



 ACHCA 2027
ANNUAL CONVENTION & EXPO
MAY 3-6, 2027

PLANET HOLLYWOOD LAS VEGAS RESORT & CASINO

SPONSORSHIP, EXHIBITING & MARKETING OPPORTUNITIES

Why Attend?

ACHCA brings together the people shaping the future of post-acute and long-term care — and gives you three days to learn from them and build relationships that outlast the convention.

- 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
- Signature social events — including the Awards Dinner, Academy Cocktail Hour, and ACHCA After Hours — set in the heart of Las Vegas



Why Sponsor or Exhibit?

ACHCA's Convention & Expo puts your brand in front of the people who actually make purchasing decisions for post-acute and long-term care facilities nationwide — not passersby, but administrators and executives actively evaluating solutions.

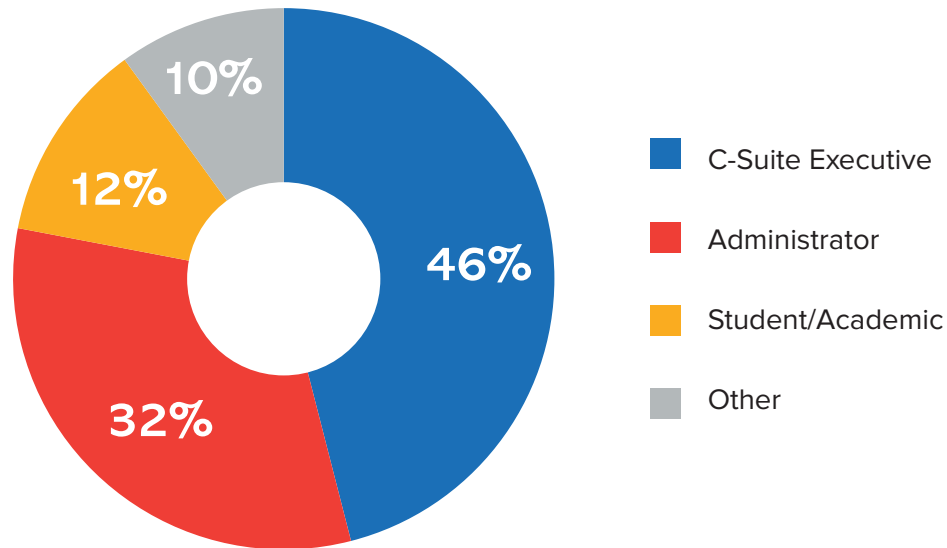
- Face time with decision-makers, not just impressions — the majority of attendees hold administrator or executive titles with real purchasing authority
- A dedicated exhibit hall built for conversation, not foot traffic — 2027's schedule gives you unopposed hall time with no competing sessions pulling attendees away
- Sponsorship placements tied to the moments attendees remember most — a keynote, a reception, an item they can take home with them
- Year-round visibility through ACHCA's marketing channels and Jewel Partner program, not just a three-day footprint

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

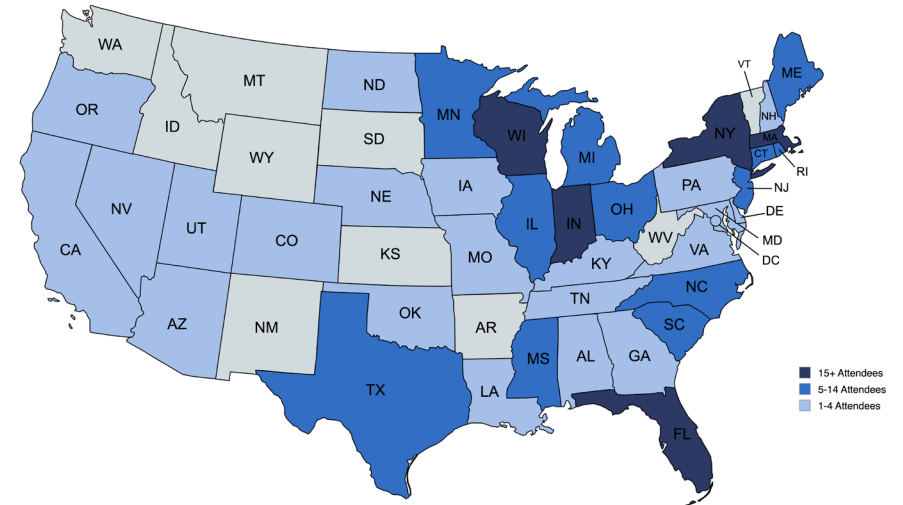
Exhibit hall space has filled quickly in recent years — early reservations are strongly encouraged to secure your preferred space.

