

# AAPACN 2026 Media Kit

## Business Partner and Solution Provider Opportunities and Sponsorships



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# Welcome to AAPACN

The American Association of Post-Acute Care Nursing (AAPACN®) is dedicated to supporting long-term and post-acute care nurses and healthcare professionals in providing quality care. AAPACN offers members best in-class [education](#), [certification](#), [resources](#), and strong collaborative [communities](#).

## AAPACN BY THE NUMBERS



**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 over 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
<b>Annual Conference</b>				
Complimentary Registration	2	2	2	—
Complimentary Exhibit Booth	Yes	Yes	25% discount	25% discount
<b>Digital Marketing</b>				
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	2	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	1	—	—
<b>Content Opportunities</b>				
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	Yes	No	No	No
<b>Other Benefits</b>				
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
	<b>\$12,000</b>	<b>\$9,000</b>	<b>\$6,000</b>	<b>\$2,500</b>

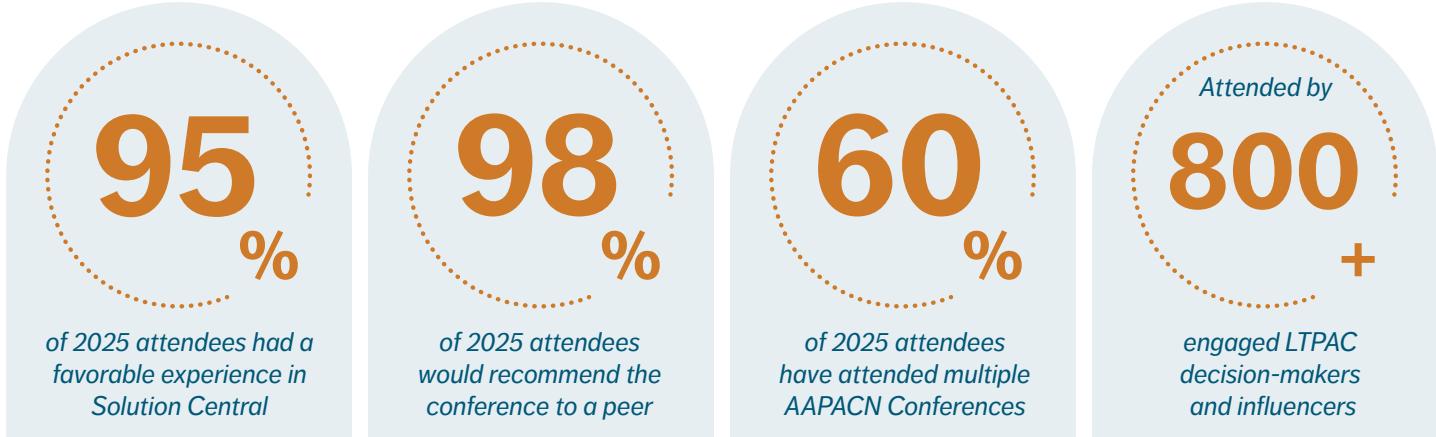


The **Innovator Business Partner** level is tailored for emerging companies who have been in business for three years or less. This entry-level partnership offers a strategic blend of benefits designed to introduce your brand, build credibility, and increase visibility within a highly targeted post-acute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

# AAPACN 2026 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 2025 Conference Quick Stats



## Make meaningful connections that drive real results at the AAPACN 2026 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.



### Rosen Centre Hotel | Orlando, FL

The Rosen Centre Hotel combines contemporary style with award-winning event space and premium amenities, delivering an ideal setting for connection and collaboration. Its distinct architecture rises high above the surrounding landscape marking it as the hub of activity. Conveniently located just 12 miles from the Orlando International Airport and steps from iconic attractions, dining, and shopping, the Rosen Centre provides the perfect backdrop for building meaningful connections—both during and beyond the scheduled conference 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**

