



The experts in aging well.

Corporate Partner Program 2020 Levels & Benefits

A Corporate Partner is a non-voting industry supporter of the Aging Life Care Association® (ALCA) who is not solely in the direct practice of Aging Life Care™/care management as defined by ALCA, but has an interest in the field, including elder law attorneys, physicians, educators, researchers, employees of home health agencies, nursing homes, assisted living facilities, manufacturers or distributors of durable medical equipment or other products or services related to the care of elders. Partnership may include up to three company representatives. Free Senior Placement Agencies are not currently eligible to be Corporate Partners.

If a Corporate Partner has Aging Life Care Professionals®/care managers on their staff who qualify as ALCA members, we highly recommend these care managers become members. These members will receive all member benefits, including listing in the Find an Aging Life Care Expert search, therefore bringing more value to Corporate Partner listings.

CORPORATE PARTNER CODE OF CONDUCT

We recognize our Corporate Partners play an important role in the success of the mission and vision of the Aging Life Care Association. To reinforce the standards to which we are committed, we ask that our Corporate Partners agree to the ALCA Corporate Partner Code of Conduct.

Code of Conduct:

1. Work together with Aging Life Care Professionals to help adults and their families live well as they face the challenges of aging.
2. Develop mutually beneficial relationships built on trust and respect.
3. Conduct business with integrity, adhering to high standards of ethics.
4. Comply with all applicable laws, rules, and industry regulations.
5. Promote products and services in a transparent and honest manner.
6. Employ pricing strategies and fee structures that do not include fee splitting, referral fees, or other similar arrangements that could influence an Aging Life Care Professional's recommendations for their client(s). Discounts or pricing strategies that are passed along to the client are acceptable.

ALCA reserves the right to decline to accept, or discontinue, as a Corporate Partner any firm that is not willing or able to agree and adhere to this Code.

The ALCA Corporate Partner program offers several partnership levels and benefits. Bronze, Silver, Gold, and Platinum Partnership levels are available to provide valuable resources and access to Aging Life Care Professionals®. Corporate Partner packages offer a combination of advertising opportunities in ALCA publications, webinars, and on the ALCA Website. Visit aginglifecare.org for application.

Partner - \$550

1. Listing in ALCA Website's "Find a Corporate Partner" search feature. Includes company logo, link to website and brief company description.
2. Use of the ALCA Corporate Partner logo on marketing material and website
3. FREE Promotion of company's educational events on ALCA Event Calendar
4. Participation in one of ALCA's nine regional chapters**
5. Subscription to ALCA Listserv
6. Reduced rates for exhibiting or sponsoring at national conferences
7. Reduced advertising rates
8. Partner rates for educational and professional products and events
9. Access to ALCA's digital resources – *Inside ALCA*, *the Journal of Aging Life Care™*, and *e-flash newsletters*
10. Benefits extend to up to 3 company representatives

Bronze Partner - \$2,000

Includes all benefits at the **Partner** level *plus*:

1. Recognition on ALCA website with link
2. Advertising in ALCA publications*:
 - a. 6 insertions in e-flash Electronic Newsletter
 - b. 1 full-page ad in *Inside ALCA* (Spring or Fall electronic issue)
3. Participation in total of two ALCA regional chapters**

Silver Partner - \$5,000

Includes all benefits at the **Partner** level *plus*:

1. Premium placement on ALCA website with logo and link
2. Advertising in ALCA publications*:
 - a. Total of 9 insertions in e-flash Electronic Newsletter
 - b. Total of 2 full-page ads in *Inside ALCA* (Spring & Fall electronic issues)
3. One sponsorship of ALCA Educational Webinar*
4. Facebook and Twitter mentions
5. Participation in total of three ALCA regional chapters**

Continued...

Gold Partner - \$10,000

Includes all benefits at the **Partner** level *plus*:

1. Premium placement on ALCA website with logo and link
2. Advertising in ALCA publications*:
 - a. Total of 12 insertions in e-flash Electronic Newsletter
 - b. Total of 3 full-page ads in *Inside ALCA* (Spring, Summer, and Fall)
 - c. One digital ad and One ¼ page print ad in the Journal of Aging Life Care™ (Spring or Fall)
3. Two sponsorships of ALCA Educational Webinars*
4. Facebook and Twitter mentions
5. Participation in all 9 ALCA regional chapters with additional local representative for each chapter
6. One-time use of ALCA's mailing list (message pre-approved by ALCA)

Participation in the Gold Partnership level will be limited to non-competing businesses.

