



PHCA Business Partner Memberships



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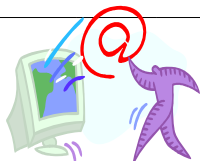
Why join PHCA as a Business Partner?

If you provide products or services to the growing long term care community and want access to hundreds of providers in Pennsylvania, the Pennsylvania Health Care Association (PHCA) and the Center for Assisted Living Management (CALM) are the organizations to join.

PHCA and its sister organization, the Center for Assisted Living Management, represent over 325 long term care and senior service providers that care for approximately 40,000 elderly and disabled individuals across Pennsylvania.

PHCA and CALM are Pennsylvania's only trade associations to unify the industry by representing all areas of the long term care continuum, regardless of ownership class or area of service. Our members include publicly traded companies, closely held companies, non-profit facilities and county facilities. Our members represent the true diversity of the long term care community. This diversity is PHCA and CALM's strength – and yours!

Business partners receive many great benefits, including special discounted exhibit rates, exclusive sponsorship opportunities and access to member communications and our members only website. Also, our business partners receive membership in both PHCA and CALM, so don't delay join today! For more information contact Jennifer Hoffman, Director of Member Services, 717-221-7940 or jhoffman@phca.org.



PHCA On-Line

You can also learn more about PHCA's Business Partner Memberships by visiting the web site at www.phca.org.

VISIBILITY



NETWORKING



INFORMATION



INCREASE YOUR COMPANY'S VISIBILITY

- Exhibit at the PHCA/CALM Annual Convention & Trade Show (members receive special discounts)
Save the date for the 2010 PHCA/CALM Trade Show, September 14 & 15 at Seven Springs Mountain Resort in Champion, PA
- Eligibility to become a PHCA/CALM Partners Club Member. Benefits vary according to sponsorship level - contact PHCA for more details or check out our Partners Club section on the website.
- Sponsor and/or speak at a PHCA/CALM Regional Meetings. Your company name and logo is included all meeting promotional items, registration materials, and on PHCA's website. Also a company representative may hand out materials and make a short presentation during the regional meeting.
- Your contact information, company e-mail and web site address are added to our On-Line Membership Directory listing
- As a member, your company is listed in our Annual Membership Directory and Buyer's Guide
- List your company on our web site's Speaker's Bureau
- By request, once a year, members receive a complimentary set of member facility mailing labels



NETWORK AND BUILD RELATIONSHIPS

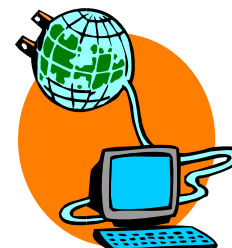
- Build relationships with key decision makers
- Attend PHCA/CALM conventions, conferences and region meetings at discounted prices

KEEP INFORMED ON CRITICAL ISSUES

- Receive regular news updates through PHCA's *Reporter* and CALM's *Member Updates*
- Stay informed on urgent, breaking news through PHCA and CALM *Flashes*
- Access to all PHCA and CALM staff who can assist you on issues that impact your company's interests

LOG IN TO THE NEW MEMBERS ONLY WEB SITE

- Access the rich source of information exclusively available to our members
- The site includes:
 - ⇒ Legislative and regulatory news
 - ⇒ Press releases
 - ⇒ On-line membership directory
 - ⇒ Links to helpful resources
 - ⇒ Calendar of Association events
 - ⇒ Archived member communications





PHCA/CALM Business Partner Application



Business Partner Membership - Definition: Any health care agency, vendor, professional, or other organization which cannot qualify for Voting Membership but which nevertheless wishes to help further the objectives and purposes of the Association. (Note: Any company applying for Business Partner Membership that is owned by, owns, or has common ownership with a nursing, assisted living, or independent living facility may not join the Association as a Business Partner unless the facility(ies) it is affiliated with joins the Association as a Voting Member.)

2010 Annual Dues: \$535

(Dues are prorated semiannually, on July 1st the rate drops to \$267.50)

Your Name: _____
 Company Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ FAX: _____
 E-mail Address: _____ Website: _____
 Category (for listing on PHCA's Online Membership Directory): _____

Check areas in which you are interested in receiving information:

- Convention/Trade Show information
- Advertising & sponsorship opportunities
- PHCA/CALM educational seminars
- PHCA publications – *Reporter, Flash, etc.*
- CALM publications – *Membership Update, Hot News, etc.*

We hereby apply for Business Partner Membership in the Pennsylvania Health Care Association and the Center for Assisted Living. Upon approval of this application, we do hereby agree to comply with the Bylaws of said Association and to support its Principles, Aims and Objectives. We will honestly endeavor to help maintain the professional standards set by the Association.

Signature of Applicant _____ Date _____

Membership dues must accompany your application. All member services will commence upon receipt of this application.

According to the Enacted Section 6113 to the Internal Revenue Code:
 Contributions or gifts to PHCA are not deductible as charitable contributions for Federal Income Tax Purposes. A portion of dues payments that finance non-lobbying activities may be deductible by members as an ordinary business expense.

Payment: Visa, Master Card, Discover or Checks.

Credit Card: Visa _____ MasterCard _____ Discover _____

Credit Card Number: _____ - _____ - _____ - _____ **Expiration Date:** ____/____/____

Check Enclosed: _____

Please mail payment to: Jennifer Hoffman, Director of Member Services
 PHCA, 315 North Second Street, Harrisburg, PA 17101.