

PHCA/CALM Partner's Club

Get Connected to the
Decision Makers in
the Pennsylvania Long
Term Care Industry



Join the Partner's Club Today!

The Pennsylvania Health Care Association and the Center for Assisted Living Management are pleased to again offer the **PHCA/CALM Partner's Club** to an exclusive group of business partners who share a commitment to the professional development of our members through their support of PHCA/CALM and its educational programming. This group of leading service and product providers is comprised of elite companies who have a goal of increasing their marketing power and advertising visibility to PHCA and CALM members while also sharing a commitment to excellence in long term care educational programming.

Club Members may again choose from four levels - Platinum, Gold, Silver and Bronze levels. Members in the Partner's Club have access to packages of benefits and unsurpassed visibility to other sponsorships. The Partner's Club members will be recognized and rewarded for their commitment to PHCA/CALM and highlighted at educational events including our 2010 Annual Convention and Trade Show which will be **BOLDER, NEWER, & MORE EXCITING THAN EVER!** We are offering more variety, more choices and more expanded events! Don't miss your chance to be one of the exclusive PHCA Partner's Club members and experience the wealth of benefits that go beyond traditional advertising.

New Attractions at our 2010 Annual Convention

You will increase your marketing power and advertising visibility not only to PHCA members, but also to other LTC providers by affiliating your company name with educational programs offered by the Association.

NEW at the Convention this year attendees will enjoy our Internet & Relaxation Lounge, a free off site trip to Fallingwater, and free alpine slide rides. They will be greeted with a welcome package upon arrival, enjoy Around the World Hospitality Hops and more! Don't miss your chance to market to this HUGE audience! We are also offering nursing credits this year and will be drawing from that audience!

All you have to do is sign up and PHCA does all the work for you! We get your name and logo out to our members. Platinum members are given several occasions to have direct contact with the PHCA Board of Directors during the Annual Convention. You will be special guests at a cocktail reception and dinner where you will be able to have direct one-on-one time with the top players in the Pennsylvania long term care market. You will also be invited to the PHCA year end Board of Directors luncheon. During these tough economic times, don't miss your chance to put your company in this exclusive group.

Select your partnership level & realize the benefits!
Platinum, Gold, Silver, or Bronze

- Sponsorship Benefits -	Platinum	Gold	Silver	Bronze
Complimentary Prime Booth at Annual Convention Trade Show	✓			
Complimentary High Visibility Booth at Annual Convention Trade Show		✓		
Complimentary Business Partner Membership for 2010	✓	✓		
Full page ad in Convention program book	✓	✓		
One month primary ad on PHCA's Homepage	✓			
One month primary ad on PHCA's job search page	✓			
One month secondary ad on PHCA's job search page		✓	✓	
Half page ad in Convention program book			✓	
Quarter page ad in Convention program book				✓
- Priceless benefits -				
Exclusive affiliation with all PHCA/CALM sponsored seminars, regional meetings and Annual Convention - <i>see page 3 for details</i>	✓			
End of year networking luncheon with Board of Directors	✓			
Annual Convention Dinner with Association Leadership & Board of Directors	✓	✓		
Company name and logo at PHCA Convention Welcome and Registration Area	✓	✓	✓	
Company name and logo on PHCA's website "Partner page" with link to sponsor's website	✓	✓	✓	
Company name and banner displayed at Convention general sessions - <i>sponsor supplies banner</i>	✓	✓	✓	✓
Recognition at Convention Chair's Banquet	✓	✓	✓	✓
Recognition at Convention Keynote presentation	✓	✓	✓	✓
Electronic mailing lists for all Convention registrants	✓	✓	✓	✓
Lobby Plaque recognizing Partnership	✓	✓	✓	✓

Pricing for Partner Sponsorships

Platinum - \$5,000	Gold - \$3,000	Silver - \$1,500	Bronze - \$600
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◆ *For a complete explanation of benefits, please see pages 3 & 4.* ◆

Pricing for Partner Sponsorships

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The Gold Box Below Outlines Benefits *Exclusive for Platinum Partners Only*

- ◆ **Exclusive affiliation with all PHCA/CALM sponsored seminars and regional meetings**
Registration materials - Company name and logo included in PHCA sponsored meeting registration materials recognizing Platinum Club Partner Membership.

Seminar handouts and recognition signage - Company name included on forms and on signage at events.
- ◆ **Exclusive affiliation with PHCA/CALM Annual Convention**
Convention registration brochure - Company name and logo included in the Convention registration brochure recognizing Partner Club Membership.

Convention program book - Company name and logo included in the Convention registration brochure recognizing Partner Club Membership.

Convention Chair's Banquet and Keynote recognition - Platinum members are the exclusive group that sponsors our keynote speakers. Company name and logo of the Platinum Club Members will be displayed on tent cards provided by PHCA.

