

Introducing

HCT

for Home Care & Senior Living

Tomorrow's Technology Today

Exhibitor & Sponsor Prospectus

September 6-8, 2022

Gaylord National Resort, MD

HCTExpo.com



Home Care + Tech = Opportunity

There is a steady migration of more healthcare being delivered in the home, driven by three trends:

- ▶ **Advances in Technology**
- ▶ **Consumer Preference**
(accentuated by Covid)
- ▶ **Value-Based Healthcare**
(the home setting is both low-cost and naturally-suited for continuous care management)

The **HCT** Conference and Expo is the first event to **focus on innovative caregiving technologies for home care and senior living.** We will showcase innovative technologies that enable healthcare providers to deliver *higher quality, lower cost, and more coordinated* care in home care and senior living.

A secondary uniqueness of HCT is bringing together all the important home-based provider groups and payers under one roof. As our healthcare system moves toward value, disparate provider types are beginning to collaborate more, as well as communicate with payers – and Home Care Tech is an efficient, vibrant place for all these players to meet.

Conference Organizers

Home Care Tech is owned and produced by Lincoln Healthcare Leadership. Founded in 1998, Lincoln produces best-in-class healthcare conferences (post acute, acute and private equity) known for top-level decision-makers, exceptional content, high-touch customer service, and innovative solution partner benefits. **Existing conferences include:**

HOME CARE 100*
LEADERSHIP CONFERENCE

LTC-100
LEADERSHIP CONFERENCE

SENIOR LIVING 100
Leadership Conference

hi2 Home Care
Innovation+
Investment
Conference



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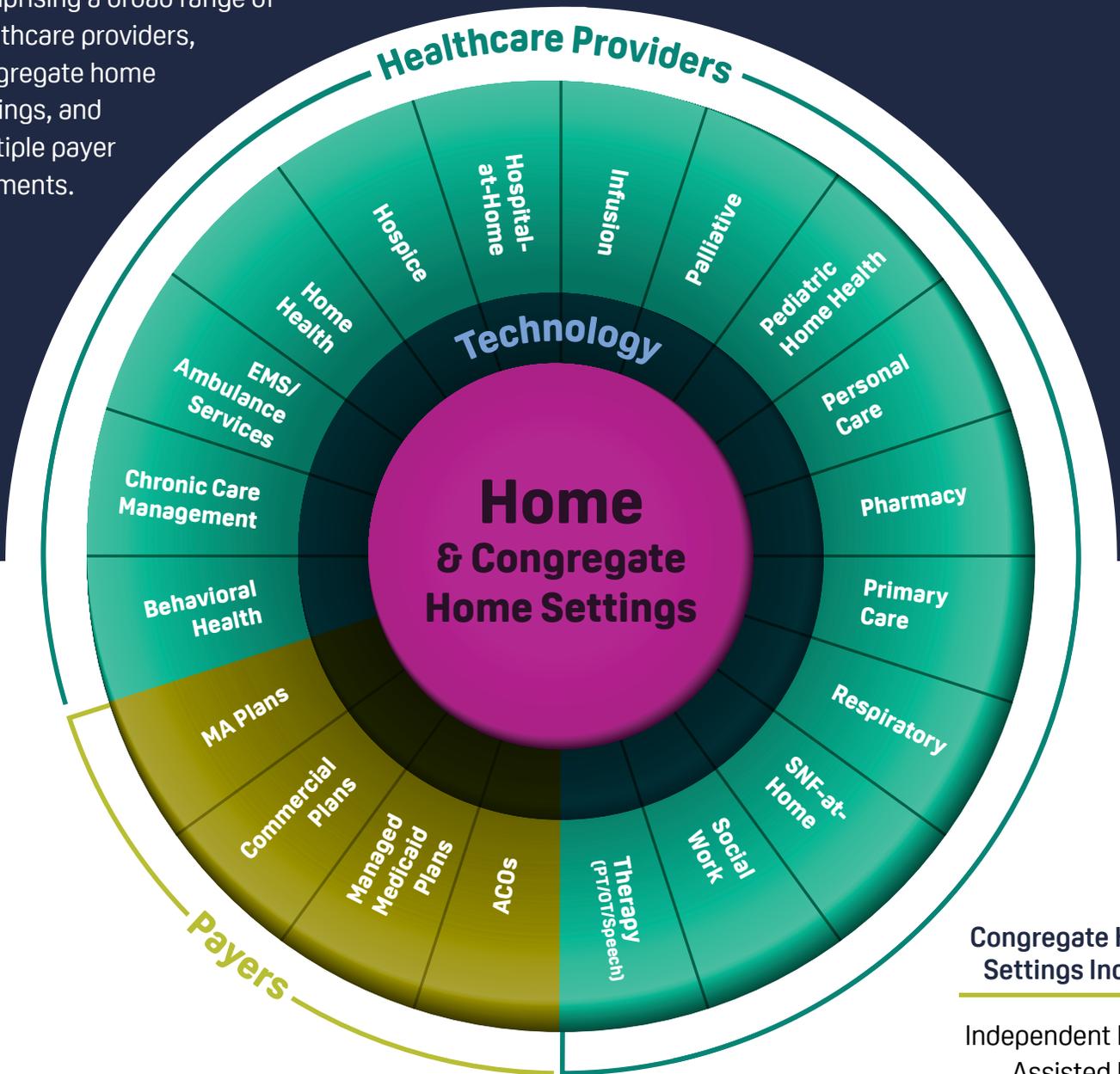
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Who Will Attend?

