



75TH ANNUAL CONVENTION & EXPO SEPTEMBER 8-10, 2025

EMBASSY SUITES BY HILTON
EAST PEORIA RIVERFRONT HOTEL & CONFERENCE CENTER

EAST PEORIA, IL

CONVENTION ADVERTISEMENTS & SPONSORSHIPS

All sponsorships include signage and a “sponsored by” mention where appropriate as well as inclusion in any sponsor lists that are published in relation to the event.

Convention Program

The Convention Program (5.5x8.5) is included in attendee materials. It includes session information, event details, a list of sponsors and exhibitors, venue information and more.

- ❖ Overall Convention Program Sponsor | **\$2,500**
The Overall Program Sponsorship includes the sponsor logo on the front cover, a full-page ad on the back cover.
- ❖ Full-Page Ad (limited number available) | **\$650**
- ❖ Half-Page Ad (limited number available) | **\$450**
- ❖ Quarter-Page Ad (limited number available) | **\$250**
- ❖ Program Insert/Tote Bag Stuffer | **\$600**

Exhibitor Guide – Pocket Size

The Exhibitor Guide (4.25x5.5) is included in the materials for all attendees and provides contact information for all Exhibitors. It includes a map of the expo and is easily tucked in a back pocket for convenience while attendees browse the exhibits.

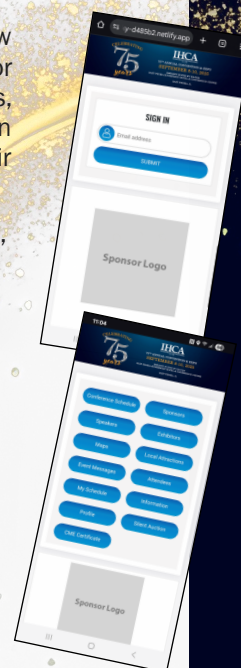
- ❖ Overall Exhibitor Guide Sponsor | **\$1,500**
The Overall Exhibitor Guide Sponsorship includes the sponsor logo on the front cover, a full-page ad on the back cover.
- ❖ Full-Page Ad (limited number available) | **\$350**
- ❖ Exhibitor Guide Enhanced Listing | **\$100**
Includes shaded background and a brief company description in the alphabetical listing and boxed or highlighted text in the category listing.

Convention Mobile App

There's an app for that! IHCA will once again be offering a mobile app for Convention this year. The new app, powered by TSLeads, will be a go-to resource for attendees. The mobile web-based app allows for Convention participants to find the information they are looking for from any of their devices—mobile phones, tablets, or computers. Each individual attendee can create their own personalized schedule, access session information including presentation handouts, connect with sponsors and exhibitors, complete their Continuing Education Verification form to earn CEs, complete session evaluations and more!

Become a mobile app sponsor and get your logo seen by everyone who uses the app, every time they open it, on any of their devices!

- ❖ Mobile App Splash Ad (one available) | **\$1,200**
The Splash Ad displays for 3 seconds every time a user opens the app!
- ❖ Sign In Page Sponsor (one available) | **\$750**
Put your company logo on the mobile app sign in page! Users will see it every time they open the app and sign in.
- ❖ Home Page Sponsor (one available) | **\$750**
Get your company logo featured on the app home page! Each time users go to the home page for anything they will see your logo.
- ❖ **BUY BOTH AND SAVE!!** Choose both the Sign In sponsorship and the Home Page sponsorship and pay \$1250 – Save \$250!
- ❖ Mobile App Message (limited to 3 per day) | **\$75**
IHCA will send a brief message with your company name, booth number, web link and a brief message to all app users.



CONVENTION EVENT SPONSORSHIPS

Opening Session

- ❖ Keynote Speaker | **\$6,000**
Sponsor is given the Opportunity to address the audience and introduces the keynote speaker.
- ❖ IHCA Excellence Awards | **\$1,500**
Sponsor is given the opportunity to address the audience prior to the presentation of the awards.
- ❖ Nursing Awards | **\$1,000**
- ❖ Voice of Senior Care Awards | **\$1,500**
- ❖ General Opening Session Sponsors (multiple available) | **\$2,500**
Sponsor receives special recognition and signage at Opening Session.

