

AAPACN 2027 Media Kit

Business Partner and Solution Provider
Opportunities and Sponsorships



AAPACN
AMERICAN ASSOCIATION OF
POST-ACUTE CARE NURSING



Table of Contents

- Welcome to AAPACN1**
- AAPACN Business Partnerships2**
 - Business Partner Benefits..... 3
- AAPACN 2027 Conference4**
 - Who Makes a Good Solution Provider 5
 - Solution Provider Conference Opportunities..... 6
 - Engagement Opportunities.....7
 - Sponsorship Opportunities..... 8
 - Headline Sponsorships 8
 - Activity Sponsorships 11
 - Marketing Sponsorships.....13
- AAPACN Virtual Conference Sponsorships14**
- The 2027 AAPACN Awards..... 15**
- The AAPACN Education Foundation..... 16**
- Solution Provider Content Opportunities 18**
- Advertising Opportunities..... 21**
- Thank You AAPACN 2026 Conference Solution Providers.....25**
- AAPACN Conference Solution Provider Application and Policy26**

Welcome to AAPACN

The American Association of Post-Acute Care Nursing (AAPACN®) champions innovation and transformation across the post-acute care continuum by enabling providers to deliver unparalleled care. AAPACN provides industry-leading [education](#), [certification](#), and evidence-based [resources](#) that elevate quality of care and drive operational excellence.

AAPACN BY THE NUMBERS

**As of June 1, 2026.*



19,626 members
working in LTPAC



Representing an
estimated 6,123 facilities



Including 119
organizational members



12,528 AAPACN
certifications earned

AAPACN is the trusted voice and go-to resource for post-acute care nurses and healthcare professionals nationwide. Through timely, high-impact education and insight into regulatory changes, we empower our members to navigate challenges and lead with confidence. As the premier organization in post-acute care, AAPACN sets the standard for excellence—making us a powerful partner for businesses seeking meaningful engagement with a highly targeted, influential audience.

This is where YOU and your company fit in.

Leverage national reach and credibility. With nearly 20,000 members across all 50 states, AAPACN connects you directly to key decision-makers and influencers working to shape the future of post-acute care.

Position your brand as a market leader. AAPACN partnerships align your organization with a highly engaged audience—amplifying your visibility, showcasing your expertise, and driving measurable growth in market share and brand authority across the skilled nursing industry.

Elevate your brand and earn loyalty. Our strategic business partnerships and targeted marketing programs position your organization as a trusted solution provider—one that drives efficiency, supports high-quality care, and earns the loyalty of post-acute care professionals.

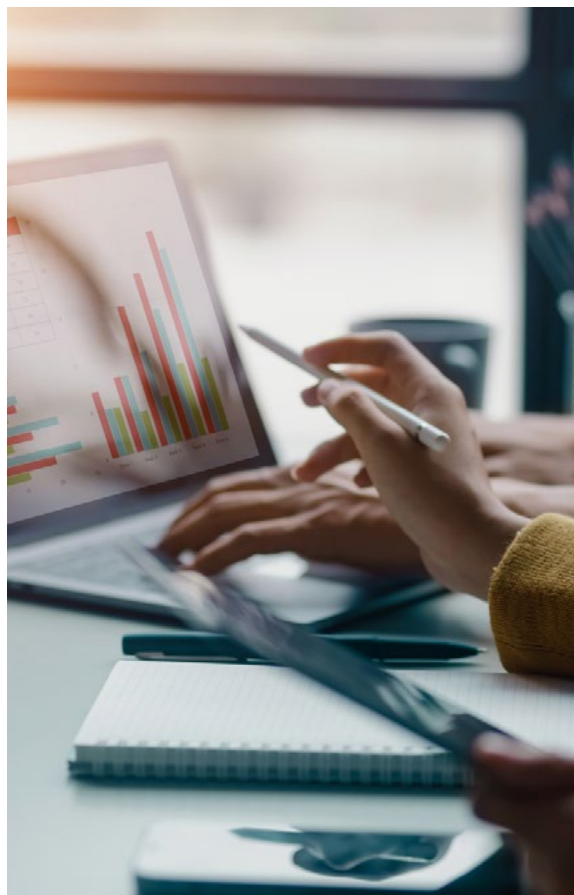
Champion the skilled nursing workforce. As an AAPACN partner, your organization stands at the forefront of supporting the professionals who depend on your products and solutions, demonstrating a true commitment to advancing the skilled nursing industry.

Partnering with AAPACN is more than marketing; it's an investment in post-acute care leadership, qualified lead generation, meaningful support for post-acute care providers, and long-term relationships.

AAPACN Business Partnerships

Maximize Your Marketing Budget with Measurable Results

AAPACN Business Partnerships offer year-round visibility and engagement with a highly targeted audience of post-acute care professionals. From high-impact sponsorship opportunities at the AAPACN Annual Conference to ongoing exposure through email campaigns, digital marketing, webinars, and more—our partnership programs are designed to position your organization as a trusted leader and essential resource. As a Business Partner, you'll have the opportunity to showcase your solutions directly to the decision-makers and influencers driving change across the post-acute care continuum.



