



# KCARE

Kentucky Coalition for Aging  
Resources and Empowerment

Formerly   

# 2026 VENDOR ENGAGEMENT GUIDE

*Member benefits, sponsorship  
opportunities, events, and more!*



## WHO WE ARE

The Kentucky Coalition of Aging Resources and Empowerment (KCARE, formerly KAHCF/KCAL/KSLA) is the largest long-term care trade association in Kentucky, representing over 400 skilled nursing facilities, assisted living communities, and personal care homes. Coalition membership includes large and small corporate organizations, independent owners, and for-profit and non-profit providers. The association is a state affiliate of the American Health Care Association/National Center for Assisted Living and Argentum, Inc.

The Coalition provides a wide variety of services to members, including legislative and regulatory activities, professional development, statewide recognition programs, media relations resources, industry research, and advocacy campaigns.

Every year, the Coalition hosts two major conferences: the Quality Summit each spring and the Annual Meeting and Expo in the fall.

The Coalition offers flexible sponsorship packages to ensure vendors get the most out our partnership. We align your business with top decisionmakers in the long-term care industry across the state to maximize your ROI.

## WHY BECOME A MEMBER?

### TOTAL ACCESS

Nothing compares to having the opportunity to meet face-to-face with decision makers and long-term care professionals in Kentucky. Membership with the Coalition includes various opportunities to connect with potential clients and grow your business.

### BRAND AWARENESS

Elite, Platinum, or Gold vendor members of the Coalition have the opportunity to gain brand amplification through Coalition resources. Membership helps elevate your brand, build connections, and establish brand awareness with long-term care professionals and leaders.

### INDUSTRY INSIGHT

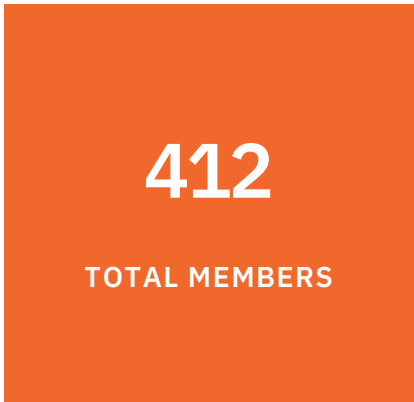
At the Coalition, members receive up-to-date information about the latest long-term care trends. Vendor members gain front row insight regarding regulatory affairs, reimbursement matters, legislative news, education and events, and more. Vendor members stay informed on issues that affect their long-term care customers.

### EDUCATION TRAINING

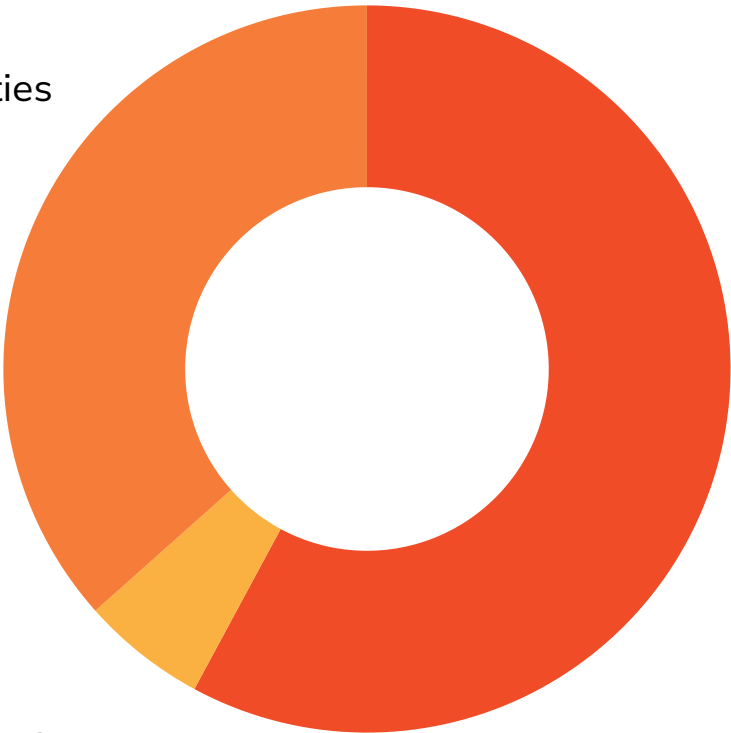
The Coalition provides 20 free-standing educational programs each year, with various sponsorship opportunities available at training and educational sessions. Each seminar offers a variety of topics and attracts a wide range of audiences. Vendor members are invited to participate in these educational programs.

