



2025

OPPORTUNITIES GUIDE



JOIN • SPONSOR • EXHIBIT • ADVERTISE

Serving Those Who Serve



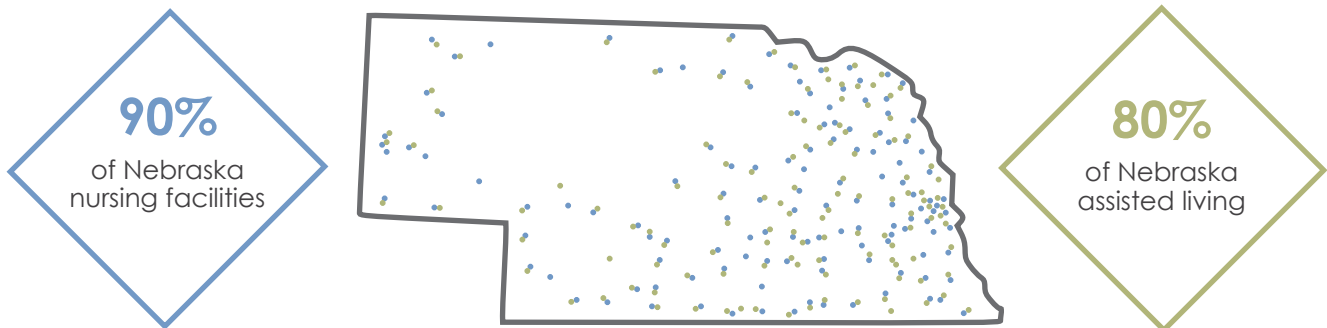
Nebraska Health Care Association provides advocacy, education, and support to its members in support of their continued efforts to provide quality services to Nebraskans.

Established in 1947, NHCA carries out its mission to “**serve those who serve**” through four entities: Nebraska Nursing Facility Association, Nebraska Assisted Living Association, Nebraska Health Care Learning Center, and Nebraska Health Care Foundation.

NEBRASKA NURSING FACILITY ASSOCIATION **NEBRASKA ASSISTED LIVING ASSOCIATION**

Nebraska Nursing Facility Association and **Nebraska Assisted Living Association** are non-profit trade associations representing the education and advocacy needs of nearly 400 nonprofit, proprietary, and government-owned long-term care facilities throughout the state.

NNFA and NALA are privileged to also represent more than 130 businesses through a Business Associate Membership each year.



Plots represent towns with at least one member facility.

NHCA offers four simple ways to market your organization's products and services to Nebraska's skilled nursing facilities, assisted living communities, and health care workforce:

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NNFA-NALA BUSINESS ASSOCIATE MEMBERSHIP

Business Associate Membership offers businesses that provide products and/or services to long-term care facilities exclusive access to information, discounts, and opportunities to connect with Nebraska nursing and assisted living communities.

Annual dues of \$475, include:

Industry Insights

- Timely information on issues pertaining to the Nebraska skilled nursing facility and assisted living community profession
- Access to members-only information at nehca.org
- Subscription to NNFA-NALA's *What You Need to Know* e-newsletter and other regular email updates of national and Nebraska long-term care relevance

Discounts

- Discounts and early opportunities to secure trade show space for NNFA-NALA annual convention
- Member prices for NNFA-NALA education, advertising, products, services, and sponsorships

Connections

- Inclusion in nehca.org's vendor search used by Nebraska skilled nursing facility and assisted living community team members
- Opportunity for participation on committees, if applicable and elected
- Technical assistance from NHCA staff
- Opportunity to submit educational presentation proposals for conventions and other events

Join at nehca.org/bamembership





TIER SPONSORSHIPS

Enjoy specialized sponsor opportunities

A Tier Sponsorship offers recognition throughout the year for a one-time sponsorship fee. With this tiered structure, you can choose a level that meets your budget.

In addition to the Business Associate Membership benefits, Platinum, Gold, and Bronze Tier Sponsors receive the **benefits listed below**.

Diamond Tier Sponsorship is based on availability. Contact marketing@nehca.org for more information.

