



DELAWARE HEALTH CARE FACILITIES ASSOCIATION • 501 Silverside Rd. Ste. 51 • Wilmington, DE 19809 • 302-235-6895

Dear Sally,

The COVID-19 pandemic has made for a tumultuous year across the world, and even more so in the long-term care community. Delaware's nursing homes and assisted living facilities have worked tirelessly to protect their residents, who are the most vulnerable to this insidious virus. In 2021, there is light at the end of the tunnel, as LTC residents and staff get vaccinated, more treatments become available, and research grows to help contain COVID-19.

Delaware Health Care Facilities Association is working side by side with its national organization, American Health Care Association (AHCA/NCAL), to get our providers the resources, information, and training they need to provide the best care their residents. Because of the threat of virus spread, live events have not been possible to reach providers face-to-face. Without a trade show, we were able to give you the chance to participate in our Swag Bag delivery that our providers enjoyed. Thank you for your support!

That being said, your support as an associate member has been essential to help us do our job so that our provider members can do their jobs to the utmost for their residents.

As we move into 2021, DHCFA urges you to renew your associate membership, or become an annual sponsor. We are working diligently to provide you more ways to connect with our providers. We plan to resume live events in September 2021, and your associate membership will run through February of 2022, when we have our live annual meeting. There will be at least three opportunities for you to exhibit at a membership event: Trade Show, Holiday Social, and Annual Meeting.

While we know these live events are your preferred way to meet with members, we are strategizing some virtual opportunities to include education in the upcoming months through sponsored Zoom calls and featured products in our weekly provider emails.

Please keep in mind that Delaware's long-term care and post-acute care community continues to grow and offers diversified, outstanding healthcare services throughout the state. In the next five years, research indicates that the long-term care industry in Delaware is going to increase five-fold. Your steadfast support now is so important as our industry continues to grow.

Associate Membership in Delaware Health Care Facilities Association remains very affordable at \$550.00 per year. *Benefits of associate memberships include:*

- ✓ Associate Member Information listing in our popular Membership Directory--published yearly, provided to all members, hospital systems, government agencies, State and National Legislators and other referral agencies.
- ✓ Listing in our website Associate Member Directory with opportunity to post sales material ([www.dhcfa.org](http://www.dhcfa.org))
- ✓ Membership Directory Advertising Opportunities (*for members only*)
- ✓ Resource Information about Delaware Providers, Regulatory State Agencies and more!
- ✓ Networking Opportunities - Exposure to your products and services via Advertising, Sponsorship Opportunities or participation in educational offerings, our Trade Show & Educational Conference, scheduled for September 9, 2021 at Chase Center on the Wiverfront in Wilmington, our December Social and Conference, and our February 22 Annual meeting
- ✓ Discounted pricing for attendance at educational events, Annual Meeting, Trade Show - *Members pay significantly less to exhibit in Trade Show!*
- ✓ Legislative and Regulatory Resources
- ✓ Resources and more... (Available to Members Only) - *Includes the latest local and national regulatory changes, the latest in Long Term Care policies, Member News, and Upcoming Program announcements*

We are looking forward to your continued support. It means the world to DHCFA, its provider members, and the long-term care community in Delaware.

A handwritten signature in black ink that reads "Cheryl Heiks". The signature is written in a cursive, flowing style.

Cheryl Heiks, Executive Director

[cheiks@dhcfa.org](mailto:cheiks@dhcfa.org)



# Delaware Health Care Facilities Association

Fostering Quality Care in the Long Term Care Continuum since 1963

## 2021 Associate Membership Application

Associate Members are persons or organization that supply goods or services to Long Term Care Facilities or have business or professional interest in the community. Associate Membership is not available to those eligible for Provider Membership or entities which manage nursing facilities or assisted living facilities, unless related to related to nursing facilities or other health care operations that are already members.

**\$550 Associate Members dues are Associate Membership Dues are renewable yearly and are non-refundable.**

Please complete this form and submit along with payment in the amount of \$550 by June 30, 2021 to be included in the 2021-2022 Membership Directory. Application must be accompanied by check or credit card payment for full amount of dues and purchased ad. NOTE: if you reserve and pay for an ad and fail to submit Ad Copy by June 30, 2021, you will forfeit your payment.