# MEMBERSHIP BY THE NUMBERS

*As of May 2025*



Assisted Living Communities  
158



Nursing Facilities  
250

Personal Care Homes  
24

# VENDOR MEMBERSHIP LEVELS

## Elite Level: \$9,000 (NEW in 2026)

- All Platinum, Gold, and Silver level benefits
- Limited to seven non-competing vendors
- Logo displayed on the Elite Vendor Member wall in the Coalition's office
- Highlighted in the Association Membership Directory
- Logo displayed on staff email signatures for 2026
- Two additional attendees for the 2026 Board and Vendor Appreciation event in June (four total tickets)
- Two additional attendees for the NEW September Board and Vendor event (four total attendees)
- **Presenting sponsor** for the 2026 Quality Summit and Annual Meeting and Expo
  - **Quality Summit:** Recognition at opening general session, logo featured on event brochure cover, logo on all event materials (digital and print), and education session sponsorship of choice
  - **Annual Meeting:** Opening Session recognition, assist with awards presentation during the banquet, four complimentary tickets to the Quality Awards Banquet and VIP Reception, and logo placed at entrance, opening session signage, and bars at the Quality Awards banquet

*Vendor Members who have a profit-sharing agreement with Statewide Insurance Services, Inc. or KCARE will receive priority for vendor membership levels and all sponsorships.*

## Platinum Level: \$5,100

- All Gold and Silver level benefits
- Sponsor of Advocacy Day in Frankfort in February 2026
- Exhibit at the 2026 Quality Summit in April in Lexington
- Featured in an annual social media spotlight
- Two attendees for the 2026 Board and Vendor Appreciation event
  - 2026 event: Cincinnati Reds game
- Two attendees for the NEW September Board and Vendor event
- Logo placement on the Coalition website homepage

## Gold Level: \$2,700

- All Silver level benefits
- Opportunity to sponsor an NF or AL Board Meeting
- Booth at the annual expo in November (8' x 10', includes a table and two chairs)
  - A \$2,100 value!

