NCHCFA
North Carolina
Health Care Facilities Association

2027
TRADE ASSOCIATE MEMBERSHIP INFORMATION AND SPONSORSHIP GUIDE

2027 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 2027 online membership directory
- NCHCFA's communications regulary 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, 2027.

All 2027 Trade Associate memberships
INCLUDES ONE TRADE SHOW BOOTH AT EXPO 2027
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 21 - 24

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 2027 Trade Associate membership includes ONE trade show booth.



NCHCFA/PAC Annual Golf Tournament
Spring TBD

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.



NCHCFA Fall Symposium
August 30 - September 1

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.



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.







2027 NCHCFA YEAR-LONG SPONSORSHIP OPPORTUNITIES

NCHCFA offers five levels of year-long sponsorship opportunities for Trade Associate members – Legacy ($50,000), Platinum ($35,000), Elite ($25,000), Diamond ($17,500), and Supporter ($12,500).

	Legacy $50,000	Platinum $35,000	Elite $25,000	Diamond $17,500	Supporter $12,500
One complimentary 2027 NCHCFA Trade Associate membership	●	●	●	●	●
Trade show booth at Expo 2027	2	1	1	1	1
Seats on the Associate Advisory Committee	2	2	1	1	1
Free registrations for a virtual 2027 educational event	2	1	1	1	1
Company logo included on NCHCFA's website as a Year-Long Sponsor	●	●	●	●	●
Gold sponsor package for the Annual Convention & Expo	●	●	●		
Gold sponsor package for the Annual Fall Symposium	●	●	●		
Private networking opportunities with NCHCFA Board of Directors, executive committee, and leadership	●	●	●		
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	●	●	●		
Dedicated sponsor spotlight sent to membership	2	1			
Exclusive title sponsor of ALL 2027 educational events (in-person and virtual)	●				
Sponsor of the Convention & Expo Welcome Reception and Fall Symposium Welcome Reception	●				
Exclusive sponsor page on NCHCFA website	●				
Sponsor of the New Member Luncheon in the spring (date TBD)	●				
Member-facing sponsor spotlight in Update Weekly	●	●	●	●	
Opportunity to present content for NCHCFA webinars throughout the year	●	●	●	●	
Silver sponsor for the Annual Convention & Expo and Fall Symposium				●	
Silver sponsor for the Annual Convention & Expo and Bronze for Fall Symposium					●







2027 NCHCFA ANNUAL CONVENTION & EXPO
Sponsorship Opportunities

February 21 - 24
Sheraton Greensboro at Four Seasons
Greensboro, NC

The theme for 2027 is **Champions of Care: Scoring Big with Compassion, Quality, and Teamwork.** Expo 2027 will play a vital role in the marketing, development, and profitability of your company. During Expo 2027 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 ($7,500), and Bronze Convention Host ($3,500).

	Gold $11,500	Silver $7,500	Bronze $3,500
Verbal recognition at the opening session	●	●	●
Recognition of sponsorship with unique name badge/ribbon	●	●	●
Two complimentary Trade Member registration packages	●	●	●
Logo recognition in: All marketing email blasts to provider members, the event brochure and all attendee materials, and the registration and attendee event websites	●	●	
One 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 indentifier in Expo booth	●		
Gold sponsor floor decal indentifier in Expo booth	●		
Invitation to Board of Director reception on Monday	●		
Silver sponsor floor decal indentifier 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 indentifier in Expo booth			●

WHO ATTENDS NCHCFA'S CONVENTION & EXPO

Attendance includes staff from all areas of facility operation. Per the 2026 attendance profile:

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

2027 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
A sponsor of these events will have five minutes to introduce their company and introduce the entertainment or speaker:		
Annual Awards Banquet on Monday	$5,000	2
Keynote Speaker (Sunday, Monday, Tuesday, or Wednesday)	$5,000	3
Breakout Sessions	$3,000	3
The Wi-Fi sponsor will have their company logo included in all event marketing material and name in the password:		
Wi-Fi Sponsorship	$5,000	1
Sunday Tailgate Welcome Reception	$5,000	1
Champions of Care Photo Area with Sponsor Branding	$5,000	1
Monday Networking Lunch	$5,000	2
Tuesday Expo Buffet Lunch	$5,000	2
Kosher Meals and Snacks (All throughout Convention)	$5,000	1
Hotel Room Keycard for Guests	$3,500	1
Popcorn Station in Expo on Tuesday	$2,500	1
iPad Kiosk Wrap at Registration	$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	$2,500	1
Glamour Shots Booth in Chair's Extravaganza on Tuesday	$2,500	1
Photo Booth in Chair's Extravaganza on Tuesday	$2,500	1
Branded Charging Stations during Convention	$2,000	2
Snack Breaks	$1,700	3
Dessert Stations in Expo on Tuesday	$1,500	4
Beverage Stations	$1,500	4







2027 NCHCFA FALL SYMPOSIUM
Sponsorship Opportunities

August 30 - September 1
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	●	●	
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.

2027 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
Welcome Reception on Monday	$4,000	1
A sponsor of these events will have five minutes to introduce their company and introduce the entertainment or speaker:		
Keynote Speakers (Monday, Tuesday, or Wednesday)	$3,500	3
Buffet Lunch on Tuesday	$3,500	1
Welcome Drink Stand at Registration on Monday	$2,500	1
Photo Booth at Welcome Reception	$2,500	1
Beverage Stations	$1,500	3
Snack Breaks	$1,500	3
Kosher Meals and Snacks	$1,000	1

2027 ADDITIONAL
Sponsorship Opportunities

Opportunities and Descriptions	Sponsorship Cost	Number Available
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) *Sponsors can attend the in person and virtual meetings and present 15-30 minutes to the Class of 2028 participants.*	$3,500	2
Educational Webinars (Various Dates) *The sponsor will have five minutes to introduce their company and the speaker at a selected webinar.*	$1,500	Multiple



