



2026 PHCA CONVENTION & EXPO

SEPTEMBER 16-18, 2026
WIND CREEK RESORT & CASINO

1A	1	1
GATE	ROW	SEAT

77 Wind Creek Boulevard Bethlehem, PA 18015



No. Ticket 123-340-1026



1A	1	15
GATE	ROW	SEAT



Game On: The Path to Pennsylvania's Long-Term Care Championship Season Starts Here

Gear Up for Gameday - the 2026 PHCA Convention and Expo - is your opportunity to make your mark with attendees from across the long-term care continuum in Pennsylvania.

Take the field in our Expo Hall to connect with members and put a spotlight on the solutions you can help provide to our members. Our stadium will be packed tight with administrators, long-term care providers, and educators from nursing homes, assisted living communities, and personal care homes.

These members are eager to learn of the latest solutions & innovations for older adults & seniors in Pennsylvania. You'll be in the red zone for new business as an exhibitor in our Expo Hall, with multiple opportunities to connect with our guests.

Maybe your game plan better aligns with one of our multiple sponsorships opportunities to connect you with key decision makers from over 375 long-term care provider groups and organizations.

We'll set you up for success, so you just focus on scoring big!

Why partner with the Pennsylvania Health Care Association?

As one of the oldest states in the country with the fastest growing population of those over the age of 85, Pennsylvania relies on its long-term care providers to keep tens of thousands of our seniors and others safe every single day.

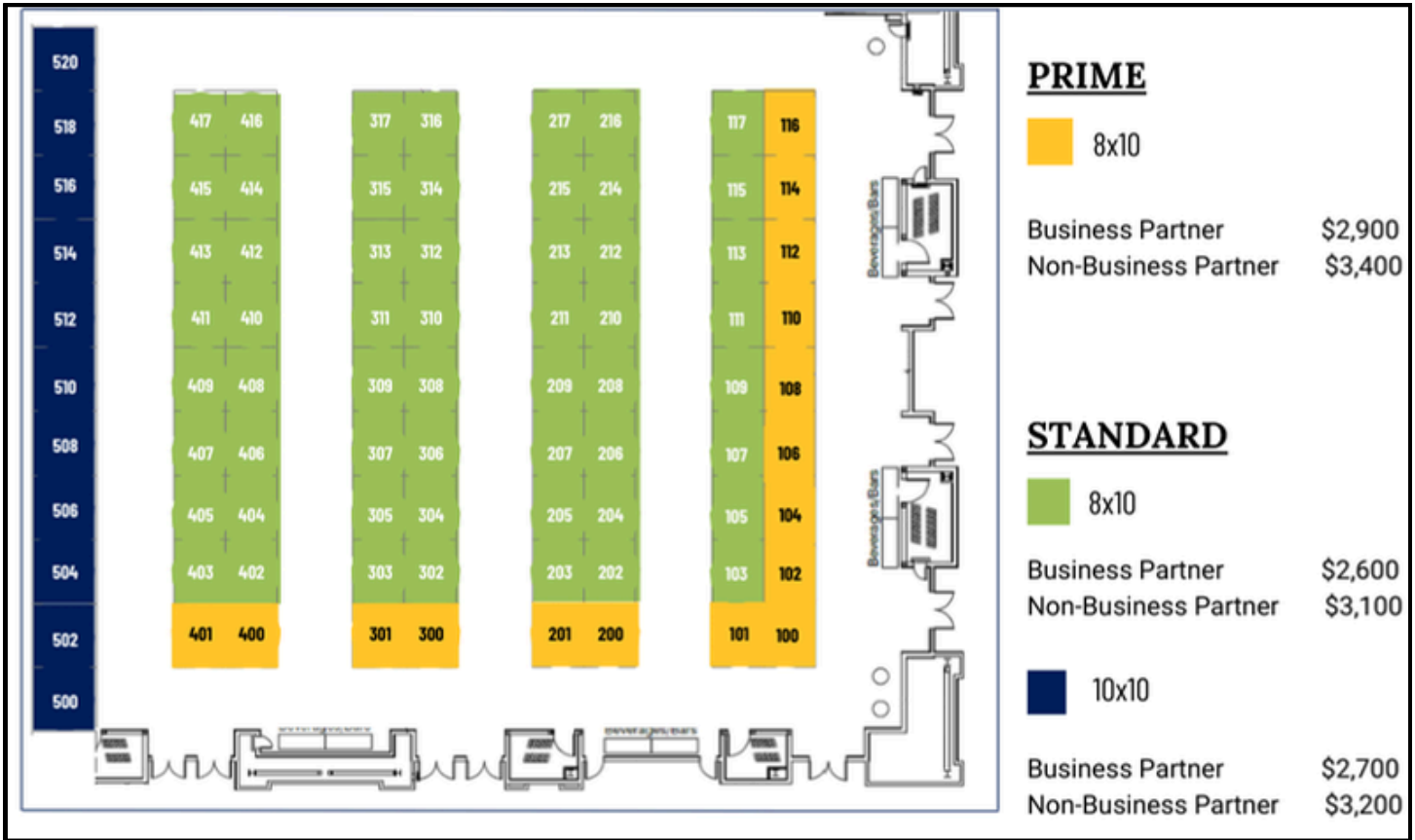
And those residents, as well as their families and loved ones, deserve the highest quality care. At the Pennsylvania Health Care Association (PHCA), we are proud of our reputation as the commonwealth's leading advocacy association, representing Pennsylvania's most vulnerable residents and their providers of care.