## Silver Level: \$1,200

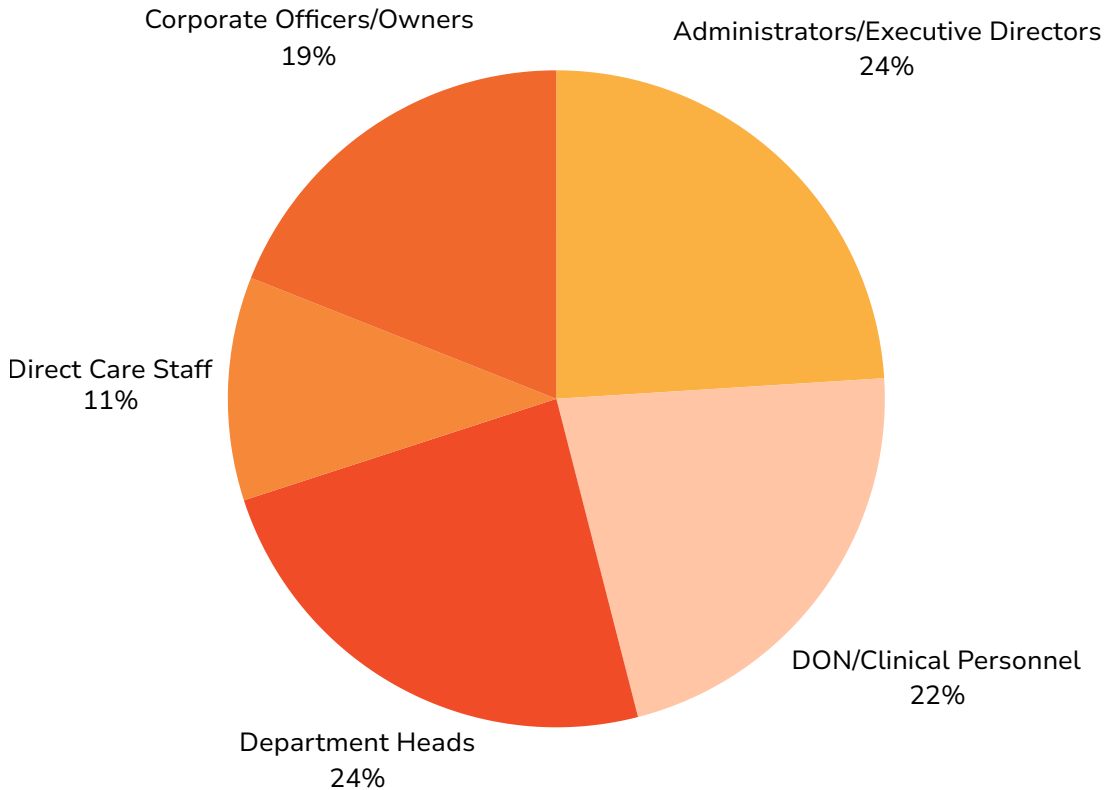
- Committee participation
- Access to the Connection newsletter and other alerts
- Invitation to attend and sponsor monthly Coffee Chat calls
- Quarterly emailed listing of Coalition provider members
- Listing in Buyers Guide posted on website and emailed to members quarterly

# ANNUAL MEETING & EXPO

Galt House Hotel & Suites, Louisville, KY

November 17-19, 2026

The Annual Meeting and Expo is a three-day conference and trade show in November. With over 750 attendees in 2024, this is the largest gathering of long-term care professionals in Kentucky. The conference concludes with the Coalition's annual Quality Awards Banquet, honoring the Best of Kentucky facilities and other dedicated caregivers and support staff. The chart below is a percentage of the attendance and their positions in the long-term care industry.



## Champion Sponsor: \$4,000

2 available

- Speaking opportunity during the second or third General Session
- Recognition at the Meet and Mingle Reception
- Two tickets to the Quality Awards Banquet and VIP Reception
- ¼ page ad in the Annual Meeting brochure
- Logo placement on event website

## Diamond Sponsor: \$2,000

6 available

- Recognition at the Meet and Mingle Reception
- ⅛ page ad in the Annual Meeting brochure
- Sponsor an educational breakout session of your choice (limited availability)
  - Speak briefly about your company before introducing the session speaker
- Logo placement on event website

# ADDITIONAL ANNUAL MEETING & EXPO SPONSORSHIP OPPORTUNITIES



## LANYARDS SPONSOR

\$1,500

*Three available*

*(Non-competing vendors)*

Display your company logo on lanyards worn by attendees during the conference.



## AWARDS BANQUET TABLE DECOR/MATERIALS SPONSOR

\$1,000

Opportunity to have your company materials set out on banquet tables during the Quality Awards dinner.



## TISSUE SPONSOR

\$1,000

Promote your company by printing your logo on pocket-sized packs of tissues available to all attendees.



## WATER BOTTLE SPONSOR

\$1,750

*Two available*

*(Non-competing vendors)*

Have your company logo on water bottles given out to attendees in high-traffic areas for the three-day conference.

## GENERAL SESSION TABLES SPONSOR

\$500

*Three available*

Opportunity to have your company materials set out on meeting tables during a General Session of the Annual Meeting.