	PLATINUM \$10,000 (\$28,150 value)	GOLD \$7,500 (\$10,590 value)	BRONZE \$3,750 (\$6,550 value)
Membership			
Business Associate Membership	✓	✓	✓
Convention			
Booth, convention attendee list, and two lunches	Premier	Standard	Half-Price Standard
Sponsorship	Two Sessions	One Session	General
25% discount on additional sponsorship opportunity	✓	✓	✓
Recognition on digital platform, mobile app, and website	✓	✓	✓
Logo on convention emails	✓		
Recognition on event signage	✓	✓	✓
Education			
Sponsorship of one freestanding education event	✓	✓	
Access to attendee mailing list of sponsored event	✓	✓	
Recognition in marketing materials and during event	✓	✓	
Opportunity to address attendees at sponsored event	✓		
Advertising			
Logo on weekly education and newsletter emails	✓		
Logo at bottom of "Need to Know" blog on nehca.org for one year	✓		
Hyperlinked logo on tier sponsor webpage for one year	✓	✓	✓
Premier listing on nehca.org vendor search	✓		
Recognition on NHCA mobile app	✓	✓	✓
Opportunity to submit blog article	One		
Social media spotlight	✓	✓	
Other			
Opportunity to meet with NHCA leadership	Twice		

THANK YOU 2024 TIER SPONSORS!

DIAMOND



HEALTH CARE INFORMATION SYSTEMS / MEDI-BILL SYSTEMS



Gallagher



PLATINUM



CONSONUS
PHARMACY

KARE

MCKESSON

GOLD



BRONZE





EVENT SPONSORSHIPS

Receive recognition at NHCA events

Freestanding educational events are provided to nursing facility and assisted living professionals throughout the year. Sponsors receive recognition on the event's marketing materials, the opportunity to distribute and/or display information or specialty items, and verbal recognition. Prices are listed on a per day basis and may not be exclusive.

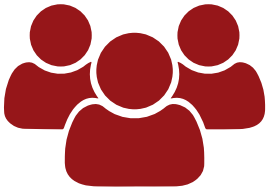
EDUCATION TOPIC	DATE(S)	LOCATION	MEMBER	NON-MEMBER
SOLD! MDS 3.0 Intensive, Part 1	Feb. 11-12	Lincoln and Online	\$500	\$1,000
SOLD! MDS 3.0 Intensive, Part 2	Feb. 18-19	Lincoln and Online	\$500	\$1,000
Long-Term Care Advocacy Day	Feb. 26	Lincoln	\$1,500	\$2,500
Human Resources Masterclass	March 4	Lincoln and Online	\$500	\$1,000
Infection Prevention Leadership in AL	April 8	Lincoln and Online	\$500	\$1,000
Infection Prevention Leadership in NF	April 9	Lincoln and Online	\$500	\$1,000
Supporting Memory: Dementia Care in AL	April 22	Online	\$250	\$500
Supporting Memory: Dementia Care in NF	April 23	Online	\$250	\$500
The Team Culture Playbook: Shaping and Sustaining Team Culture Workshop	May 8	Lincoln and Online	\$500	\$1,000
Assisted Living Life Safety Training	June 3	Lincoln and Online	\$500	\$1,000
Nursing Facility Life Safety Training	June 4	Lincoln and Online	\$500	\$1,000
Crisis Ready: Emergency Preparedness	June 5	Lincoln	\$500	\$1,000
Medicare, Medicaid, and MDS for NFs	June 17	Lincoln and Online	\$500	\$1,000
Medicaid and Medicaid Waiver for ALs	June 18	Lincoln and Online	\$500	\$1,000
Foundations of Environmental Services in LTC	July 10	Lincoln and Online	\$500	\$1,000
AL Survey Prep & Regulation Refresh	July 22-23	Lincoln and Online	\$750	\$1,500
NF Survey Prep & Regulation Refresh	July 23-24	Lincoln and Online	\$750	\$1,500
Bronze Quality Award Training	Aug. 28	Kearney	<i>See Quality Award Sponsorship</i>	
Gold Quality Award Training	Sept. 15-16	Lincoln or Online	<i>See Quality Award Sponsorship</i>	
Silver Quality Award Training	Sept. 17-18	Lincoln or Online	<i>See Quality Award Sponsorship</i>	
Assisted Living Administrator Intensive	Oct. 16-17	Lincoln and Online	<i>See Tier Sponsorship</i>	
Nursing Facility Administrator Intensive	Oct. 16-17	Lincoln and Online	<i>See Tier Sponsorship</i>	
Beyond Compliance: Elevating Care Through MDS Quality Measures	Oct. 28	Lincoln and Online	\$500	\$1,000
Mentorship Development Training	Oct. 30	Lincoln and Online	\$500	\$1,000
Assisted Living Administrator Training, Part 1	Nov. 11-13	Lincoln and Online	<i>See Tier Sponsorship</i>	
Assisted Living Administrator Training, Part 2	Nov. 18-19	Lincoln and Online	<i>See Tier Sponsorship</i>	

