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.

**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

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**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
<table>
<thead>
<tr>
<th><strong>Annual Partnership Levels</strong></th>
<th><strong>January - December 2022</strong></th>
<th><strong>VIP</strong></th>
<th><strong>Standard</strong></th>
<th><strong>Value</strong></th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>$6000*</td>
<td>$3000*</td>
<td>$1100</td>
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<tr>
<td><strong>SAVE:</strong></td>
<td>All staff eligible for member rates at education programs, and discount on exhibit and sponsorship opportunities</td>
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<tr>
<td><strong>ACCESS:</strong></td>
<td>Hard copy 2022 member directory, company listing in 2023 directory, access to members-only section of websites, e-newsletters and alerts, regional meeting invites</td>
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<td><strong>CONNECT:</strong></td>
<td>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</td>
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<td><strong>PUBLICIZE:</strong></td>
<td>Submit articles for newsletter or magazine, recognition in conference marketing, job posting capability</td>
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<td><strong>ATTEND:</strong></td>
<td>Complimentary registrations for partner staff to be used at any event in 2022 (value $100-$800 each) *certain restrictions may apply</td>
<td>5</td>
<td>2</td>
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<td><strong>EXHIBIT:</strong></td>
<td>Complimentary tabletop display exclusive to VIP Partners only at the 2022 Spring Leadership Conference and the 2022 UP Education Conference</td>
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<td><strong>RECOGNIZE:</strong></td>
<td>Logo/hyperlink in newsletter and university, prominent logo placement on HCAM &amp; MCAL websites, 1/2 page B&amp;W ad in 2023 directory, logo recognition during webinars, recognition in three Facebook posts, partner spotlight in one newsletter</td>
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<td><strong>ENGAGE:</strong></td>
<td>Exclusive facetime opportunity for two representatives with the HCAM &amp; MCAL Boards of Directors through an invitation-only extended happy hour at the Spring Leadership Conference</td>
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<td><strong>GIFT:</strong></td>
<td>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)</td>
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*Prices reflect discounts due to the COVID-19 pandemic*
Networking is more about farming than it is about hunting. It’s about cultivating relationships.

— Dr. Ivan Misner
## Annual Convention Solutions Expo

### Partner Price

<table>
<thead>
<tr>
<th>Premier (20x20)</th>
<th>Deluxe (20x8)</th>
<th>Basic (10x8)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$3000</strong></td>
<td><strong>$2000</strong></td>
<td><strong>$1000</strong></td>
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</table>

### Non-Partner Price

<table>
<thead>
<tr>
<th>Premier (20x20)</th>
<th>Deluxe (20x8)</th>
<th>Basic (10x8)</th>
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</thead>
<tbody>
<tr>
<td><strong>$4500</strong></td>
<td><strong>$3500</strong></td>
<td><strong>$2500</strong></td>
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</tbody>
</table>

### 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)*

### 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)*

### 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

### 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

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**Early Bird Discount**

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

**Partners Only**

- Save $200 - Reserve Your Booth Before March 1, 2022
Elite Sponsorships - Partners Only

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.

**Category Exclusive**

**Spring Leadership Happy Hour**

Benefit: Join us for a luncheon appreciating the efforts of all long-term care staff throughout the course of the COVID-19 pandemic.

Features: Each sponsor will have their logo prominently displayed on the program at every place setting.

**Convention Scholarship Reception**

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.

**Convention Appreciation Luncheon**

Benefit: Network with C-Suite Executives and Owners during an upscale plated luncheon.

Features: Each sponsor may provide up to three PowerPoint slides to play on a rotating basis throughout the luncheon.

**Elite Sponsorships Include Pre- and Post-Conference Attendee Lists (Name, Title, Facility Only).**

SOLD

**Spring Leadership Happy Hour**

$1,750

SOLD

**Convention Scholarship Reception**

$3,000

$2,000

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: $1,500 / Annual Convention Only: $1,500
   **Benefit:** Easy access to attendees who are wearing your logo around their neck increasing your brand recognition.
   **Features at each conference:** We will provide lanyards with your logo; buy the bundle to receive 1 complimentary full package registration.