## MEET & MINGLE SNACKS SPONSOR

\$500

*Three available*

Logo and recognition listed at high-traffic refreshment break areas during Wednesday night networking event.


## PRECONVENTION TRAINING SPONSOR

\$750

*Two available*

Sponsor a preconvention session of your choice (SNF or AL, upon availability), speak about your company, and introduce speaker

Logo placement on event materials (print and digital)



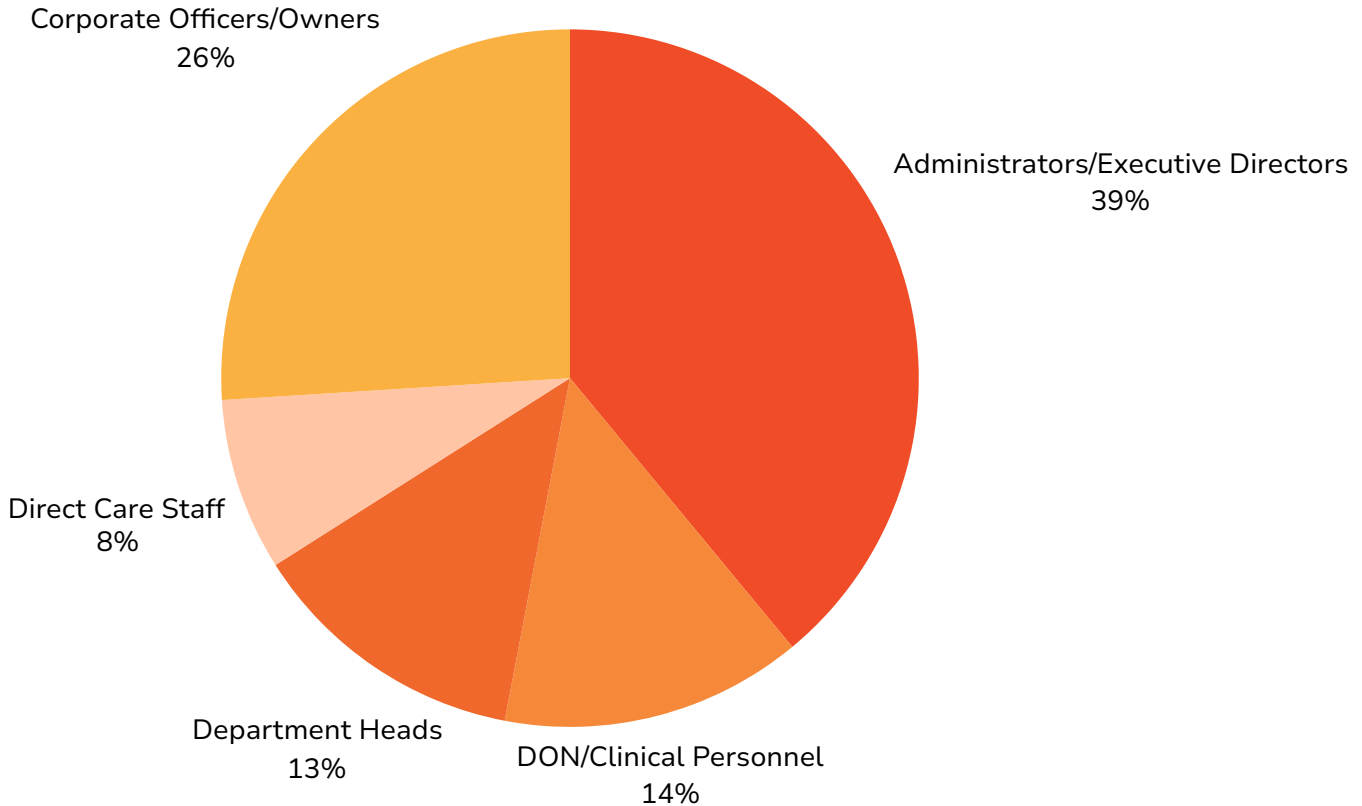
*Indicates a sponsorship reserved for Elite, Platinum, and Gold level vendor members*

# QUALITY SUMMIT

Marriott Lexington Griffin Gate, Lexington, KY

April 21-22, 2026

The Quality Summit takes place each spring. This is an exclusive two-day networking and educational event for Elite and Platinum vendor members only. Vendors will gain access to attendees that represent clinical and operational leadership as well as owners and corporate management. The chart below is a percentage of the attendance and their positions in the long-term care profession.



