



2026

TRADE ASSOCIATE

MEMBERSHIP CONTRACT

AND EXPO INFORMATION

2026 NCHCFA TRADE ASSOCIATE MEMBERSHIP

**JOIN TODAY FOR
\$1,725**

WHY JOIN

Our trade associate members and sponsors help to support programs and services that create strategies to deal with a variety of profession-related issues. NCHCFA is committed to providing opportunities for our vendor partners to engage with our provider members and exchange ideas.

NCHCFA offers flexible sponsorship opportunities to ensure you get the most out of our partnership. We align your business with top decision makers in senior care across the state to maximize your return on investment (ROI). This includes:

- Discounted member prices on education events
- Access to exclusive sponsorship opportunities
- Powerful lead generation capabilities
- Elevated brand awareness and visibility
- Access to the 2026 online membership directory
- NCHCFA's communications regularly reach more than 1,500 long term care professionals across the state
- NCHCFA's LinkedIn includes a thriving community of actively engaged professionals

**NCHCFA provides Associate membership effective
January 1 - December 31, 2026.**

**All 2026 Trade Associate memberships
INCLUDES ONE TRADE SHOW BOOTH AT EXPO 2026
and all the benefits below.**

Online Membership Directory

Our Membership Directory is for the sole use of our members. This includes a detailed listing of corporate offices, member nursing facilities, and Trade Associate members by service types. Access to the directory will be available to all NCHCFA members in January.

NCHCFA Website

Our 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, online registration for educational seminars, and much more. Associate members are listed with a link to their website and email addresses.

UPDATE Weekly

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 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, agenda, and networking opportunities at in-person events and suggestions for NCHCFA/PAC fundraising events. Committee assignments are two-year terms and appointed by the NCHCFA Board of Directors Chair.

ABOUT NCHCFA

The North Carolina Health Care Facilities Association is a non-profit trade association and represents close to 400 nursing facilities. Our mission is to elevate members through advocacy, professional development, and promotion of quality services. NCHCFA is a state affiliate of the American Health Care Association (AHCA).

NCHCFA Trade Associate members get exclusive access to NCHCFA's events and educational opportunities.

Annual Convention & Expo

February 22 - 25

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 Expo is one of the largest and best organized in the South and continually sells out each year. Your 2026 Trade Associate membership includes ONE trade show booth.

NCHCFA Legislative Conference

May 12 - 13

This centers around legislative appointments where members meet with key lawmakers in North Carolina to educate them on issues that affect the long term care profession.

NCHCFA Fall Symposium

August 31 - September 2

This conference provides educational classes over a three-day period with ample opportunity for networking with colleagues. A special networking package is available for Associate Members at a reduced fee.

NCHCFA/PAC Annual Golf Tournament

September 15 - 16

Our golf tournament is a fun way for our members to support the important activities of our PAC's advocacy efforts and network with colleagues.

Virtual Educational Offerings

Various Dates

Several webinars are scheduled throughout the year and are designed to bring providers the latest information on operations, regulatory and legal issues, reimbursement, and care/service management.



2026 NCHCFA YEAR-LONG SPONSORSHIP OPPORTUNITIES

**NCHCFA offers four levels of year-long sponsorship opportunities for Trade Associate members –
Platinum (\$35,000), Elite (\$25,000), Diamond (\$17,500), and Supporter (\$12,500).**