2. **Hydration Station Sponsor:** $4,500 Bundled
   - Spring Leadership Only: $2,250 / Annual Convention Only: $2,250
   **Benefit:** Greet every attendee arriving to the event and distribute reusable water bottles branded with your logo.
   **Features at each conference:** We will provide reusable water bottles with your logo; buy the bundle to receive 1 complimentary full package registration.

3. **Recharge Sponsor:** $3,750 Bundled
   - Spring Leadership Only: $1,875 / Annual Convention Only: $1,875
   **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.

4. **Wellness Sponsor:** $5,625 Bundled
   - Spring Leadership Only: $3,000 / Annual Convention Only: $2,500
   **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: $4,000
   **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.

Bundle a Sponsorship for Both Events to Save 25% off the List Price!
# A La Carte Sponsorship Options

Entry Level Sponsorships to Accommodate Any Budget

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**$500 OFF**

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

<table>
<thead>
<tr>
<th>Sponsor Type</th>
<th>Sponsorship Level</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Hotel Room Amenity Delivery</td>
<td>$1,500</td>
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<tr>
<td>Education Session Sponsor</td>
<td>$1,250</td>
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</tr>
<tr>
<td>General Conference Sponsor</td>
<td>min. $500</td>
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### Annual Convention & Expo | Sept. 12-14, Grand Rapids

<table>
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<tr>
<th>Sponsor Type</th>
<th>Sponsorship Level</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Headshot Station Sponsor [limited to one sponsor]</td>
<td>$5,000</td>
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<tr>
<td>Schedule at a Glance Sponsor [limited to one sponsor]</td>
<td>$4,000</td>
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<tr>
<td>Conference Lounge Sponsor [limited to one sponsor]</td>
<td>$3,000</td>
<td></td>
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<tr>
<td>Keynote Sponsor [three available]</td>
<td>$2,500</td>
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### U.P. Conference | May TBD, Marquette

<table>
<thead>
<tr>
<th>Sponsor Type</th>
<th>Sponsorship Level</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Attendee Luncheon Sponsor [limited to one sponsor per day]</td>
<td>SOLD</td>
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<tr>
<td>Breakout Session Sponsor</td>
<td>$1,500</td>
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<tr>
<td>General Conference Sponsor</td>
<td>min. $500</td>
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</tbody>
</table>

### Education Session Sponsor | $1,000 |

### General Conference Sponsor | min. $500 |

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**NOTE:** A LA CARTE SPONSORSHIPS DO NOT INCLUDE REGISTRATION TO EVENT.
# A La Carte Sponsorship Options

Entry Level Sponsorships to Accommodate Any Budget

**$500 OFF**

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

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<table>
<thead>
<tr>
<th>Billers Forum</th>
<th>TBD, Lansing</th>
<th>One Day Programs (inquire for options)</th>
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<tbody>
<tr>
<td>Presenting Sponsor [limited to one sponsor per day]</td>
<td>$2,000</td>
<td>Exclusive Event Sponsorship</td>
</tr>
<tr>
<td>Tabletop Display [limited to two sponsors per day]</td>
<td>$1,500</td>
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</tr>
<tr>
<td>Attendee Luncheon [limited to one sponsor per day]</td>
<td>$1,250</td>
<td>Emergent Webinars</td>
</tr>
<tr>
<td>Attendee Breakfast [limited to one sponsor per day]</td>
<td>$1,000</td>
<td>Sponsorship of One Emergent Webinar</td>
</tr>
<tr>
<td>General Event Sponsor</td>
<td>min $500</td>
<td>Buy 2, Get 1 Free: Sponsorship of Three Webinars</td>
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<tr>
<th>Any Event</th>
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<tr>
<td>Create Your Own Sponsorship</td>
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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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Main: 517.627.1561
marygettel@hcam.org