



# ACHCA

American College of  
Health Care Administrators

# 2025 Convention & Expo

Myrtle Beach, South Carolina

**EMBASSY SUITES MYRTLE BEACH**

APRIL 7-10, 2025



# 2025 Convention & Expo

Myrtle Beach, South Carolina

## Welcome

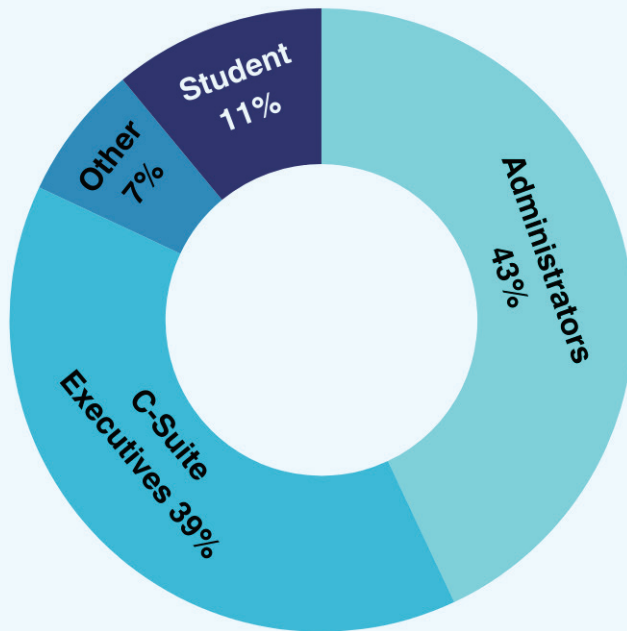
Dear Partners,

Join us at the 2025 ACHCA Convention & Expo, April 7-10, at the Embassy Suites in Myrtle Beach, SC. This premier event brings together top decision-makers in long-term care, including skilled nursing, post-acute care, and assisted living professionals.

As a sponsor or exhibitor, you'll have unparalleled access to leaders seeking the latest in products, technology, and equipment. Your participation helps us provide cutting-edge education and networking opportunities that set our conference apart.

Don't miss this chance to connect with industry leaders and showcase your innovations. See you in Myrtle Beach!

## Who Attends?



Average attendance from 250-350 people.

## Where to Find Us

### Embassy Suites Myrtle Beach

9800 Queensway Blvd.  
Myrtle Beach, SC 29572

843-449-0006

It is crucial that our vendor partners support ACHCA by booking their hotel accommodations within our negotiated block.

**Please secure your hotel reservation by March 14, 2025.** The group rate starting at \$246 per night, plus resort fee and tax is subject to availability.

*\*Your commitment as a vendor does not guarantee your hotel accommodations.*

**Visit: [www.achca.org/hotel](http://www.achca.org/hotel) for information about making hotel reservations.**

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## Sponsorship Recognition

	PLATINUM \$20,000+	GOLD \$12,000 - \$19,999	SILVER \$5,000 -\$11,999	BRONZE \$1,500 - \$4,999	CHAPTER SPONSOR \$100 - \$1,499
Complimentary Registrations for the 2025 ACHCA Convention	4	3	2	2	N/A
Exhibit Booth	Included with Priority Placement	Included with Priority Placement	Included with Prime Placement	Prime Placement if purchased	N/A
Complimentary Idea Exchange	✓	✓	Discounted	✓	N/A
Bag Insert Item	✓	✓	N/A	N/A	N/A
Advertisement in the Event App	Sponsor Banner on App Home Page, Agenda & Profile	Sponsor Banner on App Agenda & Profile	Sponsor Banner on App Agenda & Profile	Sponsor Banner on App Profile	N/A
Digital Ad at Registration <i>*Digital Ad specs will be sent December</i>	Full Size	½ Size	¼ Size	¼ Size	½ Size
Sponsor Recognition on Pre—and post-convention emails	✓	✓	✓	✓	✓
Recognition on ACHCA's website as a sponsor	✓	✓	✓	✓	✓
Signage throughout the Convention	✓	✓	✓	✓	✓
Past President & Chairs, Leadership Reception Invite	✓	✓	✓	✓	✓

**SECURE YOUR SPONSORSHIP TODAY!**



**Visit:** <https://www.achca.org/vendors> to sign-up and secure your sponsorships, exhibit space and advertising opportunities.