	Platinum \$35,000	Elite \$25,000	Diamond \$17,500	Supporter \$12,500
Chance to speak or host a panel, showcase expertise, and/or lead a training session	●			
Special in-person recognition at the Annual Convention & Expo and Fall Symposium and assist with opening remarks at each event	●			
Dedicated brand sections on event website, social media promotion, and other marketing for in-person events	●			
Free registration for all virtual 2026 educational events	●			
Opportunity to host a hospitality suite or private lounge at the Annual Convention & Expo	●			
Two trade show booths at Expo 2026	●			
Priority access to choose the best Expo 2026 booth locations in high-demand areas	●			
Additional customizable benefits at in-person events on an event by event basis	●			
One complimentary 2026 NCHCFA Trade Associate membership	●	●	●	●
One trade show booth at Expo 2026		●	●	●
Gold sponsor package for the Annual Convention & Expo	●	●		
Private networking opportunities with NCHCFA Board of Directors and executive committee	●	●		
Two guaranteed seats on the Associate Advisory Committee	●	●		
Address leadership at NCHCFA board meetings, committee meetings, and webinars	●	●		
Company logo included on electronic signatures of all NCHCFA staff outgoing emails	●	●		
Company logo included on all blast emails to NCHCFA membership	●	●		
2026 sponsor of ALL educational events (in-person and virtual)	●	●		
Two free registrations for a virtual 2026 educational event	●	●		
Opportunity to present content for monthly NCHCFA webinars	●	●		
Company logo included on NCHCFA's website as a Year-Long Elite Sponsor	●	●		
Gold sponsor package for the Fall Symposium	●	●	●	
Silver sponsor package for the Annual Convention & Expo				●
Address leadership at NCHCFA committee meetings and webinars				●
One free registration for a virtual 2026 education event				●
Company logo included on NCHCFA's website as a Year-Long Diamond Sponsor				●
One guaranteed seat on the Associate Advisory Committee			●	●
Silver sponsor package for the Annual Convention & Expo				●
Address attendees at the beginning of one webinar				●
Company logo included on NCHCFA's website as a Year-Long Supporter Sponsor				●

2026 NCHCFA ANNUAL CONVENTION & EXPO

Sponsorship Opportunities

February 22 - 25
Sheraton Greensboro at Four Seasons
Greensboro, NC

The theme for 2026 is **Peace, Love, and Long Term Care: Celebrating 70 Groovy Years**. Expo 2026 will play a vital role in the marketing, development, and profitability of your company. During Expo 2026 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 in North Carolina nursing homes every day.

NCHCFA offers three sponsorship levels for Trade Associate members – Gold Corporate Sponsor (\$11,500), Silver Convention Host (\$7,000), and Bronze Convention Host (\$3,500).

	Gold \$11,500	Silver \$7,000	Bronze \$3,500
Verbal recognition at the opening session	•	•	•
Recognition of sponsorship with unique name badge/ribbon	•	•	•
Logo recognition in: All marketing email blasts to provider members, the event brochure and all attendee materials, and the registration and attendee event websites	•	•	
Two complimentary full Convention registration packages	•	•	
Session Introduction – Company representative gets to briefly speak to attendees at the beginning of a session before introducing a speaker	•		
Logo and booth location featured on slides during the Expo	•		
Opportunity to greet attendees at the NCHCFA registration desk on Sunday	•		
Gold sponsor digital sign identifier in Expo booth	•		
Gold sponsor floor decal identifier in Expo booth	•		
Silver sponsor floor decal identifier in Expo booth		•	
Name recognition in: All marketing email blasts to provider members, the event brochure and all attendee materials, and the registration and attendee event websites			•
Bronze sponsor floor decal identifier in Expo booth			•

WHO ATTENDS NCHCFA'S CONVENTION & EXPO

Attendance includes staff from all areas of facility operation. Per the 2025 attendance profile:

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

2026 NCHCFA ANNUAL CONVENTION & EXPO

A La Carte Sponsorship Opportunities

There are several a la carte opportunities available. These include your company logo on session signage at the event and in marketing material where applicable.

