

2024 Business Memberships & Sponsorship Opportunities



Basic Associate Business Membership

Available to businesses classified in any of the business categories outlined in [WHCA bylaws](#).

Benefits for Basic Associate Business Membership are:

- Member exhibitor rate at WHCA events and conferences
- Access to the WHCA member directory
- Subscription to *LTC Connections* and *AB Update* newsletters
- Business listing on the WHCA member directory and website
- Invitations to submit presentation proposals for the annual convention, annual conferences, and our weekly webinar series
- Opportunity to serve on committees with providers and help WHCA plan educational agendas, the annual convention, and other events or projects throughout the year

Select the membership option that describes your organization:

- \$600 per year** for smaller businesses which, on a national level, have fewer than 25 employees OR annual revenues of \$12 million or less.
- \$1,200 per year** for businesses that, on a national level, have 25 or more employees OR more than \$12 million in annual revenues.

Add-On Packages

Only need tables, or only need sponsorships? These add-on packages are just right for you!

Special Event Sponsorship Package - \$4,000

- Featured logo recognition for both the Annual Convention and Fall Conference
- Education Session sponsor recognition for both the Annual Convention and Fall Conference
- \$500 sponsorship credit to apply toward the opportunity of your choice (see sidebar)

Professional Growth Sponsorship Package - \$4,000

- Education Session sponsor recognition for both the Annual Convention and Fall Conference
- Sponsor recognition for the LEAD and Assisted Living Care Academy virtual workshops
- Sponsor recognition for four WHCA Weekly Webinars throughout the year

Community Connection Sponsorship Package - \$4,000

- Exclusive sponsorship for any one of your choice (subject to availability):
 - Annual Convention Welcome Reception
 - Annual Convention Continental Breakfast
 - ~~Fall Conference Welcome Reception~~ **SOLD!**
 - Fall Conference Continental Breakfast
- Sponsorship recognition for Fall Conference “Fun Night” activities

Exhibitor Tables Only Package - \$3,000

Some restrictions apply. ^

- Exhibitor tables and two registrations for both the Annual Convention and Fall Conference. Save **BIG** by reserving your tables early! This package does not include sponsorship recognition.

Business Memberships are only available to businesses that serve the long-term care community in Washington.

All new business member applications are reviewed by the WHCA Board of Directors to ensure that they match this criteria in accordance with the [WHCA bylaws](#). Incoming applications are reviewed at the end of each month and new business members will not be charged or be considered members until the Board of Directors has approved the application.

If you select a membership or add-on sponsorship package that includes a sponsorship credit, you get exclusive first pick of the opportunities below, and will save compared to those who purchase these opportunities separately.

\$500 Opportunities

- WHCA Board Meeting @ Convention or Conference
- LEAD or Care Academy
- Online Events Calendar

\$1,000 Opportunities

- WHCA Board Retreat
- Trade Show Sponsor @ Convention or Conference
- Online Member Directory

Interested in using your sponsorship credit to support WHCA’s advocacy efforts? Contact members@whca.org and ask about sponsorships for the WHCA-PAC!

^Sponsorship add-on packages available to all business member types. Exhibitor Tables package available to businesses classified in any of the following business categories outlined in [WHCA bylaws](#): Professional Services, Physical Plant Support, Financial, Operations Support, Health Services, or Technology. All other types will be able to purchase tables separately (subject to availability).

Associate Business Membership Packages

Available to businesses classified in any of the following business categories outlined in [WHCA bylaws](#): Professional Services, Physical Plant Support, Financial, Operations Support, Health Services, or Technology.

Bundle and save! Enjoy increased visibility for your business and great opportunities to connect with our network of long-term care providers, at reduced rates compared to purchasing exhibit tables and sponsorships separately. All packages include Basic Associate Business Membership benefits, plus:

- A significant early-bird discount to secure your exhibit space at WHCA’s tradeshow
- First access to exclusive sponsorship opportunities
- Sponsorship recognition (when applicable) at your tier level (Silver, Gold, Platinum, or Diamond)

	One Trade Show	Two Trade Shows
Silver Associate Business Membership Package	\$2,450	\$3,750

Available to smaller businesses only, as defined in the Basic Associate Business Membership guidelines.

- Exhibitor table and two registrations at the Annual Convention and/or Fall Conference
- \$500 sponsorship credit for the opportunity of your choice (see previous page)*

	One Trade Show	Two Trade Shows
Gold Associate Business Membership Package	\$6,700	\$8,000

- Exhibitor table and two registrations at the Annual Convention and /or Fall Conference
- Two Education Session Sponsor recognitions (one at Annual Convention and one at Fall Conference)
- Opportunity to provide printed insert or branded item in Annual Convention and Fall Conference attendee packets (restrictions apply)
- Logo placement and link to your business on WHCA website
- \$500 sponsorship credit for the opportunity of your choice (see previous page)*

	One Trade Show	Two Trade Shows
Platinum Associate Business Membership Package	\$14,200	\$15,500

Includes all Gold Package benefits, plus:

- Key Sponsor recognition for both the Annual Convention and Fall Conference
- Exclusive sponsorship for any one of your choice (subject to availability):
 - Annual Convention Keynote
 - Annual Convention Awards Luncheon
 - Fall Conference Keynote
 - Fall Conference Luncheon
- Logo placement and recognition on WHCA’s “Affinity Partners” webpage

Diamond Associate Business Membership Package	\$18,500 (more than \$20,500 value)
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SOLD OUT!

Includes all Platinum Package benefits, plus:

- Title Sponsor recognition for either the Annual Convention or Fall Conference (subject to availability; replaces Key Sponsorship)

2024 Special Events

Annual Convention

Davenport Grand, Spokane
May 20 - 22, 2024

Fall Conference

Historic Davenport, Spokane
September 23 - 25, 2024

*We added new packages based on your feedback! Purchase a package that includes tables to both events, and double your sponsorship credit from \$500 to \$1,000

For more information, please contact members@whca.org

Memberships/packages will not be prorated if purchased later in the year; any missed sponsorship opportunities due to late purchase will be forfeited.

** Limited availability - only four (4) Platinum Packages and two (2) Diamond Packages available, on a first-come first-serve basis.