

# WHCA / WiCAL

Wisconsin Health Care Association

Wisconsin Center for Assisted Living

ADVOCACY. EDUCATION. EXCELLENCE.

## ANNUAL MARKETING PACKAGES



### ELITE BUSINESS PARTNERS

**\$7,500**

- WHCA/WiCAL Business Partner Membership
- CareConnection Sponsor
- Care Classic Sponsor
- Care Classic Participant
- Spring Conference Corner Exhibit Booth Space
- Spring Conference Classroom Sponsor
- Spring Conference Traffic Builder Promotion
- Spring Conference Full-Page Brochure Ad
- Spring Conference Break Sponsor
- Spring Conference Social Event Sponsor
- Gold Fall Convention Business Partnership
- Fall Convention Classroom Sponsor
- Fall Convention Full-Page Brochure Ad
- Fall Convention Break Sponsor
- Fall Convention Shining Star Awards Banquet Sponsor
- Seminar/Webinar Handout/Break Sponsor
- *Continuum* Advertisement ¼ Page (Spring/Fall Issues)
- WHCA/WiCAL Webpage Link to Your Website
- An excerpt from your company featured in one of WHCA/WiCAL's "Video Spotlight" specials on a senior living issue



### PRIME BUSINESS PARTNERS

**\$5,000**

- WHCA/WiCAL Business Partner Membership
- Care Classic Sponsor
- Care Classic Participant
- Spring Conference Exhibit Space
- Spring Conference Classroom Sponsor
- Spring Conference Full Page Brochure Ad
- Spring Conference Traffic Builder Promotion
- Spring Conference Social Event Sponsor
- Gold Fall Convention Business Partnership
- Fall Convention Full Page Brochure Ad
- Fall Convention Classroom Sponsor
- Fall Convention Break Event Sponsor
- *Continuum* Advertisement ¼ Page (Spring/Fall Issues)

*Additional marketing requests, promotions, etc. also available with WHCA/WiCAL approval.*