For additional information or questions please contact Jessica Martin at [vendor@achca.org](mailto:vendor@achca.org).

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## Sponsorship Opportunities

### Platinum Level Qualifying Sponsorships | \$20,000+

#### **EVENING AWARDS DINNER PROGRAM | \$25,000**

Honor ACHCA and long term care leaders by sponsoring the awards program during this celebratory dinner.

- Announcement at event highlighting your company
- 8 tickets to the dinner/reserved table at dinner
- Sponsor recognition in Press Release after the Ceremony
- Signage (22x28) at the event with your company logo
- Branded napkins for the Happy Hour prior to the program

#### **CHAIR'S WELCOME RECEPTION IN THE EXHIBIT HALL | \$20,000**

Your company will welcome attendees to the Conference with a fabulous reception on Tuesday afternoon.

- Signage at the event with your company logo
- Announcement at event highlighting your company
- Branded Napkins

### Gold Level Qualifying Sponsorships | \$12,000-\$19,999

#### **OPENING SESSION KEYNOTE SPEAKER | \$15,000**

Ron Williams, internationally recognized speaker and trainer with more than forty years of experience in both the public and private sector, will present Leading Change by Changing The Way We Lead.

- Opportunity to provide a brief introduction of the Keynote speaker at the start of the Opening Session
- Signage at the event with your company logo

#### **EXHIBIT HALL LUNCH | \$12,500**

Treat your customers and prospects to lunch in the exhibit hall on Wednesday and create a stellar impression!

- Signage at the event with your company logo
- Announcement in the exhibit hall during the luncheon honoring your company

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## Silver Level Qualifying Sponsorships | \$5,000-\$11,999

### CONFERENCE WI-FI | \$8,000

Provide conference wi-fi for all attendees, sponsor name will be included in the wi-fi password.

### TRACK PROGRAM (MULTIPLE AVAILABLE) | \$5,000

Session Information will be available in December, be sure to check the website for offerings.

- Signage at the event with your company logo
- Company name and logo on program promotions
- Brief welcome remarks

### LANYARDS | \$5,000

Have attendees wear your logo around their necks all week! Cobranded with your company logo and ACHCA's logo.

### PRE-CONFERENCE EDUCATION PROGRAM | \$5,000

2024 ACHCA Outstanding Member of the year, Leah Klusch, will be the keynote speaker for this pre-conference education session.

- Signage (22x28) at the event with your company name and logo
- Company name and logo on program promotions
- Announcement highlighting your company

### BOARD OF DIRECTOR'S MEETING | \$5,000

This intimate experience is an excellent opportunity to meet with ACHCA's leadership team and spend time with some of your top prospects.

- Company name and logo on signage
- Opportunity to distribute promotional piece or product sample/gift at board meeting

## Bronze Level Qualifying Sponsorships | \$1,500 - \$4,999

### CONFERENCE T-SHIRTS | \$4,000

Conference T-Shirts with your company's logo provided to all conference attendees.

### ACADEMY EVENT HAPPY HOUR | \$4,000

- Signage at the event with your company name and logo
- Company name and logo on event promotions
- Announcement highlighting your company
- Branded Napkins

### CONFERENCE MOBILE APP | \$3,500

Recognition as the app sponsor throughout the meeting.

### DR. KEVIN HANSEN STUDENT POSTER MEMORIAL EXPOSITION | \$3,000

Reach future leaders in long-term care by sponsoring the student poster exhibition.

