

WVHCA Associate Member Benefits

- **Advertising/Sponsorship** There are many opportunities for Associate Members to sponsor specific events at WVHCA functions to bring recognition to their company products and services. Specific sponsorship opportunities are available to Associate Members through the annual **Marketing & Membership Guide** (on the website). WVHCA Associate Members are eligible to purchase a display ad on the website, wvhca.org. Sponsor the weekly information update emails! Contact us for more information.
- **Advocacy** Associate Members have the opportunity to interact and build relationships during WVHCA activities, for example, at the golf tournament or serving on committees and boards. Associate Members can participate in the WVHC-PAC, the political arm of the long term care profession. Associate Members can participate in the grassroots development campaign to educate policymakers, legislators and the public on long term care issues.
- **Directory** Associate Members receive a complimentary public listing on our website. Associate Members have access to our “members only” section. The website contains extensive information, including WVHCA communications, announcements of education offerings, association meetings and valuable links to outside resources.
- **Education** Associate Members are eligible to attend WVHCA - sponsored seminars, workshops, educational programming and events at the discounted member rate. Associate Members have the opportunity to respond to the “Call for Presentations” in the selection of presenters for the Annual Convention and other events.
- **Information** Associate Members receive information and services enabling them to better serve their nursing home and assisted living clients.
- **Provider Contact Information** At your request, we provide an Excel spreadsheet of member mailing addresses one time per year.
- **Referrals** The WVHCA Board and staff refer members to Associate Members providing products and services that the member is seeking. The West Virginia Long-Term Care Service Corporation, WVLTSC, the for-profit arm of the WVHCA, provides members significant cost saving opportunities on products and services. With **Innovatix**, our group purchasing organization, businesses can receive significant discounts on telephone service, office supplies, and more. With Jeff Ferrell, representative for insurance products, get the best price for the best insurance products in life, group dental, group health insurance and more.
- **Trade Show Exhibitor** The WVHCA Annual Convention, held annually in May, gathers the largest group of long term care providers at our Trade Show. Booth space is limited and reserved on a first-come basis, but Associate Members have the benefit of advance notice to reserve their space and are eligible for the lower member rate. Additionally, Associate Members who invest \$2,500 or more in advertising, sponsorships and/or revenue sharing agreements during the year of the show, receive premium booth space at the regular booth space price, if available, when booking their space.