

The Alliance

ENHANCED BUSINESS PARTNER MEMBERSHIP



National Alliance
for Care at Home



Enhanced Partnership Options	Business Partner Membership	Pinnacle Partner	Premier Partner	Preferred Partner	Select Partner
Cost	Based on GIR*	+ \$100,000	+ \$75,000	+ \$50,000	+ \$25,000
Exclusive Access to Alliance Experts					
Quarterly Briefings – Connect with the Alliance Leadership Team to gain advance association and industry updates and special opportunities	N/A	Yes	Yes	No	No
Alliance leaders and experts available to address your staff or speak at corporate events on the latest industry developments via the Alliance Speaker’s Bureau — speaking fee waived, travel expenses apply. Additional marketing and communications may be coordinated with staff (one per year)	\$1000 plus travel expenses	Yes	Yes	Yes	No
Alliance Conferences					
Preferential reservation for exhibit booths and supporter opportunities	Based on priority points	Yes	Yes	Yes	Yes
Private meeting space (based on availability)	N/A	Yes	Yes	No	No
Enhanced Partner graphic images and badge ribbons	N/A	Yes	Yes	Yes	Yes
Recognition as an Enhanced Partner (Conference Website Supporter Page, Conference Platform Supporter Page, Keynote Marquee Slides, and Attendee and Marketing Emails)	Recognition in exhibitor listing (as appropriate)	Yes	Yes	Yes	Yes
Annual Meeting: Credits to spend on Supporter benefits as outlined in the prospectus	N/A	\$10K Credit	\$7,500K Credit	\$5K Credit	No
Annual Meeting: Complimentary exhibit booth space	Member Discount	20x20 Booth	20x20 Booth	10x10 Booth	10x10 Booth
Annual Meeting: Additional complimentary full conference registrations and badges	One full conference registration per 10x10 booth	4 Registrations	4 Registrations	2 Registrations	1 Registration
Finance and Tech Summit: Credits to spend on Supporter benefits as outlined in the prospectus	N/A	\$5K Credit	\$2,500K Credit	\$1,500K Credit	No
Finance and Tech Summit: Complimentary exhibit booth space	Member Discount	16x10 or 8x20 Booth	16x10 or 8x20 Booth	8x10 Booth	8x10 Booth
Finance and Tech Summit: Additional complimentary full event registrations and badges	One full conference registration per 10x10 booth	4 Registrations	4 Registrations	2 Registrations	1 Registration
Marketing and Advertising					
Official 2026 Alliance Enhanced Partner logo for use in your marketing outreach	N/A	Yes	Yes	Yes	Yes
Recognition on Alliance website and throughout the year in various emails, materials, and communications	N/A	Yes	Yes	Yes	Yes
Recognition on Alliance Social Media outlets	N/A	6 Posts	5 Posts	3 Posts	2 Posts
Alliance Web Advertising (Option to switch asset each month)	Member Discount	8 Months total of Web Ads	6 Months of Web Ads	3 Months of Web Ads	2 Months of Web Ads
Alliance Online Ad Retargeting program (One complimentary use per year)	Member Discount	2 Month Campaign	1 Month Campaign	No	No
Complimentary advertising space in Alliance digital newsletters	Member Discount	12 Ad Placements	8 Ad Placements	6 Ad Placements	4 Ad Placements
Alliance Webinar sponsorship (One per year)	N/A	Yes	Yes	No	No

Business Partner Membership is a prerequisite to Enhanced Partnership options

*Gross Industry Revenue