- Signage in the poster exhibition area
- Meet and greet opportunity with the students
- Gift for the student presenters

### TOTE BAGS | \$3,000

Your company logo will appear on conference tote bags

### REFRESHMENT BREAK (MULTIPLE AVAILABLE) | \$3,000

Everyone looks forward to the coffee! Place your company next to a popular area of the conference.

- Signage in the break area with your company logo

### MORNING COFFEE BREAK (3 AVAILABLE) | \$2,500

Help the attendees start the day off right! Place your company next to a popular area of the conference.

### EXHIBIT HALL OPENING CELEBRATION AND RIBBON CUTTING | \$2,500

Celebrate the opening of the Exhibit Hall with a Ribbon Cutting Ceremony. The sponsor will cut the Ribbon and receive a photo opportunity with Board and VIPs.

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## Chapter Sponsor (Only Available to dues paying Chapters)

### **EVENING AWARDS DINNER PROGRAM TABLE SPONSOR | \$2,500**

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### **CONFERENCE ENTERTAINMENT | \$1,000**

Your company information on signage (22x28) and announced at event.

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### **ACHCA LEADERSHIP GIFTS | \$1,000**

Reach leadership of ACHCA with a branded gift with your company logo and the ACHCA logo.

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### **SPEAKER GIFTS | \$1,000**

All speakers will receive a branded gift with your company logo.

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### **NAME BADGE SPONSOR | \$750**

Your chapter logo provided on name badges of all attendees.

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### **STAND ALONE SIGN | \$500**

Your company logo with information will be highlighted on signage in a high traffic area.

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### **REGISTRATION SPONSOR | \$350**

Signage at the registration desk with your company logo.

### **RELAX AND RECHARGE STATION | \$300**

Signage with your company information at this comfortable seating area with power hookup.

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### **CHARGING STATION | \$200**

Your company brand will appear on the charging station and or signage at the stations.

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### **EDUCATION PROGRAM | CHOOSE YOUR SPONSORSHIP LEVEL**

Your company logo will be on conference signage as well as each educational breakout session sign.

Your company will be highlighted at the beginning of each breakout session.

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### **DOOR PRIZES | AMOUNT VARIES**

ACHCA will purchase door prizes with amount given and your company will have the opportunity to draw a winner. ACHCA will drop ship item to winners.



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## Idea Exchange

Wednesday, April 9, 2025  
8am – 9:30am

*\$650 with purchase of exhibit space*

*\$1,250 standalone without exhibit space*

### MAKE CONNECTIONS:

- Chair's Welcome Reception
- Attend education sessions
- Idea Exchange presentation session
- Awards dinner honoring award winners and recognizing board Members
- Dedicated exhibit hours with no competing events and lunch served in the exhibit hall
- Opportunities for one-on-one networking and relationship building throughout the Conference
- Reach the individuals who influence purchase decisions for their facilities and corporations

### SESSION BREAKDOWN EXAMPLE

Scan/Seat - 2 minutes

Intro - 2 minutes

Rotation 1 - 20 minutes

Transition - 2 minutes

Rotation 2 - 20 minutes

Transition - 2 minutes

Rotation 3 - 20 minutes

Transition - 2 minutes

Rotation 4 - 20 minutes

*Idea Exchange proposals are subject to approval by the Education Committee. Exhibitors will receive a link to the proposal form once registered.*

### JOIN THE IDEA EXCHANGE: A UNIQUE SPONSORSHIP OPPORTUNITY!

The Idea Exchange offers an exclusive platform for presenters to engage with convention attendees in an intimate small group setting. Attendees will rotate among the presenters to earn 1.5 CEs for participation, with participants rotating tables every 20 minutes for dynamic, face-to-face interactions. Providing you with face-to-face conversations with 40 convention attendees in 90 minutes.

