Engagement Guide 2022

Partner - Sponsor - Exhibit

Your easy access to LTC providers in Michigan

Welcome to HCAM & MCAL

Building industry connections has never been easier...or more important.

If you want to become a recognized name in the Michigan long-term care community, you need to be involved with the Health Care Association of Michigan and Michigan Center for Assisted Living.

Our partnership program is offered to individuals and companies engaged in the business of supplying products and services to the long-term care profession. Your partnership gives you access to valuable marketing and business development opportunities in the industry.

If you're looking for the VIP experience, check out page 5 for our new partnership opportunities. Check out page 6 for expo information, and page 10 for introductory sponsorship options for those just starting to get engaged in the Michigan market.

Access to Michigan LTC Decision Makers

+ 600 MEMBERS ACROSS THE CONTINUUM OF CARE

More than 600 skilled nursing and assisted living facilities in Michigan are members of HCAM/MCAL. Our membership base features:

skilled nursing & rehabilitation including:
- for- and not-for-profit
- county medical care
- hospital based providers

assisted living facilities including:
- housing with services
- homes for the aged
- adult foster care
- independent senior housing

+ 84% OF MICHIGAN SNFS ARE HCAM MEMBERS

84% of the skilled nursing facilities in the state of Michigan belong to HCAM.

+ DIRECT ACCESS TO KEY DECISION MAKERS

Partnership with HCAM/MCAL provides a multitude of ways to connect directly with key decision makers via in-person events as well as marketing efforts. Let us help you reach your prospects!

+ LARGEST PROVIDER OF SHORT-TERM REHAB & LTC

Skilled nursing facilities are the largest provider of short-term rehab and long-term care for Medicaid and Medicare beneficiaries in Michigan.

Demographics

We are here to help you eliminate the barriers to engagement with key decision makers at member communities along the long-term care continuum.

Extend your reach as a VIP Partner through our communication platforms

Newsletter
1,400 recipients bi-weekly

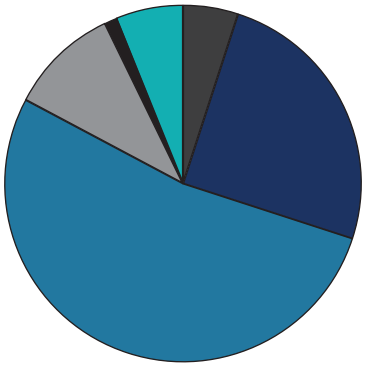
University
1,600 recipients monthly

Website
650 visitors monthly

Reaching Decision Makers at Our Major Events

Annual Convention & Expo: Sept. 12-14, 2022

3 Days - 450 Attendees - 120 Exhibiting Companies

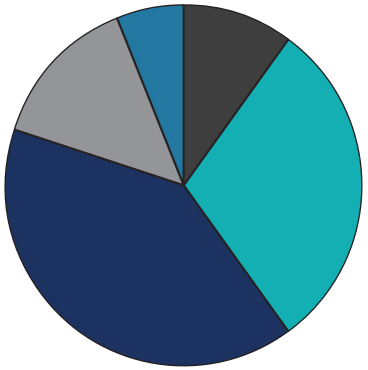


- 5% Owners/Operators
- 25% Corporate/C-Level
- 53% Administrators
- 10% Clinical (DON, ADON)
- 1% Physicians
- 6% Facility Staff

***Based on 2018 Convention Attendance**

Spring Leadership Conference: Mar. 23-24, 2022

2 Days - 250 Attendees - Exhibit Opportunity for VIP Partners



- 10% Owners/Operators
- 30% Corporate/C-Level
- 40% Administrators
- 14% Clinical (DON, ADON)
- 6% Facility Staff