## Champion Sponsor: \$1,000 2 available

- 1/4-page ad in registration brochure
- Sponsor an educational breakout session of your choice (limited availability)
  - Speak briefly about your company before introducing the session speaker
- Logo placement on all event website

**Quality Summit sponsorships are only available to Elite and Platinum level vendor members**

# ADDITIONAL QUALITY SUMMIT SPONSORSHIP OPPORTUNITIES

*Quality Summit Sponsorships are only available to Elite and Platinum level vendor members.*

## LANYARDS SPONSOR

\$1,000

*Three available*

*(Non-competing vendors)*

Display your company logo on lanyards worn by attendees during the conference.

## CLINICAL LEADERSHIP LUNCHEON SPONSOR

\$2,000

*Three available*

*(Non-competing vendors)*

Get exclusive access to DONs and other clinical leaders and share your company with influential decision makers

## TISSUE SPONSOR

\$1,000

Promote your company by printing your logo on pocket-sized packs of tissues available to all attendees.

## WATER BOTTLE SPONSOR

\$1,000

*Two available*

*(Non-competing vendors)*

Have your company logo on water bottles given out to attendees in high-traffic areas during the conference.

## ANNUAL BUSINESS MEETING SPONSOR

\$1,000

Opportunity to address all meeting attendees and to have your logo on welcome signage and the meeting packet.

## PRECONVENTION TRAINING SPONSOR

\$750

*Two available*

Sponsor a preconvention session of your choice (SNF or AL, upon availability), speak about your company, and introduce speaker

Logo placement on event materials (print and digital)

## REFRESHMENT BREAK SPONSOR

\$500

Logo and recognition listed at high-traffic refreshment break area

# ADDITIONAL SPONSORSHIP OPPORTUNITIES IN 2026



## NURSING FACILITY BOARD OF DIRECTORS MEETING

\$1,000

*Two sponsors per meeting  
January, March, May, July,  
September, and November*

Provide a 5 to 7 minute presentation for the Nursing Facility (NF) Board of Directors and have your logo listed on all meeting materials.



## ASSISTED LIVING BOARD OF DIRECTORS MEETING

\$250

*Two sponsors per meeting  
January, March, May, July,  
September, and November*

Provide a 5 to 7 minute presentation for the Assisted Living (AL) Board of Directors and have your logo listed on all meeting materials.

## EDUCATIONAL TRAININGS

\$750

*Includes lunch for attendees*

Provide a 3 to 5 minute presentation during one of an in-person training events held at the Coalition's Louisville office and share company marketing materials and information.

## COFFEE CHAT

\$250

Provide a 5 to 7 minute virtual presentation for attendees on the Coalition's Coffee Chat and have your company logo shared on all promotional material for the call. Each call averages between 50 and 70 attendees.

*2026 Coffee Chat dates: January 9 and 23, February 6 and 20, and March 6 and 20 at 10 a.m. ET; April 17, May 20, June 17, July 15, August 19, September 16, October 21, November 11, and December 16 at 3 p.m. ET.*

## CONNECTION NEWSLETTER SPOTLIGHT

\$250

Have your company logo and description (up to five sentences maximum detailing products/services available) featured in the Coalition's newsletter, sent to all members every other week. Description must be provided by the sponsor.



***Indicates a sponsorship reserved for Elite, Platinum, and Gold level vendor members***



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## CONTACT



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