Who Attends?

2026 ATTENDEE BREAKDOWN BY ROLE



STATES REPRESENTED



39

U.S. states represented in 2026
(see color-coded state map)

46%

Were first-time attendees

250–350

Anticipated attendance for 2027



Exhibit Hall Information

What's Changing for 2027: We've rebuilt the schedule around dedicated, unopposed Exhibit Hall time — no competing education sessions or programming during hall hours. The Exhibit Hall now opens Monday evening with the Chair's Welcome Reception (moved up from Tuesday), and Tuesday's lunch keeps attendees in the hall with nothing else on the schedule pulling them away.

BOOTH PRICING

Early Bird Rate (by December 31, 2026): \$2,800

Regular Rate: \$3,000

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 convention registration, including access to education sessions, and one (1) exhibit hall only registration
- Listing and description for the online exhibit hall map and the convention mobile app
- Pre and post-convention 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 will be provided separately.

EXHIBITOR AND VENDOR SCHEDULE HIGHLIGHTS

Monday, May 3

10:00 AM – 5:00 PM	Exhibit Hall Move-In for Exhibitors*
5:00 PM	Final Walk-Through for Show Management
5:30 PM – 7:30 PM	Exhibit Hall Opening & Chair's Welcome Reception in Expo Hall

Tuesday, May 4

12:30 PM – 2:30 PM	Exhibit Hall Open with Lunch
3:45 PM – 5:30 PM	Expo Hall Closing Reception
5:30 PM	Expo Hall Closes and Exhibitor Move Out

**Exhibitors who wish to move in Sunday morning may contact ACHCA to arrange that timing.*

Exhibit Hall Hours For Attendees

- Monday, May 3, 5:30 PM – 7:30 PM — Exhibit Hall Opening & Chair's Welcome Reception
- Tuesday, May 4, 12:30 PM – 2:30 PM — Exhibit Hall Open with Lunch
- Tuesday, May 4, 3:45 PM – 5:30 PM — Expo Hall Closing Reception Foundation Raffles

Exhibit Hall Information (Cont'd)

JEWEL PARTNER EXHIBIT SPACE

Jewel Partners receive exhibit space as part of their annual partnership, with size, price and priority given by level:

- **Diamond:** complimentary 10x20 booth, first priority booth selection
- **Sapphire:** complimentary 10x10 booth, second priority booth selection
- **Ruby:** complimentary 10x10 booth, standard priority booth selection
- **Emerald:** discounted 10x10 booth (\$2,000), booth selection based on availability

All Jewel Partners at the Ruby and above level may purchase up to 2 additional booths beyond their included space (Diamond/Sapphire: \$1,500 each; Ruby: \$2,000 each).

See “Gain Year-Round Visibility with Our Jewel Partner Program” for the complete list of benefits by level.

VENDOR PASSES AVAILABLE

If you are not with an exhibiting company, Vendor passes for the exhibit hall are available for \$1,500. 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.



The Idea Exchange

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

Wednesday, May 5th | 8:00 am - 9:30 am

\$650–\$1,250 - based on sponsorship level (see *Additional Perks in Sponsorship Opportunities*)

The Idea Exchange sold out in 2026 and remains 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 real-time discussions with small groups of attendees in a dedicated, CE-eligible format.