This event is a prime opportunity to showcase innovative care and service solutions in long-term and post-acute care. It fosters a collaborative environment where industry experts and conference participants can network and solve problems together. Handouts are encouraged to enhance the interactive experience.

### Why Sponsor the Idea Exchange?

- **Spotlight Your Innovations:** Present your cutting-edge solutions to key decision-makers in the industry.
- **Build Valuable Connections:** Network with a diverse group of professionals and expand your collaborative network.
- **Enhance Your Brand:** Align your brand with innovation and excellence in care services.
- **Provide CE Credits:** Offer attendees the invaluable benefit of continuing education credits.

### Outcomes for Participants:

- Discover innovative solutions to organizational and resident care challenges.
- Learn about new programs, services, and tools that drive innovation.
- Expand their professional network for ongoing collaboration and problem-solving.

Don't miss this chance to be part of a transformative educational experience. Secure your table at the Idea Exchange today and connect with the future leaders of long-term and post-acute care!

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## Exhibitor Information:

### Early Bird Rates:

Member \$2,400

Non-member: \$2,700

### Regular Rate (1/1/2025):

Member: \$2,700

Non-Member: \$3,000

- EXHIBITING COMPANIES RECEIVE: 6' skirted table, 2 chairs, 7" x 21" company ID sign, and waste basket. 8 foot back drapery with 3 foot side drapery.
- Registration for company representatives including access to education sessions (2 badges with standard booth)..
- Additional registrations, event tickets and CE credit badge upgrade can be purchased at an additional cost.
- Listing and description in conference mobile app.
- Pre and post-Conference attendee lists including email and mailing address. Completion of a list use agreement is required.
- Exhibit does not include electricity. Information to order this at your space will be provided at a later date. Additional furnishings will be available for rent.
- If you are not with an exhibiting company, exhibit hall passes are available for \$1,250.

## Exhibitor Schedule Highlights:

### EXHIBIT SPACE MOVE-IN

Tuesday, April 8, 2025 | 8:00am - 2:00pm

Late Move-in will incur a fee of \$250

### LEADERSHIP & VENDOR RECEPTION

Tuesday, April 8, 2025 | 5:15 - 5:45pm

(Chapter, District and Board leaders) Invitation Only

### CHAIR'S WELCOME RECEPTION

Tuesday, April 8, 2025 | 3:30 - 5:00pm

### VENDOR NETWORKING EVENING

Tuesday, April 8, 2025 | After 6:00pm

Perfect opportunity for Sponsors and Exhibitors to invite attendees to private offsite events!