Business Partner Benefits



Diamond

Platinum

Gold

Innovator

AAPACN Memberships

8

4

2

1

Annual Conference

Complimentary Registration

2

2

2

2

Complimentary Exhibit Booth

Yes

Yes

25% discount

25% discount

Digital Marketing

Logo Recognition on AAPACN website Homepage

Yes

Yes

Yes

Yes

AAPACN's Leader for the NAC eNewsletter Ad

2

1

—

—

AAPACN's Navigator for the DNS eNewsletter Ad

1

1

—

--

AAPACN eNewsletter Spotlight Buzz

No

No

No

Yes

Articles Webpage Ad

4

3

2

—

AAPACN Connect MDS Community Ad

2-weeks

1-week

1-week

—

AAPACN Connect Nurse Leader Community Ad

2-weeks

1-week

1-week

—

AAPACN Blog Ad

1-month

1-month

—

—

Partner eBlast to AAPACN members

1

—

—

—

Digital Ad Retargeting

1-month

—

—

—

Content Opportunities

**Subject to availability.*

Solution Spotlight Webinar

1

—

—

—

Partner Educational Webinar

1

—

—

—

Opportunity to Submit eNewsletter Articles

Yes

Yes

No

No

Opportunity to Submit Blog Posts

Yes

No

No

No

Opportunity to Present Podcasts

3

1

—

—

Other Benefits

Access to Member Resource Library on Website

Yes

Yes

Yes

No

Access to Member FAQs Library on Website

Yes

Yes

Yes

No

Complimentary AAPACN NAC Work Study Report

Yes

Yes

Yes

No

One Mailing List for Active AAPACN Members

Yes

Yes

Yes

No

Listing in Preferred Partner Resource Directory

Yes

Yes

Yes

No

Participation in Partner Council

Yes

No

No

No

\$12,000

\$9,000

\$6,000

\$2,500

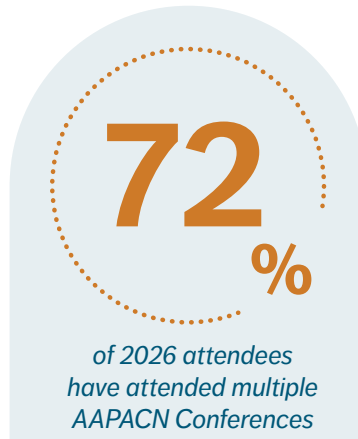
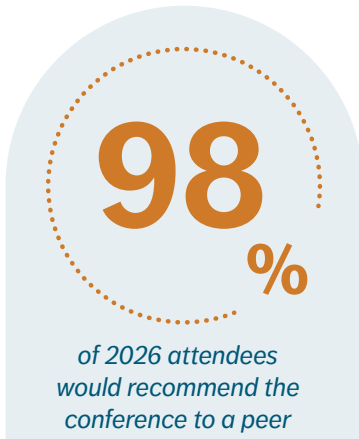


The **Innovator Business Partner** level is tailored for emerging companies who have been in business for three years or less. This entry-level partnership offers a strategic blend of benefits designed to introduce your brand, build credibility, and increase visibility within a highly targeted post-acute care audience.

AAPACN 2027 Conference

Each year, members look forward to coming together at the AAPACN Conference to learn and collaborate on solutions to the challenges they face. They come ready to engage and have a strong interest in discovering products and services like yours that can boost efficiency and elevate the quality of care they provide.

AAPACN 2026 Conference Quick Stats



Make meaningful connections that drive real results at the AAPACN 2027 Conference.

This is your opportunity to engage directly with influencers and decision-makers through thoughtfully curated events designed for impactful interactions. Build new relationships, strengthen existing ones, and position your organization as a trusted expert in post-acute care.

Stand out and stay top of mind.

Strategic branding opportunities and dynamic engagement events are built to showcase your solutions and create connections that will leave a lasting impression on attendees, their facilities, and ultimately, your business growth.

AAPACN 2027 Conference

April 6–9, 2027 | New Orleans, LA



Hilton New Orleans Riverside New Orleans, LA

The unrivaled, high-traffic location of the Hilton New Orleans Riverside, the “Grande Dame” of the Mississippi, presents the ultimate platform to connect with this engaged audience of LTPAC professionals. Located just 25 minutes from Louis Armstrong New Orleans International Airport, this venue combines state-of-the-art event space with upscale amenities, ensuring your brand captures the attention of conference attendees. Take advantage of the close proximity to the famed French Quarter to build connections that extend beyond the scheduled agenda.

Who Makes a Good Solution Provider

AAPACN Conference attendees are actively seeking solutions that help skilled nursing facilities overcome challenges and improve efficiency and care delivery. We welcome solution providers whose products or services align with the following focus areas:

Aids to Daily Living

Communication Systems and Services

Compliance

Computer/Data Management

Dementia Care

Education and Training

Electronic Medical Records

Fall Detection

Group Purchasing

Incontinence and Skin Care

Infection Control and Disease Management

MDS Consulting Services

Medical Supplies and Equipment

Mental Health Services

Oral Health

Patient Engagement

Payroll Services

Pharmaceutical Support and Management Services

Professional Management Services

Quality Management

Recruitment and Staffing

Referral Services

Rehabilitation Therapy Services

Renal Care

Respiratory Care

Revenue Cycle Management

Strategic and Business Consulting

Telehealth and Telemedicine

Wound Care

Other products and services applicable to SNFs

Solution Provider Conference Opportunities

Solution providers have two options for getting the maximum return on investment and time. Choose one or both!

Engagement Solution Provider (Conference Exhibitor)

Participate in the opening night reception, plus all engagement events hosted in the Conference Solution Central.



Sponsorship Solution Provider

Increase your brand exposure through additional on-site opportunities including a headline sponsor, activity sponsor, marketing sponsor, or custom sponsorship.



Engagement Opportunities

Solution Central will be the hub for all engagement events. No educational sessions will be scheduled during engagement events so that attendees can maximize their time developing connections with solution providers.

As an Engagement Solution Provider, you will have the opportunity to participate in all conference engagement activities including the opening night networking reception and have an exhibit booth in Solution Central. In addition, you will receive two complimentary conference registrations.



Opening Night Masquerade on the Bayou

A night of mystery and enchantment awaits! Help kick off the conference experience during this New Orleans-themed masquerade soiree with food, drinks, and prizes. Always a highlight for attendees and solution providers alike, the opening night party sets the tone for the week and allows you to mix and mingle with attendees in a fun and relaxed environment.

Solution Central (Exhibit Hall)

Solution Central will be open multiple times throughout the conference. Choose the booth size that best fits your needs to showcase your products or solutions.



Booth prices are based on the following sizes:

**Please note that a 50% non-refundable deposit will be required to hold all conference booths.*

Standard 10x10 Booth	\$3,000
Corner 10x10 Booth	\$3,200
Premium 10x20 Booth	\$4,000
Island Booth	\$6,000*

**A limited number of Island booths will be available. AAPACN Business Partners receive a 25% discount off the Island booth price.*

Booth Add-on	\$1,500
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Extend your brand beyond your booth with additional logo presence during engagement events. This add-on opportunity includes your company logo prominently displayed on a tray topper of butler-style passed food items, expanding your brand's reach throughout the event.