Our mission is simple: to elevate, educate and advocate on behalf of the commonwealth's most vulnerable, their caregivers, and their providers in sustaining a robust quality long-term care continuum in Pennsylvania.

PHCA is dedicated to advancing and elevating the work of our members and are deeply vested in their long-term success. We leverage our unmatched depth of industry knowledge to help our members thrive in an ever-evolving health care landscape.



Expo Floorplan and Map



PURCHASE BOOTH

Our all-inclusive expo booth package includes:

- Two (2) Exhibitor Passes for booth attendees (*you may purchase up to two additional Exhibitor Passes for \$250 each*)
- Complimentary exhibitor listing in convention mobile app
- Identifying signage at booth
- Six-foot table and two chairs with backdrop and side-rail drape
- Carpeted expo hall space
- Pre-convention attendee list including attendee name, job title, company and/or organization name and provider type (sent prior to convention)

In accordance with our Vendor Attendance Policy, vendors wishing to register for this year's convention and expo that are not currently a PHCA business partner in good standing must purchase a booth or sponsorship booth to attend. Vendors are defined as any individual employed by a company that provides products and/or services to support the needs of our provider members. If you have questions about this policy or would like to discuss whether this policy applies to you or your organization, please contact us at walford@phca.org.



Key Expo Benefits

ACCESS

Meet with leaders from across Pennsylvania's long-term care continuum including nursing homes, assisted living communities and personal care homes - all in one location

AWARENESS

Ensure nursing home, assisted living and senior living providers remember your company name, products or services by keeping your name front and center.

