



ACHCA

American College of Health Care Administrators

2026 Annual Convention & Expo

Renaissance Orlando at
SeaWorld®

Orlando, FL | April 20—23

Sponsorship, Exhibiting, & Marketing Opportunities

The American College of Health Care Administrators (ACHCA) 2026 Convention & Expo is the premier national event for leaders in post-acute and long-term care administration. Set in the heart of Orlando, this four-day experience is designed to **inspire, educate, and connect** professionals who are shaping the future of elder care.

Why Attend?

Whether a seasoned administrator or an emerging leader, this convention offers attendees a **transformative blend of professional development, peer networking, and industry innovation**. Attendees will benefit from:

- **High-impact keynotes** from nationally recognized thought leaders
- **Breakout sessions** exploring leadership, regulatory updates, workforce development, and operational excellence
- **Interactive workshops** and **peer-led discussions** that foster real-world solutions
- **Mentorship and career advancement opportunities**
- **Social and networking events** in a vibrant, family-friendly location

Why Sponsor or Exhibit?

As a sponsor or exhibitor, you'll gain **direct access to decision-makers** in long-term care administration, including executives and influencers, who are actively seeking solutions to improve care delivery and operational performance. Benefits include:

- **Brand visibility** across multiple touchpoints before, during, and after the event
- **Exhibit hall presence** in a high-traffic area designed for engagement
- **Opportunities to host sessions, receptions, or branded experiences**
- **Recognition in ACHCA marketing materials and digital platforms**

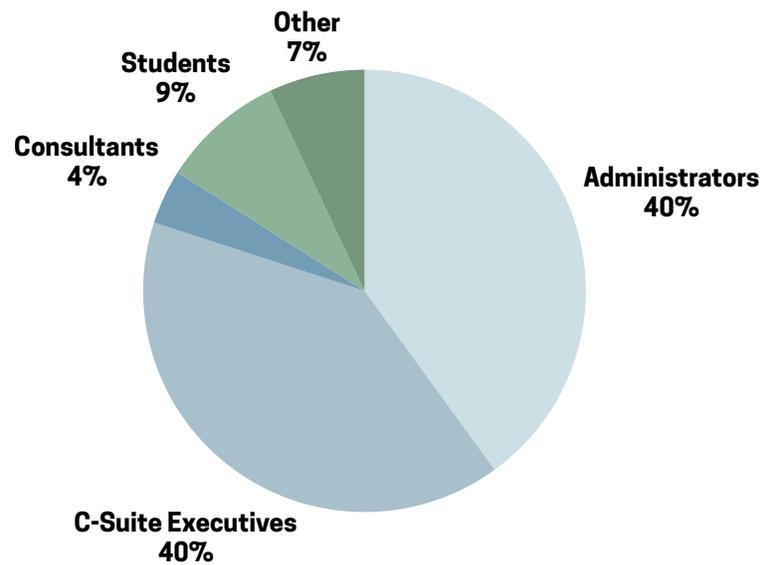
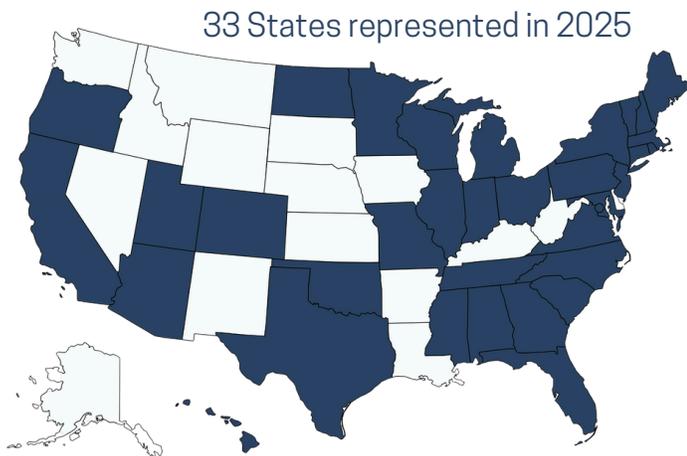
This is more than a conference—it's a **movement of mission-driven leaders** committed to elevating care standards and transforming the future of aging services.

Secure your sponsorship, exhibit space, and idea exchange today!

Visit: <https://achca.memberclicks.net/convention> to sign-up and secure your space at the ACHCA 2026 Convention & Expo.