Webinar series sponsors receive recognition for each individual session in the selected series. Sponsors are recognized during the live event, on each session's event webpage, on marketing emails, and on recordings made available to registrants for on-demand viewing.

WEBINAR SERIES TOPIC	DATE(S)	# OF SESSIONS	MEMBER	NON-MEMBER
SOLD! From Peers to Practice: Innovative Activity Ideas for LTC Settings	Jan. 22 - Feb. 5	Three	\$500	\$1,000
Empathy in Action: Managing Staff Needs	March 11 - April 1	Four	\$750	\$1,500
Advanced Dietary Solutions for LTC	April 15 - May 20	Three	\$500	\$1,000
Mind Matters: Behavioral Health in LTC	June 24 - July 15	Four	\$750	\$1,500
The QAPI Advantage: Best Practices for Nursing Excellence	Sept. 9 - Oct. 7	Four	\$750	\$1,500

Dates, locations, and titles are subject to change. Tier Sponsors' benefits, including selection of education, hold priority over other sponsors' benefits. Some benefits may vary depending on an event's format and be limited due to accreditation guidelines. Commercial interest agreements may be required.

NF = Nursing Facility • AL = Assisted Living • LTC = Long-Term Care



ANNUAL CONVENTION

Nebraska's largest gathering of long-term care professionals

Connect with hundreds of nursing facility and assisted living professionals from across the state by participating in the 2025 Nebraska Nursing Facility Association-Nebraska Assisted Living Association Convention.

AUGUST 26-28, 2025 • YOUNES CONFERENCE CENTER • KEARNEY, NEBRASKA

Both premier booths (20' x 8') and standard booths (10' x 8') will be available. Exhibitor space fills quickly! Tier Sponsors have first rights on exhibit space, followed by 2025 Business Associate Members, then non-members.

Exhibitors receive a pre-conference attendee mailing list sent via email prior to the show, a post-conference attendee mailing list sent via email following the show, and company listing in the mobile app.

BOOTH TYPE	MEMBER PRICE	NON-MEMBER PRICE
Standard Booth	\$950	\$1,900
Premier Booth	\$1,900	\$3,800

2025 CONVENTION SPONSORSHIP OPPORTUNITIES

All convention sponsors receive their company logo on the sponsor webpage, housekeeping slides, and designated signage. All convention sponsors receive one sponsor profile with their logo, website, and description in the mobile app.



WELCOME RECEPTION •

Single Sponsor • \$5,000 Member
Includes recognition as the sponsor of Monday evening welcome reception. Includes sponsor-branded tote bags for all attendees.



LANYARDS • Single Sponsor

\$2,000 Member, \$3,500 Non-Member
See your company's name on attendees' name badge lanyards.



SNACK STATION •

Single Sponsor Per Day
\$1,500 Member, \$2,500 Non-Member
Table space next to snack station and opportunity to display sponsor-provided swag throughout the day of sponsorship.



CATCHBOX • Single Sponsor

\$1,500 Member, \$2,500 Non-Member
Your company's logo on a Catchbox mic that will be thrown into audience at select sessions.



WI-FI • Single Sponsor

\$1,500 Member, \$2,500 Non-Member
Your company's logo will be printed on signage placed throughout the convention center and on housekeeping slides.



LUNCH • Single Sponsor Per Day

\$1,500 Member, \$2,500 Non-Member
Your company logo on signage at the lunch buffet on the day of sponsorship.