HCT anticipates 500+ attendees comprising a broad range of healthcare providers, congregate home settings, and multiple payer segments.



Congregate Home Settings Include:

- Independent Living
- Assisted Living
- Memory Care
- Life Plan Communities
- Developmentally Disabled Homes
- Board and Care Homes
- Adult Day Facilities

Unique Opportunities

HCT is innovating the traditional trade show model to offer creative ways to engage and influence attendees. In addition to exhibiting, solution partners can choose to participate in:

► Speed Meetings

Private pre-arranged 8-minute meetings – a more efficient way for many providers to meet with you than strolling the trade show floor.

► Solutions Showcase

8-minute educational presentations (with a structured format) – for providers who would like to see comparative presentations within a product category.

► Sponsorships (See Page 8)

Comprehensive packages that maximize your sales and marketing effectiveness. They include a major function or highly-visible branding opportunity with value-added messaging, attendee intelligence, and at the Leadership level, membership on our HCT Advisory Board. **Speed Meetings** and **Solutions Showcase** are included.

Expo Hall Hours

Wednesday, September 7
10:30 AM - 5:30 PM

Thursday, September 8
10:00 AM - 2:00 PM

Speed Meetings

Wednesday, September 7
10:30 AM - 12:00 PM

Solutions Showcase

Wednesday, September 7
1:00 - 5:00 PM

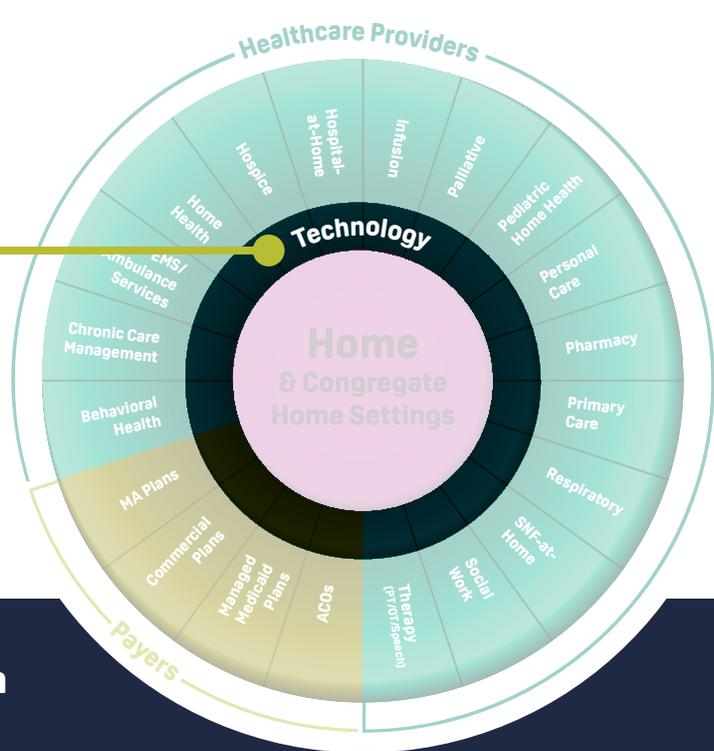
Thursday, September 8
10:00 AM - 2:00 PM