A La Carte Opportunities	Sponsorship Cost	Number Available
<i>A sponsor of these events will have five minutes to introduce their company and introduce the entertainment or speaker:</i>		
Annual Awards Banquet on Monday	\$5,000	1
Keynote Speaker (Sunday, Monday, Tuesday, or Wednesday)	\$5,000	4
Provider Owned Network Lunch on Monday	\$3,500	1
Breakout Sessions	\$3,000	3
<i>The Wi-Fi sponsor will have their company logo included in all attendee event marketing material:</i>		
Wi-Fi Sponsorship	\$5,000	1
Kosher Meals and Snacks (All throughout Convention)	\$5,000	1
Skating Rink in Chair's Extravaganza	\$4,000	1
Hotel Room Keycard for Guests	\$3,500	1
Monday Networking Lunch	\$3,500	1
Tuesday Expo Buffet Lunch	\$3,500	1
70th Anniversary Video	\$3,000	1
Popcorn Station in Expo on Tuesday	\$2,500	1
iPad Kiosk Wrap at Registration	\$2,500	1
Main Lounge Sponsor in Expo on Tuesday	\$2,500	1
Take a Break Massage Booth in Expo on Tuesday	\$2,500	1
360 Photo Booth in Expo on Tuesday	\$2,500	1
Headshot Booth in Expo on Tuesday	\$2,000	1
Photo Booth in Chair's Extravaganza on Tuesday	\$2,000	1
Snack Breaks	\$1,500	3
Dessert Stations in Expo on Tuesday	\$1,500	4
Beverage Stations	\$1,500	4



2026 NCHCFA FALL SYMPOSIUM

Sponsorship Opportunities

August 31 - September 2
Wilmington Convention Center
Wilmington, NC

Gold sponsor opportunities is limited to 20 Trade Associate members and includes a tabletop display area at the NCHCFA Sponsor Showcase outside the educational sessions the first two days of the Symposium.



NCHCFA offers three sponsorship levels
for Trade Associate members – Gold (\$6,500),
Silver (\$3,500), and Bronze (\$1,500).

	Gold \$6,500	Silver \$3,500	Bronze \$1,500
Verbal recognition at the opening session	●	●	●
Recognition of sponsorship with unique name badge/ribbon	●	●	●
Logo recognition in: All marketing email blasts to provider members, the event brochure and all attendee materials, and the registration and attendee event websites	●	●	
Logo on welcome signage at registration and throughout the event	●	●	
One tabletop display area at the NCHCFA Sponsor Showcase	●		
Two complimentary Fall Symposium full registration packages	●		
Two complimentary Fall Symposium Associate member passes	●		
Two complimentary Fall Symposium Associate member passes		●	
Name recognition in: All marketing email blasts to provider members, the event brochure and all attendee materials, and the registration and attendee event websites			●
Name on welcome signage at registration and throughout the event			●



If you have any suggestions for the Associate Advisory Committee on how we can improve your experience as an Associate Member or sponsor, please contact Karen Lennon at 919-782-3827 or KarenL@nchcfa.org.

2026 NCHCFA FALL SYMPOSIUM

A La Carte Sponsorship Opportunities

There are several a la carte opportunities available. These include your company logo on session signage at the event and in marketing material where applicable.

A La Carte Opportunities	Sponsorship Cost	Number Available
<i>A sponsor of these events will have five minutes to introduce their company and introduce the entertainment or speaker:</i>		
Keynote Speakers (Monday, Tuesday, or Wednesday)	\$3,500	3
Chair's Reception on Tuesday	\$5,000	1
Buffet Lunch on Tuesday	\$3,500	1
Beverage Stations	\$1,500	3
Snack Breaks	\$1,500	3
Kosher Meals and Snacks	\$1,000	1
Tours TBD (e.g., Ghost Tour, Food and Drink Tour, etc.)	TBD	1
Dinner Boat Cruise Monday evening	TBD	1

2026 ADDITIONAL Sponsorship Opportunities

Opportunities and Descriptions	Sponsorship Cost	Number Available
Legislative Conference (Dates TBD) Sponsors will receive two free registrations, 10 minutes to introduce company, verbal recognition, and company logo on signage.	\$3,000	3
Bekka's Blog This is sent monthly with timely information, and your company logo will be included in the header of the email.	\$3,000	1
NCHCFA Institute for LTC Leaders (Various Dates TBD) Sponsors can attend the in person and virtual meetings and present 15-30 minutes to the Class of 2027 participants.	\$3,500	2
Educational Webinars (Various Dates TBD) The sponsor will have five minutes to introduce their company and the speaker at a selected webinar.	\$1,500	Multiple