Sponsorship Opportunities

Amplify Your Impact and Boost Brand Visibility

Extend your reach beyond your booth with exclusive access to attendees, strategic on-site branding, and dedicated engagement opportunities. Make the most of your marketing investment by keeping your company front and center throughout the entire event.

Requests will be handled on a first-come, first-served basis.

**Please note that a 50% non-refundable deposit will be required for all conference sponsorship opportunities.*

HEADLINE SPONSORSHIPS

Host Sponsor - \$15,000

Sponsorship includes:

- Four complimentary conference registrations
- 10x20 booth space in Solution Central
- Participation in all conference attendee engagement events
- One general Catalyst Session Sponsor, plus speaker introduction (TBD)*
- Dedicated slide in Catalyst Session looping slides
- Premier logo recognition on event signage (TBD)
- Premier logo recognition in digital conference brochure
- Exclusive sponsor logo recognition on registration badge/lanyard
- Logo recognition as sponsor on AAPACN conference session slide(s)
- Four social media shout outs and/or mobile app push notifications
- First right of refusal for 2028 Conference Host Sponsor

** Your company will be featured as the exclusive sponsor of a conference general session of your choosing and a representative from your company will have the opportunity to introduce the speaker.*



Sponsorship Opportunities

HEADLINE SPONSORSHIPS (CONTINUED)

Premier Sponsor - \$10,000 (1 available)

Sponsorship includes:

- Two complimentary conference registrations
- 10x10 booth space in Solution Central
- Participation in all conference attendee engagement events
- One general Catalyst Session Sponsor, plus speaker introduction (TBD)*
- Dedicated slide in Catalyst Session looping slides
- Logo recognition on event signage (TBD)
- Logo recognition as sponsor on AAPACN conference session slide(s)
- Three social media shout outs and/or mobile app push notifications
- First right of refusal for 2028 Conference Premier Sponsor

** Your company will be featured as the exclusive sponsor of a conference general session and a representative from your company will have the opportunity to introduce the speaker.*

Select Sponsor - \$5,000 (4 available)

Sponsorship includes:

- Education Session Sponsor, plus speaker introduction (TBD)*
- Logo recognition as sponsor on AAPACN conference session slide(s)

** Your company will be featured as the exclusive sponsor of one conference education session of your choosing. Additionally, a representative from your company will have the opportunity to introduce the speaker and pass out company collateral to attendees following the session.*



Featured Sponsorship Opportunities

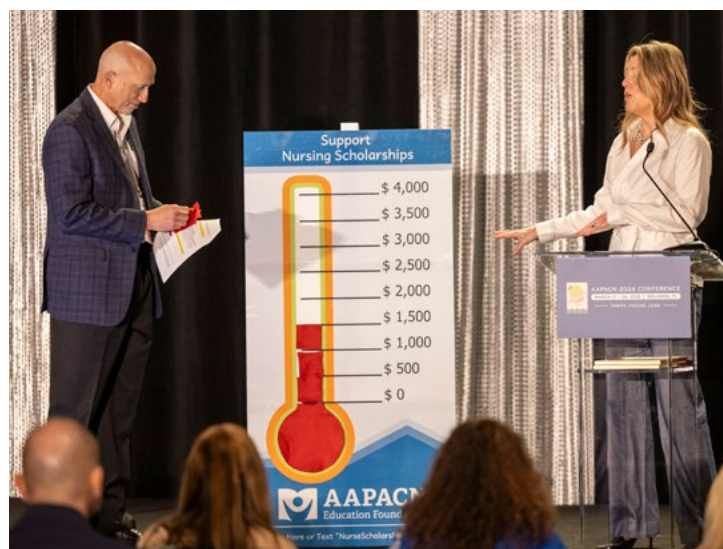
AAPACN Awards and Scholarship Recognition Luncheon - \$10,000 (1 available)

Celebrate excellence in post-acute care and the future nurse leaders during this recognition luncheon honoring the recipients of the 2027 AAPACN Awards and AAPACN Education Foundation Scholarships. This event brings together a prestigious group of individuals, along with their colleagues and other conference attendees, to celebrate the impact they are making in post-acute care. As the exclusive sponsor, you are aligning your brand with innovation, advancement, and post-acute care leadership. In addition to sponsor logo recognition on all marketing materials, a representative from your company will have the opportunity to address the audience during the presentation and pass out company collateral following the luncheon.

Scholarship Sponsorship Add-On:

Extend your support of the future of the profession by funding an AAPACN Education Foundation scholarship. This provides an opportunity to directly support the development of post-acute care professionals while expanding your visibility throughout the year with recognition as a Foundation and scholarship program sponsor.

**Refer to [page 17](#) for individual scholarship information.*



Sponsorship Opportunities

ACTIVITY SPONSORSHIPS

Masquerade on the Bayou Opening Night Reception

It will be a night of mystery and enchantment during this New Orleans Masquerade on the Bayou opening night soiree with food, drinks, and prizes. This themed, costume-encouraged event is always a highlight of the conference and provides a fun and relaxed environment for you to start connecting with attendees. There are several opportunities to integrate your brand into the conference kick-off event:



Grand Marshal – \$7,000 (1 available)

Make a splash as the grand marshal party sponsor. With logo branded items throughout the party, your company logo will appear on party essentials including event signage, napkins, and the interactive game sheet each attendee will have in hand. Additionally, your company will be recognized as the lead party sponsor on the dedicated email invite sent to attendees prior to the conference.



NOLA Spirits - \$7,500 (1 available)

As sponsor of this New Orleans-themed drink, your company logo will be prominently displayed at bar service locations during the opening reception.



Bourbon Street Beats - \$2,000 (1 available)

Good music always keeps the party hopping. As the music sponsor, you will provide an AAPACN-approved playlist that will loop during the festivities. The playlist can also include your 30-second company promotional message inserted twice.