EDUCATION

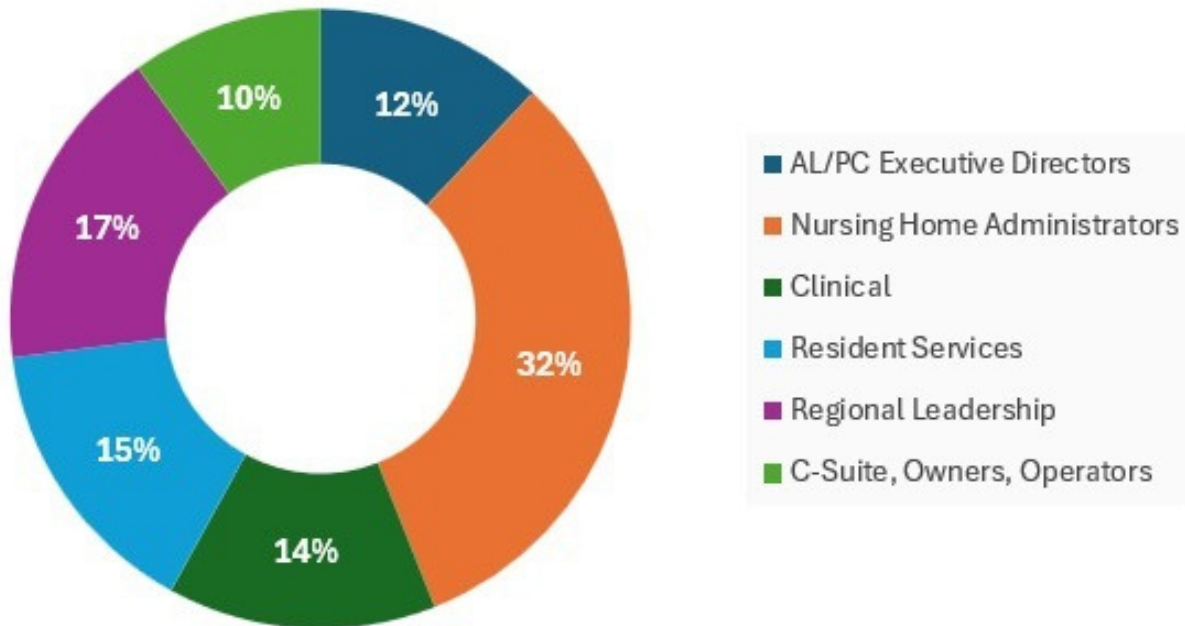
Take advantage of dedicated expo hours to educate and engage with attendees.

INFLUENCE Leverage the significant purchase power of our convention attendees when it comes to day-to-day operations and needs for supplies, products, and services.

NETWORK

Collaborate and network with like-minded long-term care and senior living providers.

PHCA Convention and Expo Attendee Profile



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CONVENTION SPONSORSHIPS - OFFENSE

DJ & 360 BOOTH NETWORKING RECEPTION

\$15,000 - EXCLUSIVE

Wednesday 9/16/2026

Become a premier sponsor of the event by integrating your brand with one of the most exciting events all week! This networking reception brings the excitement to our convention with a fun and engaging evening with all of our attendees. Network with your peers while you support a worthy cause, as this PHCA Conference Tradition is also an impactful fundraising event! You will be prominently recognized throughout the event, cementing your presence as a true leader in our long-term care community.

Benefits include :

- Logo recognized on wayfinding and welcome signs at the reception location
- Branded Items throughout the event area, including cocktail napkins and tent cards
- Opportunity to provide opening remarks on behalf of your organization, introduced by our CEO
- Digital Recognition in our "KBYG" and daily reminder emails, highlighting the event and encouraging our guests to attend
- Additional Recognition through our website and mobile app, highlighting your sponsorship
- Three sponsor attendee passes

CONVENTION CLOSING RECEPTION

\$15,000 - EXCLUSIVE

Thursday 9/17/2026

Cap off a successful conference by bringing the whole team together for a Game Day Gala! Put your brand on the starting line to engage with all of our attendees after being recognized as the host of this special closing event. You'll receive prominent branding throughout the venue, and the opportunity to connect with our members like never before. Elevate your brand above the rest as you leave a lasting impression on the attendees before departure.

Benefits include:

- Logo recognized on wayfinding and welcome signs at the reception location
- Branded Items throughout the event area, including cocktail napkins and tent cards
- Opportunity to provide opening remarks on behalf of your organization, introduced by our CEO
- Digital Recognition in our "KBYG" and daily reminder emails, highlighting the event and encouraging our guests to attend
- Additional Recognition through our website and mobile app, highlighting your sponsorship
- Three sponsor attendee passes



KOSHER MEAL & PRAYER ROOM SPONSOR

\$12,000 - EXCLUSIVE

Demonstrate your commitment to inclusivity and accessibility with this thoughtful sponsorship, providing essential services for attendees observing dietary restrictions and religious practices, creating a welcoming and respectful environment for all. Your company will be recognized for supporting these important accommodations, enhancing your reputation for inclusivity and demonstrating your commitment to accommodating the diverse needs of conference participants. It's a meaningful way to foster a sense of belonging and make a positive impact on the conference experience for all attendees.