### BUSINESS ADVISORY COUNCIL | TBD

Wednesday, April 9, 2025 | 9:45 - 10:30am

### EXHIBITOR LUNCH

Wednesday, April 9, 2025 | 11:15 - 12:15pm

### NETWORKING LUNCH IN EXHIBIT HALL

Wednesday, April 9, 2025 | 12:30 - 2:30pm

### EXHIBIT SPACE MOVE-OUT

Wednesday, April 9, 2025 | 2:30 - 5:00pm

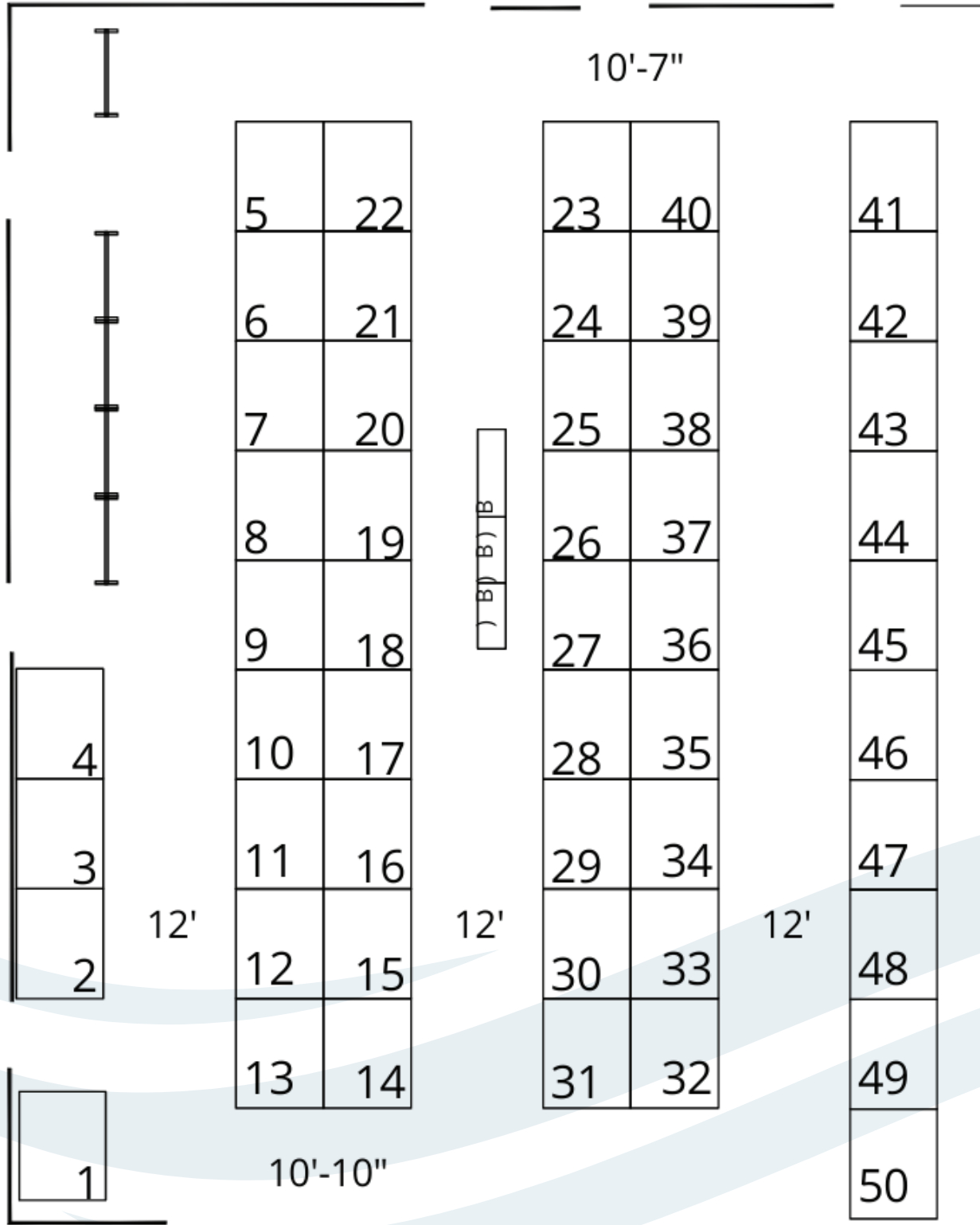
Early tear down will incur \$250 fee



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## Exhibit Hall



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## Advertising Opportunities

### Digital Bulletin Board Advertisement Options

A digital bulletin board will be displayed all week at registration. Ads will appear on a rotation for 90 seconds.

**FULL | \$600**

**HALF | \$400**

**QUARTER\* | \$200**

**BUSINESS CARD\* | \$100**

\*displayed with other ads of same size

Dimensions and sizing will be available in December.

### Other Advertisement Options

**CONGRATULATIONS DIGITAL AD DISPLAYED DURING THE AWARDS CEREMONY | \$50**

**DIGITAL AD (WEBSITE AND CONFERENCE E-NEWS) 300X300 PIXELS | \$250**



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## General Information

1. **Contract:** The signed application and acknowledgment with the American College of Health Care Administrators (ACHCA) and/or its agent constitutes a contract between ACHCA and the exhibitor. The rules contained herein are part of this contract. Any and all matters not specifically covered in these articles are subject to final decision by ACHCA.
2. **Eligibility:** Any exhibitor whose proposed exhibit is in keeping with the educational intent of the ACHCA Conference may apply for space. ACHCA reserves the right to reject any application which, in its judgment, does not meet the criteria.
3. **Hotel:** You are strongly encouraged to utilize ACHCA's room block. By doing so we are able to reduce overall costs associated with the conference allowing us to offer special events that are included in registration.