Directional Signage - \$4,000 (1 available)

Your company logo will be included on floor clings and signage strategically placed in high traffic areas directing conference attendees to the opening night reception.



Masquerade Portraits - \$6,000 (1 available)

Co-branded with the AAPACN logo, your company logo will be included on the step-and-repeat photo backdrop that all attendees stop at as they enter the party. Your logo will be captured on these photographic memories that will live beyond the conference. This backdrop is also used during the engagement events in Solution Central.



Opening Night Tasting Experience - \$4,000 (1 available)

Enhance your presence and support a good cause during the opening night reception by aligning your brand with this tasting experience benefiting the AAPACN Education Foundation. This is an add-on ticketed event for attendees and all proceeds directly support scholarships that help strengthen the future of the post-acute care workforce. As the tasting experience sponsor, your company will receive exclusive recognition on all event signage, as well as all marketing materials prior to the event.



Have something else in mind for the Opening Night Reception? Contact us to discuss your idea.

Sponsorship Opportunities

ACTIVITY SPONSORSHIPS



The Big Easy Breakfast - \$10,000 (1 available)

After the opening night festivities, attendees will need to refuel before the first full day of learning. Breakfast seating will be grouped by state, allowing you the exclusive opportunity to jump into discussions specific to each region. The breakfast sponsorship includes your company logo on event signage, one mobile app push notification, plus the opportunity to provide your company swag or collateral to breakfast attendees. Additionally, your company will be recognized as the breakfast sponsor on a dedicated email invite sent to attendees prior to the conference.



Product Theater with Breakfast or Lunch - \$20,000

The product theater provides an exclusive forum for solution providers to educate attendees about new research findings or products. No competing events or meal service will be scheduled during this timeframe to encourage maximum attendance. Pre-registration will be required to attend. Sponsor will be provided with the attendee contact list following the event.



Learning Lab in Solution Central - \$7,500

AAPACN Conference attendees are avid learners. That's why they appreciate the value and convenience of the 15-minute learning labs. Use this power learning session to highlight your company's product or service. Learning labs are hosted during a scheduled exhibit hall time in Solution Central.



Wagging Tails Wellness Lounge - \$5,000 (1 available)

Attendees can take a break from learning to snuggle with some furry friends. Handlers from a therapy dog non-profit organization will bring therapy dogs to visit with attendees in the Wagging Tails Wellness Lounge. As sponsor of this dedicated area in Solution Central, you will have the opportunity to brand the space with your own signage and swag.



Solution Central Bayou Bites and Booths Sponsorship - \$3,500 (1 available)

During this lunchtime engagement event, conference attendees will play an interactive game to encourage networking and a chance to win prizes. As the sponsor of this event, a representative from your company will help facilitate the game including collecting completed game cards, announcing the winner, and presenting the prize. Your company logo will be included on the game sheet each attendee will have in hand. The sponsor will collaborate with AAPACN to design and coordinate the logistics of the game play prior to the conference.

Sponsorship Opportunities

MARKETING SPONSORSHIPS



Welcome Package - \$2,500

Conference attendees love swag. This is your opportunity to be the exclusive provider of a welcome gift given to each attendee at registration. All vendor-supplied items must be pre-approved by AAPACN and shipped to the hotel prior to the conference.



On-Site Signage – Contact us for pricing details (various options available)

Looking for more logo and messaging opportunities? The event and meeting space at the Hilton New Orleans Riverside offers a variety of on-site signage opportunities in high traffic locations. Contact us to explore the options.



Perk Me Up - \$3,000 (1 available)

Coffee is a necessity to keep attendees going during a long day of learning. The perk me up sponsor will provide branded sleeves or cups to be used for one full coffee service. This vendor-supplied item must be pre-approved by AAPACN and the Hilton New Orleans Riverside and shipped to the hotel prior to the conference.



Conference Tote Bag - \$7,000 (1 available)

As the exclusive tote bag sponsor, your company logo will be featured on the bag each attendee receives at registration. Attendees will carry this versatile and stylish bag throughout the conference. From sessions to Solution Central and beyond, this is one of the most visible and frequently used items at the event.



In-Room Experience - \$5,000 (1 available)

Reach conference attendees when they are most relaxed and focused—in their hotel room. Your company's branded collateral piece, such as a brochure, flyer, or small schwag item, will be delivered directly to each attendee's room by the hotel staff. This exclusive opportunity puts your message in front attendees without competing distractions of the exhibit hall. All vendor-supplied collateral items must be pre-approved by AAPACN and the Hilton New Orleans Riverside and shipped directly to the hotel prior to the conference.



In-Room TV Ad - \$3,500 (1 available)

Extend your digital brand presence directly into each attendee's hotel room. Your company's static digital ad will appear on the in-room TV system, giving you added visibility throughout the attendee's stay.



Custom Sponsorships

Do you have something else in mind? We're open to ideas big and small. Contact us to discuss how we can help you make a big impact on conference attendees that will have a lasting impact.

AAPACN Virtual Conference Sponsorships

The Executive Playbook C-Suite Webinar Series | May – Aug. 2027

This high-impact virtual event crafted specifically for long-term and post-acute care executives will provide actionable strategies to help SNF executives lead with confidence, safeguard their organization, and drive success.

Seize the opportunity to elevate your organization's visibility in front of key stakeholders. You won't just be supporting vital education—you'll actively engage in shaping critical industry conversations and positioning your organization as a thought leader. Following the live event date, the session recordings will be available on-demand for a full year, providing your brand sustained exposure to potential customers, allowing them to connect with your expertise anytime, anywhere.

Presenting Sponsor (1 available)

\$4,500 for business partners | \$5,000 for non-business partners

Sponsorship includes:

- Logo recognition as sponsor on virtual event webpage and on marketing collateral
- Dedicated slide in virtual event looping slides
- Pre-recorded 60-second video message that will play prior to start of each webinar

Supporting Sponsor (2 available)

\$2,500 for business partners | \$3,000 for non-business partners

Sponsorship includes:

- Logo inclusion on virtual event webpage
- Dedicated slide in virtual event looping slides

AAPACN 2027 Quality Virtual Conference | Fall 2027

During the AAPACN 2027 Quality Virtual Conference, MDS and quality experts will lead attendees through a virtual learning experience dedicated to strengthening quality outcomes and performance. Learners will build knowledge from the ground up and gain the tools to support quality outcomes.