Benefits include:

- Logo recognized through prominent signage by kosher fare at breakfast and lunch through the entire conference
- 22" x 28" Sign with your company logo located outside a dedicated prayer room
- Additional Recognition through our website and mobile app, highlighting your sponsorship
- Three sponsor attendee passes

EXPO HALL NAMING SPONSOR

\$11,000 - EXCLUSIVE

Establish your organization as THE destination to visit as the Official Naming Sponsor of our Expo Hall. This top-tier sponsorship puts your brand front and center of our expo hall, giving you unparalleled access & visibility to all of our attendees. Demonstrate your commitment to the long-term care continuum, and highlight all of the ways you can help benefit these members.

Benefits include:

- Two complimentary exhibitor booths featured in a prominent location
- Logo recognized on wayfinding and welcome signs in the expo hall
- Additional Recognition through our website and mobile app, highlighting your sponsorship
- Ability to place one promotional item / collateral in the convention welcome bags (must be approved by PHCA and provided by sponsor)
- Three sponsor attendee passes

CONVENTION SPONSORSHIPS - DEFENSE

NETWORKING LUNCH SPONSOR

\$10,000 - EXCLUSIVE

Nourish both your business leads and our attendees as the Networking Lunch Sponsor! This key sponsorship helps provide support for the conference & offers you major visibility with our attendees during a key moment of the day. Connect with participants in a relaxed setting, and demonstrate the kind of support that your team provides both in and outside of the office. Utilize this tasteful sponsorship to make a lasting impression on the attendees!

Benefits include:

- Logo recognized through prominent signage at breakfast and lunch locations each day
- Additional Recognition through our website and mobile app, highlighting your sponsorship
- Ability to place one promotional item / collateral in the convention welcome bags (must be approved by PHCA and provided by sponsor)
- Two sponsor attendee passes



NETWORKING BREAKFAST SPONSOR

\$10,000 - EXCLUSIVE

Start the day strong! This valuable sponsorship offers prime visibility as attendees gather to network and prepare for a day of learning. Your company will be recognized as the breakfast sponsor, with branding opportunities and the chance to welcome attendees. Sponsoring breakfast provides an excellent opportunity to connect with participants in a relaxed setting, build relationships, and position your brand as a key supporter of the event. It's a delicious way to make a positive first impression and fuel attendees for a productive conference experience.

Benefits include:

- Logo recognized through prominent signage at breakfast and lunch locations each day
- Additional Recognition through our website and mobile app, highlighting your sponsorship
- Ability to place one promotional item / collateral in the convention welcome bags (must be approved by PHCA and provided by sponsor)
- Two sponsor attendee passes

KEYNOTE HALL SPONSOR

\$7,500 - EXCLUSIVE

Connect with your ideal audience as you access a world of opportunity by sponsoring our Keynote Hall and General Session meeting room. This room houses the most influential speakers of the entire event, focusing first on our Keynote. All attendees are excited for this event, and gives you the opportunity to connect & engage with our members in a unique setting that highlights your commitment to improving our members. This room also hosts our General Session, led by our CEO Michael Jacobs with key updates on the long-term care continuum in Pennsylvania.

Benefits include:

- Logo recognized through prominent signage on the meeting room entrance signs and large reader boards located inside & outside of the meeting room
- Logo recognized on welcome slide presented for all attendees when arriving and during breaks
- Additional Recognition through our website and mobile app, highlighting your sponsorship
- Opportunity to place media / collateral on tables during the daily open sessions of our keynote and general session hall
- Two sponsor attendee passes

CONVENTION MOBILE APP TAKEOVER

\$7,500 - EXCLUSIVE

Dominate the digital space at the conference by sponsoring a Convention Mobile App Takeover! This premier sponsorship provides exclusive branding and visibility within the official conference app. Your logo, message, and call to action will be prominently featured, ensuring attendees see your brand every time they use the app. A mobile app takeover offers unparalleled exposure, driving traffic to your booth, promoting special offers, and maximizing engagement with attendees throughout the conference. It's the ultimate way to own the mobile experience and connect with attendees on their most-used device.

