



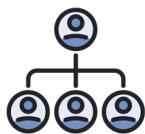
**2023  
Business Partner  
Engagement Guide**

# 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.

**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.**

## Why become a PHCA 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.

## 2023 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.*

# Platinum Business Partner

**\$10,000**

As a Platinum partner, you'll have unparalleled access to key decision makers from PHCA member providers, the ability to leverage premium brand awareness tools and key insights from the most trusted voice in the state to keep you up-to-date on all things long-term care.

## Your annual benefits include:

### EXCLUSIVE ACCESS

#### Attend 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.*

#### Participate in select PHCA Board of Directors events throughout the year

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

#### Receive complimentary prime booth space at PHCA's annual convention and trade show

*Take advantage of prime booth space at our 2023 convention and trade show location - Kalahari Resorts & Conventions in the Pocono Mountains. You'll also get access to our exhibit hall pre-sale to select your booth space.*

#### Join the PHCA Business Partner Advisory Committee

*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.*

#### Attend all PHCA education and networking events at our reduced member rate

*Take advantage of our member exclusive rate for our signature education events throughout the year.*

### POWERFUL BRAND AMPLIFICATION

#### Featured as a preferred business partner with a premier listing and premium digital advertising at the PHCA MarketBASE Exchange - our 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.*

#### Provide featured content in The Exchange - PHCA's member-only resource connecting key decision-makers with our business partner community

*Tap into your target audience and 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.*

#### Leverage PHCA's growing social channels share sponsored content featuring your organization

*Expand your social reach and tap into PHCA's actively engaged audiences across our social platforms by positioning your company or product as a trusted partner of Pennsylvania's long-term community.*

#### Co-host a PHCA webinar alongside the PHCA team

*Each quarter, promote your brand, company or product with a 30-second video ad or offer an in-person introduction ahead of a regularly scheduled PHCA webinar.*

#### 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

#### Receive PHCA's member exclusive updates and alerts

*From education updates to regulatory alerts and more, our member exclusive updates keep you in the loop and up-to-date on all things long-term care in Pennsylvania.*

Our Gold engagement level is designed to help our business partners increase their company or product's brand awareness, access to decision makers and stay informed on the issues most affecting long-term care in Pennsylvania and across the country.

## Your annual benefits include:

### EXCLUSIVE ACCESS

#### Join the PHCA Business Partner Advisory Committee

*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.*

#### Get access to expo hall pre-sale to select your exhibit booth space

*Don't wait to secure your booth at our annual convention and trade show! Take advantage of our presale and select the perfect booth space at our 2023 convention and trade show location - Kalahari Resorts & Conventions in the Pocono Mountains.*

#### Attend all PHCA education and networking events at our reduced member rate

*Take advantage of our member exclusive rate for our signature education events throughout the year.*

### POWERFUL BRAND AMPLIFICATION

#### 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.*

#### Provide featured content in The Exchange - PHCA's member-only resource connecting key decision makers with our business partner community

*Tap into your target audience and 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.*

#### Leverage PHCA's growing social channels share sponsored content featuring your organization

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#### Co-host a PHCA webinar alongside the PHCA team

*Each quarter, promote your brand, company or product with a 30-second video ad or offer an in-person introduction ahead of a regularly scheduled PHCA webinar.*

#### 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

#### Receive PHCA's member exclusive updates and alerts

*From education updates to regulatory alerts and more, our member exclusive updates keep you in the loop and up-to-date on all things long-term care in Pennsylvania.*



## Silver Business Partner

\$2,500

As a Silver business partner, increase your visibility throughout the year by working with members of the PHCA team to promote your brand or product and stay on top of key trends and insights from across Pennsylvania's long-term care continuum.

### Your annual benefits include:

#### **EXCLUSIVE ACCESS**

##### **Get access to expo hall pre-sale to select your exhibit booth space**

*Don't wait to secure your booth at our annual convention and trade show! Take advantage of our pre-sale and select the perfect booth space at our 2023 convention and trade show location - Kalahari Resorts & Conventions in the Pocono Mountains.*

##### **Attend all PHCA education and networking events at our reduced member rate**

*Take advantage of our member exclusive rate for our signature education events throughout the year.*

#### **POWERFUL BRAND AMPLIFICATION**

##### **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.*

##### **Provide featured content in The Exchange - PHCA's member-only resource connecting key decision makers with our business partner community**

*Tap into your target audience and 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.*

##### **Leverage PHCA's growing social channels share sponsored content featuring your organization**

*Expand your social reach and tap into PHCA's actively engaged audiences across our social platforms by positioning your company or product as a trusted partner of Pennsylvania's long-term community.*

##### **Co-host a PHCA webinar alongside the PHCA team**

*Each quarter, promote your brand, company or product with a 30-second video ad or offer an in-person introduction ahead of a regularly scheduled PHCA webinar.*

##### **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**

##### **Receive PHCA's member exclusive updates and alerts**


*From education updates to regulatory alerts and more, our member exclusive updates keep you in the loop and up-to-date on all things long-term care in Pennsylvania.*

# 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.

	 <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
Attend all PHCA education and networking events at our reduced member rate	X	X	X
Receive PHCA's member exclusive updates and alerts	X	X	X
Get access to our convention + trade show pre-sale to select your exhibit hall booth space	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
Featured as a preferred business partner with a premier listing in PHCA's MarketBASE Exchange - our exclusive business partner portal	X		
Leverage PHCA's growing social channels share sponsored content featuring your brand or product		X	X
Participate as a member of the PHCA Business Partner Advisory Committee		X	X
Co-host a PHCA webinar alongside the PHCA team ( <i>quarterly</i> )		X	X
Featured as a preferred business partner with a premier listing and basic digital advertising in PHCA MarketBASE Exchange - our exclusive business partner portal		X	
Exclusive invitation to attend 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 premier listing and premium digital advertising in the PHCA MarketBASE Exchange - our exclusive business partner portal			X

## Not quite ready to become a business partner?

If you're not ready to take advantage of the annual benefits offered to our business partners, we have another option to keep you informed. Become a subscriber to receive PHCA's member-exclusive emails and alerts covering all of the issues most affecting long-term care in Pennsylvania and across the country for an annual subscription rate of \$750. *Please note: This is not a business partner membership. Subscribers are not eligible for member or business partner pricing.*

## Questions? Let us know.

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