

**DISTRICT OF COLUMBIA HEALTH CARE ASSOCIATION**

**VIRTUAL CONVENTION**

**Celebrating 30 Years:  
Cultivating New Pearls  
of Wisdom Under  
the New Normal**

**November 5, 2020**

## ABOUT DCHCA CONVENTION

The DCHCA Convention brings together nursing home, assisted living and home care decision-makers from the District of Columbia, Maryland, and Virginia. Under normal circumstance, this would be a time to socialize with clients and old friends and meet potential new clients. This highly anticipated event would have offered vendors a once a year chance to present their services to the entire long-term care and assisted living community at one venue, but the need for social distancing associated with the COVID-19 pandemic, has prevented us from celebrating a milestone convention for the association. But we adapt! DCHCA will continue with its tradition of providing this opportunity to connect with current and potential business partners while providing our staff with continuing education that can assist them to advance excellence of care and programming in each of their facilities – *VIRTUALLY!*

## WHO WE ARE

The District of Columbia HealthCare Association (DCHCA), the local state affiliate of the American Health Care Association, is a voluntary non-profit organization dedicated to representing, protecting and advancing the interests of our member facilities, their employees and the District of Columbia residents they serve. DCHCA represents the interests of post-acute and long term care in the nation's capital. There are more than 3,000 nursing facility, CCRC, and Assisted Living beds in the District of Columbia.

## ATTENDEE PROFILE

























The disciplines represented cover a broad spectrum of employees including: Owners/Operators, Administrators, DON/Clinical Leadership, Business Office Professionals, CNA/frontline staff, Nursing/Clinical professionals, Recreation therapy, Nutritional Services Managers, Social Work, Maintenance, Engineering and Housekeeping, and other professionals who work in nursing facilities or companies that provide products and services for long term care.

## BENEFITS OF SPONSORSHIP

The District of Columbia Health Care Association, the local state affiliate of the American Health Care Association, represents the interests of post-acute and long term care in the nation’s capital. There are more than 3,000 nursing facility, CCRC, and Assisted Living beds in the District of Columbia. Each year, DCHCA sponsors a day long convention and trade show with the intent to educate our members, the neighboring states and to assist them to advance excellence of care and programming in each of their facilities. This year, as a result of the Coronavirus Pandemic, DCHCA will offer a virtual convention with focus on timely topics pertinent for post-acute and long term care professionals: including providers of skilled nursing facility, assisted living, hospice care, specialized rehabilitation and home health care providers.

## SPONSORSHIP OPPORTUNITIES

Sponsorship includes	Platinum \$11,400	Gold \$9,000	Silver \$7,000	Bronze \$5,000	Booth \$975
<b>Logo and Link on DCHCA website homepage through June 2021</b>	●				
<b>Logo appearance when attendees log into virtual convention site</b>	●				
<b>Pre-record a commercial to be played during the convention</b>	●				
<b>Exclusive ad in the virtual convention app</b>	●				
<b>“Spotlight” with CEO live at convention</b>	●	●			

<b>Room host for breakout session</b>					
<b>Logo on swag bags to be distributed at future AHCA meetings</b>					
<b>Opportunity to virtually speak live for one minute at convention</b>					
<b>General session sponsor</b>					
<b>Breakout session sponsor</b>					
<b>Branding in virtual convention site and virtual convention app</b>					
<b>Giveaways to be distributed at future DCHCA in-person events</b>					



**THE DISTRICT OF COLUMBIA  
HEALTHCARE ASSOCIATION**

**30<sup>th</sup> Annual Convention and Trade Show  
Associate Business Registration - 2020**

**REGISTRATION**

**Organization Name** \_\_\_\_\_

**First Name:** \_\_\_\_\_ **Last Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Select Level of Sponsorship:**

**Platinum ----\$11,400**

**Gold -----\$ 9,000**

**Silver -----\$ 7,000**

**Bronze -----\$ 5,000**

**Booth -----\$ 975**

**Payment Info**

Payment Option       Credit Card       Bill me later

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_ Expires: \_\_\_\_\_

Billing Address: \_\_\_\_\_