***Based on 2019 Spring Leadership Attendance**

Annual Partnership Levels

January - December 2022

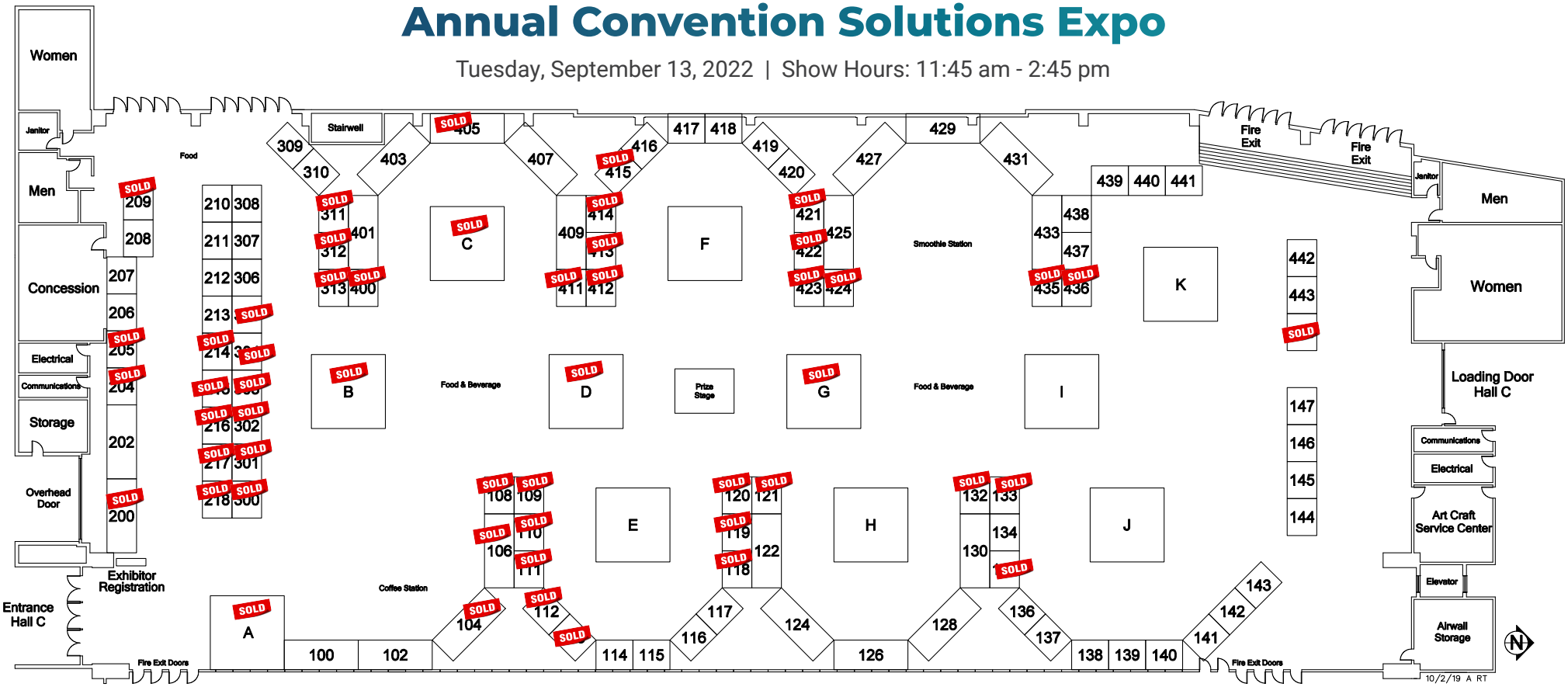
	VIP $6000*	Standard $3000*	Value $1100
SAVE: All staff eligible for member rates at education programs, and discount on exhibit and sponsorship opportunities	●	●	●
ACCESS: Hard copy 2022 member directory, company listing in 2023 directory, access to members-only section of websites, e-newsletters and alerts, regional meeting invites	●	●	●
CONNECT: Annual Excel database of member contact information (includes emails), up to two representatives may participate on an HCAM/MCAL committee and participate in the Associate Partner Council	●	●	
PUBLICIZE: Submit articles for newsletter or magazine, recognition in conference marketing, job posting capability	●	●	
ATTEND: Complimentary registrations for partner staff to be used at any event in 2022 (value $100-$800 each) *certain restrictions may apply	5	2	
EXHIBIT: Complimentary tabletop display exclusive to VIP Partners only at the 2022 Spring Leadership Conference and the 2022 UP Education Conference	●		
RECOGNIZE: Logo/hyperlink in newsletter and university, prominent logo placement on HCAM & MCAL websites, 1/2 page B&W ad in 2023 directory, logo recognition during webinars, recognition in three Facebook posts, partner spotlight in one newsletter	●		
ENGAGE: Exclusive facetime opportunity for two representatives with the HCAM & MCAL Boards of Directors through an invitation-only extended happy hour at the Spring Leadership Conference	●		
GIFT: Three registration vouchers to be shared with clients or prospects (one $25 off a one-day program, one $50 off a full package Spring Leadership Conference, and one $100 off a full package Annual Convention)	●		

*Prices reflect discounts due to the COVID-19 pandemic

Health Care Association of Michigan & Michigan Center for Assisted Living

Annual Convention Solutions Expo

Tuesday, September 13, 2022 | Show Hours: 11:45 am - 2:45 pm



Prize Hunt Upgrade!