## Vendor/Exhibitor Registration

1. **Exhibit Badges:** No one will be permitted in the exhibit area, meeting rooms or other conference areas without a badge. Advance registration is available to exhibitors. Exhibit representatives who do not pre-register must complete on-site registration and submit proof of company affiliation. Name badges will be issued under the exhibiting company name only. All on-site exhibit badge registrations for exhibiting companies will incur a \$150 registration fee. Continuing education credit can be purchased at an additional cost of \$215 per badge. Additional badges must be paid for in full in advance or on-site; badges will not be invoiced.
2. **Non-exhibiting vendors:** Non-exhibiting vendor representatives, may attend as a conference registrant by purchasing one of the registration packages available at [www.achca.org](http://www.achca.org).

Representatives of companies that have not purchased an exhibit space will not be allowed to show products, discuss services, distribute materials/handouts or otherwise solicit business in the conference area. Violators will be escorted from the conference area and will not be permitted to re-enter for the duration of the conference.

## Policy on Ancillary Events

Companies are encouraged to take advantage of the conference exhibit and sponsorship opportunities offered by ACHCA, however, participating companies may host an ancillary event. All ancillary events must be approved in advance by ACHCA (60-days prior to start of the conference). Ancillary events may not conflict with any official ACHCA events, educational programming or exhibition hours. Educational/Speaker programs may not be offered at meetings or events outside of official

ACHCA programming. Any company holding an ancillary event in conjunction with an ACHCA conference that fails to abide by

the policy will be subject to a penalty (reviewed on a case by case basis) or may be prohibited from participating as an Exhibitor or Sponsor at a future

ACHCA conference. Ancillary events at ACHCA's conferences are functions that involve ACHCA meeting attendees but are not planned, executed, or sponsored by ACHCA. This includes, but is not limited to: district/ chapter meetings, customer events, focus groups, hospitality functions, any formalized forum presenting information, and networking dinner meetings with more than 15 ACHCA attendees.

## Space Rental

1. **Assignment of Space:** Priority in booth selection is given to ACHCA business affiliates, partners, sponsors and previous years exhibitors. All other exhibit spaces are assigned based on the date the application and payment are received, requested preferred location, and specifications outlined in the application.
2. **Floor Plan:** ACHCA reserves the right to make modifications as may be necessary to the floor plan to meet the needs of ACHCA, the exhibitor and the program.
3. **Terms of Payment:** Full payment of the total rental is required with the application. Any applications received without the accompanying payment will be held for five (5) business days. After five days the requested space(s) may be sold to another qualified applicant. No space will be considered definite unless accompanied by the payment.
4. **Failure to Pay:** Failure to pay in full by the appointed dates specified in the prospectus will result in cancellation of contract and loss of assigned space.
5. **Cancellation:** No request for cancellation shall be acknowledged unless received in writing at the ACHCA National Office by the dates listed as follows. After January 1, 2025, 50% of the booth cost will be refunded. After January 1, 2025 there are NO refunds. Agreements with full payment are due by February 1, 2025.

## Exhibit Space Provisions

1. **Furnishings and Services:** Exhibit does not include electricity or Internet. Information to order this at your space will be provided. Additional furnishings will not be available for rental.
2. **Installation and Dismantlement of Exhibits:** Installation and dismantlement of exhibits must occur during the dates and time specified in the prospectus. No exhibit may be installed after the exhibition opens, unless approved by Show Management. Exhibit spaces may not be dismantled until the official close of the show, unless approved by Show Management. Failure to observe this rule may jeopardize the exhibitor's right to exhibit at future ACHCA exhibitions. All empty crates must be properly labeled with company name and booth number and removed by the official contractor from the exhibit floor.