For additional information or questions please contact ACHCA at vendor@achca.org

Who Attends?



Average attendance is 250 - 350.

Become a Jewel Partner

The **ACHCA Jewel Partner Program** offers companies a powerful way to align their brand with leadership, innovation, and excellence in post-acute and aging services. This year-round partnership is designed for organizations seeking deeper engagement with ACHCA's highly qualified network of administrators and decision-makers.

Jewel Partners receive **premium visibility and benefits** at the ACHCA Convention & Expo, including elevated registration perks, booth upgrades, and exclusive access to attendees and programs not available at other sponsor levels.

Key Jewel Partner Benefits:

- Complimentary registrations and exhibit space at the Annual Convention & Expo
- Premium booth placement and inclusion in the Idea Exchange
- Logo in the program and digital signage at registration
- Invitations to VIP networking events, including the Chair's Welcome Reception
- Recognition on ACHCA's website and in member communications year-round
- Optional co-branded webinars, blog content, and social promotions

Whether you choose the **Diamond, Sapphire, Ruby, or Emerald** level, becoming a Jewel Partner positions your company as a trusted voice in long-term care leadership.

Interested in becoming a Jewel Partner?

Contact us at vendor@achca.org to explore the right level for your goals.

ACHCA 2026 Sponsorship Tiers

The chart below outlines the benefits of participating in the ACHCA 2026 Convention & Expo across all support levels—from single-event supporters to full-year Jewel Partners. This side-by-side comparison helps you identify the level that best aligns with your engagement goals and brand exposure needs.

Levels of Participation	Jewel Partner \$25,000- \$3,000	Gold Sponsor \$15,000- \$8,000	Silver Sponsor \$7,500- \$3,000	Bronze Sponsor \$2,500- \$1,000	Supporter <\$1,000	Exhibitor
Complimentary Registrations	Varies by level (2-4)	2	1	50% off	25% off	1 Full; 1 Booth
Exhibit Booth	Included for most levels	One (1) Prime booth*	50% discount (\$1,500)	50% discount (\$1,500)	25% discount (\$2,250)	\$3,000
Exhibit Space Purchase (8x10 booth)	Up to four (4)	Up to three (3)	Up to two (2)	Up to two (2)	One	One
Booth location	Prime	Prime	Priority	Priority		
Idea Exchange Participation Included	✓	✓	✓	\$650	\$650	\$650
Digital Ad at Registration	✓	✓	✓	✓	50% off	50% off
ACHCA Chair's Welcome Reception Invite	✓	✓	✓	✓	✓	✓
Digital Recognition on ACHCA Convention Site and Convention Emails	✓	✓	✓	✓	✓	Yes, on expo page
Signage & Digital Recognition at the Convention	✓	✓	✓	✓	✓	
Attendee Tote Bag Insert	✓	✓	✓			

*Additional booths available for purchase at a discounted rate.

Sponsorship Opportunities

Gold Sponsorships

Sponsorships in this tier include recognition as a Gold Sponsor for the meeting (see Sponsorship Tiers for details on benefits).

ACHCA 2026 Awards Dinner Sponsor - \$15,000

Showcase your brand at the premier social event of the conference. Includes a sponsor-provided 60-second video, signage, and eight (8) dinner tickets. Recognition in the official post-event press release.

Opening Session Keynote Speaker - \$10,000

Welcome attendees and introduce the keynote speaker with brief remarks. A high-profile moment to align your brand with the ACHCA mission.

Exhibit Hall Opening with Ribbon Cutting - \$8,000

Kick off the conference with high visibility at the exhibit hall entrance. Includes ceremonial ribbon cutting, photo op, and prominent signage.

Silver Sponsorships

Sponsorships in this tier include recognition as a Silver Sponsor for the meeting (see Sponsorship Tiers for details on benefits).

Co-Branded Lanyards - \$5,000

Your logo around every attendee's neck— provides maximum visibility throughout the event.

Co-Branded Hotel Room Keycards - \$4,000

Have your company's logo handed to attendees as they check in at the Renaissance SeaWorld, and your logo will appear on the hotel key cards for all attendees staying at the hotel.

Conference Mobile App - \$3,500

With over an 80% download rate for the mobile app in 2025, you don't want to miss the opportunity to deliver this key tool to all attendees. Your logo featured throughout the app and promotional materials with the mobile app.

