

EXHIBIT AND SPONSOR OPPORTUNITIES AVAILABLE

**DELAWARE HEALTH CARE
FACILITIES ASSOCIATION**

ASSISTED LIVING CONFERENCE 2023

Thursday, May 4
Modern Maturity Center
Dover, DE

SESSIONS



**Quality Assurance (QA)
Seminar for
Assisted Living Facilities**

RUTHANN LANDER, MSN, RN



**What's on the National
Horizon for
Assisted Living**

JILL SCHEWE, NCAL



**Selling the Senior Living
Experience**

**MICHAEL MARLOW, SVP,
WATERCREST SENIOR LIVING**

Modern Maturity Center
1121 Forrest Ave.
Dover, DE 19904
8 am - 4 pm

5 CEs are being requested for NHAs
and RNs from NAB and the Delaware
Board of Nursing



ASSISTED LIVING CONFERENCE | MAY 4, 2023
MODERN MATURITY CENTER, DOVER, DE | SPONSOR/EXHIBITOR AGREEMENT

Company Name: _____ Member Non-Member
Address: _____
City | State | Zip: _____
Phone: _____ Website: _____
Contact Person: _____ Title: _____
Email: _____ Direct Phone: _____

DHCFA will do its best to locate companies away from each other. Please be specific when describing your goods and services:

Principle products to be promoted at the Conference: _____

Please list any companies you DO NOT want to be next to. We will make every effort to accommodate: _____

Person listed will appear as the Company Contact in the program to be included in attendee packet:
Name: _____ Title: _____
Email: _____ Phone: _____

PLEASE SELECT:

Gold Annual Sponsor*	\$5,000
Lunch/Silver Sponsor*	\$2,500
Breakfast/Bronze Sponsor*	\$1,500
Break Sponsor	\$1,000
Exhibitor- Member	\$ 375
Exhibitor – Nonmbr	\$ 575
Extra meal tickets # ___ x \$60 \$ ___	
TOTAL DUE \$	_____

TABLE LOCATION: All exhibit locations are placed on the perimeter of the ballroom. Attendee tables are in the center space. A floor plan will be available April 20. Sponsors receive first choice, followed by Associate members, and ranked by payment date.

DOOR PRIZES: DHCFA holds a door prize raffle at the end of the day and you present the door prize!
Please indicate: We WILL WILL NOT supply a door prize

Exhibitors receive meals for one representative. Sponsors receive two. Additional meal tickets for additional representatives are \$60 each.

*** SPONSORS will receive all benefits from annual sponsorship (see attached chart). Meal sponsors will be featured on a table tent card at each table and the buffet. Break sponsors will be on signage on the buffet tables.**

REPRESENTATIVE ATTENDING (1 included with booth | 2 included with sponsorship | \$60 each additional):

Name:: _____ Title: _____ Email: _____
Name:: _____ Title: _____ Email: _____
Name:: _____ Title: _____ Email: _____

Delaware Health Care Facilities Association is hereby authorized to reserve sponsorship/space for us in the exhibit area of the Fall Educational Conference & Trade Show at the Modern Maturity Center, Dover, Delaware. We agree to abide by all requirements and deadlines. We understand that payment will secure our sponsorship/space.

Signature: _____ **Date:** _____ **AMOUNT DUE:** _____

DHCFA Sponsorship Benefits

Make your once-a-year investment for the broadest exposure to the long-term care community in Delaware

Get all of the benefits below and MORE. Call us about a Titanium (\$10,000) or Platinum (\$7,500) sponsorship!