Showcase your brand in front of this engaged audience of post-acute care professionals committed to championing quality initiatives within the skilled nursing facility. Following the live event date, the session recordings will be available on-demand for a full year, positioning your brand with long-term visibility and providing this key target audience with ongoing access to your expert solutions.

Quality Solutions Sponsorship (3 available)

\$4,000 for business partners | \$4,500 for non-business partners

Sponsorship includes:

- Logo recognition as sponsor on event webpage and marketing collateral
- Dedicated slide in virtual event looping slides
- Pre-recorded 60-second video message that will play in-between sessions each day
- Email contact list of attendees following the event

The 2027 AAPACN Awards

AAPACN celebrates the work of post-acute care professionals who embody the vision and values of the association with the annual AAPACN Awards for Post-Acute Care Professionals. Post-acute care nurses and professionals are rewarded for their work in the following categories:

-  **The Organizational Excellence Award** - recognizes an organization or facility team that has implemented innovative processes and practices to improve the quality of resident care
-  **The Clinical Leader of the Year** - presented to a clinical leader who embodies the four values of AAPACN – inspiration, influence, integrity, and innovation
-  **The Impact Award** - recognizes a member whose actions over the course of their career have had a positive impact on the nursing profession, the post-acute care field, and/or AAPACN
-  **The LTPAC Shining Star Award** - honors a member who embodies a spirit of inspiration, touching the lives of residents, families, and co-workers
-  **The Clinical Assessment Professional of the Year** - recognizes a nurse assessment coordinator or IDT member who holds a RAC-CT or RAC-CTA credential and who exemplifies the highest level of knowledge, skill, and integrity within their role in the RAI process

Champion Excellence in Post-Acute Care—Sponsor the AAPACN Awards

As a sponsor of the AAPACN Awards, you align your brand with leadership, innovation, and quality care. Your sponsorship highlights your commitment to the profession, increases brand visibility among key decision-makers, and helps celebrate those making a lasting impact in post-acute care.

Partner with AAPACN to recognize and elevate industry excellence.

AAPACN Awards Sponsor - \$7,500

Sponsorship includes:

- Recognition as Awards sponsor on [AAPACN Awards webpage](#)
- Logo recognition on awards recipient conference looping slide recognition
- Logo recognition on award recipient social media post following the conference
- Dedicated slide in AAPACN 2027 Conference General Catalyst Session looping slides
- Present award to recipient on-stage during AAPACN 2027 Conference Awards and Scholarships Luncheon

**A representative from your company will have the opportunity to join the Awards Committee chair on stage to present the awards.*



The AAPACN Education Foundation

The [AAPACN Education Foundation](#) is a 501(c)(3) charitable organization dedicated to fostering the educational advancement of nursing students and professionals working in post-acute and long-term care through scholarships to help maintain the prosperity of the LTPAC workforce.

A Workforce Crisis

200,000+ openings for RNs per year over the next decade

This alarming figure from the US bureau of labor highlights a nursing workforce crisis already felt by the majority of post-acute and long-term care (LTPAC) facilities. Since the start of the COVID-19 pandemic, more than 15% of nursing home staff have retired early, changed fields, or left the workforce entirely. Attracting new RNs to LTPAC is critical for the future of the profession, and **providing financial support for RN education is the mission of the AAPACN Education Foundation.**



A Financial Challenge

\$29,000 a year –average CNA salary

According to the National Center for Education Statistics, the average tuition for a two-year associate nursing program is \$3,780 per year and \$9,380 per year for a BSN program. For many young people entering the job market or CNAs hoping to become RNs, attending nursing school is something they simply can't afford. The **AAPACN Education Foundation is dedicated to lowering this financial barrier by providing academic scholarships for** CNAs, LPNs, and RNs working in LTPAC.



A Mission Of Nurse Education

\$151,000 in nursing scholarships

Since its founding in 2014, the AAPACN Education Foundation, the philanthropic arm of the American Association of Post-Acute Care Nursing, has funded \$151,000 in education scholarships, helping students earn their RN, BSN, or MSN and fulfill their career goals of working in LTPAC. We're proud of this support, but we want to do more! **The AAPACN Education Foundation hopes to expand our nursing scholarships in 2027. We need your help to get there!**



The AAPACN Education Foundation

When You Give, You Give Back!

By sponsoring a Foundation scholarship, your organization directly invests in the growth of post-acute care nurses, creating lasting impact in the quality of care and the future of the profession. In return, your brand is elevated as a champion of education and workforce development, gaining meaningful recognition and alignment with the values that matter most to post-acute care nurses.

AAPACN Education Foundation Scholarship Sponsor - (multiple available)

- \$5,000 – Advancing Nurse Leadership in Post-Acute Care Scholarship
- \$5,000 – Lighting the Way for Post-Acute Care Nursing Scholarship
- \$4,000 – Frontline Heroes in Post-Acute Care Scholarship
- \$3,000 – Elevating Post-Acute Care Nursing Scholarship

Sponsorship includes:

- Recognition as scholarship financial sponsor on AAPACN.org/Foundation
- Vendor-created video message pledging support, posted on AAPACN.org/Foundation
- Logo recognition on scholarship recipient conference looping slide
- Logo recognition on scholarship recipient social media post during Nurses Week
- Dedicated slide in AAPACN 2027 Conference General Catalyst Session looping slides
- Present scholarship to recipient on-stage during AAPACN 2027 Conference Awards and Scholarship Luncheon
**A representative from your company will have the opportunity to introduce the scholarship recipient.*



Solution Provider Content Opportunities

Amplify Your Influence as a Thought Leader

Sponsored content opportunities offer powerful ways to position your organization as a thought leader while driving measurable ROI. By aligning your brand with trusted AAPACN educational content channels, you'll engage a highly targeted audience of decision-makers, generate qualified leads, and build lasting credibility. These content channels offer you sustained visibility and meaningful impact across the post-acute care community.