Conference Wi-Fi - \$3,000

Get recognition every time an attendee logs in. Sponsorship includes branded login password and signage.

Silver Sponsorships (Cont.)

Co-Branded Tote Bags - \$3,000

Place your logo on the official conference tote given to all attendees at check-in.

Academy Cocktail Hour - \$3,000

Join ACHCA attendees, award recipients, and VIP guests at the Academy Cocktail Hour held just prior to the Awards Dinner. This lively, fundraising-focused event features raffles and other opportunities to support the academy. Sponsorship includes branded beverage napkins and prominent on-site signage during the event.

Bronze Sponsorships

Sponsorships in this tier include recognition as a Bronze Sponsor for the meeting (see Sponsorship Tiers for details on benefits).

Registration Sponsor - \$2,500

Logo placement on the registration site (if secured by Nov. 1, 2025) and onsite signage. A great way to gain early visibility.

Student Mixer - \$2,000

Connect with the future of the profession at this social event for student attendees.

First-Time Attendee Mixer - \$2,000

Welcome newcomers and introduce your brand to first-time attendees in a casual networking setting.

Exhibit Hall Lunch During Student Poster Session - \$1,500 (3 available)

Sponsor lunch during one of the most active exhibit hall sessions. Includes signage and recognition.

Pre-Conference Education Program - \$1,500 (3 available)

Support ACHCA's continuing education mission and gain exposure to early-arriving attendees. Includes verbal and visual recognition during the session.

Track Sponsor - \$1,000 (3 available)

Associate your company with a targeted education track. Includes verbal and visual recognition during the session.

Dr. Kevin Hansen Student Poster Memorial Exposition - \$1,000 (4 available)

Support student research and gain visibility among academic and emerging leaders.

Refreshment & Coffee Break Sponsor - \$1,000 (6 available)

Brand signage and optional napkins or coffee sleeves at break stations. A simple way to stay top-of-mind.

Supporter Level

Sponsorships in this tier include recognition as a Supporter for the meeting (see Sponsorship Tiers at a Glance for details on benefits).

Door Prize Donation – \$25–\$800

Choose your donation level and support prize giveaways. Recognition included based on contribution level.

Speaker Gifts – \$800

Your logo on the thank-you card presented to all conference speakers along with their gift.

Exhibit Hall Entertainment Sponsor – \$500 (3 available)

Add to the fun! Sponsor entertainment inside the exhibit hall and receive signage recognition.

Morning Yoga – \$500

Support wellness and sponsor a morning yoga session. An optional branded yoga mats add-on available for additional costs.

Additional Marketing Opportunities

Digital Ad at Registration – \$400

Your ad displayed at the registration area for continuous attendee exposure.

Stand-Alone Sign – \$500

Place a branded sign in a high-traffic area of your choice. Great for directional messaging or promotion.

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The Idea Exchange

A High-Touch, High-Impact Opportunity for Solution Presenters

\$650 with exhibit space | \$1,250 standalone | Wednesday, April 22nd 8:00 am-9:30 am

Connect directly with decision-makers in long-term and post-acute care.

The Idea Exchange is one of the most popular sessions at the ACHCA Annual Convention & Expo, with over 75% of attendees participating. This highly interactive session gives each Solution Presenter the opportunity to engage in real-time discussions with small groups of attendees in a dedicated, CE-eligible format.

It's not a booth visit. It's not a presentation.

It's an intentional, conversation-based opportunity to share how your product, service, or program solves challenges in today's care environments.

Session Format

Total Time: 90 minutes

Check-in / Seating: 2 minutes

Welcome & Intro: 2 minutes

Rotation 1: 20 minutes

Transition: 2 minutes

Repeats for four total rotations, providing Solution Presenters the opportunity to make up to 40 attendee touches in 90 minutes.

Why Participate?

- **One-on-One Access:** Real face time with 40 attendees who influence purchasing decisions
- **CE-Accredited Format:** Higher attendance and engagement
- **Showcase Your Expertise:** Position yourself as a thought partner, not just a vendor
- **Stronger Follow-Up:** Build relationships that go beyond the booth and invite them to follow up with you later in the day at your booth

Who Can Be a Solution Presenter?

