



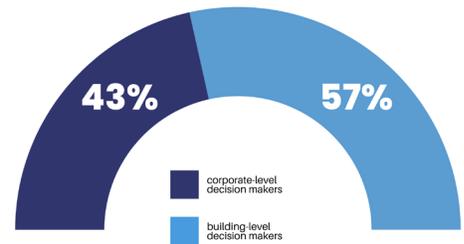
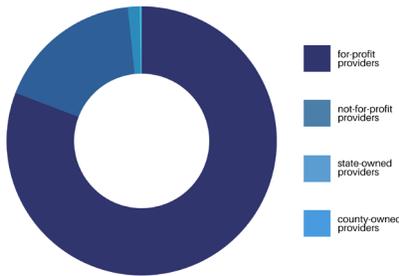
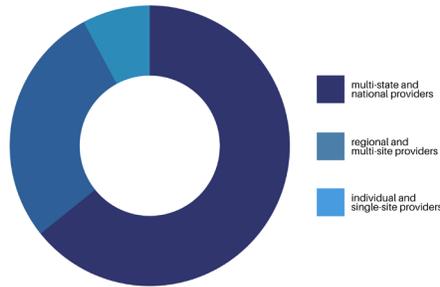
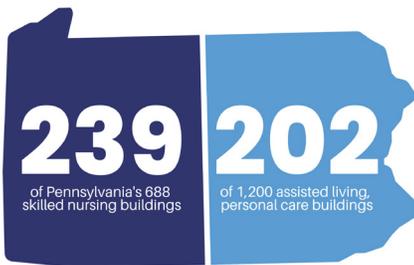
**2022  
Business Partner  
Engagement Guide**

# Be more than a vendor. Become a trusted partner.

At PHCA, we're a community of engaged providers and business partners dedicated to providing high quality, resident-centered care to Pennsylvania's most vulnerable residents. And we're proud of our reputation as the commonwealth's leading advocacy association and most trusted voice of the long-term care sector.

In addition to long-term care providers, our membership includes business partners and service providers who cater to long-term care including pharmacies, rehabilitation providers, attorneys, accountants, architects, and health care technology providers, among others. Our business partners demonstrate leadership in servicing the long-term care provider community and offer exclusive savings for our members when utilizing their products and services.

## PHCA Membership At-A-Glance



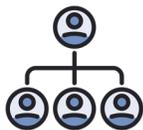
# Don't miss your chance to gain unparalleled access to key decision makers representing more than 400 long-term care facilities and communities in Pennsylvania and across the region.

Since March 2020, Pennsylvania's long-term care sector has remained on the front lines of the COVID-19 pandemic. And through it all, PHCA has been proud to work alongside our business partner community as we advocate on behalf of our members, including nursing homes, personal care homes and assisted living communities.

The pandemic has forced our team to identify new and innovative ways to engage and connect, and we've worked hard to create new opportunities to match our membership with our business partner community - especially in a 'virtual' world.

This year, we've completely revamped our business partner engagement guide to offer enhanced value and create new opportunities for you to network and engage with senior leadership and decision makers across Pennsylvania.

## Why become a business partner?



### **Exclusive access.**

Nothing compares to connecting face-to-face with industry professionals and key decision makers from across the commonwealth. You won't want to miss your opportunity to have multiple touch points and connect with hundreds of long-term care providers throughout the year.



### **Powerful brand amplification.**

Looking for ways to get your brand or product in front of Pennsylvania's long-term care and senior living providers? As a PHCA business partner, harness new and powerful brand amplification opportunities to elevate your brand and stay top-of-mind and in front of your target audience throughout the year.

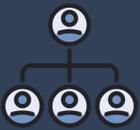


### **Unmatched industry insights.**

As the most trusted voice of the long-term care sector in Pennsylvania, PHCA is your go-to resource for all things long-term care. From policy and regulatory affairs, stay informed on the issues most affecting long-term care in Pennsylvania and across the country.

## 2022 Business Partner Engagement Levels

- Platinum Business Partner** **\$10,000**  
*Our most robust engagement level yet. Get unparalleled access to key decision makers, premium brand awareness tools, and key insights into Pennsylvania's long-term care industry.*
- Gold Business Partner** **\$5,000**  
*An engagement level designed to help you increase brand awareness, get access to key decision makers and stay informed on the issues most affecting long-term care in Pennsylvania and across the country.*
- Silver Business Partner** **\$2,500**  
*Promote your brand and stay on top of key trends and insights into Pennsylvania's long-term care sector.*



## **Exclusive access.**

Nothing compares to connecting face-to-face with industry professionals and key decision makers from across the commonwealth. You won't want to miss your opportunity to have multiple touch points and connect with hundreds of long-term care providers throughout the year.

