

WHCA / WiCAL

Wisconsin Health Care Association

Wisconsin Center for Assisted Living

ADVOCACY. EDUCATION. EXCELLENCE.

2018 MARKETING OPPORTUNITIES

Support WHCA/WiCAL and its members while marketing your products and services...

WHCA/WiCAL is pleased to offer your business the following promotional packages for 2018. These plans will generate visibility and sales for your business, and will help WHCA/WiCAL provide quality educational programming at a reasonable cost to member facilities. Your investment in one of these promotional packages shows your support of WHCA/WiCAL's efforts in advancing the quality of care in Wisconsin's skilled nursing and assisted living facilities.

WHCA/WiCAL has been a strong vocal advocate for more than 66 years for quality care on behalf of members, their employees, and the residents they serve. It is the mission of WHCA/WiCAL to promote effective public policy, influencing society and government to invest in the well-being of those frail and elderly entrusted into our care.

In the past, WHCA/WiCAL has offered only one package for you to reach our members, your target audience. As an added benefit in 2018, we are offering multiple annual marketing packages for you to choose from. These packages include sponsorships, as well as face-to-face opportunities to meet your target audience.

Thank you in advance for your participation. Your partnership is an integral part of the success of WHCA/WiCAL member facilities, and the success of the long-term care profession!

ANNUAL MARKETING PACKAGES



PREMIER BUSINESS PARTNERS

\$10,000

- WHCA/WiCAL Business Partner Membership
- *CareConnection* Sponsor
CareConnection 4-issue banner ad with link to your website
- Care Classic Sponsor
- Care Classic Participant
- Spring Conference Keynote Speaker
Introduction Opportunity
- Spring Conference Luncheon/Refreshment Sponsor
- 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 1/2 Page
(Spring/Fall Issues)
- Annual Membership Directory Advertisement
1/2 page
- 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