

2025 Associate Business Membership Packages



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 2025 Associate Business membership dues, exhibit tables for your chosen number of trade shows, and sponsorships that connect your business with WHCA’s network of **more than 550 provider members** in Washington.

When you buy a package, you enjoy all the standard benefits* of Associate Business membership, plus:

- Exhibitor table and two registrations at the Annual Convention and/or Fall Conference
- Sponsorship recognition at your tier level (Silver, Gold, Platinum, or Diamond)* for our Annual Convention and the WHCA/IHCA Fall Conference
- Additional sponsorship opportunities as noted

* See reverse for more detailed explanation of benefits



Early-Bird Special: FREE Supporting Sponsorship for the Virtual Winter Symposium
when you purchase any AB membership package by January 31, 2025

| | One Trade Show | Two Trade Shows |
|---|----------------|-----------------|
| Silver Associate Business Membership Package | \$2,400 | \$3,400 |

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

- **Silver Exhibitor Package**, which includes a table for either one or two trade shows - **OR** -
- Swap out your tables for a **Networking Only** package! Exclusive to Silver AB members, the Networking Only option covers your registration for our Annual Convention and/or the WHCA/IHCA Fall Conference - plus you’ll upgrade to **Gold-level sponsorship benefits** for your chosen events!

| | One Trade Show | Two Trade Shows |
|---|----------------|-----------------|
| Gold Associate Business Membership Package | \$6,500 | \$7,500 |

- Gold-level sponsorship at both the Annual Convention and Fall Conference (see reverse)
- **One** “You Choose!” sponsorship opportunity (see reverse)
- Sponsor listing in WHCA’s Annual Report

| | One Trade Show | Two Trade Shows |
|---|-----------------|-----------------|
| Platinum Associate Business Membership Package** | \$11,000 | \$12,000 |

- Platinum-level sponsorship at both the Annual Convention and Fall Conference (see reverse)
- **Two** “You Choose!” sponsorship opportunities (see reverse)
- Exclusive sponsorship for any one of your choice (subject to availability):
 - Annual Convention Keynote
 - Annual Convention Awards Luncheon
 - Annual Convention Trade Show
 - Fall Conference Keynote
 - Fall Conference Luncheon & Trade Show
- Sponsor listing in WHCA’s Annual Report

| | Two Trade Shows Only |
|--|----------------------|
| Diamond Associate Business Membership Package** | \$15,000 |

- Title Sponsor recognition for either the Annual Convention or Fall Conference
- Board Retreat sponsorship (includes invitation for 2 attendees)
- Sponsor listing in WHCA’s Annual Report

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 five (5) Platinum Packages and two (2) Diamond Packages available, on a first-come first-serve basis.

^ Compared to the cost of purchasing tables and sponsorships separately

2025 Business Memberships & Sponsorship Opportunities

Associate Business Membership Standard Benefits

All Associate Business members at WHCA enjoy these great benefits:

- Member exhibitor rate at WHCA trade shows - **save 50%** compared to nonmembers
- Access to the WHCA Member Portal
 - Manage your business profile in our member directory so that our provider members can easily find and connect with you
 - Browse the provider directory, search by facility or individual name, and find the people who need the services your business provides - whenever you need
- Subscription to *LTC Connections* and *AB Update* newsletters
- 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

Convention & Conference Sponsorship Benefits

All AB Membership Packages include sponsorship recognition and benefits for both the Annual Convention and Fall Conference - even if you buy a single-table package!

| | Silver | Gold | Platinum | Diamond |
|---|--------|------|----------|---------|
| Exclusive Invites to Networking Events | X | X | X | X |
| Logo in Digital Participant Guide | X | X | X | X |
| Logo on Event Signage/Slideshows | | X | X | X |
| Logo on Promotional Materials | | | X | X |
| Social Media Shout-Out | | X | X | X |
| Premium Exhibit Table Selection | X | X | X | X |
| Drink Tickets for Select Networking Events | | X | X | X |
| Early Access to Provider Attendee Lists | X | X | X | X |
| Education Session Sponsorship* | | X | X | X |
| Opportunity to Advertise on Event Slideshow | | | X | X |

* Not included in Silver Networking Only package upgrade

Basic Membership Dues

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.

Virtual Winter Symposium

Via Zoom

February 18, 20, 26

Annual Convention

Marriot Tacoma Downtown

May 19-21, 2025

WHCA/IHCA Fall Conference

Historic Davenport, Spokane

September 8-10, 2025

“You Choose!” Sponsorship Opportunities

Customize your Gold or Platinum package with the opportunity that best fits your business. Ask us for more information about the specific benefits related to each opportunity:

Virtual Education Sponsorship

Event Refreshments or Water Station

Event Breakfast

Fall Conference Fun Night

WHCA Board Meeting

Opportunity to Provide Swag for Attendee Bags

*Please note: You must make your selection by **April 1, 2025**. If you miss this deadline, WHCA will allocate your sponsorship where it is most needed.*

WHCA Associate Business memberships are based on the calendar year. Dues will not be prorated for those who join later in the year.

Associate 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 have any questions regarding AB memberships, please contact Angela Ewing at angelaewing@whca.org.