- **Exclusive invitation to attend 2022 PHCA CEO Conference**  
*Our newest networking event bringing together executives and senior leaders from across the long-term care continuum for a day of unparalleled networking and education.*
- **Invitation to attend select PHCA Board of Directors events throughout the year**  
*Take advantage of select opportunities throughout the year to meet and network with our PHCA Board of Directors, PHCA Assisted Living and Personal Care Board of Directors and PHCA staff.*
- **Receive complimentary prime booth space at the PHCA annual convention and trade show**  
*Take advantage of prime booth space at our all-new convention and trade show location - Kalahari Resorts & Conventions in the Pocono Mountains.*
- ■ **Opportunity to participate as a member of the PHCA Business Partner Advisory Committee**  
*Get a seat at the table to make your voice heard - and an opportunity to be considered as the business partner representative on the PHCA Board of Directors - to share feedback and key insights based on experience as a PHCA business partner.*
- ■ **Exclusive access to the PHCA annual convention and trade show kickoff event**  
*Get an early start on your annual convention and trade show experience with a special kickoff event with the PHCA Board of Directors, PHCA Assisted Living and Personal Care Board of Directors and PHCA staff.*
- ■ ■ **Get access to expo hall pre-sale to select your exhibit booth space**  
*Take advantage of our expo hall presale to select the perfect booth space at our all-new convention and trade show location - Kalahari Resorts & Conventions in the Pocono Mountains*
- ■ ■ **Attend all PHCA education and networking events at our reduced member-only rate**  
*Take advantage of our reduced member-only rate for all of our signature education events throughout the year.*



## **Powerful brand amplification.**

Looking for ways to get your brand or product in front of Pennsylvania's long-term care and senior living providers? As a PHCA business partner, harness new and powerful brand amplification opportunities to elevate your brand and stay top-of-mind and in front of your target audience throughout the year.

- **Featured as a preferred business partner with a premier listing and premium digital advertising at the PHCA MarketBASE - our exclusive business partner portal**  
*With live dynamic search capability, robust functionality and rich partner profiles, position your company or brand as the go-to solution for long-term care providers.*
- **Featured as a preferred business partner with a premier listing and basic digital advertising at the PHCA MarketBASE - our exclusive business partner portal**  
*With live dynamic search capability, robust functionality and rich partner profiles, position your company or brand as the go-to solution for long-term care providers.*
- **Featured as a preferred business partner with a premier listing at the PHCA MarketBASE - our exclusive business partner portal**  
*With live dynamic search capability, robust functionality and rich partner profiles, position your company or brand as the go-to solution for long-term care providers.*

- 

**Opportunity to provide featured content in PHCA's member-only newsletter, providing targeted updates regarding Pennsylvania's long-term care sector**  
*Tap into your target audiences by aligning your brand or product relevant updates, news and topics to increase your exposure and brand recognition.*
- 

**Provide featured content in The Exchange - PHCA's member-only resource connecting key decision-makers with our business partner community**  
*Promote your brand's content to a targeted audience of nearly 400 corporate-level decision makers representing the skilled nursing and assisted living, personal care industry in Pennsylvania.*
- 

**Utilize PHCA's growing social channels to leverage and highlight sponsored content featuring your organization**  
*Leverage PHCA's thriving LinkedIn platform of actively engaged professionals to reach your key targets and establish your organization or product as a trusted partner of Pennsylvania's long-term community.*
- 

**Use of the PHCA Preferred Business Partner logo**  
*Leverage PHCA's powerful brand recognition to identify your organization or product as a trusted partner of Pennsylvania's long-term community.*



### **Unmatched industry insights.**

As the most trusted voice of the long-term care sector in Pennsylvania, PHCA is your go-to resource for all things long-term care. From policy and regulatory affairs, stay informed on the issues most affecting long-term care in Pennsylvania and across the country.