<i>Sponsorships available</i>				
Benefits	Gold \$5,000	Silver \$2,500	Bronze \$1,500	Associate \$550
Sponsorship at Annual Trade Show with exhibit table and priority location selection, and full-page ad in program	✓	✓		
Sponsorship at Annual Meeting, Assisted Living Conference, Dec. Social	✓			
Sponsorship at Trade Show and one additional event		✓		
Sponsor one educational event (\$1,000 value)			✓	
Opportunity for "Meet and Greet" with providers via Zoom	✓ (4)	✓ (3)	✓ (2)	
8' x 10' exhibit space with preferred placement at <u>3 major events</u>	✓			
8' x 10' exhibit space with preferred placement at <u>2 major events</u>		✓		
8' x 10' exhibit space with preferred placement at <u>1 major event</u>			✓	
8" x 10" inside page ad in directory	✓	✓	✓	
Opportunity to submit educational articles for DHCFA blog	✓	✓		
Opportunity to provide educational speakers along with 5-minute "about our company"	✓	✓	✓	
Banner ad opportunities for our provider weekly e-letter	✓ (4)	✓ (3)	✓ (2)	
Logo on directory cover	✓			
Listing as <u>sponsor member</u> in directory with logo	✓	✓	✓	
Logo on website with link	✓	✓	✓	
Banner ad space for purchase on weekly provider e-letter				✓
Associate member benefits: <ul style="list-style-type: none"> • Listing in the membership directory, distributed annually to members, hospital systems, government agencies, State and Federal legislators, and other referral agencies and stakeholders • Listing in our online Associate member directory with PDFs of marketing material posted • Access to resource information about Delaware providers, regulatory State agencies, and more! • Event-specific sponsorship opportunities* • Legislative and regulatory resources support • Networking opportunities • *These include advertising opportunities, webinar sponsorships, speaker sponsorships, meal sponsorships, and grand door prize sponsorships 	✓	✓	✓	✓

Questions about sponsorships and Associate memberships?
Please call our office at 302-235-6895.

DHCFA looks forward to welcoming you!





Delaware Health Care Facilities Association

“Fostering Quality Care in the Long Term Care Continuum since 1963”

501 Silverside Road, Suite 51, Wilmington, DE 19809

Phone: 302-235-6895 Secure Fax: 302-239-4214

CREDIT CARD AUTHORIZATION FORM

MAIL or FAX only. Do not email.

Company/Organization: _____

Reason for payment: _____

Credit Card Type: VISA MasterCard American Express Discover

Number: _____

Expiration: _____ Security Code _____ (3 digits on back, or 4 on front if AMEX)

Cardholder Information:

Name on card: _____

Email: _____

Phone: _____ FAX: _____

Billing ZIP: _____

Signature: _____

TOTAL AMOUNT: \$ _____ RECEIPT WILL BE EMAILED to cardholder

PLEASE EMAIL RECEIPT TO THE FOLLOWING INDIVIDUAL, if different from the cardholder information above:

Name: _____

Email: _____

Phone: _____ Fax: _____

**Mail to: DHCFA 501 Silverside Rd., Suite 51, Wilmington, DE 19809 or FAX to:
302-239-4214**

MORNING PROGRAM | 8:45 AM – 12 PM

Quality Assurance (QA) Seminar for Assisted Living Facilities

LED BY: RuthAnn Lander, MSN, RN

The Quality Assurance (QA) Seminar for Assisted Living Facilities will enable management teams to formulate a Quality Assurance Program that meets the Delaware regulation; and utilize a standard strategic process for improving outcomes. Management teams will gain confidence in their ability to identify and analyze quality measures using data they already collect in their unique facility. Processes for improvement will build upon the elements of a Plan of Correction which they already utilize to achieve compliance for cited deficiencies. Content will be presented in a didactic format, reinforced with handouts of various tools, followed by small group exercises to practice with case studies.

Learning Objectives

After completing the Quality Seminar, the ALF management team will be able to:

- Formulate a quality assurance program
 - Define Quality Assurance
 - Identify measures for monitoring performance and resident satisfaction
 - Analyze ongoing internal measures
 - Create a system for documenting the program
- Utilize a standard strategic process to improve outcomes and compliance
 - Review Plan Do Study Act improvement process
 - Demonstrate Root Cause Analysis approaches
 - Identify System and Process Factors (not people)
 - Differentiate Weaker vs Stronger Actions
 - Evaluate Outcomes

About RuthAnn Lander, MSN, RN



RuthAnn Lander, MSN, RN is a Nurse Consultant expert serving long-term care, rehabilitation, and assisted living facilities in the Southeastern Pennsylvania and Delaware area. With over 25 years of teaching and management experience in a wide variety of healthcare systems and organizations of all shapes and sizes, she guides healthcare teams through customized consulting and coaching.

She specializes in developing/revising systems (QAPI, Infection Control, Informatics/EMR and Survey Preparation/Management, etc.) by mentoring teams through focused analysis, strategic planning, and practical implementation facilitated by team collaboration.