Benefits include:

- Three mobile push notifications (one per day, 140 characters)
- Two custom digital advertisements within the mobile app
- One splash page seen by all attendees as they open the app
- Two sponsor attendee passes



LEARNING DAY SPONSOR

\$6,000 - two available

Elevate your brand and showcase your expertise by sponsoring a day of breakout learning sessions! Connect with our members through prominent visibility in the education sessions, and highlight your organization as a key supporter of their professional development. Align your brand with valuable educational content and connect directly with a focused audience, demonstrating your commitment to the success of the long-term care continuum in Pennsylvania. Sponsorships are available for *Wednesday September 16* and *Thursday September 17*.

Benefits include:

- Logo recognized with prominent meeting room entrance signs and reader boards located outside each of the learning day session rooms
- Logo recognized on welcome slide presented for all attendees when arriving and during breaks
- Additional Recognition through our website and mobile app, highlighting your sponsorship
- Two sponsor attendee passes

EXPO HALL HAPPY HOUR AND NETWORKING RECEPTION

\$6,000 - two available

Get ready to bring the excitement to our Expo Hall with this key sponsorship! We will have two, themed Expo Hall Happy Hour and Networking Receptions during the conference. The first day will focus on a Breakfast & Mimosas theme, helping attendees start their day off on the right foot before engaging with our exhibitors. The second option is our Margarita Lunch session, where you'll be the sponsor of some midday enthusiasm. As the sponsor, you'll receive signage throughout the area to recognize your brand and reinforce your commitment to creating a better experience for our members and attendees. Drive traffic to your booth, or just take advantage of the prominent recognition to generate meaningful leads with our guests.

Benefits include:

- Logo recognized with prominent signage near the expo hall happy hour refreshments
- Branded Items throughout the event area, including cocktail napkins and tent cards
- Additional Recognition through our website and mobile app, highlighting your sponsorship
- Two sponsor attendee passes

TOTE BAGS

\$6,000 - EXCLUSIVE

Put your logo directly into the hands of our attendees by sponsoring our Conference Tote Bags! This sponsorship provides a useful and lasting way to engage our audience, providing ongoing visibility well after the event concludes. As your logo is prominently displayed by all attendees utilizing these bags, it will naturally ingrain your brand as a true industry leader and supporter within the industry.

Benefits include:

- Logo featured prominently on tote bags given to all attendees of the convention
- Two sponsor attendee passes

SOLD BRANDED CONFERENCE WRITING PADS

\$6,000 - EXCLUSIVE

Give our attendees a lasting reminder of their experience and your support with these high-quality Writing Pads. Your logo will be featured prominently on these gifts given to all attendees, and will help put your brand top-of-mind for anyone using this useful tool. Additional benefits include Two sponsor attendee passes.



CONVENTION SPONSORSHIPS - SPECIAL TEAMS

REGISTRATION AREA SPONSOR

\$5,000 - EXCLUSIVE

Make your brand part of the warm welcome provided to all attendees as the Registration Area sponsor. You'll receive prime real estate for your logo recognition by including it in our branded area that welcomes all of our attendees. As the sponsor of this key hub, you'll connect your brand with the memories they are about to make during their stay. Provide collateral material at this location for additional exposure opportunities with our members!

Benefits include:

- Logo recognized with prominent signage at the registration area
- Additional Recognition through our website and mobile app, recognizing your sponsorship
- Two Sponsor Attendee Passes

CONVENTION LANYARDS

\$5,000 - EXCLUSIVE

Keep your brand close at hand by sponsoring the convention lanyards! This highly visible sponsorship ensures your company's logo and message are front and center throughout the entire event. Every attendee will wear your branded lanyard, providing constant exposure and reinforcing your presence at the conference. It's a practical and cost-effective way to maximize your visibility and make a lasting impression - your brand will literally be hanging around with key decision-makers and industry influencers! Additional benefits include one sponsor attendee pass.

