for Expo 2022 is Stronger Together. Expo 2022 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. 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 these difficult times.

We hope we can count on your support to continue our tradition of being the largest health care trade show in the South! Become a 2022 Trade Associate Member today!

Who Attends the NCHCFA Annual Convention and Expo?
Attendance includes corporate staff, owners, nursing home administrators, directors of nursing, department heads, and staff from all areas of facility operation. Per the 2020 attendance profile:

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

Gold Corporate Sponsor - $10,000
- Logo recognition in event brochure
- Logo recognition in the convention attendee hub and event registration website
- Logo recognition in weekly newsletter
- Logo recognition in all marketing email blasts to provider members
- Logo recognition in convention & expo event materials for all attendees
- Session Introduction – Company representative gets to briefly speak to attendees at the beginning of a session as well as introduce our speaker
- Opportunity to provide door prizes to be drawn & announced throughout the convention
- 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 May 13th)
- Continuous video message to play in your sponsored lounge area during the Expo
- Six complimentary full Convention registration packages

- Opportunity to greet attendees as they check in at the NCHCFA registration desk on Monday, May 23rd, 2022.
- Gold Sponsor booth identifier (TBD)
- Sponsorship of lounge area during Expo 2022 with signage and beverages.

Silver Convention Host - $5,000
- Logo recognition in event brochure
- Logo recognition in the convention attendee hub and event registration website
- Logo recognition in weekly newsletter
- Logo recognition in all marketing email blasts to provider members
- Logo recognition in convention & expo event materials for all attendees
- Opportunity to provide door prizes to be drawn & announced throughout the convention
- Four complimentary full Convention registration packages
- Recognition of sponsorship with unique name badge/ribbon
- Silver Sponsor booth identifier (TBD)
2022 NCHCFA Annual Convention & Expo Sponsorship Opportunities (continued)

Bronze Convention Supporter - $2,500
- Recognition of sponsorship (name only) in the weekly newsletter
- Recognition of sponsorship (name only) in the event brochure
- Recognition of sponsorship (name only) in all marketing email blasts to provider members
- Recognition of sponsorship (name only) in convention & expo event materials for all attendees
- Recognition of sponsorship (name only) on the convention attendee hub and event registration website
- Recognition of sponsorship with unique name badge/ribbon
- Two complimentary full Convention Registration Packages
- Bronze Sponsor booth identifier (TBD)

2022 NCHCFA Convention & Expo A La Carte Sponsorships Available:
- Wi-Fi (4 available) - $1000 each
- Beverage Stations (4 available) - $600 each
- Snack Breaks (3 available) - $600 each
- Dessert Stations (4 available) in Expo Hall, Wednesday, May 25th, 2022 - $1000 each
- Photo Booth (2 available) at the Chairman’s Reception, Wednesday, May 25th, 2022 - $1000 each
- Charging Station (2 available) - $1000 each

Written cancellations received on or before December 1, 2021, will receive a 50% refund of all fees paid. Cancellations received after December 1, 2021, will not receive a refund. In the event of cancellation, any fees paid cannot be credited toward future trade shows.

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 Karen Lennon at (919) 782-3827 or email KarenL@nchcfa.org.

2022 NCHCFA Autumn Classic (benefitting the NCHCFA/PAC)

September 27th, 2022 • Southern Pines, NC

All 2022 Trade Associate Members are invited to contribute to the NCHCFA/PAC and participate.
2022 NCHCFA Annual Summer Symposium Sponsorship Opportunities

August 3 – 5, 2022 • Myrtle Beach, SC

Summer Symposium Gold Sponsor - Includes Sponsor Only Showcase - $5,500

(Limited to only 15 NCHCFA Associate Members)

• One complimentary tabletop display area at the 11th 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 3rd from 12:30 pm - 4:30 pm and Thursday, August 4th from 8:00 am – 12:30 pm. Sponsors can use this area to network as well as display literature/marketing materials but are not required to be present.

• Logo recognition in the 2022 Annual Summer Symposium Attendee Hub and event registration website

• 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 4th (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 the weekly newsletter

• Recognition of sponsorship in all marketing email blasts to provider members

• 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 2022 Annual Summer Symposium Attendee Hub and event registration website

• 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 4th (production deadline July 5th) - 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 the weekly newsletter

• Recognition of sponsorship in all marketing email blasts to provider members

• 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
2022 NCHCFA Annual Summer Symposium Sponsorship Opportunities (continued)

- 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 2022 Annual Summer Symposium Attendee Hub and event registration website
- Recognition of sponsorship with unique name badge/ribbon
- Recognition of sponsorship in the weekly newsletter
- 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

2022 NCHCFA Annual Summer Symposium A La Carte Sponsorships Available:
- Wi-Fi (3 available) - $750 each
- Beverage Stations (3 available) - $500 each
- Snack Breaks (3 available) - $500 each
- Welcome Reception Sponsor (2 available) - $750 each

2022 NCHCFA Annual Summer Symposium Sponsorship Opportunities

Financial Summit Event Sponsor - $2,000
(OONLY EVENT SPONSORS WILL BE ALLOWED TO ATTEND AND EXHIBIT)
- Four FREE registrations to attend all education sessions
- One tabletop display area at the Sponsor Only Showcase (includes 6-foot table and 2 chairs).
- Recognition of sponsorship in the weekly newsletter
- Recognition of sponsorship in all marketing email blasts to provider members
- Logo recognition in Financial Summit event materials and registration website
- Recognition of sponsorship with unique name badge/ribbon

- Verbal recognition of sponsorship during opening remarks and additional announcements throughout the Financial Summit
- Opportunity to introduce your company and a speaker during the Financial Summit
- Attendee list provided before and after the event

2022 NCHCFA Financial Summit A La Carte Sponsorships Available:
- Wi-Fi (3 available) - $750 each
- Beverage Stations (3 available) - $500 each
- Snack Breaks (2 available) - $500 each
- Welcome Reception Sponsor (2 available) - $750 each