



2020 GOLD BUSINESS PARTNER EXHIBITOR PROSPECTUS

The 2020 Fall Convention & Expo will be a virtual, engaging, and interactive experience for both the attendees and our Valued Gold Business Partners.

The virtual Fall Convention & Expo will open its doors on October 21 and remain open through November 20.

The Virtual Expo provides Gold Business Partners with the opportunity to promote their business, products, and services to long term care attendees for 30 consecutive days. We have enhanced and expanded the exhibitor experience, and are implementing various opportunities for you to advertise within the virtual convention platform, as well as getting virtual face-time with attendees.

As always, Gold Business Partnership is exclusive to existing WHCA/WICAL Business Partners and no more than 55 Gold Business Partners will be able to exhibit and participate in the Virtual Fall Convention & Expo.

Gold Business Partnership and Participation in the Virtual Fall Convention & Expo: \$1,500

2020 GOLD BUSINESS PARTNER BENEFITS:

WHCA/WiCAL

- Virtual Booth Space at the Fall Convention & Expo that provides 30 days of advertising and marketing to long term care owners, operators, executives, administrators, directors, and various levels of management from the long-term care community.
- Session sponsorship with option to also introduce the session speaker. Your company logo and contact information will be on the first presentation slide. Additionally, a 30-45 second video advertisement for your company and it's services/ products will be played prior to the commencement of the session.
- Option to participate in a 30 min Facebook Live Session with WHCA/WiCAL. The Facebook Live event will be dually marketed on social media by both WHCA/WiCAL and the Gold Business Partner. Additionally, the Facebook Live schedule will be added to the attendee dashboard. This is included with registration; however, participation is solely up to the discretion of the Gold Business Partner.
- A 2-hour LIVE booth time-slot, during the most highly-attended hours of the Virtual Convention. This provides you with an opportunity to have live, real-time interaction with attendees. Additionally, the Live Booth scheduled will be part of the attendee dashboard, so all attendees are aware of your live booth time. Gold Business Partners are encouraged to market their Live Booth time; WHCA/WiCAL will also market the live booth schedule on Social Media.
- Gold Business Partner "Sponsor of the Day" recognition on the most-highly trafficked pages in the Virtual Convention. Your logo will be visible and prominent at the top of the attendee dashboard and course catalog.
- Pre- and Post-Attendee Listing for the 2020 Virtual Fall Convention & Expo.
- Opportunity to offer a give-away or door prize to attendees via the Virtual Expo.
- Guaranteed traffic to your booth via an attendee scavenger hunt: 10 attendees will be awarded a \$100 VISA Gift Card by completing the Gold Business Partner scavenger hunt.
- Throughout the Virtual Convention & Expo, Gold Business Partners will receive a summary report outlining attendee traffic to their virtual booth. The report includes attendee information, the frequency of visits, and the duration of the visits.
- Recognition of Gold Business Partnership on Social Media, prior to the start of the Virtual Convention & Expo, during the Virtual Convention, and after the Virtual Convention has concluded.
- Recognition as a 2020 – 2021 Gold Business Partner on the WHCA/WiCAL website & social media pages, the 2021 Member Resource Guide, the 2021 Business Partner Guide, the 2021 Issue of Continuum, the 2021 Spring Conference Attendee Brochure, and a Gold Business Partner Spotlight in an issue of CareConnections.
- \$100 discount on Booth Space at the 2021 Spring Conference & Expo, April 7-9, at the Hyatt Regency Hotel & KI Convention Center in Green Bay.



SPACE IS LIMITED! REGISTER TODAY!

Please contact Jena Jackson, Director of Development, jena@whcawical.org with any questions.