SPONSORS



DHCFA is requesting Continuing Education for 5.0 total participant hours for this program from NAB and the Delaware Board of Nursing

AFTERNOON PROGRAM | 1:30 AM – 4:15 PM

KEYNOTE: Selling the Senior Living Experience

LED BY: Michael Marlow, Vice President of Sales Education at Watercrest Senior Living Group

In this highly interactive presentation, attendees will be challenged to take a fresh look at their approach to increasing occupancy and revenue. This research-based information will describe a "Time and Skills" approach and why it is superior to a "Velocity and Volume" approach. We **MUST** see our customers as individuals and create experiences for each that are meaningful, memorable and unique, **while they are still considering choosing to live in our communities**. This "Selling to the Individual" approach allows us to demystify our wonderful industry and eliminate much of the fear and mistrust surrounding senior living. Each attendee will receive a one-page takeaway describing the 8 Sales Standards which will allow them to share these Standards with their community team members. Let's serve more seniors.

Learning Objectives

Attendees will gain the following:

- Current research-based data to share with various customer groups
- The 8 Selling Standards that will move the attendee's mindset from a "marketing to the collective" mindset to one of "selling to the individual"
- An understanding that this new culture of selling will be effective in their individual market, no matter the competition



About Michael Marlow

Michael Marlow has been involved in the Senior Living industry for over 28 years beginning his career with Hillhaven and has served in various senior level sales management and sales training roles with Brookdale Senior Living, Atria Senior Living and LCS. These roles have ranged from Regional Sales Director to National Vice President of Sales. He currently serves as the Vice President of Sales Education at Watercrest Senior Living Group. Michael also serves as the President of The Marlow Group, Inc., a sales training and consulting company.

Michael is a nationally published author and frequent national and international lecturer with over two hundred presentations delivered to diverse senior living groups such as Leading Age, state Argentum affiliates and at many state and national health care conferences. He is also the author of an Argentum Best of the Best award sales training program in 2014.

ATTENDANCE AND CANCELLATION POLICIES

ATTENDANCE POLICY: In order to receive CEU credit, you must attend the entire session. Partial credit if available for separate sessions. Certificates of attendance will be sent out in the week following the event. DHCFA will upload attendance credit for NHAs directly to NAB. Nurses must retain their certificates for self-reporting of participation hours.

PAYMENT, NO-SHOW and CANCELLATION POLICY: Payment must be received before the start of the conference. There are no refunds, with the exception of a survey in progress. Facilities in survey may receive a credit or a refund upon request. If any registrant cannot attend, you may send a substitute. If you cannot send a substitute and must cancel in advance, you will receive a credit to be applied for any future event by sending a written request to DHCFA in prior to the conference. A no-show does not constitute a cancellation, and no credit will be added to your account. Send substitutions and cancellation requests to: Tomi Morris tmorris@dhcfa.org.

What's on the National Horizon for Assisted Living

LED BY: Jill Schewe, Director of Policy and Regulatory Affairs, NCAL

This session offers updates on emerging assisted living trends and, will give a national update on actions that have taken place in DC, how the COVID-19 has impacted the sector, what we can look to moving forward as we recover from the pandemic, and other initiatives that involve or affect assisted living.

Learning Objectives

Attendees will gain the following:

- An understanding of what activities federal policymakers are undertaking that impact assisted living
- Knowledge of state and national regulatory and legislative trends and developments
- Current efforts to help assisted living professionals succeed now and in the future



About Jill Schewe

Jill Schewe is the Director of Policy and Regulatory Affairs for the National Center for Assisted Living (NCAL). Jill works with assisted living provider members and State Affiliate staff to provide guidance and support to aid in their success, including topics related to licensing, policy and regulatory requirements, payment, and operational systems. Jill also works with state and federal stakeholders to assure assisted living providers needs and concerns are represented.

Prior to joining NCAL in June of 2022, Jill spent 10 years with Care Providers of Minnesota, the AHCA/NCAL state affiliate, working directly with assisted living members and state agencies providing resources and support. Jill also has many years of operational experience as a provider where she opened and managed several assisted living communities.

Jill is a licensed assisted living director who understands the needs of providers, older adults and home and community-based services alike. She has a master's degree in management from the St. Mary's University of Minnesota and a bachelor's degree in sociology and gerontology from Winona State University.



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