Solution Provider Podcast

\$4,000 for business partners | \$5,000 for non-business partners

Cue the microphone and establish your brand as a trusted voice in the post-acute care industry. As the featured Solution Provider, you'll guide the narrative, showcase your expertise, and demonstrate your value to a national audience of post-acute care professionals during this recorded, one-on-one educational conversation.

This public-facing podcast is more than just a conversation—it's a strategic platform for increasing visibility and credibility. Each episode is shared across AAPACN's high-traffic channels, including our quarterly Partner Perspectives e-newsletter, social media channels, and archived on AAPACN.org for continued audience reach.

All topics and questions are tailored and reviewed in partnership with AAPACN to ensure a meaningful and aligned experience for both you and our audience.

**The Podcast opportunity is included as part of the Diamond Business Partner level benefits.*



Solution Spotlight Webinar

\$5,000 for business partners | \$5,500 for non-business partners



Turn interest into impact. With the Solution Spotlight Webinar, you take the lead and host your own presentation to directly showcase your innovation, demo your product, and tell your story to a targeted audience who are actively seeking smart, effective solutions. There's no CE requirement, so your presentation is all about highlighting value, sparking curiosity, and driving engagement. To maximize visibility, AAPACN will promote your webinar with a partner-created digital ad featured in member Events emails and a banner ad on the Partner Spotlight webpage. Get brand exposure, market influence, and an audience that's ready to act.

**One Spotlight Webinar opportunity is included as part of the Diamond Business Partner level benefits.*

Solution Provider Content Opportunities

Solution Provider Educational Webinar

\$16,000 for business partners | \$18,000 for non-business partners

Elevate your brand's voice and deliver industry-shaping education to AAPACN's highly engaged audience of post-acute care professionals. With this exclusive opportunity, you don't just share knowledge—you shape the conversation.

You Lead the Learning: Showcase your team's expertise in a one-hour webinar designed and delivered by *you*. Topic and content approval by AAPACN required for CE credits, ensuring high relevance and credibility.

Instant Credibility: CE hours make your session not just engaging but essential, driving registrations from professionals who are eager to learn and grow.

Long-Term Impact: Your webinar isn't just a moment. Archived on AAPACN.org for up to two years, it will continue to educate and promote your brand long after the live event.

High-Impact Promotion and Post-Event Engagement

- Event registration hosted on AAPACN.org, driving traffic and visibility
- Full promotional support including member email blast, prominent website banners, and strategic social media outreach
- Attendee list provided upon request so you can follow up, strengthen relationships, and convert engagement into meaningful results

Build trust, spark conversation, and offer real value to AAPACN's member community, while reinforcing your brand's commitment to excellence and education.



Solution Provider Content Opportunities

Solution Provider Blog Post

\$3,500 for business partners | \$4,500 for non-business partners



Start a meaningful conversation and position your brand as a trusted expert by sharing a partner-provided blog with AAPACN's engaged audience. This opportunity lets you deliver timely insights, practical guidance, or forward-thinking perspectives—all in your voice and backed by your expertise. Your blog post will be featured on AAPACN.org, connecting your brand with professionals who are actively seeking educational content and real-world solutions. Whether you're spotlighting a new trend, offering best practices, or showcasing success stories, this content-driven strategy helps you build credibility, foster engagement, and stay top-of-mind with your target audience. Blog content to be reviewed and approved by AAPACN content team.

**The Diamond Business Partner level benefits include the opportunity to submit one blog post, as space is available on a first-come, first-served basis.*

Partner Perspectives Article

\$2,500 for business partners (Gold or Innovator)

Delivered quarterly, our *Solution Central: LTPAC Partner Perspectives* e-newsletter brings the voices of leading Solution Providers directly to our highly engaged member community. This is your chance to share cutting-edge insights, proven strategies, and valuable takeaways that empower post-acute care professionals. Your article will also be featured on the [Partner Perspectives](#) webpage—a searchable, ever-growing content hub that extends your reach to thousands of AAPACN website visitors. This opportunity is more than an article, it's thought leadership that builds your reputation, earns trust, and keeps your brand in the spotlight.



**The Diamond and Platinum Business Partner levels benefits include the opportunity to submit articles, as space is available on a first-come, first-served basis.*

Advertising Opportunities

Boost Your Brand's Visibility and Drive Results

Whether you're building awareness or promoting a specific product or solution, AAPACN advertising channels are designed to boost visibility, accelerate lead generation, and support your sales goals—ensuring your message reaches the right people at the right time for maximum impact.

Digital Banner Ads on AAPACN.org

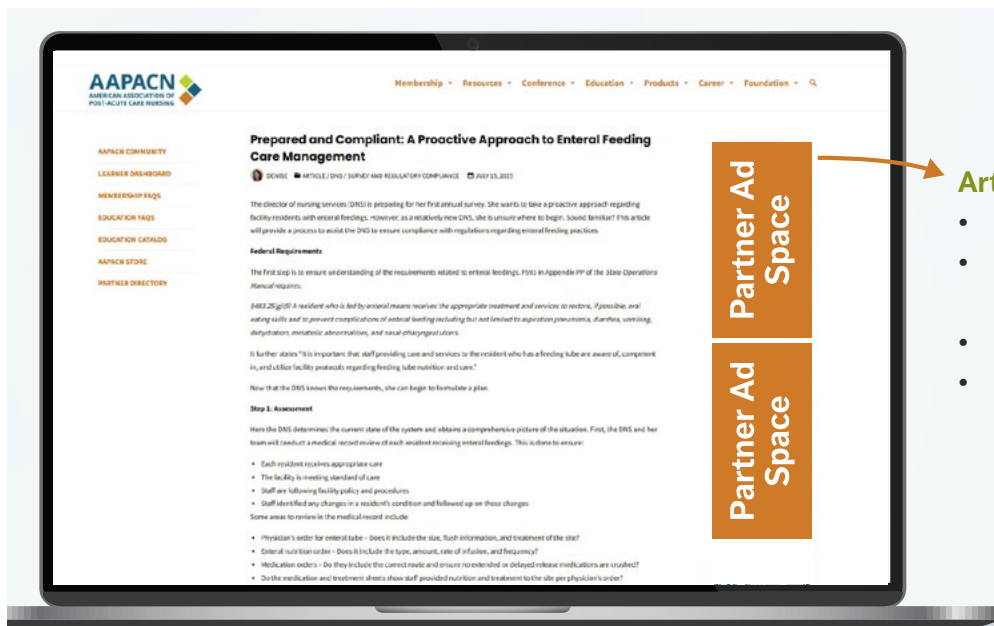
\$3,000 for business partners | \$3,500 for non-business partners