Below are Benefits Extended to BOTH Platinum and Gold Partners

- Complimentary full-page color ad in Convention program book - \$900 value!
- Convention recognition signage - Company banner at Convention - *sponsor supplies banner*.
Company name and logo will also be displayed at Convention Welcome and Registration area.
- Complimentary mailing list - Receive a compliment electronic mailing list for all registered convention attendees prior to Convention.
- ◆ **Complimentary 2010 Business Partner Membership** - Platinum and Gold Club Members will receive business partner status as part of their membership - \$535 value! *If paid for year, dues are credited toward sponsorship.*
- ◆ **Complimentary booth at 2010 Trade Show** - \$1,450 value for Platinum, \$1,350 for Gold Partners!
- ◆ **Special Recognition in 2011 Annual Membership Directory** - Company name, logo and contact information listed on page dedicated to Platinum and Gold Club Partner Members.
- ◆ **Website Ads** - For Platinum members, your company ad will have the primary spot on PHCA's Homepage for one month and the primary spot on the job search page in 2010 – month selected at random - this is a \$700 value. For Gold members, your company ad will appear as the secondary ad on PHCA job listing page which is a \$250 value. The job listing page is the second most viewed page after the Home Page!
- ◆ **End of Year Party and Annual Convention Dinner with Association Leadership & Board of Directors** - At the PHCA/CALM Annual Convention, Platinum and Gold Champion Partners will be invited to a dinner with the PHCA Board of Directors and Association staff. This is a great way to get better acquainted with key members and staff and also for us to say thank you for your year-round support. This event received rave reviews last year from the sponsors that attended! Platinum members will be invited back for an exclusive end of year party with the Board of Directors.
- ◆ **Lobby Plaque** - Recognition and plaque presentation at general session at 2010 Convention. Your elite relationship with PHCA/CALM will be on display for your clients to see.

Benefits for Silver Club Partners - \$1,500

◆ Exclusive affiliation with PHCA/CALM Annual Convention

Complimentary half-page color ad in Convention program book - \$400 value!

Convention recognition signage - Company name and banner displayed at Convention general session - *sponsor supplies banner.*

Recognition at Convention Chair's Banquet and Convention Keynote presentation

Company name and logo will also be displayed at Convention Welcome and Registration area.

Complimentary mailing list - Receive a complimentary electronic mailing list for all registered convention attendees.

◆ One Month Secondary Ad on PHCA Homepage

Company ad to appear on PHCA's Homepage for one month in 2010 – month selected at random. Three other ads may also appear during chosen month. - \$250 value!

◆ Company name and logo on PHCA's website "Partner page" with link to sponsor's website

◆ Lobby Plaque - Recognition and plaque presentation at general session at 2010 Convention. Your elite relationship with PHCA/CALM will be on display for your clients to see.

Benefits for Bronze Club Partners - \$600

◆ Exclusive affiliation with PHCA/CALM Annual Convention

Complimentary quarter-page color ad in Convention program book - \$200 value!

Convention recognition signage - Company name and banner displayed at Convention general session - *sponsor supplies banner.*

Complimentary mailing list - Receive a complimentary electronic mailing list for all registered convention attendees.

Recognition at Convention Chair's Banquet and Convention Keynote presentation.

Complimentary mailing list - Receive a complimentary electronic mailing list for all registered convention attendees.

◆ Company name and logo on PHCA's website "Partner page" with link to sponsor's website

◆ Lobby Plaque - Recognition and plaque presentation at general session at 2010 Convention. Your elite relationship with PHCA/CALM will be on display for your clients to see.

Instructions for Securing Sponsorship

- ◆ Step 1 - Select your partner level: Platinum, Gold, Silver or Bronze.
- ◆ Step 2 - Complete the registration form on page 5 and return to PHCA.
- ◆ Step 3 - PHCA will contact you with additional details regarding chosen partner level benefits such as website ad requirements and deadlines.
- ◆ Step 4 - Sit back and enjoy the benefits of your sponsorship. PHCA does all the work for you!



Meet the decision makers by signing up today to be a PHCA/CALM Club Partner

This offer is only available to PHCA/CALM Business Partner Members

Registration Form

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Select Club Level <i>check one box please</i>	
Platinum - \$5,000	<input type="checkbox"/>
Gold - \$3,000	<input type="checkbox"/>
Silver - \$1,500	<input type="checkbox"/>
Bronze - \$600	<input type="checkbox"/>

Select Payment - check one box please	
Check Enclosed	<input type="checkbox"/>
Credit Card <i>Visa, MasterCard, Discover accepted</i>	<input type="checkbox"/>
Card Number _____ - _____ - _____ - _____	
Expiration Date _____/_____/_____	
Please Bill Me - one payment	<input type="checkbox"/>
Please Bill Me - three payments	<input type="checkbox"/>

Signature of Commitment _____ Date: _____

Please return this form to PHCA:
 PHCA, Partner's Club
 Attn: Jennifer Hoffman
 315 North Second Street
 Harrisburg, PA 17101
 Fax: (717) 221-8687



Have a question?

Contact Jennifer Hoffman at jhoffman@phca.org
 or 717-221-7940.

Please note: After submission of partner registration form, PHCA will contact you with additional details regarding chosen partner level benefits such as website ad requirements and deadlines.