Company/Organization/Individual: \_\_\_\_\_

Check all that apply:  Corporation  Professional Organization  Sole Proprietorship  
 For Profit  Non-Profit

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_

Type of Business \_\_\_\_\_

Description of Services of Products: \_\_\_\_\_

Purchasing a Directory Ad?  Yes  No

Does your company belong to any other healthcare-related association?  YES  No

If yes, please list: \_\_\_\_\_

**Please note that both Associate Membership Dues and Ad payments are due to DHCFA by January 31, 2020. Send application with credit card payment or check made payable to:**

**Delaware Health Care Facilities Association**

501 Silverside Road Suite 51

Wilmington, DE 19809

ATTN: Associate Membership

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## DHCFC 2021-22 MEMBER SERVICES DIRECTORY ADVERTISING

Advertising in the DHCFA Membership Directory offers maximize exposure of your products and services at an affordable rate while showing your support for Delaware Long Term Care Providers and those they serve. The Member Services Directory includes a list of all Providers and Associate members along with other valuable information. The DHCFA Directory is distributed to all members, hospital discharge planners, government, State and Federal legislators, and other referral agencies and stakeholders.

### Showcase your facility or company by advertising!

**DEADLINES:** Camera-ready ads must be received by **JUNE 30, 2021**

**ADVERTISERS:** Only ads from facility and associate members are accepted.

**PRODUCTION INFORMATION:** Ads are 8" x 10" **black and white only**. No bleeds or spreads are available. Color is available for covers only (see under Size/Rate). Please send 8" x 10" ad in PDF format to [tmorris@dhcfa.org](mailto:tmorris@dhcfa.org) – Subject line: 2021-2022 Membership Directory Ad

**ADVERTISING OBLIGATIONS AND POSITIONING:** All advertisements are positioned in accordance with the requirements of editorial layout. The publisher reserves the right to reject advertising that does not conform to the editorial and graphic standards of DHCFA, or for any other reason. Requests for special positioning, to exclude other advertisements for whatever reason or for "exclusivity" on a page or page cannot be honored. Ads will be positioned in the directory in alphabetical order with the exception of inside and outside and back cover pages.

Advertisers and their representatives assume liability for the content of advertisements and responsibility for any claims arising against the publisher. The publisher assumes no responsibility for any type set by the publisher or subcontractors. In any case, the publisher's liability for any error will not exceed the charge of the advertisement in questions.

**PAYMENT:** Both Associate Membership Dues and Ad Fees are due to DHCFA by June 30, 2021. If one is received without the other, it will be returned. Ads are due to DHCFA no later than June 30, 2021.

<u>Size/Measurement</u>	<u>Rate</u>
<i>Full page (8" x 10")</i>	\$300
<i>Two or more full pages ads, per ad</i>	\$160
<i>Full page, inside front cover – full color</i>	\$450
<i>Full page, inside back cover – full color</i>	\$425
<i>Full page, back cover – full color</i>	\$475

*If you are interested in buying a color cover page, please call the DCHFA Office at 302-235-6895 or email [tmorris@dhcfa.org](mailto:tmorris@dhcfa.org). These are sold on a first come, first paid basis.*

**AD QUERIES:** Requests for information or questions about advertising in the directory, any editorial matter, or general correspondence should be directed to [tmorris@dhcfa.org](mailto:tmorris@dhcfa.org) – Subject line: Ad Directory Query

PLEASE COMPLETE THE ADVERTISING INSERTION ORDER FORM AND MAIL WITH YOUR PAYMENT

TO: DHCFA, 501 Silverside Rd., Suite 51, Wilmington, DE 19809

# Delaware Health Care Facilities Association

"Fostering Quality Care in the Long Term Care Continuum since 1963"

## DIRECTORY ADVERTISING ORDER

Company/Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

<u>Size/Measurement</u>	<u>Rate</u>
Full page (8" x 10")	\$300
Two or more full pages ads, <b>per ad</b>	<b># of ads</b> _____ x\$160
Full page, inside front cover – full color	\$475
Full page, inside back cover – full color	\$450
Full page, back cover – full color	<u>\$475</u>

**TOTAL AMOUNT OF ORDER \$ \_\_\_\_\_**

Signature below serves as authorization to public our advertisement in the 2021-2022 DHCFA Membership Directory. I understand that the advertisement will not run in the directory unless I have become a member and paid both the membership dues and ad fees by June 30, 2021. I understand that if I request and pay for an ad by January 31, 2021 but fail to submit the ad by March 26, 2021 that the ad payment will be forfeited.

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Check one:

\_\_\_\_\_ AD will be emailed (PDF format, to size) to: tmorris@dhcfa.org by the due date of June 30, 2021

\_\_\_\_\_ Please used ad published in last year's Member Directory

**Make checks payable to:**

**Delaware Health Care Facilities Association**  
501 Silverside Road, Suite 51, Wilmington, DE 19809