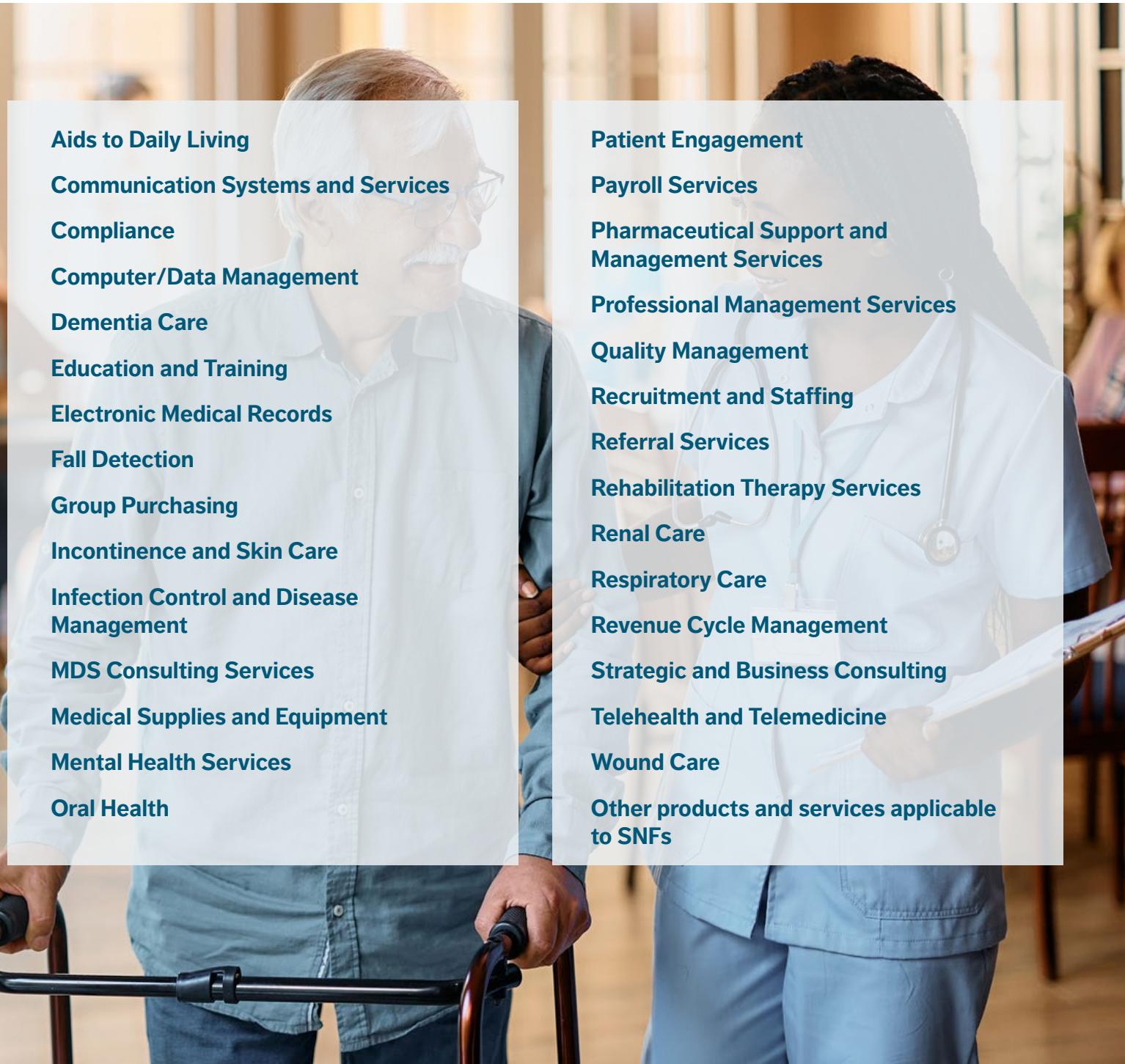
**Revenue Cycle Management**

**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 Networking Reception

Get this party started! Attendees will kick off their conference experience with a high-energy, disco-themed bash packed with music, food, drinks, and prizes. Always a highlight of the conference, the opening night event 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:

Standard 10x10 Booth	\$3,000
Corner 10x10 Booth	\$3,200
Premium 10x20 Booth	\$4,000
End Cap 10x20 Booth (3 sides open)	\$5,000*
Island Booth	\$6,000*

\*A limited number of End Cap and Island booths will be available. The AAPACN Business Partner discount is not valid for the End Cap or Island booth sizes.

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.

### 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 2027 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 2027 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.*



# Sponsorship Opportunities

## ACTIVITY SPONSORSHIPS

### Studio '26 Opening Night Reception

Break out the bell bottoms and sparkle to get your groove on during this disco-themed opening night social event with food, drinks, and prizes. Always a highlight of the conference, this event 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:



#### Disco Essentials – \$7,000 (1 available)

Make a splash 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 a party sponsor on the dedicated email invite sent to attendees prior to the conference.



#### Disco Ball Cocktail - Price TBD (1 available)

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



#### Disco Jams - \$2,000 (1 available)

A good disco music playlist will keep 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.



#### Photo Bomb - \$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.

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

# Sponsorship Opportunities

## ACTIVITY SPONSORSHIPS



### **The Morning Mingle - Price TBD (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 (1 available)**

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 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.