This opportunity is open to:

- Exhibitors or sponsors with a product, service, or program that solves a real challenge in the field
- Industry innovators ready to contribute to the profession's growth
- Companies looking for more one-on-one face time than the typical trade show experience

2026 Exhibit Hall Information

Early Bird Rate (12/31/25)
\$2,800
Regular Rate
\$3,000

Jewel Partner Rate
Diamond-Ruby: Included
Emerald: \$2,500

Exhibit Hall Hours for Attendees

April 21, 2026, 3:30 pm—5:00 pm
Exhibit Hall Opening and Welcome Reception

April 22, 2026, 9:30 am—2:30 pm
Exhibit Hall Open with Lunch

Exhibitor and Vendor Schedule Highlights

Monday, April 20th

2:00 pm-6:00 pm Exhibit Hall Move-In for Exhibitors

Tuesday, April 21st

7:00 am-2:30 pm Exhibit Hall Move-In for Exhibitors

2:30 pm-3:00 pm Exhibit Hall Walk-Thru for Show Management

- One booth staff needs to be present for each exhibitor

3:30 pm-5:00 pm
 5:15 pm-6:00 pm

Exhibit Hall Opening
 Chair's Welcome Reception

- Please plan to join ACHCA leadership after the exhibit hall closes for light refreshments, networking with leadership, and vendors and VIPs

Free Evening for All
 This is the perfect opportunity for sponsors and exhibitors to invite attendees to private events either on the property or off-site.

Wednesday, April 22nd

8:00 am-9:30 am Idea Exchange (see p.8 for information)

9:30 am-2:30 pm Exhibit Hall Open

2:30 pm-6:00 pm Exhibit Space—Move Out
**Early tear down will incur a \$250 fee*

*Additional Exhibit Hall Time Added!

Booth Fees Include:

- One (1) 6' skirted table, 2 chairs, company ID sign, and waste basket
- 8-foot tall back drapery with 3-foot side drapery
- One (1) full conference registration, including access to education sessions and one (1) exhibit hall only registration
- Listing and description for the online exhibit hall map and the conference mobile app
- Pre- and post-conference attendee lists, including email and mailing addresses (completion of a list use agreement is required)

Booth does not include electricity, AV, furniture upgrades, or additional items. Information to order these items for your booth will be provided by show management in January of 2026.

Vendor Passes Available

If you are not with an exhibiting company, Vendor passes for the exhibit hall are available for \$1,250. This pass is for non-exhibiting vendor representatives. It allows the representatives to engage with attendees to discuss services and solicit business in the Exhibit Hall. This pass is recommended for consultants working with ACHCA members.

GENERAL

Contract: The signed application and acknowledgment form between the exhibitor and the American College of Health Care Administrators (ACHCA) constitutes a binding contract. The policies outlined herein form part of that contract. Any matters not specifically covered in these guidelines are subject to ACHCA's final decision.

Eligibility: Exhibitors must align with the educational mission of the ACHCA Conference. ACHCA reserves the right to reject any application it deems inconsistent with this purpose.

Hotel: ACHCA strongly encourages exhibitors to book accommodations within the official conference room block. Doing so helps reduce overall event costs, enabling ACHCA to provide complimentary networking events and activities for attendees.

VENDOR/EXHIBITOR REGISTRATION

Exhibit Badges

Badges are required to access all exhibit areas, meeting rooms, and conference spaces.

- Advance registration is recommended.
- On-site registration is available with proof of company affiliation.
- Name badges will be issued under the exhibiting company name only.
- Exhibit Hall Only On-site badge registration is \$150 per person. *Continuing education credit is available for an additional fee.
- Additional badges must be purchased in advance or on-site. Badges will not be invoiced post-event.

Non-Exhibiting Vendors

Representatives of companies that have not purchased exhibit space may attend only by registering through one of the official attendee packages at www.achca.org.

Non-exhibiting vendors may not:

- Display products
- Discuss services
- Distribute materials
- Solicit business in conference areas

Violators will be removed and prohibited from re-entering the event.

ANCILLARY EVENTS POLICY

ACHCA welcomes company-sponsored events outside official programming, provided they:

- Are submitted for approval at least 60 days prior to the conference start date
- Do not conflict with ACHCA-sponsored programming, exhibit hours, or education sessions
- Do not feature educational content or speaker presentations outside of ACHCA's official program

Violations may result in penalties or disqualification from future participation as an exhibitor or sponsor.

