

ASSOCIATE MEMBERSHIP



THCA created the Associate Membership Program for businesses that provide products and services to the long-term care industry and share a genuine interest with THCA/TNCAL in furthering the quality of long-term care. Associate membership is designed to improve communications and networking between vendors and member facilities and to provide a channel for building business relationships. Associate membership in THCA/TNCAL is a wise business investment that offers many measurable returns.

MEMBER BENEFITS

- ◆ A standard company listing in the Buyer's Guide section of the *THCA/TNCAL Membership Handbook*, which is organized by product or service, updated annually and distributed to all member facilities in February (To include a description of your products/services to your standard listing, see "Enhanced Listing Package" below);
- ◆ Your company listing posted to the ONLINE Buyer's Guide on the THCA/TNCAL web site;
- ◆ A printed or electronic copy of THCA member facilities, including administrator contact information;
- ◆ New members receive a company listing on the "welcome member" page in *Perspective*, THCA/TNCAL quarterly magazine;
- ◆ A complimentary subscription to *Perspective* magazine;
- ◆ A complimentary subscription to *Associates Monthly*, an e-newsletter specifically published to keep Associate members informed of critical long-term care issues;
- ◆ A complimentary subscription to *Week In Review*, an electronic summary of articles related to long-term care;
- ◆ Discounted rates for booth space at the THCA/TNCAL annual Trade Show;
- ◆ Member discounts to THCA/TNCAL educational seminars and events;
- ◆ First option for advertising and sponsorship opportunities.



THCA Associate Membership dues for 2012 are \$500. Membership renews on a calendar year basis and is effective January 1–December 31, 2012. Dues are not refundable.

2012 MEMBERSHIP HANDBOOK

The THCA/TNCAL Membership Handbook is distributed in February to each THCA/TNCAL member administrator. This handbook is full of useful information and is a valuable year-long reference tool for member administrators. The **buyer's guide section** includes a directory by product/category of current THCA associate members and includes a **standard listing** of company name, contact, address, phone, fax, email and website. **See below for two ways you can maximize your exposure to industry leaders and gain year-long, repeat visibility!**

ENHANCED LISTING PACKAGE

THCA Associate Members have the option to purchase an Enhanced Listing package in the 2012 Membership Handbook. **The cost is \$200 and includes the following features designed to maximize your exposure to industry leaders:**

1. A 50-word description of your product or service *added* to your standard listing and a border around your listing;
2. Your enhanced listing posted to the THCA/TNCAL online Buyer's Guide to *include a link to your company web site*;
3. A free copy of the 2012 Membership Handbook mailed to you.

DIVIDER TAB ADVERTISING

Gain year-long, repeat visibility by placing a full-page, color ad on a divider tab in the 2012 Membership Handbook.

Rate: \$1,000 per tab
 Dimensions with Bleed: 5.5 in. X 8.5 in.
 Dimensions with Non-Bleed: 4.5 in. X 7.5 in.
 Ad material deadline: December 30, 2011

Space is limited and will be assigned on a first come-first serve basis. Ad material should be e-mailed to jburkett@thca.org in a .pdf format.

Payments for 2012 Associate Membership, enhanced listing package and/or divider tab advertising order must be received by December 30, 2011 for your standard listing, enhanced listing, or tab advertisement to be included in the 2012 Membership Handbook.

ASSOCIATE MEMBERSHIP APPLICATION



Associate members are organizations or individuals that supply goods or services to long-term care facilities. Membership renews on a calendar year basis and is effective January-December. Dues are not refundable. All applications must be accompanied by payment of the full amount and should include a brochure of your company or professional services. To be listed in the Buyer's Guide section of the 2012 THCA/TNCAL Membership Handbook, associate member application and payment must be received no later than Dec. 30, 2011.

General Information

Organization Name: _____

Primary Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

E-mail: _____ Web site: _____

How did you hear about THCA/TNCAL? (If a member referred you, please give his/her name) _____

Include company brochure or provide description of company, product and/or service (limit to 50 words)

Product Category (choose one)

- | | | |
|--|--|---|
| <input type="checkbox"/> Accounting/Reimbursement | <input type="checkbox"/> Insurance Products and Services | <input type="checkbox"/> Safety/Security |
| <input type="checkbox"/> Ambulance Services | <input type="checkbox"/> Legal Services | <input type="checkbox"/> Staffing |
| <input type="checkbox"/> Dental Care/Eye Care | <input type="checkbox"/> Linens and Textiles | <input type="checkbox"/> Technology/Software |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Long-term Care Consulting | <input type="checkbox"/> Training/Educational Resources |
| <input type="checkbox"/> Food Service/Nutrition | <input type="checkbox"/> Medical Supplies, Equipment, Services | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Furnishings/Interior Design | <input type="checkbox"/> Mental Health Services | <input type="checkbox"/> Wound Care |
| <input type="checkbox"/> Group Purchasing | <input type="checkbox"/> Nursing Home Management | <input type="checkbox"/> X-ray Services |
| <input type="checkbox"/> Hospice Care | <input type="checkbox"/> Pharmacy Services | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Housekeeping/Environmental Products and Equipment | <input type="checkbox"/> Quality Management Tools | |
| | <input type="checkbox"/> Rehabilitation/Therapy Services | |

Membership Terms and Payment

2012 Associate Membership.....\$500.00 New Member Renewal

Enhanced Listing Package in 2012 Membership Handbook & online Buyer's Guide\$200.00 (Optional)

Membership Handbook Divider Tab Advertisement.....\$1,000.00 (Optional)

Applications, orders and payments must be received by Dec. 30, 2011 to be listed in the buyer's guide section or for your advertisement to appear in the 2012 Membership Handbook.

\$ TOTAL AMOUNT

  Check Enclosed (Payable to THCA) Ck # _____

Card Number

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
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Exp.	Date
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Name on Card (Print) _____ Authorized Signature _____

Cardholder's Mailing Address _____ City _____ ST _____ Zip _____
(Where credit card bill is received)

Please return this form with payment to:
 THCA/TNCAL, P. O. Box 100129, Nashville, TN 37224 OR Fax to: (615) 834-2502
 Questions? Call THCA's programs manager at (615) 834-6520, ext. 106