

2026 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 2026 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
- Eligibility to purchase additional networking registrations for your team to attend the Annual Convention and/or Fall Conference
- Additional sponsorship opportunities as noted

* See reverse for more detailed explanation of benefits

One Trade Show	Two Trade Shows
\$2,400	\$3,400

SILVER Associate Business Membership Package

Available to Enterprise AB members only, as defined in the Basic Membership Dues 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
\$6,500	\$7,500

GOLD Associate Business Membership Package

- Gold-level sponsorship at **both** the Annual Convention and Fall Conference (see reverse)
 - Get recognition for both events whether you purchase the package with tables at just one or two trade shows!
- **One** "You Choose!" sponsorship opportunity (see reverse)
- Sponsor listing in WHCA's Annual Report

One Trade Show	Two Trade Shows
\$11,000	\$12,000

PLATINUM Associate Business Membership Package**

- Platinum-level sponsorship at **both** the Annual Convention and Fall Conference (see reverse)
 - Get recognition for both events whether you purchase the package with tables at just one or two trade shows!
- **Two** "You Choose!" sponsorship opportunity (see reverse)
- Exclusive first choice sponsorship for any of the following:
 - Annual Convention Keynote
 - Annual Convention Awards Luncheon
 - Annual Convention Trade Show
 - Fall Conference Keynote
 - Fall Conference Trade Show & Luncheon
- Sponsor listing in WHCA's Annual Report

Two Trade Shows Only
\$15,000

DIAMOND Associate Business Membership Package**

- Title Sponsor recognition for either the Annual Convention or Fall Conference
 - Diamond Sponsor recognition for alternate event
- Board Retreat sponsorship (includes invitation for 2 attendees from your business)
- Sponsor listing in WHCA's Annual Report

Associate Business 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 are available, on a first-come first-serve basis.

^ Compared to the cost of purchasing tables and sponsorships separately. The member rate for exhibit tables is \$1,300 per event; the nonmember rate is \$2,600 per event.

2026 Associate Business Membership Benefits & Sponsorship Opportunities

Basic Associate Business Membership 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 and provider directory
- Listing in our **new Business Directory** on whca.org
- Subscription to *LTC Connections*, *Advocacy Exchange*, and *Capitol Update* newsletters to stay current on the pressing issues facing your customers in Washington
- Invitations to submit presentation proposals for the WHCA Annual Convention, Fall Conference, and webinars
- Opportunity to serve on committees with providers
- Early access to opportunities to connect with providers at WHCA-hosted events

Basic Membership Dues

Select the membership option that best describes your business. Dues are paid annually based on the calendar year.

Enterprise AB Member | \$600

Fewer than 25 employees nationally OR annual revenues of \$12 million or less.

Standard AB Member | \$1,200

25 or more employees nationally OR annual revenues exceeding \$12 million.

Associate Business Packages Membership Benefits

Silver, Gold, Platinum, and Diamond AB Membership Packages include all the basic benefits listed above, as well as exhibit tables for one or both annual trade shows (priced at **\$1,300** each for members and **\$2,600** each for nonmembers when purchased separately), eligibility to purchase networking registrations for in-person events, and sponsorship recognition:

	Silver	Gold	Platinum	Diamond
Logo recognition on Convention/Conference website and digital event materials	X	X	X	X
Priority access to premium exhibit tables and advance selection	X	X	X	X
Early access to provider attendee lists for Convention/Conference	X	X	X	X
Logo recognition on Convention/Conference signage/slideshows		X	X	X
Featured listing on website Business Directory		X	X	X
Tagged social media shout-outs on WHCA channels in recognition of your support			X	X
Logo recognition on Convention/Conference promotional materials			X	X

“You Choose” Sponsorships

Gold and Platinum package buyers can receive additional logo recognition when they choose any of the following:

- Convention/Conference Breakfast
- Convention/Conference Refreshments
- Convention/Conference Water Station
- WHCA Board Meeting
- Virtual Winter Symposium Session
- WHCA Webinar/Education

Please note: You must make your selection by **April 1, 2026**. If you miss this deadline, WHCA will allocate your sponsorship where it is most needed.

WHCA 2026 Key Events & Opportunities

Virtual Winter Symposium

February 17-19, 2026

This fully-virtual event offers long-term care providers with remote professional development. Sponsors are recognized during education sessions, on Zoom backgrounds, and in promotional materials and giveaways.

WHCA Annual Convention

May 18-20, 2026
Seattle

WHCA's Annual Convention offers numerous opportunities to connect with administrators, owners, operators, and directors from ALs and SNFs throughout Washington. The 2025 Convention drew over 360 provider attendees.

WHCA+IHCA Fall Conference

Sept 21-23, 2026
Spokane

Delivered in partnership with Idaho Health Care Association (IHCA), Fall Conference gives your business more bang for your buck with opportunities to network with providers from both states at the same event.

Looking for More Ways to Connect with Providers?

In addition to these key events, WHCA has numerous opportunities throughout the year to put your business in front of our provider members.

From backing our virtual education, to supporting our board retreat, to lending your expertise as a speaker, there are many ways to get involved.

Reach out today to find out more.

About WHCA Associate Business Memberships

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 members@whca.org.



whca.org