Upgrade to one of 20 available Prize Hunt booths to be featured on the attendee's Prize Hunt card, which will be used to draw winners for any HCAM/MCAL provided Grand Prizes.

Networking is more about farming than it is about hunting. It's about cultivating relationships.

— Dr. Ivan Misner

Annual Convention Solutions Expo

EARLY BIRD DISCOUNT

PARTNERS ONLY
Save $200 - Reserve Your Booth Before March 1, 2022

	Premier (20x20)	Deluxe (20x8)	Basic (10x8)
Partner Price	**$3000**	**$2000**	**$1000**
Non-Partner Price	**$4500**	**$3500**	**$2500**
SHOWCASE: 3 hours dedicated Expo time over lunch, standard ID sign, 8 ft table with linen, 2 chairs, 1 wastebasket, Wi-Fi	●	●	●
STAFF ACCESS: Vendor passes - access to Expo Hall and meals within Expo Hall only *(additional staff must register for a full conference pass at the member rate)*	4	3	2
JUST FOR FUN: Opportunity to participate in the attendee prize drawing during the Expo	●	●	●
CASUAL NETWORKING OPPORTUNITY: Tuesday evening networking party passes for exhibitor staff *(additional staff must register for a full conference pass at the member rate)*	4	3	2
REACH TARGET AUDIENCE: Attendee list provided two weeks prior to and two weeks post event *(name, title, facility only - cross reference your member directory for mail/email addresses)*	●	●	●
BREWS AND BLENDS: Complimentary drink tickets provided to be used to purchase smoothies or specialty coffees during Expo	10	5	
GAMIFY YOUR EXPERIENCE: Opportunity to upgrade to a Prize Hunt booth to increase your booth traffic ($200 upgrade fee)	●	●	
ENCOURAGE ENGAGEMENT: Complimentary use of lead retrieval device and 1 round cafe table in your booth to enhance attendee engagement	●		

Elite Sponsorships - Partners Only

Category Exclusive

Enjoy zero competition with the Elite Sponsorships - all sponsorships on this page are limited to one sponsor per company category (example: only one pharmacy can sponsor the Spring Leadership Happy Hour). All Elite Sponsorships come with one complimentary full package registration to the event.

$1,750

Sp… Lead… Lunc…

SOLD

…rk with C-Suite …Owners during an …uncheon. …ach sponsor may …vide up to three PowerPoint slides to play on a rotating basis throughout the luncheon.

Convention Appreciation Luncheon

$2,000

Benefit: Join us for a luncheon appreciating the efforts of all long-term care staff trhoughout the course of the COVID-19 pandemic.
Features: Each sponsor will have their logo prominently displayed on the program at every place setting.
** No longer available to group purchasing organizations or staffing agencies*

$2,000

Spri… Lead… Happy…

SOLD

…ent has the …ation of C-Suite …wners of all …AL functions.
…atures: Each sponsor will receive an 8'x3 display featuring sponsor-provided artwork.

Convention Scholarship Reception

$3,000

Benefit: This casual networking event at our Annual Convention brings together our C-Suite Executives, Owners, and others to support the David Lebenbom Memorial Scholarship Fund.
Features: Each sponsor will receive an 8'x4' display featuring sponsor-provided artwork.

ELITE SPONSORSHIPS INCLUDE PRE- AND POST- CONFERENCE ATTENDEE LISTS (NAME, TITLE, FACILITY ONLY).

Exclusive Sponsorship Bundles - Partners Only

Packaged Sponsorships for Spring Leadership Conference & Annual Convention

SAVE 25%

Bundle a Sponsorship for Both Events to Save 25% off the List Price!

1. Welcome to 2022 Sponsor: $3,000 Bundled

Spring Leadership Only: $1 [illegible] onvention Only: $2,500

SOLD

Benefit: Atten[illegible]ur logo around their neck increasin[illegible]ition.

Features at ea[illegible]erence: We will provide lanyards with your logo; buy the bundle to receive 1 complimentary full package registration.

2. Recharge Sponsor: ~~$3,750 Bundled~~

~~Spring Leadership Only: $2,000~~ / Annual Convention Only: $3,000

Benefit: Easy access to attendees who are charging their devices at this ever-popular charging station.