Kickoff Party

- ❖ Overall Event Sponsor | **\$4,000**
- ❖ Food & Beverages (multiple available) | **\$1,000**
- ❖ Entertainment | **\$2,000**

CONVENTION FOOD & BEVERAGE SPONSORSHIPS

Beverage Stations

Beverage Station Sponsorships will include disposable cups or napkins with sponsor logo.

- ❖ Tuesday Morning | **\$1,500**
- ❖ Tuesday Afternoon | **\$1,500**
- ❖ Wednesday Morning | **\$1,500**
- ❖ Wednesday Afternoon | **\$1,500**

Snack Breaks

Snack Break Sponsorships will include stickers or napkins with sponsor logo.

- ❖ Tuesday Morning | **\$2,000**
- ❖ Tuesday Afternoon | **\$2,000**
- ❖ Wednesday Morning | **\$2,000**
- ❖ Wednesday Afternoon | **\$2,000**

Lunches

- ❖ Tuesday exclusive | **\$15,000**
- ❖ Tuesday partial sponsorship (each) | **\$5,000**
- ❖ Wednesday exclusive | **\$15,000**
- ❖ Wednesday partial sponsorship (each) | **\$5,000**

EDUCATION SESSION SPONSORSHIPS

- ❖ Session Sponsor | Provide a session speaker at no cost to IHCA
Any company/speaker who provides a session to IHCA at no cost will be listed as a Session Sponsor. Speakers must submit their proposals during the Call for Presentations to be considered.
- ❖ Session Room Sponsor
*Sponsor one of the session rooms at Convention. Session room sponsorship includes the opportunity to welcome attendees and introduce the speaker for each session in that room, as well as introduce them to your company (*2 minutes or less). A table will be available at the back of the room where you can display company information and speak to attendees after the sessions. Sponsor will act as session monitor and scan attendee badges as they leave and must be present at each session that day. Companies who choose to sponsor a session room for multiple days may select a different room for each day.*
 - All Breakout Sessions | **\$1,000**
 - Tuesday (3 breakout sessions) | **\$500**
 - Wednesday (6 breakout sessions) | **\$750**

MISCELLANEOUS CONVENTION SPONSORSHIPS

- ❖ Convention Tote Bags
 - Exclusive | **\$2,000**
 - Shared (2 logos) | **\$1,000**
- ❖ Name Badges | **\$2,000**
- ❖ Attendee Lanyards | **\$2,000**
- ❖ Badge Printing Stations | **\$2,000**
- ❖ WiFi Sponsor | **\$1,000**
Provides free WiFi throughout the venue. Company name is used as WiFi password and logo is included on all signage and materials listing login information.
- ❖ Video Monitors (multiple available) | **\$1,500**
Video monitors will be located in several locations at the venue featuring videos about IHCA and the annual convention. Sponsor ads will be added into the rotation on the monitors periodically throughout the day.
- ❖ Photo Booth | **\$2,000**
Sponsor logo will appear on all photos, digital and print.

LOGO SPONSORSHIPS

Get your logo seen by attendees at this year's event!

- ❖ Window Clings | **\$500**
Window clings with sponsor logo placed on the doors/windows in the convention center lobby.
- ❖ Wall Cling | **\$500**
Wall clings with sponsor logo placed on the walls (near the session rooms).
- ❖ Floor Stickers | **\$500**
Floor decals with sponsor logo placed in high traffic areas (near registration and session rooms).
- ❖ Table Top Signs | **\$500**
Table top signs (5x7) with sponsor logo placed on tables in Hospitality Area in the Expo where attendees eat lunch.
- ❖ Expo Entrance Signs
(3 available - will divide)
Located between each set of entryway doors to the Expo, large signs (signs will be approximately 8 x4' and printable area will be approximately 6 x3.5') will be positioned for all attendees to see as they congregate during breaks, enter and exit the Expo, etc.
 - Full sign | **\$400**
 - ½ sign | **\$200**
 - ¼ sign | **\$100**