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3. **Failure to Occupy Space:** Any exhibit space not set and/or occupied by the close of the installation period is subject to forfeiture by the exhibitor and loss of refund. If the exhibit is available, but not erected by the specified deadlines, ACHCA may assign labor to erect the display and bill the exhibitor for any labor charges incurred. Exhibit spaces must be maintained by at least one company representative at all times during show hours.
4. **Use of Space:** Exhibitors are not permitted to sublet or share space. All activities must be confined to the limits of the rented space. ACHCA may evict exhibitors who through conduct, method of operation, or other distraction detract from the educational nature of the exhibit. Should the eviction occur, exhibitor forfeits all monies paid and are not entitled to a refund.
5. **Appearance of Exhibits:** Unfinished side or end panels must be draped at the exhibitor's expense. ACHCA reserves the right to fix exhibits which detract in any way from the overall appearance of the exposition, and will bill the exhibitor accordingly.
6. **Labor:** Exhibitors must employ only accredited labor for all work other than that properly handled by their own personnel in accordance with local labor regulations. If a contractor other than the official service contractor is used, ACHCA must be notified six weeks prior to the official move-in date and must be provided with a general insurance certificate, or the contractor will not be permitted to service the exhibit.
7. **Rules, Laws, Fire and Safety Regulations:** Exhibitors shall comply with all applicable laws and with the rules of the Conference and Exposition facility. Each exhibitor agrees to be knowledgeable of and in compliance with all ordinances and regulations pertaining to health, fire prevention, and public safety codes established by the city in which the exposition is held. No combustible material may be stored in or around the exhibit. In addition, fire regulations require all decoration material to be flameproof.

## Security Liability / Insurance

1. **Security:** Full responsibility for the protection of exhibit equipment, signs, and all other materials in the booth remains with the exhibitor. After exhibit hours, only properly identified exhibit personnel with ACHCA permission may enter the exhibit areas. Security will not be provided at any time, so any items with or without value should not be left out.
2. **Liability:** The exhibitor agrees to fully protect, indemnify, defend and save ACHCA, Kingston Resorts, the city of Myrtle Beach the state of South Carolina, its employees and agents harmless against all claims, losses, or damages to persons or property, governmental charges or fines and attorney fees arising out of or caused by ACHCA's installation, removal, maintenance, occupancy or use of the exhibition premises or any part thereof, excluding any such liability caused by the negligence of ACHCA, Kingston Resorts, the city of Myrtle Beach, the state of South Carolina, its employees and agents.
3. **Insurance:** Exhibitors acknowledge that ACHCA and the Kingston Resorts do not maintain insurance covering exhibitor property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage covering such losses by the exhibitor.
4. **Protection of Exhibit Facility:** Exhibitors shall not deface any part of the exhibit facility. Nothing may be posted, nailed, affixed or otherwise attached to any part of the walls, floors, ceiling, furniture, or other property of the facility. Any costs arising out of negligence on the part of the exhibitor, its agents, or employees will be the sole responsibility of the exhibitor.

## Cancellation of Expo

In the event the Exhibit Show is canceled due to circumstances not within the control of ACHCA such as fire, acts of God, labor strikes, picketing, civil disturbances, shortage of materials, curtailment of transportation facilities, or governmental intervention which materially affect either ACHCA or the facility to hold the exhibit show, then a refund of fees paid to ACHCA will be remitted to the exhibiting company less a \$150 processing fee, and less any actual expenses incurred by ACHCA if the cancellation is made 60 days or fewer prior to the installation date specified in the prospectus.

**SECURE YOUR SPONSORSHIP AND EXHIBIT SPACE TODAY.**

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