| Benefits | Exhibiting | Speed Meetings | Solutions Showcase | Sponsorships |
|-----------------------------------|------------|----------------|--------------------|--------------|
| Business Development | ✓ | ✓ | | ✓ |
| Market Education | ✓ | | ✓ | ✓ |
| Market Branding & Differentiation | | | | ✓ |
| Market Intelligence | | | | ✓ |
| Relationship Building | | | | ✓* |

*Leadership-level sponsorship only

Who Will Exhibit?

Attending healthcare providers, congregate home providers and payers are looking for **innovative technologies** that enable them to deliver *increasing-acuity care, more continuous care, and more coordinated care* in the home.



HCT anticipates 130 exhibiting solution partners with categories including:

- ▶ Assistive Devices
- ▶ Care Transitions Software
- ▶ Clinical Apps
- ▶ Clinical Technologies
- ▶ Communications Software
- ▶ Consulting Services
- ▶ Diagnostic Technologies
- ▶ DME
- ▶ EHR/EMR Software
- ▶ Infusion Supplies
- ▶ Medical Supplies
- ▶ Mobile Imaging
- ▶ Mobility Aids
- ▶ Oxygen/Respiratory Equipment
- ▶ Patient Safety – Falls Prevention
- ▶ Performance Analytics
- ▶ Pharmacy
- ▶ Population Health
- ▶ Remote Patient Monitoring
- ▶ Resident Engagement
- ▶ Resident Safety/PERS
- ▶ Telehealth
- ▶ Therapeutic Technologies
- ▶ Triage Technologies
- ▶ Wearables
- ▶ Wound Care

Exhibitor Packages

Booth Size*

of Attendees

\$1,000 per Additional Attendee

Company Profile & Contact Info in App/Exhibitor Guide

Access to Attendee Contact Info & Company Intelligence

Full Access to Education Sessions

Basic Wi-Fi Access

Email & Web Browsing Only

Company Sign

7" x 44" (One Line)

Black Pipe & Drape

8' x 3'

Booth Furnishings

6' Draped Table, 2 Chairs, Waste Basket

Standard Carpet

Carpet/Flooring Required for All Booths

5-Amp, 120-Volt Electricity

Extension Cord & 6 Outlet Multi-Strip

| | Premium | | Standard | |
|--|--------------------|----------------|--------------------|----------------|
| | \$4,000 | \$8,000 | \$3,000 | \$6,000 |
| Booth Size* | 10'x10' | 10'x20' | 10'x10' | 10'x20' |
| # of Attendees <i>\$1,000 per Additional Attendee</i> | Two | | Two | |
| Company Profile & Contact Info in App/Exhibitor Guide | ✓ | | ✓ | |
| Access to Attendee Contact Info & Company Intelligence | 3 Weeks Out | | 3 Weeks Out | |
| Full Access to Education Sessions | ✓ | | ✓ | |
| Basic Wi-Fi Access <i>Email & Web Browsing Only</i> | ✓ | | ✓ | |
| Company Sign <i>7" x 44" (One Line)</i> | ✓ | | ✓ | |
| Black Pipe & Drape <i>8' x 3'</i> | ✓ | | ✓ | |
| Booth Furnishings <i>6' Draped Table, 2 Chairs, Waste Basket</i> | ✓ | | | |
| Standard Carpet <i>Carpet/Flooring Required for All Booths</i> | ✓ | | | |
| 5-Amp, 120-Volt Electricity <i>Extension Cord & 6 Outlet Multi-Strip</i> | ✓ | | | |

* Booths above 200 ft² are available at \$30 per square foot (Standard package), and include one additional attendee per 100 ft². Each corner costs \$300.