Features at each conference: We will provide a charging station in the foyer and screen cloths with your logo; buy the bundle to receive 1 complimentary full package registration.

3. Hydration Station Sponsor: $4,500 Bundled

Spring Leadership Only: $2 [illegible] onvention Only: $4,000

SOLD

Benefit: Greet[illegible] to the event and distribute reus[illegible]anded with your logo for prominent b[illegible]ognition.

Features at each conference: We will provide reusable water bottles with your logo; buy the bundle to receive 1 complimentary full package registration.

4. Wellness Sponsor: ~~$5,625 Bundled~~

~~Spring Leadership Only: $3,000~~ / Annual Convention Only: $4,500

Benefit: Casual networking with attendees as they engage in a wellness activity (such as sunrise yoga, a sunset stroll, or a steps challenge).

Features at each conference: We will provide a giveaway with your logo relevant to the activity (ex: towels for yoga, t-shirts for a walk, a wellness challenge app); you are invited to host the activity; includes 1 complimentary full package registration.

5. Coffee Connections Sponsor: ~~$7,500 Bundled~~

~~Spring Leadership Only: $4,000~~ / Annual Convention Only: $6,000

Benefit: Easy access to attendees as they grab their morning coffee (or afternoon pick-me-up!).

Features at each conference: We will provide coffee cups, napkins and a barista apron for your staff with your logo; you are invited to host the coffee station; includes 1 complimentary full package registration.

6. Title Sponsor: ~~$9,375 Bundled~~

~~Spring Leadership Only: $5,000~~ / Annual Convention Only: $7,500

Benefit: Exclusive facetime opportunities with attendees as well as exclusive marketing opportunities

Features at each conference: Exclusive 8' curved backwall display provided near registration with sponsor-provided graphic; invite registered attendees to join you at a reserved table in a premium area for all general sessions and meals; exclusive full page ad in conference brochure; logo on all registration confirmation emails; includes 1 complimentary full package registration.

A La Carte Sponsorship Options

Entry Level Sponsorships to Accommodate Any Budget

HCAM/MCAL PARTNERS TAKE $500 OFF THE LIST PRICE FOR A LA CARTE SPONSORSHIPS EXCLUDING GENERAL SPONSORSHIP AND WEBINARS. INQUIRE FOR DETAILS.

~~Spring Leadership Conference | Mar. 23-24, Battle Creek~~	
~~Hotel Room Amenity Delivery~~	~~$1,500~~
~~Education Session Sponsor~~	~~$1,250~~
~~General Conference Sponsor~~	~~min. $500~~

U.P. Conference | May TBD, Marquette	
Attendee Luncheon Sponsor [limited to one sponsor per day]	SOLD
Education Session Sponsor	$1,000
General Conference Sponsor	min. $500

Annual Convention & Expo | Sept. 12-14, Grand Rapids	
Headshot Station Sponsor [limited to one sponsor]	$5,000
Schedule at a Glance Sponsor [limited to one sponsor]	$4,000
Conference Lounge Sponsor [limited to one sponsor]	$3,000
Keynote Sponsor [three available]	$2,500
Breakout Session Sponsor	$1,500
General Conference Sponsor	min. $500

NOTE: A LA CARTE SPONSORSHIPS DO NOT INCLUDE REGISTRATION TO EVENT.

A La Carte Sponsorship Options

Entry Level Sponsorships to Accommodate Any Budget

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~~Billers Forum | TBD, Lansing~~

~~Presenting Sponsor [limited to one sponsor per day]~~	~~$3,000~~
~~Tabletop Display [limited to two sponsors per day]~~	~~$1,500~~
~~Attendee Luncheon [limited to one sponsor per day]~~	~~$1,250~~
~~Attendee Breakfast [limited to one sponsor per day]~~	~~$1,000~~
~~General Event Sponsor~~	~~min. $500~~

One Day Programs (inquire for options)

Exclusive Event Sponsorship	$2,000-$4,000

Emergent Webinars | Virtual

Sponsorship of One Emergent Webinar	$500
Buy 2, Get 1 Free: Sponsorship of Three Webinars	$1,000

Any Event

Create Your Own Sponsorship	$TBD

NOTE: A LA CARTE SPONSORSHIPS DO NOT INCLUDE REGISTRATION TO EVENT.

WE STAND READY TO BE YOUR PARTNER

Thank you for your interest in partnership with HCAM & MCAL. We look forward to assisting you in furthering your organization's mission alongside our own.

Let us customize your experience to ensure it meets your marketing goals.

Questions?

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