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SEPTEMBER 8-10, 2025

EMBASSY SUITES BY HILTON
EAST PEORIA RIVERFRONT HOTEL & CONFERENCE CENTER

EAST PEORIA, IL

(please type or print clearly)

Company Name _____

Contact Name _____

Address _____ City/State _____ Zip _____

Phone/Fax _____

Email _____

**CONVENTION ADVERTISING
& SPONSORSHIPS**

Convention Program

- Overall Program Sponsor \$2,500 ☐
Full-Page Ad \$650 ☐
Half-Page Ad \$450 ☐
Quarter-Page Ad \$250 ☐
Program Insert/Tote Bag Stuffer... \$600 ☐

Exhibitor Guide

- Overall Exhibitor Guide Sponsor. \$1,500 ☐
Full-Page Ad \$350 ☐
Exhibitor Guide Enhanced Listing . \$100 ☐

**CONVENTION EVENT
SPONSORSHIPS**

Opening Session

- Keynote Speaker \$6,000 ☐
~~IHCA Excellence Awards RSVD~~
~~Nursing Awards RSVD~~
~~Voice of Senior Care Awards RSVD~~
General Opening Session
Sponsorship \$2,500 ☐

Kickoff Party

- Overall Event Sponsor \$4,000 ☐
Food & Beverages \$1,000 ☐
Entertainment \$2,000 ☐

Convention Mobile App

- ~~Mobile App Splash Ad RSVD~~
Sign In Page Sponsor \$750 ☐
Home Page Sponsor \$750 ☐
Sign In and Home Page
Sponsor \$1,250 ☐
Mobile App Message \$75 ☐

**CONVENTION FOOD & BEVERAGE
SPONSORSHIPS**

Beverage Stations

- Tuesday Morning \$1,500 ☐
Tuesday Afternoon \$1,500 ☐
Wednesday Morning \$1,500 ☐
Wednesday Afternoon \$1,500 ☐

Snack Break

- Tuesday Morning \$2,000 ☐
Tuesday Afternoon \$2,000 ☐
Wednesday Morning \$2,000 ☐
Wednesday Afternoon \$2,000 ☐

Lunches

- Tuesday-exclusive \$15,000 ☐
Tuesday-partial \$5,000 ☐
Wednesday-exclusive \$15,000 ☐
Wednesday-partial \$5,000 ☐

EDUCATION SESSION SPONSORSHIPS

Session Room Sponsor

- All Breakout Sessions \$1,000 ☐
Tuesday (3 breakout sessions) \$500 ☐
Wednesday (6 breakout sessions) \$750 ☐

**MISCELLANEOUS CONVENTION
SPONSORSHIPS**

Convention Tote Bags

- Exclusive ~~RSVD.~~
Shared \$1,000 ☐
Name Badges \$2,000 ☐
Attendee Lanyards \$2,000 ☐
Badge Printing Stations \$2,000 ☐
WiFi Sponsor \$1,000 ☐
Video Monitors \$1,500 ☐
Photobooth \$2,000 ☐

Logo Sponsorships

- Window Clings \$500 ☐
Wall Cling \$500 ☐
Floor Stickers \$500 ☐
Table Top Signs \$500 ☐
Expo Entrance Signs
Full sign \$400 ☐
1/2 sign \$200 ☐
1/4 sign \$100 ☐

Total amount
of sponsorships: _____

Credit Card Payment:

- ☐ Amex ☐ MasterCard
☐ Visa ☐ Discover

Credit Card No. _____

Billing Address (including zip code)

Security Code _____ Exp. Date _____

Signature

Make checks payable to:

Illinois Health Care Association
1029 South Fourth Street
Springfield, IL 62703-2224