WATER BOTTLES

\$5,000 - EXCLUSIVE

Promote your commitment to the wellness of our members by sponsoring our reusable Water Bottles given to all attendees. This allows you to connect with our members through a useful and thoughtful giveaway, connecting your brand with them both during the conference and after. Adorned with your Logo and Message, this sponsorship allows you to maximize your reach with all attendees. Additional benefits include one sponsor attendee pass.

HOTEL ROOM KEYS

\$5,000 - EXCLUSIVE

This sponsorship promotes your brand unlike any other, with unparalleled visibility throughout the entire run of the conference! This distinctive sponsorship puts you right in the hands of our attendees as they are reminded of your brand each time they enter their hotel room. This provides the most consistent exposure with our attendees during the convention, and offers a memorable way to be a part of their experience. Additional benefits include one sponsor attendee pass. *Please Note - Sponsor is responsible for any additional production costs associated*



REGISTRATION CONFIRMATION EMAIL BANNER

\$3,500 - EXCLUSIVE

Be part of the pregame experience for our attendees with this valuable sponsorship opportunity. Your logo and message will be sent directly to every attendee that registers for our event. This message can even include a special offer to our members, or reminder to connect with you while attending the event. This is a high visibility and cost-effective way to generate excitement and connect with attendees before they even set foot in the conference. Additional benefits include one sponsor attendee pass.

CONVENTION WEBSITE BANNER AD

\$3,000 - EXCLUSIVE

Drive traffic and boost your visibility! This prime digital real estate puts your message in front of attendees as they research the conference, plan their schedules, and register for the event. Your banner ad will be prominently displayed on the convention website, linking directly to your website or landing page. Sponsoring a banner ad is a cost-effective way to reach a targeted audience, generate leads, and maximize your brand exposure before, during, and even after the conference. Additional benefits include one sponsor attendee pass.

“KNOW BEFORE YOU GO” EMAIL BANNER

\$2,500 - EXCLUSIVE

Connect your brand with our event as they prepare for the conference! Your brand will be highlighted with a custom Email Banner Ad in this crucial email sent just before the conference. This provides attendees with essential information and last-minute details, and would provide a great opportunity to maximize your brand visibility. Drive traffic to your booth, encourage visits to your website, or just reinforce your presence in the industry. Additional benefits include one sponsor attendee pass.

DAILY UPDATE EMAIL BANNER AD

\$2,500 - two available

Stay top-of-mind with our attendees as you keep them informed with our Daily Update Emails. This cost-effective sponsorship provides you with top-tier visibility sent directly to each of our attendees. Your logo or banner ad will be featured prominently in the email while the email keeps attendees informed about the events of the day. Additional benefits include one sponsor attendee pass.

METER BOARD ADVERTISING

\$2,000 - three available

Capture the attention of virtually all attendees with these large Meter Boards located in key, high traffic areas of the convention area. Your logo will be highlighted on the custom graphic, shown on both sides of a 3' x 8' sign. Additional benefits include one sponsor attendee pass.



TOTE BAG PRODUCT INSERT

\$2,000 - four available

This targeted opportunity lets you place a sample of your product, a promotional item, or a special offer directly into the conference tote bags distributed to attendees. It's a tangible way to showcase your offerings, drive traffic to your booth, and generate excitement around your brand. A product insert offers a unique and memorable experience, allowing attendees to interact directly with your products and creating a lasting connection beyond the conference. Additional benefits include one complimentary sponsor pass. *Please Note: Meeting tote bag sponsorship must be sold to offer product inserts. Each sponsor must provide 600 product inserts. PHCA must approve all product samples.*

TOTE BAG INSERT

\$1,500 - 15 available

Reach attendees directly by placing your marketing materials directly into the conference tote bags distributed to all attendees. It's a cost-effective way to get your message into the hands of a captive audience and ensure your brand stands out from the crowd. Tote bag inserts offer a valuable opportunity to drive traffic to your booth, generate leads, and make a lasting impression. Additional benefits include one complimentary sponsor pass. *Please Note: Meeting tote bag sponsorship must be sold to offer product inserts. Each sponsor must provide 600 product inserts. PHCA must approve all product samples.*

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