**A limited rotation of digital ads are included as part of the Diamond, Platinum, and Gold Business Partner levels. Refer to Business Partner benefits on page 3.*

AAPACN.org Quick Stats —



39K+ monthly visitors



Artwork Specs:

- Full color, static ad
- Sizes: 220x220 px, 220x440 px, and/or 270x270 px; JPG files only
- Link to partner supplied url
- Fixed ad placement on articles or resources webpages, or AAPACN Connect MDS or Leadership Group

Advertising Opportunities

LTC NAC/DON Chat Podcast Commercial

\$2,000 for business partners | \$2,500 for non-business partners

Podcast Quick Stats



773
AVERAGE LISTENS/
DOWNLOADS



435
AVERAGE LISTENS/
DOWNLOADS

Artwork Specs:

- 30-second audio recording (maximum)
- MP3 or MP4 files only
- Fixed internal placement in one podcast
- Evergreen commercial recommended



Advertising Opportunities

Newsletter Banner Ad in Leader and Navigator

Single Ad Insertion: \$4,000 per issue for business partners | \$4,500 per issue for non-business partners

Three or More Ads: \$3,000 per issue for business partners | \$3,500 per issue for non-business partners

New in 2027

The Administrator Advantage newsletter will launch featuring content and resources for nursing home administrators.

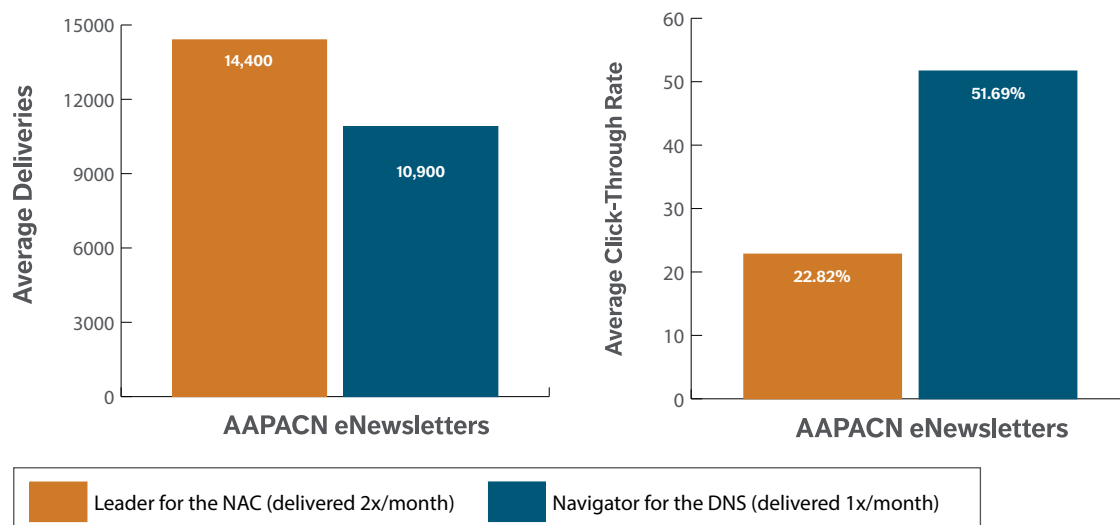
**Newsletter ads are included as part of the Diamond and Platinum Business Partner levels. Refer to Business Partner benefits on page 3.*



Artwork Specs:

- Full color, static ad
- Size: 600x225 px; JPG files only
- Link to partner supplied url
- Placement in first ad position

Newsletter Quick Stats



Advertising Opportunities

AAPACN All-Member eBlast Campaign

\$6,500 for business partners | \$7,500 for non-business partners

Promote your product solutions, white papers, case studies, or events to an engaged audience of nearly 20,000 post-acute care professionals. Your eBlast will be delivered “From AAPACN Business Partner [your company name]” for third-party credibility/familiarity. Partner must provide fully formatted html file.

**One eBlast is included as part of the Diamond and Platinum Business Partner levels benefits.*

eBlast Quick Stats



14,400
AVERAGE SEND



18.96%
CLICK-THROUGH RATE

Digital Retargeting

\$2,000 for business partners | \$2,500 for non-business partners

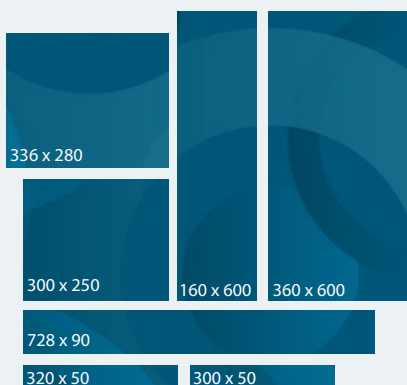
Extend your brand’s message to reach post-acute care influencers and decision makers through an exclusive digital retargeting opportunity leveraging AAPACN first-party audience.

How it works: AAPACN will run a programmatic display ad campaign that connects AAPACN.org website visitors to your brand’s content. Your ads will reach this selective audience on brand-safe sites as they browse the internet. You choose whether to drive traffic to your own website or content assets such as a blog or white paper.