### **Solution Central Conversation Corner - \$7,000**

Located within Solution Central, the Conversation Corner provides attendees with a comfortable and intimate environment to pause, recharge, and engage in meaningful conversations with colleagues away from the bustle of the exhibit hall. As the exclusive sponsor, you'll have the opportunity to showcase your brand through custom signage and promotional materials, while connecting directly with attendees in a relaxed and welcoming setting.

# Sponsorship Opportunities

## MARKETING SPONSORSHIPS



### Welcome Package - \$2,500

Conference attendees love swag. This is your opportunity to be the exclusive provider of a welcome bag or 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 – Price TBD (various options available)

Looking for more logo and messaging opportunities? The event and meeting space at the Rosen Centre Hotel 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)

Afternoon coffee breaks are always requested by attendees during a long day of learning. The perk me up sponsor will provide branded sleeves or cups to be used for one afternoon coffee break. This vendor-supplied item must be pre-approved by AAPACN and the Rosen Centre and shipped to the hotel prior to the conference.



### 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

## LTPAC Executive/C-Suite 2026 Virtual Conference | May 2026

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 2026 Quality Virtual Conference | Fall 2026

During the AAPACN 2026 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 2026 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 2026 Conference General Catalyst Session looping slides
- Present award to recipient on-stage during AAPACN 2026 Conference Awards presentation\*

\*A representative from your company will have the opportunity to join the Awards Committee chair on stage to present the awards and pass out company collateral to attendees following the session.



# 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

*\$134,000 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 \$134,000 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 2026. 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](https://AAPACN.org/Foundation)
- Vendor-created video message pledging support, posted on [AAPACN.org/Foundation](https://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 2026 Conference General Catalyst Session looping slides
- Present scholarship to recipient on-stage during AAPACN 2026 Conference Scholarship presentation\*

*\*A representative from your company will have the opportunity to introduce the scholarship recipient and pass out company collateral to attendees following the session.*



# 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](https://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) | \$3,500 for non-business partners

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

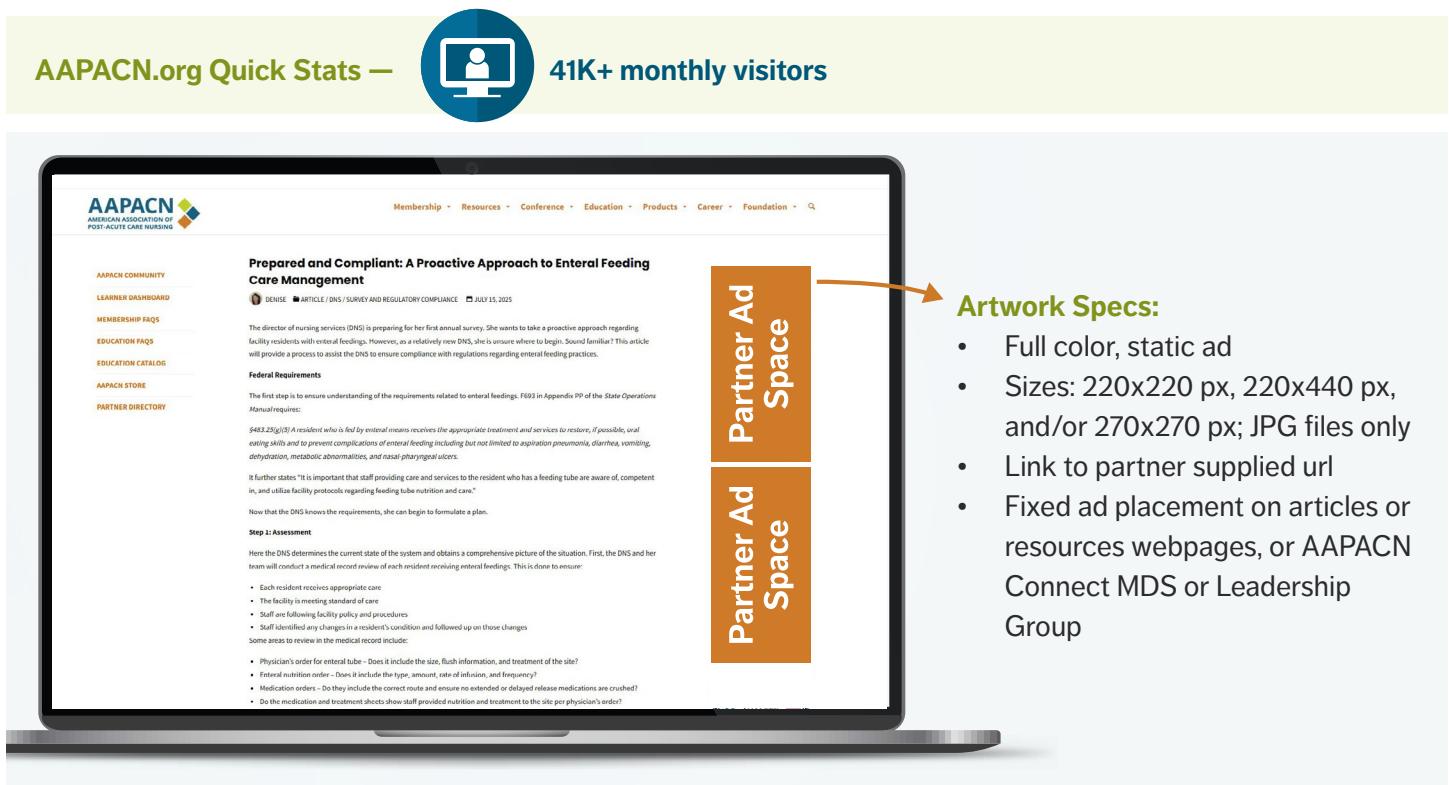
## Boost Your Brand's Visibility and Drive Results

