

UNCONVENTIONAL PHCA

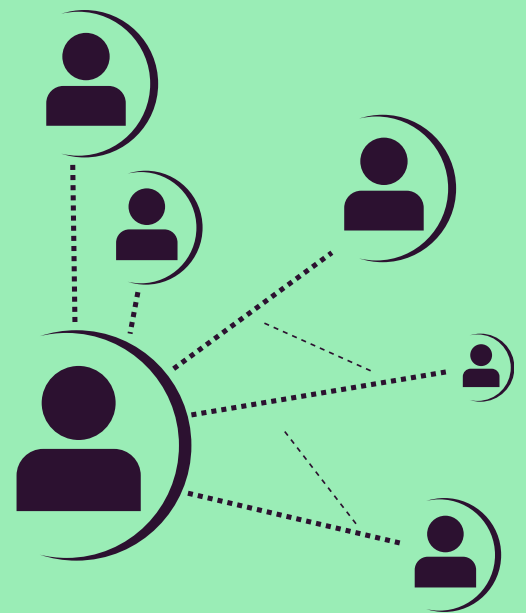
2020 Annual Convention & Trade Show
November 10-24

Pennsylvania Health Care Association is your partner in reaching providers of long-term care services to Pennsylvanians, representing over 400 providers in 67 counties throughout Pennsylvania, including skilled nursing facilities, assisted living communities and personal care homes.

reach and connect.

2020 is the year to set your organization apart and partner with PHCA. Take advantage of various unique virtual opportunities by participating in our **first-ever virtual unconventional and trade show.**

Reserve your virtual exhibit space and secure a sponsorship **NOW** to continue to **strengthen business relationships** with Pennsylvania's long term care leaders and be recognized for your commitment to long-term care.



Contact: Beth Weachter
Director of Marketing and Member Services
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UNCONVENTIONAL TRADE SHOW OPPORTUNITIES

VIRTUAL EXHIBIT BOOTH \$1750 Member | \$2250 Future Member

- Company profile (*description, contact, logo, document, video, and website links, social media handles*)
- Logo featured on exhibit list
- Ability to schedule video appointments with attendees (via Zoom)
- Host your own giveaway
- Access to attendee information
- Dedicated program hours (TBD) opportunity to chat with booth visitors (via Zoom)

HEALTH CARE HEROES VIDEO \$5000

Award video recognizing long-term care staff who have proven themselves 'long-term care heroes' during COVID-19 crisis.

- Company logo featured on hero video and promotions (email correspondence, social media)
- Recognition during convention
- Opportunity to provide video introduction

LIVE STREAM GENERAL SESSION SPONSOR \$5000 (3)

Unconvention will consist of live stream, interactive presentations on timely topics for attendees. Each session will be recorded and made available as on-demand education for attendees to access following the event.

- Provide speaker introduction
- Provide 1-2 minute description of your company and services/goods available
- Logo and company description included in session description and featured in attendee waiting room

SILENT AUCTION HAND-BID APP \$2500

Participants view company logo each time the hand-bid app is accessed.

- Company logo featured on silent auction app
- Company logo featured on all silent auction promotions

KICK-OFF VIDEO \$2000

Welcome video featured at start of convention.

- Company logo featured on convention 'kick-off' welcome video
- Sponsor recognition during convention

ON-DEMAND SESSION SPONSOR \$1000

Unconvention will consist of pre-recorded presentations on timely topics for attendees. Each session will be recorded and made available as on-demand education for attendees to access during and following the event.

- Provide speaker introduction
- Company logo and company description included in session description

FEATURED EXHIBITOR \$1000

- Company logo and website link showcased intermittently on participant unconvention home page

KNOW BEFORE YOU GO \$1000

- Company logo and website link featured on registrant confirmation email

Become a PHCA Platinum Sponsor

Join an exclusive group of service and product providers to enjoy a variety of special benefits to increase marketing power and visibility.

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