PENS • Single Sponsor

\$1,250 Member, \$2,500 Non-Member
Your logo on pens provided to each convention attendee.



BRAIN BREAK • Multiple Sponsors

\$1,000 Member, \$2,000 Non-Member
Your logo on signage at designated table in lobby of conference center with a "Brain Break" activity for attendees. Includes the opportunity to also display sponsor-provided swag.



GENERAL SPONSORSHIP •

Multiple Sponsors
\$750 Member, \$1,500 Non-Member



ROOM SPONSORSHIPS

Leave a lasting impression at NHCA

The Nebraska Health Care Association building at 1200 Libra Drive in Lincoln offers state-of-the-art classrooms, conference rooms, a training room, student/member union, and a skills lab. Long-term care professionals come from across the state to receive education. Room sponsorships are secured for eight years. Sponsors receive permanent (eight-year) signage.

ROOM SPONSORSHIPS

SOLD! West Classroom	\$30,000 8 years	Union	\$24,000 8 years
SOLD! South Classroom	\$30,000 8 years	Skills Lab	\$24,000 8 years
SOLD! North Classroom	\$24,000 8 years	Central Conference Room	\$18,000 8 years
SOLD! Training/Board Room	\$24,000 8 years	West Conference Room	\$16,000 8 years



QUALITY AWARD SPONSOR

Support quality care in Nebraska

Support the continuous improvement of quality care through an exclusive Quality Awards Sponsorship. Sponsor will receive recognition at multiple Quality Award trainings throughout the year, including a standalone session at Convention.

QUALITY AWARD SPONSOR | \$5,000 Member
Quality Award Training at Convention
Gold, Silver, and Bronze Quality Awards Trainings
Logo on Quality Award page at nehca.org



PRESIDENT AND CEO VIDEO MESSAGE

NNFA-NALA President and CEO Jalene Carpenter sends video messages on key issues to more than 1,800 nursing facility and assisted living professionals. Showcase your company and reach key decision makers by sponsoring a video message.



VIDEO MESSAGE

\$750 Member

Single sponsor per video. Sponsors receive their logo in the video message email and verbal recognition during the video.



BOARD MEETING SPONSORSHIP

Reach NNFA/NALA/NHCA Board of Directors

With this sponsorship, receive the opportunity to speak with Nebraska Nursing Facility Association/ Nebraska Assisted Living Association/Nebraska Health Care Association Board of Directors for 10 minutes during a board meeting, as well as recognition on signage as the lunch sponsor.

BOARD MEETING SPONSORSHIP | \$2,500 Member



WEBSITE SPONSORSHIPS

Connect with members online

The website of NNFA, NALA, the Nebraska Health Care Foundation, and the Nebraska Health Care Learning Center is the associations' main source of information. The site is included in all materials, publicity, and specialty items. Website sponsors' logos and links to their website appear on the sponsored page. Website sponsorships are secured for a minimum of one year.

MAIN LANDING PAGES

\$750 Member, \$2,000 Non-Member

SUBPAGES

\$500 Member, \$1,750 Non-Member



DIRECT CARE STAFF TRAINING SPONSORSHIPS

Reach nursing assistants and medication aides

Nebraska Health Care Learning Center is a private, post-secondary career school managed by Nebraska Health Care Association. The learning center offers accelerated basic nursing assistant and medication aide training throughout the year.

NHCLC BASIC NURSING ASSISTANT OR MEDICATION AIDE TRAINING LUNCH SPONSORSHIP

\$250 Member, \$1,000 Non-Member | *Members can purchase a bundle of four for \$750*

Single sponsor per day. Fee provides the opportunity to speak to students and distribute marketing materials during the 30-minute lunch break. Sponsor may choose to arrange, pay for, and deliver lunch, as well. Class size ranges from three to 20 students.





NEWSLETTER ADVERTISING

Capture readers' attention

NHCA distributes a weekly members-only *What You Need to Know* e-newsletter which provides updates on infection control, regulations, reimbursement, quality measures, upcoming programs, and available resources. Capture the attention of nearly 1,800 nursing facility and assisted living professionals by placing an ad in each or all e-newsletter(s).