Platinum Partner - \$15,000

Includes all benefits at the **Partner** level *plus*:

1. Premium placement on ALCA website with logo and link
2. Advertising in ALCA publications*:
 - a. Total of 24 insertions in e-flash Electronic Newsletter
 - b. Total of 3 full-page ads in *Inside ALCA* (Spring, Summer, and Fall)
 - c. Total of 2 digital ads and 2 ¼ page print ads in the Journal of Aging Life Care™ (Spring and Fall)
2. Three sponsorships of ALCA Educational Webinars*
3. Facebook and Twitter mentions
4. Participation in all 9 ALCA regional chapters with additional local representative for each chapter
5. Quarterly use of ALCA's mailing list (message pre-approved by ALCA)

Participation in the Platinum Partnership level will be limited to non-competing businesses.

*on a space-available basis. Publication descriptions and details on following page.

**Participation in additional chapters is available. Contact the ALCA office at 520.881.8008 for details.

In May 2015 the National Association of Professional Geriatric Care Managers (NAPGCM) changed its name to Aging Life Care Association™ (ALCA).

For more information contact ALCA at 520.881.8008 or email jwagner@aginglifecare.org.

ALCA Publications and Advertising Information

Inside ALCA Magazine

Inside ALCA is published three times a year – Spring (electronic only), Summer (print and electronic), and Fall/Winter (electronic only) – and features ALCA News, including Board Reports, Chapter News, Event Updates, and more. Electronic ad includes live links to your website. Also posted and archived at aginglifecare.org.

Inside ALCA Submission Deadlines

Issue 1 - Spring: March 3

Issue 2 - Summer: May 19

Issue 3 - Fall/Winter: October 6

Ad specifications: High resolution PDF, JPEG, TIF, or EPS files. (If EPS, please ensure that all text is converted to outlines.)

The Journal of Aging Life Care

The *Journal of Aging Life Care* is published twice a year in the Spring and Fall in both an online and print version. The *Journal* includes in-depth features and case studies specific to the practice of Aging Life Care™ / geriatric care management. This unique resource selects content from the profession's leading practitioners. Online Ad includes live links to your website.

Your Journal ELECTRONIC ad is:

- Placed in ad bar at bottom of every page
- 450 pixels wide by 225 pixels tall
- Updated as necessary to coincide with your event schedule or other needs
- Shared with a maximum of one other sponsor, maximizing your presence and visibility
- Includes a live link to your website
- Your ad will appear not only in the current issue, but in all archived issues as well during your advertising period

File Formats: GIF or JPG (animated GIFs and Flash files are not accepted)

File Size: 40kb or less

Your Journal PRINT ad is:

- ¼ page – 3 ½" x 4 ½"
- Shared with a maximum of three other advertisers, maximizing your presence and visibility

Ad specifications: High resolution PDF, JPEG, TIF, or EPS files. (If EPS, please ensure that all text is converted to outlines.)

The ALCA Journal Submission Deadlines

Issue 1 - Spring: April 10

Issue 2 - Fall: October 16

“e-flash” Newsletter

ALCA’s e-flashes are emails featuring timely news that is relevant, welcomed, and valued by our membership. Open rates are consistently high.

Your e-flash ad is:

- Placed following the e-Flash’s top story
- 500 pixels wide by 175 pixels tall*
- Updated as necessary to coincide with your event schedule or other needs
- Shared with a maximum of one other advertiser, maximizing your presence and visibility
- Includes a live link to your website

*subject to change

File Formats: GIF or JPG (animated GIFs and Flash files are not accepted)

File Size: 20kb or less

Insertion Dates: Sponsorship ads must be submitted two weeks prior to preferred “go-live” date.

Webinar Series

ALCA’s Business and Clinical webinars provide aging life care professionals with educational presentations that meet their unique needs, and they’re convenient and affordable. This is an advertising opportunity only; sponsors do not contribute to the webinar content or topic.

Your sponsorship benefits include:

- Logo and written recognition in promotions preceding webinars to 2,000 ALCA members and hundreds of non-members
- Logo recognition on the official ALCA webinar web page with links back to your website
- Sponsorship support recognition and brief company description at the beginning of each webinar presentation
- Sponsorship support recognition in post-webinar materials, as available, that are cataloged for use by members throughout the year
- Upon approval of ALCA, webinar sponsors may also issue a press release announcing their support of ALCA education initiatives