



2024 Business Partner Engagement Guide

Be more than a vendor. Become a trusted partner.

At PHCA, we're an engaged community of providers of care 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 representing the entire long-term care continuum including nursing homes, assisted living communities and personal care homes.

Gain unparalleled access to key decision makers representing more than 450 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 invitation-only networking event bringing together executives and senior leaders from across the long-term care continuum for a day of unparalleled networking and education. *One registration only.*

Join us at select invitation-only PHCA events throughout the year, as available

Take advantage of select opportunities to network with PHCA members, including our PHCA Board of Directors and PHCA Assisted Living and Personal Care Board of Directors. *One registration only.*

Receive complimentary booth space at the annual PHCA Convention and Expo

Select your complimentary booth during our booth pre-sale for the 2024 PHCA Convention and Expo at our all-new location - Wind Creek Casino & Resort in Bethlehem.

Be part of the PHCA Business Partner Forum

Help shape the future of our business partner program by sharing your feedback and insights directly with the PHCA team and learn more about hot topic issues facing long-term care providers.

NEW! Attend PHCA Rising Stars Recognition Ceremony and Leadership Program

Network with future long-term care leaders as we honor those shaping the future of Pennsylvania's continuum of care. *One registration only.*

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 in PHCA's exclusive MarketBASE 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.

NEW! Stay top-of-mind and top-of-inbox with two custom, targeted eblasts

Amplify your brand, product or service with two custom, targeted eblasts including your custom message, linkable graphics and/or video to more than 1,200 long-term care professionals across Pennsylvania.

NEW! Reach key decision makers with key messaging

Place materials featuring your brand, product or service directly into the hands of the PHCA Board of Directors and PHCA Assisted Living and Personal Care Board of as part of our printed Board meeting packets. *Must not be larger than 8.5" x 11" single sheet but may be double-sided.*

Co-host one of our regularly scheduled webinars 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 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.

Note: Business partners are responsible for providing featured content to PHCA for the fulfillment of business partner benefits outlined herein. PHCA reserves the right to refuse content that does not meet required content standards.

Gold Business Partner

\$5,000

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

Access our expo pre-sale and select your booth space for the annual PHCA Convention and Expo

Take advantage of our presale and select the perfect booth space for the 2024 PHCA Convention and Expo at our all-new location - Wind Creek Casino & Resort in Bethlehem.

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

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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.

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
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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 450 long-term care providers with facilities and communities here in Pennsylvania and across the country.

Our business partner engagement levels offer more opportunity than ever to network and engage with our members.



	 PLATINUM \$10,000	 GOLD \$5,000	 SILVER \$2,500
Receive exclusive member updates and alerts	X	X	X
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
Access to the PHCA Convention and Expo booth pre-sale and selection	X	X	X
Featured content in The Exchange - our 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 exclusive MarketBASE Business Partner Portal			X
Reach key decision makers with key messaging in printed Board of Directors meeting packets	X	X	
Be part of the PHCA Business Partner Forum	X	X	
Network and engage with future long-term care leaders from across the continuum at the PHCA Rising Stars Leadership Program	X	X	
Stay top-of-mind and top-of-inbox with one custom, targeted eblast		X	
Featured as a preferred business partner with a premier listing and basic digital advertising in PHCA's exclusive MarketBASE Business Partner Portal		X	
Exclusive invitation to attend PHCA CEO Conference	X		
Participate in select PHCA Board of Directors and PHCA Assisted Living and Personal Care Board of Directors events throughout the year	X		
Receive complimentary booth space at the PHCA Convention and Expo	X		
Stay top-of-mind and top-of-inbox with two custom, targeted ebasts	X		
Featured as a preferred business partner with a premier listing and premium digital advertising in the PHCA MarketBASE Business Partner Portal	X		



Not quite ready to become a business partner?

For just \$750, become a subscriber and receive PHCA's exclusive member emails and alerts covering all of the issues most affecting long-term care in Pennsylvania and across the country. **Please note: This is not a business partner membership. Subscribers are not eligible for member or business partner pricing.**

**Questions?
Happy to help!**



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Let's Connect