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 —**  **41K+ monthly visitors**

The screenshot shows a laptop displaying the AAPACN.org website. The website has a navigation bar with links to Membership, Resources, Conference, Education, Products, Career, and Foundation. The main content area features an article titled "Prepared and Compliant: A Proactive Approach to Enteral Feeding Care Management" by Denise, published on July 15, 2025. The article discusses the importance of a proactive approach to enteral feeding care management. Two orange rectangular boxes, labeled "Partner Ad Space", are overlaid on the right side of the article content. An orange arrow points from the text "Artwork Specs:" to the top of the first "Partner Ad Space" box.

**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



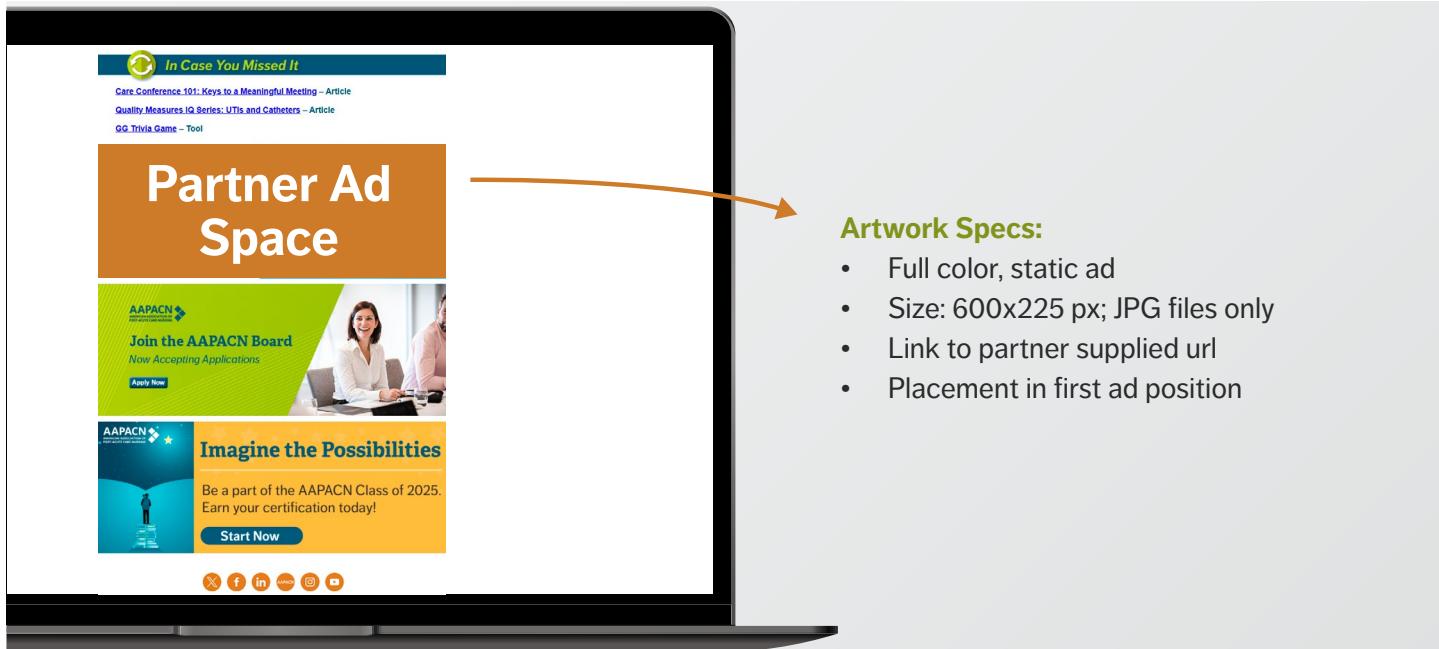
# Advertising Opportunities

## 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

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



**In Case You Missed It**

Care Conference 101: Keys to a Meaningful Meeting – Article  
Quality Measures IQ Series: UTIs and Catheters – Article  
GG Trivia Game – Tool

