

*Introducing*



**for Home Care & Senior Living**

*Tomorrow's Technology Today*



**September 6-8, 2022**

**Gaylord National Resort, MD**

**[HCTExpo.com](http://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



**SENIOR LIVING 100**  
Leadership Conference



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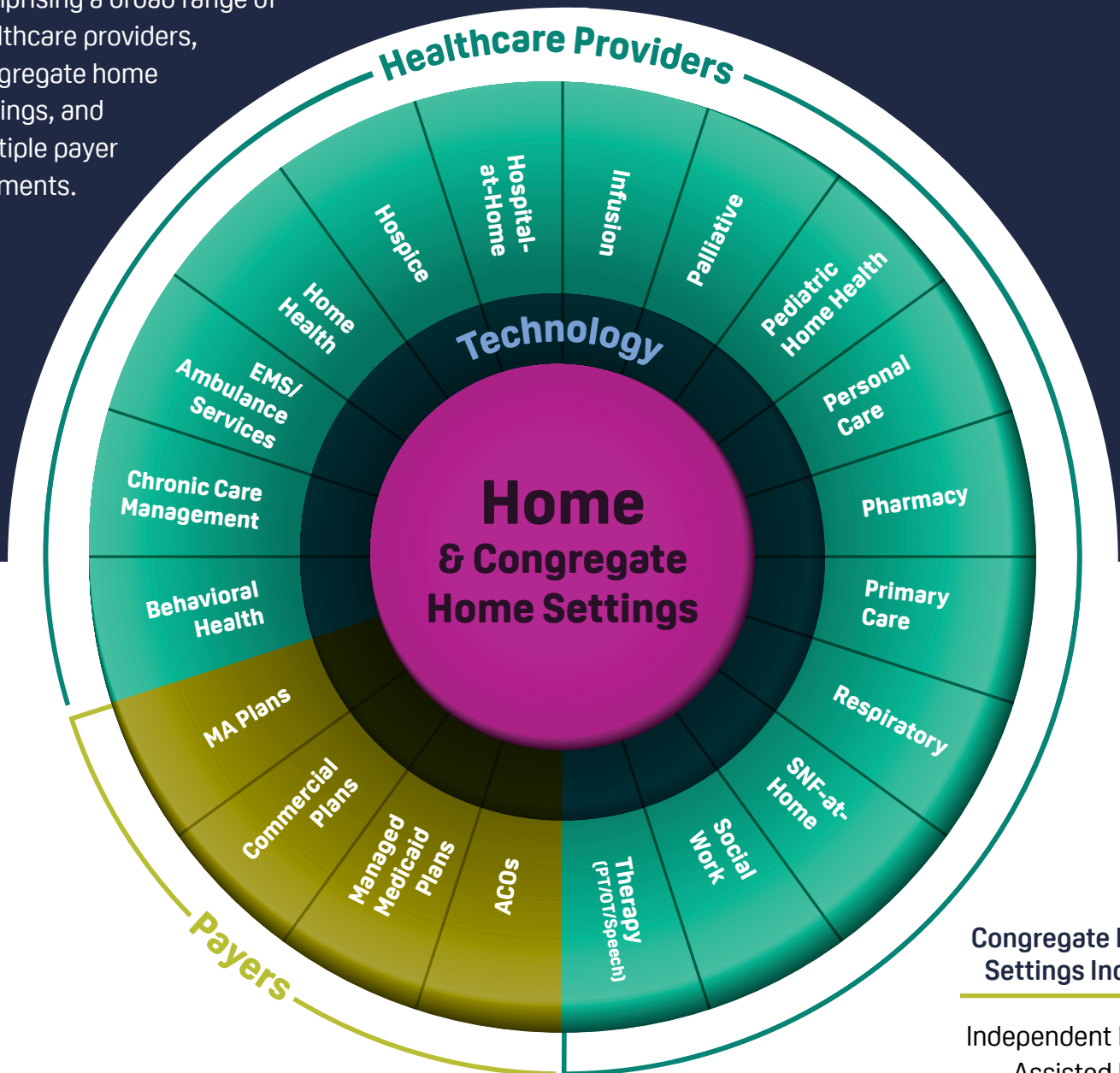
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# Who Will Attend?

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

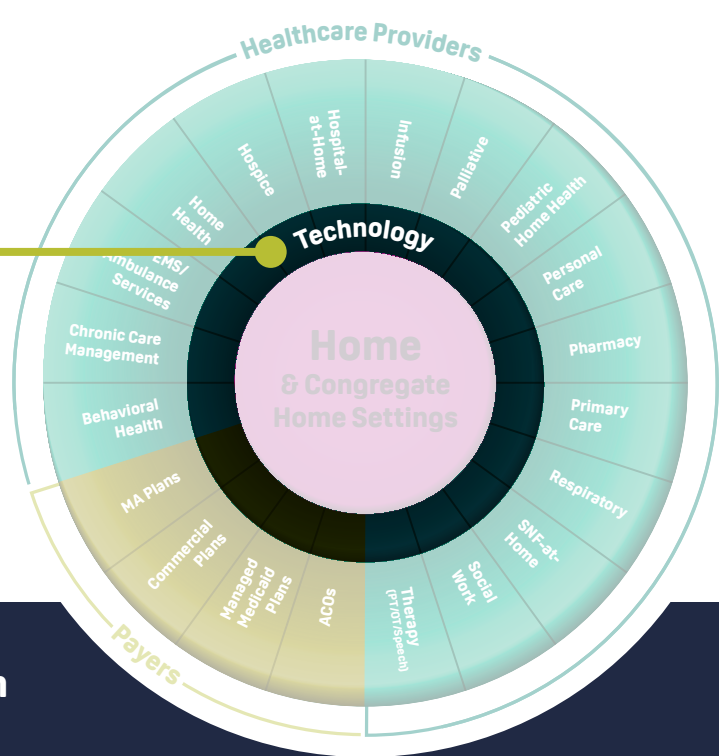
Thursday, September 8  
10:00 AM - 2:00 PM

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

*\$4,000*

*\$8,000*

**10'x10'**

**10'x20'**

**Two**



**3 Weeks Out**



## Standard

*\$3,000*

*\$6,000*

**10'x10'**

**10'x20'**

**Two**



**3 Weeks Out**



\* Booths above 200 ft<sup>2</sup> are available at \$30 per square foot (Standard package), and include one additional attendee per 100 ft<sup>2</sup>. 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**



**1<sup>st</sup> Priority**



**6-Foot**

### Executive

*\$15,000*

**Two**

**4 Weeks Out**



**Regular**



**2<sup>nd</sup> 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)