Additional Innovative Engagement Opportunities

▶ Speed Meetings

Pre-arranged, 1-on-1 meetings with providers

\$2,500 per Attendee

▶ Solutions Showcase

8-minute presentation in Expo Hall

\$2,000

▶ Sponsorships

Comprehensive Sales & Marketing Packages

See Page 8

Sponsorship Packages

of Attendees

\$1,000 per Additional Attendee

Access to Attendee Contact Info & Company Intelligence

Full Access to Education Sessions

Onsite Branding Opportunities*

Speed Meetings

Pre-arranged, 1-on-1 meetings with providers

Speed Meeting Selections

Solutions Showcase

8-minute presentation in Expo Hall

Private Meeting Suite

Logo on Conference Banners, Brochure, Website & App

Company Profile & Video Promo on App

Branded Table at Tuesday Reception

Leadership

\$25,000

Three

5 Weeks Out



Premium



1st Priority



6-Foot

Executive

\$15,000

Two

4 Weeks Out



Regular



2nd Priority



3-Foot

**Assigned on a first-come-first serve basis.*

Full list available upon contract signing.

Secure your Leadership-level sponsorship by **December 31, 2021** and become a

Charter Sponsor.

- ▶ 15% Discount in 2022 & 2023
- ▶ 2022 & 2023 Seat on HCT Advisory Board

Charter Sponsor Pricing: \$21,250

2022 Schedule

■ Exhibit

■ Education

■ Networking

Tuesday, September 6

7:00 AM -
7:00 PM

**Expo Hall
Move In**

5:00 - 7:00 PM

Reception

Wednesday, September 7

7:00 - 8:00 AM

Breakfast

8:00 - 8:50 AM

Opening General

9:00 - 10:05 AM

Concurrent Sessions

10:30 AM -
5:30 PM

Expo Hall

10:30 AM -
12:00 PM

**Speed
Meetings**

12:00 - 2:00 PM

Lunch

1:00 - 5:00 PM

**Solutions
Showcases**

5:30 - 7:00 PM

Reception

Thursday, September 8

8:00 - 9:00 AM

Breakfast

9:00 - 9:45 AM

Keynote

10:00 AM -
2:00 PM

Expo Hall

10:00 AM -
2:00 PM

**Solutions
Showcases**

12:00 - 2:00 PM

Lunch

2:00 - 7:00 PM

**Expo Hall
Move Out**

2:00 - 3:00 PM

**Closing
General**

Best-in-Class Education

HCT's education program will address these four questions:

1 Innovation

What are the most promising areas of technological innovation enabling providers to bring better healthcare into the home?

2 Payers

Which technology innovations are most valuable to payers enabling more continuous care in the home?

3 Consumers

How are consumer preferences towards care in the home changing?

4 Value

How does the home figure into the latest developments in value-based care?

2022 Program

Sessions & Speakers
to Be Announced

Wednesday, September 7

8:00 - 8:50 AM

General Session

9:00 - 10:05 AM

Concurrent Sessions (4)

1:00 - 5:00 PM

Solutions Showcases

48 solution partner presentations
in a structured format.

Thursday, September 8

9:00 - 9:45 AM

Keynote

10:00 AM - 2:00 PM

Solutions Showcases

2:00 - 3:00 PM

Closing General Session

For updates, visit
[HCTexpo.com](https://www.hctexpo.com)