Because attendees earn continuing education credit for participating, your presentation needs to teach, not just sell: clearly present a real problem facing post-acute and long-term care leaders, then walk through how your product, service, or program solves it. It's not a booth visit. It's not a sales pitch. It's a focused, problem-to-solution conversation attendees can walk away having learned something from.

SESSION FORMAT

Total time: 90 minutes

- Check-in / Seating: 2 minutes
- Welcome & Intro: 2 minutes
- Rotation 1: 20 minutes
- Transition: 2 minutes
- Rotation 2: 20 minutes
- Repeats for four total rotations, giving Solution Presenters up to 40 attendee touches in 90 minutes



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

WHY PARTICIPATE?

- **One-on-One Access:** real face time with up to 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 attendees to follow up with you later 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



Sponsorship Opportunities

Preferred deadline: January 31, 2027, to guarantee placement and lock in production deadlines for signage, print, and branded materials. Sponsorships are still accepted after this date, based on availability.

ADDITIONAL PERKS

Idea Exchange: included at no charge with any sponsorship of \$3,000 or more (a \$1,250 value) — available at a discounted \$650 rate for sponsorships under \$3,000.

Already Exhibiting?

Your Sponsorship Comes at a Discount.

Current exhibitors save on your sponsorship. \$250 off on sponsorships between \$1,000 - \$4,999. Receive 10% off your sponsorship of \$5,000+. just look for the *exhibitor price* next to each item below.

SPONSORSHIP LEVEL BENEFITS AT A GLANCE

BENEFITS	HIGH ROLLER (\$10K+)	JACKPOT (\$3K–\$5K)	LUCKY SEVEN (\$1K–\$2.5K)	ACE SUPPORTER (UNDER \$1K)
Signage recognition	Premium	Standard	Standard	Listed only
Verbal recognition from stage	Yes	Yes	—	—
Logo on event app & website	Premium	Yes	Yes	Listed
Logo in printed program	Premium	Yes	Yes	Listed
Digital Ad Perk	Yes	Yes	Yes	Yes
Idea Exchange perk	Included	Included	Discounted \$650	Discounted \$650

SIGNATURE EVENTS**ACHCA 2027 Awards Dinner Sponsor — \$15,000**

(High Roller · Exhibitor price: \$13,500 · exclusive — one company only)

ACHCA's Awards Program celebrates the administrators, educators, mentors, and organizations advancing excellence in post-acute and aging services — honoring achievement that inspires the next generation of leaders. As the exclusive sponsor of this signature event, you'll receive a sponsor-provided 60-second video, prominent signage, and eight (8) dinner tickets, plus recognition in the official post-event press release.

Center Stage Sponsor (Opening Session Keynote Speaker) — \$10,000

(High Roller · Exhibitor price: \$9,000)

Welcome attendees and introduce the keynote speaker with brief remarks — a high-moment to align your brand with the ACHCA mission in front of the full room.

NEW: Neon Nights Sponsor (ACHCA After Hours) — \$3,500

(Jackpot · Exhibitor price: \$3,250)

Put your brand on ACHCA's new Wednesday evening event — a fresh, high-energy addition to the 2027 program and an early opportunity to be the first sponsor associated with it.

Foundation Cocktail Hour — \$3,000

(Jackpot · Exhibitor price: \$2,750)

Join ACHCA attendees, award recipients, and VIP guests at this lively, fundraising-focused reception just before the Awards Dinner. Includes branded beverage napkins and prominent on-site signage.

Chair's Welcome Reception Sponsor — \$4,000

(Jackpot · Exhibitor price: \$3,750)

Sponsor the official opening of the Exhibit Hall — Monday evening, 5:00–7:30 PM — the first and highest-visibility moment of the convention, now featuring dedicated meet-ups for students and first-time attendees within the reception.

RECEPTIONS & NETWORKING**Student Meet-Up — \$1,500**

(Lucky Seven · Exhibitor price: \$1,250)

Connect with the future of the profession at this dedicated meet-up for student attendees, held during the Chair's Welcome Reception in the Exhibit Hall. Your brand is listed as the sponsor on the group's networking icebreaker activity.