**Partner Ad Space**

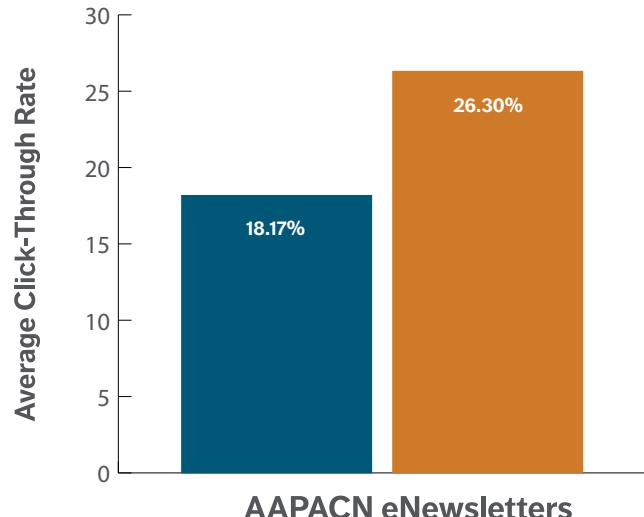
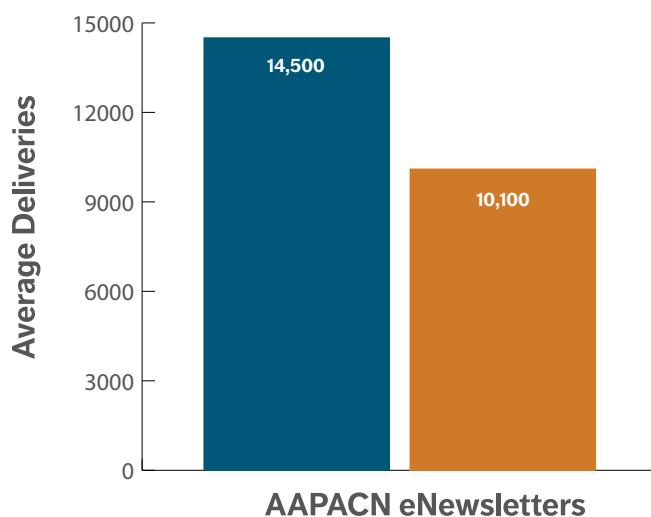
**Join the AAPACN Board**  
Now Accepting Applications  
Apply Now

**Imagine the Possibilities**  
Be a part of the AAPACN Class of 2025.  
Earn your certification today!  
Start Now

**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



Leader for the NAC (delivered 2x/month)  Navigator for the DNS (delivered 1x/month)

# 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



14,700  
AVERAGE SEND



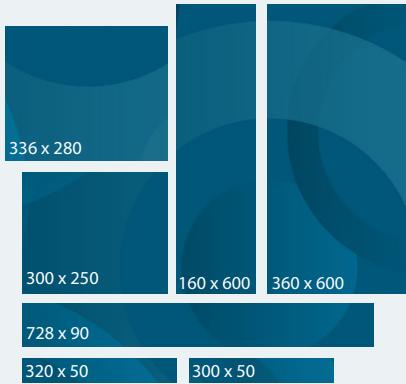
5.37%  
CLICK-THROUGH RATE

## 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.



### Artwork Specs:

- Ad Sizes - 300x250, 728x90, 160x600, 300x600, 300x50, 320x50, 336x280
- Approximately 15,000 ad network display impressions per month
- File 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.

### AAPACN.org Quick Stats



41K+  
MONTHLY VISITORS

# Thank You AAPACN 2025 Conference Solution Providers

On behalf of the 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

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## PAYMENT POLICY

A deposit of 50% is due at the time of application. The full payment deadline is February 17, 2026.

## CANCELLATION POLICY

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

- On or prior to February 17, 2026, solution providers will receive a full refund of payment made to participate in the AAPACN Solution Provider Engagement Events.
- After February 17, 2026, 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 End Cap and Island booth sizes are excluded from this offer. Business Partners who wish to upgrade to these sizes will be responsible for the full price of the booth.*

Download the [Conference Solution Provider Contract](#)

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