Ancillary events include, but are not limited to:

- Client dinners or receptions
- Focus groups
- Chapter/District meetings
- Hospitality functions with 15+ ACHCA attendees

EXHIBIT SPACE RENTAL

Space Assignment: Priority is given to ACHCA Jewel Partners, sponsors, and returning exhibitors, in that order. All other booth assignments are based on application/payment date and booth preferences.

Floor Plan: ACHCA reserves the right to revise the floor plan as necessary to accommodate program needs.

Payment Terms: Full payment is required at the time of application. Unpaid applications will be held for five business days before releasing the space.

Non-Payment: Failure to submit full payment by deadlines will result in cancellation and forfeiture of booth assignment.

Cancellation Policy: Cancellations must be received in writing by the ACHCA National Office.

- **By January 1, 2026:** 50% refund of booth fee
- **After January 1, 2026:** No refunds
- **All balances must be paid in full by February 1, 2026**

EXHIBIT SPACE PROVISIONS

Furniture & Utilities

- Booth packages do not include electricity or internet.
- Order forms for electricity and additional Wi-Fi will be provided in advance.

Installation & Dismantle

- Booth setup and breakdown must occur during official hours.
- Late setup or early dismantling is prohibited without written approval.
- Exhibitors dismantling early may lose future exhibit privileges and are subject to a \$250 fine.
- All crates must be labeled and removed from the exhibit floor by the official contractor 2 hours before the start of the show.

Failure to Occupy

Booths not set up or occupied by the end of installation hours may be forfeited. ACHCA may assign labor to erect the booth at the exhibitor's expense. Booths must be staffed during all exhibit hours.

Subletting & Conduct

Booth sharing or subletting is not permitted. All activities must remain within the assigned space. ACHCA reserves the right to evict exhibitors who disrupt the event or violate these rules. Evicted exhibitors forfeit all fees.

Booth Appearance

Exposed or unfinished booth sides must be draped at the exhibitor's expense. ACHCA reserves the right to modify or correct booth setups that detract from the exhibit hall's appearance.

Use of Space

The maximum height of 8' is allowed only in the rear half of the booth space, with a 4' height restriction on all materials in the remaining space forward to the aisle. When three or more linear booths are used in combination as a single exhibit, the 4' height limitation is applied only to that portion of exhibit space that is within 10' of and adjoining booth.

Sound & Lighting Policy

Use of sound equipment, video monitors, or lighting displays must not interfere with neighboring exhibitors or the overall exhibit environment. Sound must be confined to the exhibit space and kept at conversation level.

EXHIBIT SPACE PROVISIONS

Labor & Contractors

Only authorized labor may be used for booth setup, except where permitted for an exhibitor's own staff.

If using a third-party contractor:

- Notify ACHCA at least six weeks prior to move-in
- Provide a certificate of insurance

Failure to do so may result in denied access for the contractor.

Compliance & Safety

All exhibitors must comply with applicable local, state, and federal laws, as well as venue and fire codes.

- No combustible materials allowed in or near booths
- All decorative materials must be flame-retardant
- Exhibitors are responsible for knowledge of relevant safety regulations

Insurance & Liability Waiver

Exhibitors must carry adequate insurance for their own personnel, property, and liability. ACHCA, the exhibit facility, and official contractors shall not be held liable for loss, damage, or injury occurring during the event. Exhibitors agree to indemnify and hold harmless ACHCA from any and all claims arising from exhibitor activities.

Force Majeure / Event Cancellation

ACHCA shall not be liable for any failure to hold the exhibition or deliver contracted benefits due to causes beyond its control, including but not limited to acts of God, pandemics, labor disputes, terrorism, or government restrictions. In such cases, ACHCA may, at its sole discretion, refund a portion of fees or reschedule the event.

Exhibitor Responsibility for Damages

Exhibitors are liable for any damage caused to the exhibit facility, furnishings, equipment, or other property by their actions, employees, or contractors. Repair costs will be billed directly to the exhibitor.

Suitcasing / Outboarding

“Suitcasing” (soliciting business outside of rented booth space) and “outboarding” (hosting competing events during show hours without ACHCA approval) are strictly prohibited and will result in expulsion without refund.

Children on the Show Floor

For liability reasons, no children under the age of 16 are permitted in the exhibit hall during move-in or move-out. During open hours, children must be accompanied by an adult at all times.

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