First-Time Attendee Meet-Up — \$1,500

(Lucky Seven · Exhibitor price: \$1,250)

Welcome newcomers and introduce your brand to first-time attendees — nearly half of 2026's registrants — at this dedicated meet-up during the Chair's Welcome Reception. Your brand is listed as the sponsor on the group's networking icebreaker activity.

Exhibit Hall Lunch — \$1,500

(Lucky Seven · 3 available · Exhibitor price: \$1,250)

Sponsor lunch during one of the most active exhibit hall sessions, Tuesday, 12:30–2:30 PM. Includes signage and verbal recognition.

SUMMIT & EDUCATION SPONSOR**Pre-Convention Education Program — \$1,500**

(Lucky Seven · 3 available · Exhibitor price: \$1,250)

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

Dr. Kevin Hansen Student Poster Memorial Exposition — \$1,000

(Lucky Seven · 4 available · Exhibitor price: \$750)

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

BRANDED MATERIALS

Co-Branded Lanyards — \$5,000

(Jackpot · Exhibitor price: \$4,500)

Your logo around every attendee's neck for all four days — the single most-seen branding opportunity at the event.

Vegas Suite Keycards (Co-Branded Hotel Keycards) — \$4,000

(Jackpot · Exhibitor price: \$3,750)

Your logo handed to attendees at check-in and carried in their pocket all week.

Co-Branded Tote Bags — \$3,000

(Jackpot · Exhibitor price: \$2,750)

Your logo on the official convention tote given to every attendee at check-in.

GENERAL VISIBILITY

Convention Mobile App — \$3,500

(Jackpot · Exhibitor price: \$3,250)

With an 80%+ download rate among attendees in recent years, the app is one of the most-used tools at the convention. Your logo appears throughout the app and its promotional materials.

Convention Wi-Fi — \$3,000

(Jackpot · Exhibitor price: \$2,750)

Get recognition every time an attendee logs in. Includes a branded login password and signage.

Registration Sponsor — \$2,500

(Lucky Seven · Exhibitor price: \$2,250)

Logo placement on the registration site (if secured by December 31, 2026) and onsite signage — a great way to gain visibility before attendees even arrive.

Refreshment & Coffee Break Sponsor — \$1,000

(Lucky Seven · 6 available · Exhibitor price: \$750)

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

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.

ACE SUPPORTER LEVEL

Morning Yoga — \$500

Support wellness and sponsor a morning yoga session. Optional branded yoga mats available as an add-on.

Speaker Gifts — \$800

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

Showtime Sponsor (Exhibit Hall Entertainment) — \$500

(3 available)

Add to the fun — sponsor entertainment inside the exhibit hall and receive signage recognition.

Lucky Draw Sponsor (Door Prize Donation) — \$25–\$800

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

Gain Year-Round Visibility with Our Jewel Partner Program

The ACHCA Jewel Partner Program is a year-round partnership connecting your brand with 8,000+ ACHCA Connect newsletter subscribers, 10,000+ industry contacts, and the nearly 300 leaders who attend the Convention & Expo each year. Four levels — Diamond, Sapphire, Ruby, and Emerald — let you choose the depth of engagement that fits your goals. And nowhere does that partnership pay off more visibly than on-site in Las Vegas:

CONVENTION & EXPO BENEFITS	DIAMOND \$25,000 (3 AVAILABLE)	SAPPHIRE \$13,000 (6 AVAILABLE)	RUBY \$7,500 (12 AVAILABLE)	EMERALD \$3,000 (UNLIMITED)
Complimentary registrations	4	3	2	Discounted (1/2 price)
Complimentary exhibit booth	10x20	10x10	10x10	Discounted (\$2,000)
Additional booths available	2, at \$1,500 each	2, at \$1,500 each	1, at \$2,000 each	—
Idea Exchange session	Complimentary	Complimentary	Complimentary	Discounted (\$650)
Priority sponsorship selection	First priority	Second priority	Standard	Standard
Onsite signage recognition	Premium	Enhanced	Standard	Included
VIP networking event invitations	Included	Included	Included	—
Opt-in attendee list access	8/6/3 weeks prior	6/3 weeks prior	3 weeks prior	2 weeks prior
ESTIMATED ANNUAL VALUE	\$40,000+	\$24,000+	\$14,000+	\$5,000+