- 

**Receive PHCA's member-only communications, featuring content targeted specifically for Pennsylvania's long-term care sector**  
*From education updates to regulatory alerts and more, our member-only communications updates keep you in the loop and up-to-date on all things long-term care in Pennsylvania.*
- 

**Access exclusive member-only resources available at phca.org**  
*Access to our full suite of member-only resources to stay in-the-know with all of long-term care trends and insights in Pennsylvania and across the country.*

### **À La Carte Options**

*Looking for something more? Mix-and-match to create a business partner package tailored specifically to your needs. Please note: À la carte options are available to business partners beginning at the silver level.*

#### **Exclusive invitation to attend 2022 PHCA CEO Conference - \$5,000 per attendee (limited availability)**

*Our newest networking event bringing together executives and senior leaders from across the long-term care continuum for a day of unparalleled networking and education.*

#### **Invitation to attend select PHCA Board of Directors events throughout the year - \$2,000 per event**

*Take advantage of select opportunities throughout the year to meet and network with our PHCA Board of Directors, PHCA Assisted Living and Personal Care Board of Directors and PHCA staff.*

#### **Exclusive access to the PHCA annual convention and trade show kickoff event - \$2,000**

*Get an early start on your annual convention and trade show experience with a special kickoff event with the PHCA Board of Directors, PHCA Assisted Living and Personal Care Board of Directors and PHCA staff.*

#### **Featured as a preferred business partner with a premier listing at the PHCA MarketBASE - our exclusive business partner portal - \$3,000 (premium digital advertising) or \$2,000 (basic digital advertising)**

*With live dynamic search capability, robust functionality and rich partner profiles, position your company or brand as the go-to solution for long-term care providers.*

#### **Opportunity to provide featured content in PHCA's member-only newsletter, providing targeted updates regarding Pennsylvania's long-term care sector - \$750 per feature**

*Tap into your target audiences by aligning your brand or product relevant updates, news and topics to increase your exposure and brand recognition.*

## **Associate Member                      \$750**

As an associate member, you'll receive PHCA's member-only newsletter and go-to resource for all-things long-term care in Pennsylvania and attend all PHCA education and networking events at our reduced member-only rate. *Note: Businesses or organizations who join as an associate member will receive a basic listing in the PHCA MarketBASE portal.*

# Become a PHCA business partner.

When you join PHCA, your membership comes with a wealth of benefits. More importantly, becoming a PHCA business partner gives you unparalleled access to key decision makers representing more than 400 long-term care provider groups and organizations with facilities and communities here in Pennsylvania and across the country.

Our enhanced business partner engagement levels now offer more opportunity than ever to network, connect and engage with our providers of care.

[Click here to become a business partner today.](#)

	 <b>SILVER</b> \$2,500	 <b>GOLD</b> \$5,000	 <b>PLATINUM</b> \$10,000
Use of the PHCA Preferred Business Partner logo	X	X	X
Access to all member-only resources available on phca.org	X	X	X
Receive PHCA's member-only communications featuring relevant, targeted content specifically for Pennsylvania's long-term care sector	X	X	X
Attend all PHCA education and networking events at our member-only reduced rate	X	X	X
Provide featured content in The Exchange - PHCA's member-only resource connecting key decision-makers with our business partner community	X	X	X
Access to expo hall booth space pre-sale for PHCA's annual convention and trade show	X	X	X
Provide sponsored content to be featured across PHCA's social channels	X	X	X
Featured as a preferred business partner with a <a href="#">premier listing</a> in PHCA MarketBASE Exchange - our exclusive business partner portal	X		
Exclusive access to PHCA's annual convention and trade show kickoff event with PHCA's Board of Directors		X	X
Opportunity to participate as a member of the PHCA Business Partner Advisory Committee		X	X
Featured as a preferred business partner with a <a href="#">premier listing</a> and basic digital advertising in PHCA MarketBASE Exchange - our exclusive business partner portal		X	
Opportunity to provide featured content in PHCA's member-only newsletter, providing targeted updates regarding Pennsylvania's long-term care sector		X	X
Exclusive invitation to attend 2022 PHCA CEO Conference			X
Invitation to attend exclusive PHCA Board of Directors events throughout the year			X
Receive complimentary prime booth space at the PHCA annual convention and trade show			X
Featured as a preferred business partner with a <a href="#">premier listing</a> and premium digital advertising in the PHCA MarketBASE Exchange - our exclusive business partner portal			X

## Questions? Let us know.

Zach Shamberg  
President and CEO  
[zshamberg@phca.org](mailto:zshamberg@phca.org)

Shayna Varner  
Vice President, Strategy  
[svarner@phca.org](mailto:svarner@phca.org)