AAPACN.org Quick Stats



39K+
MONTHLY VISITORS

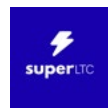


Artwork Specs:

- Ad Sizes - 300x250, 728x90, 160x600, 300x600, 300x50, 320x50, 336x280
- Approximately 15,000 ad network display impressions per month
- Files types accepted include JPG, PNG, or GIF; file size must not exceed 300KB.
- Partner url must be submitted with the artwork. **Recommend using utm code for performance tracking. AAPACN will not provide campaign performance analytics.*
- Campaigns will launch on the 1st of the month. Artwork must be provided two weeks prior to campaign launch.

Thank You AAPACN 2026 Conference Solution Providers

On behalf of nearly 20,000 long-term and post-acute care nurses and healthcare professionals that AAPACN represents, we thank our solution providers for their ongoing support of AAPACN, the AAPACN Conference, and these dedicated men and women.



AAPACN Conference Solution Provider Application and Policy

PAYMENT POLICY

A non-refundable deposit of 50% is due at the time of application. The full payment deadline is March 8, 2027.

CANCELLATION POLICY

Cancellations must be received by AAPACN in writing; email is acceptable. Refunds are determined by the following criteria:

- On or prior to March 8, 2027, solution providers will receive a refund of payment made to participate in the AAPACN Solution Provider Engagement Events, less the 50% non-refundable deposit.
- After March 8, 2027, no refund will be made.

ENGAGEMENT EVENTS SOLUTION PROVIDER RATES

- Diamond Business Partner – Complimentary
- Platinum Business Partner – Complimentary
- Gold Business Partner – 25% Discount
- Innovator Business Partner – 25% Discount

**Complimentary and discount rates apply to the standard booth size (10x10) only. Business Partners who wish to upgrade their booth size will be responsible for paying the difference in price; however, the Island booth size is excluded from this offer. Business Partners who wish to upgrade to the Island size will receive a 25% discount off the full price of that booth.*

Download the [Conference Solution Provider Contract](#)

Review the [Conference Solution Provider Terms and Conditions](#)

AAPACN 2027 Conference

April 6–9, 2027 | New Orleans, LA

OFFICIAL CONTRACT

TWO WAYS TO SUBMIT YOUR CONTRACT

Email aflanagan@AAPACN.org

Fax 303.758.3588

QUESTIONS?

Contact Audrey Flanagan

 720-515-6930

 aflanagan@AAPACN.org

AAPACN STAFF USE ONLY

Date Contract Received	
Payment Received	

ENGAGEMENT EVENTS | SPONSORSHIPS | PARTNERSHIPS

Current AAPACN Business Partner

Organization Name *(List as it should appear on conference marketing and/or signage)*

Exhibitor Contact and Title *(All communication will be directed to the contact person listed)*

Address/Street

City

State

Zip

Phone

Email Address

Billing Address *(If Different from Above)*

Billing Contact

PAYMENT (PLEASE RECORD TOTALS FROM PROCEEDING PAGES)

Solution Provider Total	
Sponsorship Total	
Representatives Total	
Grand Total	

PAYMENT INFORMATION

Check *(Make Payable to AAPACN)*

Request Invoice

Credit Card

Visa

Mastercard

American Express

Card Number

Expiration Date

Security Code

Name on Card

Signature

Date

By signing below, exhibitor acknowledges they have read, understand, and fully agree to all rules and regulations as listed in the [Terms and Conditions](#) and will abide by them. Any contract sent to AAPACN without a signature below will not be accepted.

Signature

REPRESENTATIVES

Each Solution Provider package includes two complimentary registrations. Additional registrations can be purchased at the full price of \$749. Please note desired quantity in light blue column. Total dollar amounts in the orange box.

FULL NAME	CREDENTIALS	TITLE	EMAIL	REGISTRATIONS	
					\$0
					\$0
					\$749
					\$749
					\$749
					\$749
					\$749
					\$749
Representative Total					

SPONSORSHIPS

Please note desired quantity in light blue column. Total dollar amounts in the orange box.

SPONSORSHIP	RATE	QUANTITY
Host Sponsor (SOLD)	\$15,000	—
Premier Sponsor (1 available)	\$10,000	
Select Sponsor (4 available)	\$5,000	
AAPACN Awards and Scholarship Recognition Luncheon (1 available)	\$10,000	
Opening Night Reception: Grand Marshal (1 available)	\$7,000	
Opening Night Reception: NOLA Spirits (1 available)	\$7,500	
Opening Night Reception: Bourbon Street Beats (1 available)	\$2,000	
Opening Night Reception: Directional Signage (1 available)	\$4,000	
Opening Night Reception: Masquerade Portraits (1 available)	\$6,000	
Opening Night Reception: Tasting Experience (1 available)	\$4,000	
The Big Easy Breakfast (1 available)	\$10,000	
Product Theater with Breakfast or Lunch (1 available)	\$20,000	
Learning Lab in Solution Central	\$7,500	
Wagging Tails Wellness Lounge (1 available)	\$5,000	
Solution Central Bayou Bites and Booths Sponsorship (1 available)	\$3,500	
Welcome Package (1 available)	\$2,500	
On-Site Signage (various options available)	CONTACT US	
Perk Me Up (1 available)	\$3,000	
Conference Tote Bag (1 available)	\$7,000	
In-Room Experience (1 available)	\$5,000	
In-Room TV Ad (1 available)	\$3,500	
Custom Sponsorship	TBD	
Sponsorship Total		

SOLUTION PROVIDER PRICING

Note desired quantity in light blue column. Total dollar amounts in the orange box.

PARTNER TYPE	EXHIBIT BOOTH SIZE	RATE	QUANTITY
Diamond Partners			
Platinum Partners			
Gold Partners			
Innovator Partners			
Non-Business Partners			
	Booth sizes and prices:	Total	
	Standard 10x10 Booth \$3,000		
	Corner 10x10 Booth \$3,200		
	Premium 10x20 Booth \$4,000		
	Island Booth..... \$6,000		
	Booth Add-on..... \$2,800		

LOGO

- High resolution (300 dpi) EPS
- Must be sent as a separate graphic file to aflanagan@AAPACN.org.