Gain Year-Round Visibility with Our Jewel Partner Program (Cont'd)

PRIORITY SPONSORSHIP & EXHIBIT SELECTION

Jewel Partners receive priority access to Annual Convention sponsorship opportunities and exhibit booth selection based on partnership level. Selection priority will be offered in the following order: Diamond, Sapphire, Ruby, and Emerald, followed by general availability. Priority selection applies to both sponsorship opportunities and exhibit hall booth space.

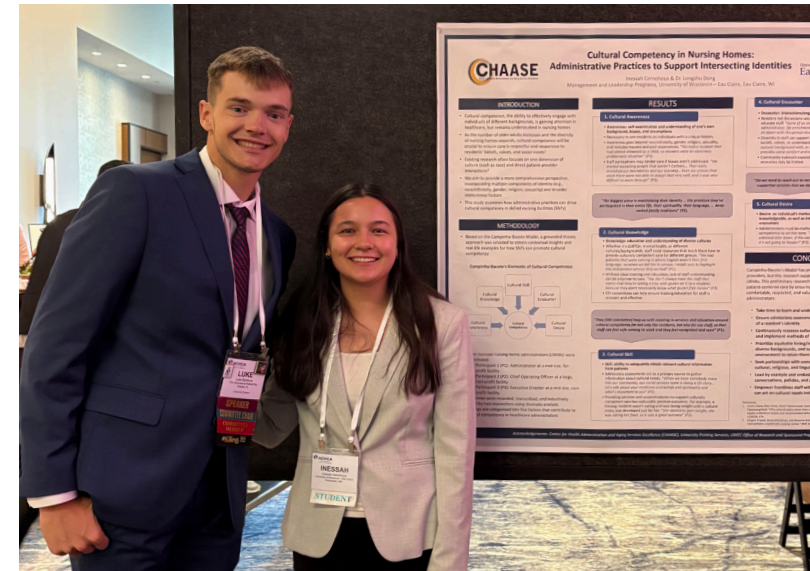


Emerald costs approximately what a standalone exhibit booth does — but includes the booth at a discount, a complimentary Idea Exchange session, and year-round visibility on top, making it the easiest way to get more than you would exhibiting alone.

With only 3 Diamond, 6 Sapphire, and 12 Ruby partnerships available, top-tier spots are limited — the sooner you commit, the more of the 2027 program you're part of.

Explore a Jewel Partnership or secure your annual convention sponsorship, exhibit space, and Idea Exchange today.

Contact Jessica Martin, Director of Sponsorships & Exhibits, at jmartin@achca.org or vendor@achca.org to find the tier that best aligns with your goals.





Terms & Conditions

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 Convention. 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 convention 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 convention spaces. Advance registration is required. Name badges will be issued under the exhibiting company name only. Exhibit Hall Only on-site badge registration is \$300 per person (*continuing education credit 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, or solicit business in convention 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 convention 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, and 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, 2027: 50% refund of booth fee
- After January 1, 2027: No refunds
- All balances must be paid in full by February 1, 2027

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 break-down 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: 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 applies only to the portion of exhibit space within 10' of an 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.

Labor & Contractors: Only authorized labor may be used for booth setup, except where permitted for an exhibitor's own staff. Third-party contractors must notify ACHCA at least six weeks prior to move-in and provide a certificate of insurance, or risk denied access.

Compliance & Safety: All exhibitors must comply with applicable local, state, and federal laws, as well as venue and fire codes. No combustible materials are allowed in or near booths, and 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. ACHCA may request a Certificate of Insurance (COI) from exhibitors.

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.