Ads can be text-only or include a graphic. Text is limited to 100 words and due at least two days before the issue's publish date.



NHCA NEWSLETTERS

\$150 Per Issue Member, \$750 Per Issue Non-Member
Or members can purchase a bundle of four for \$500



NEW! MEMBER CONNECTION SPONSORSHIPS

NHCA hosts multiple virtual monthly connections each month to provide updates on regulatory, survey, reimbursement, and funding information.

MEMBER CONNECTIONS

\$500 Member | Or members can purchase a bundle of four for \$1,750

Single sponsor per connection. Sponsors receive their logo in the video message email and verbal recognition during the video.



SOCIAL MEDIA SPOTLIGHT

Showcase your business

Showcase your business on NHCA's social pages (Facebook, Instagram, LinkedIn) with a Business Associate Member spotlight. Spotlight will include vendor logo, company profile, and tag of your business page.

SOCIAL MEDIA SPOTLIGHT | \$250 Member



MOBILE APP SPONSORSHIPS

Reach members where they are

NHCA's mobile app is the premier location for members to access education handouts, convention information, event registration, regulatory updates, and communications. Reach members wherever and whenever they access the app.



SPLASH PAGE SPONSOR

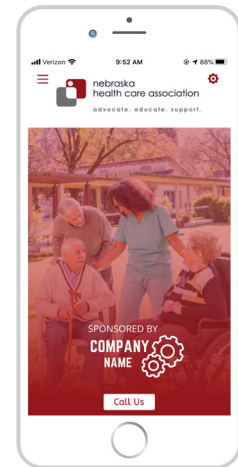
\$3,000 Member, \$4,000 Non-Member | One Available

Get noticed by members through a splash page sponsorship. The mobile app displays a splash page for three seconds every time a user opens the app! Displays company logo and information on the splash page; includes one sponsor profile.

HOME SLIDER SPONSOR

\$2,000 Member, \$3,000 Non-Member | Two Available

Show your commitment to members through a home slider sponsorship. Displays company logo on the app's home page slider; includes one sponsor profile.



SOLD! LEGISLATIVE UPDATE SPONSOR

Regular video updates are sent throughout the legislative session to keep our members informed on legislation that may impact their operations and the advocacy NHCA is doing on their behalf.

LEGISLATIVE UPDATE

\$1,000 Member, \$1,500 Non-Member | Or members can purchase a bundle of four for \$3,500

Single sponsor per video. Sponsors receive their logo in the video message email and verbal recognition during the video.



NHCF FUNDRAISERS

Support the future of long-term care

The mission of Nebraska Health Care Foundation is to invest in programs and initiatives designed to attract, develop, and retain Nebraskans who serve those living in a nursing home or assisted living community. Our fundraising efforts help create a healthy ecosystem of care and employment that provides our citizens with opportunities to live a fulfilling life. Nebraska Health Care Foundation was established as a 501(c)(3) tax-exempt, charitable organization by Nebraska Health Care Association in 1987. Funds to do this important work are collected through direct donations, events held throughout the year, and workplace giving campaigns as part of NHCF's affiliation as a Combined Health Agencies Drive (CHAD) charity.

NHCF GIFTS ACROSS NEBRASKA SILENT AUCTION

August 19-28, 2025
Younes Conference Center
Kearney, Nebraska

Donate an item or a package
at nehca.org/GANdonation



NHCF ANNUAL BENEFIT GOLF TOURNAMENT

June 26, 2025
Highlands Golf Course, Lincoln

Host a foursome team or serve
as a sponsor or volunteer



CARE PAC

Invest in the profession

Care PAC, NHCA's political action fund, is supported by contributions from members which are then distributed to elected officials running for state office. Every year, decisions are made in our state's legislature that determine the future of long-term care in Nebraska. Care PAC helps NHCA have a voice when those decisions are being made.

Business Associate Members who contribute to Care PAC receive:

- Exclusive networking opportunities at Convention (with \$250+ contribution)
- Signage and recognition at your Convention trade show booth
- Listing on the 2025 Care PAC contributors webpage

Visit nehca.org/carepac to contribute online.



nebraska
health care association

nehca.org/bamembership

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