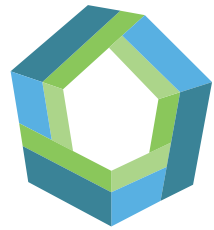


# 2024 HCBS Conference



**HCBS**  
**CONFERENCE**  
Home & Community-Based Services



**ADVANCING**  
**STATES**

## Sponsorship & Exhibitor Prospectus

**HCBS Conference:** August 18 - 22, 2024 • Baltimore, MD

**Virtual Conference:** September 11th - 12th, 2024





**HCBS**  
**CONFERENCE**  
Home & Community-Based Services



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# Letter from the Executive Director

## Greetings HCBS Sponsors & Exhibitors

We are excited to extend an invitation to you and your organization to join us at the Home and Community Based Services (HCBS) Conference on August 18-22, 2024. This conference promises to be a landmark event as we celebrate the 60th anniversary of ADvancing States and the 40th year of our the HCBS conference.

Over the years, the HCBS Conference has been at the forefront of promoting innovation, collaboration, and excellence in the field of home and community-based services. With the remarkable achievements of ADvancing States and the significant milestone of our 40th conference, this year's event is poised to be an unparalleled experience.

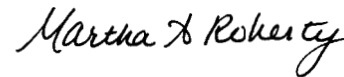
Listed below are just some of the reasons that your organization needs to be at the HCBS conference:

1. **Networking Opportunities:** The HCBS Conference brings together professionals, experts, and thought leaders from a variety of corporate and non-profit entities involved in home and community-based services. It is a unique platform to network, exchange ideas, and build meaningful partnerships that can benefit your organization.
2. **Knowledge Sharing:** Our conference offers a diverse range of sessions, workshops, and panel discussions covering the latest trends, promising practices, and emerging issues in the HCBS field. Attendees will gain valuable insights that can drive innovation and enhance service delivery.
3. **Celebrating Milestones:** Join us in celebrating the remarkable journey of ADvancing States as it reaches its 60th anniversary and the HCBS Conference as it marks its 40th year. This is an opportunity to be part of a historic event that celebrates the milestones that we have achieved in serving individuals in their homes and communities.
4. **Visibility and Recognition:** As a sponsor, your organization will gain prominent visibility among a highly targeted audience. Your support will be acknowledged throughout the conference, and you will have opportunities to showcase your products and services to key decision-makers in the HCBS sector.
5. **Impactful Engagement:** Engage with leaders and influencers in the field, share your expertise, and contribute to discussions that shape the future of home and community-based services.

To explore sponsorship opportunities or discuss how your organization can be part of this momentous event, please feel free to contact us at [inform@hcbconference.org](mailto:inform@hcbconference.org).

We look forward to welcoming you to the 2024 Home and Community Based Services Conference as we celebrate the rich history and look forward to a future of continued innovation and excellence in our field.

Thank you,



ADvancing States Executive Director

**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).

# 2023 HCBS Conference Attendance

## HCBS Conference Attendees



1,800 +  
Attendees (1,500  
in-person and 300 virtual)

51

States and Territories  
represented



130  
Sessions



200+  
Abstracts Submitted

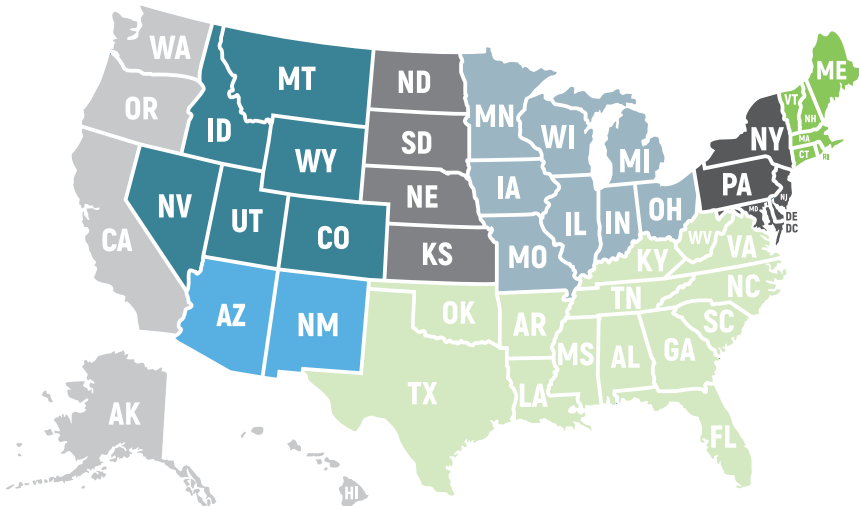


300+  
Speakers



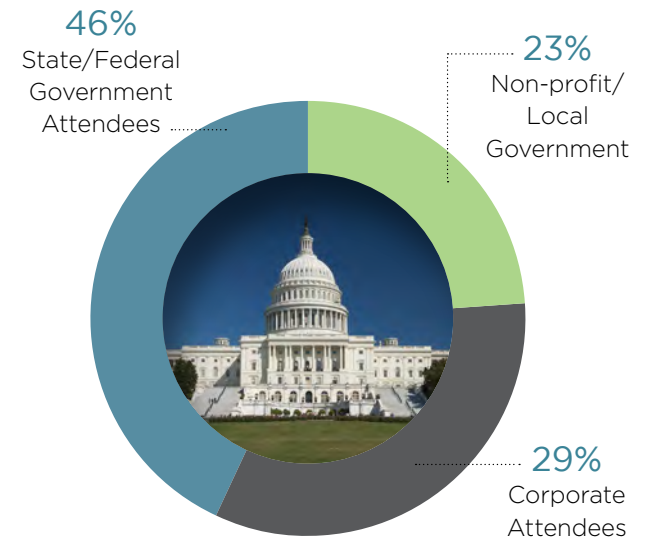
84  
Sponsors/Exhibitors

## 2023 HCBS Conference Attendees by Region



New England: 8%  
Mid-Atlantic: 19%  
South: 24%  
Midwest: 17%  
Central: 3%  
Southwest: 2%  
Rocky Mountain: 6%  
Pacific Coast: 10%

## 2023 HCBS Conference Participation by Percentage



“The HCBS Conference is a fantastic event to make connections with State Aging Directors, other state staff, and vendors in the aging and disability space.”

—Margaret Reiff, Business Development Events Manager, CareSource

**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).

# Past Sponsors

AAIDD	Centene Corporation	HHaExchange	Morning Sun	Tellus
AARP Public Policy Institute	Chef2Home by Metz	Highmark Health Options	Morning Sun Financial	The LEAD Center
Access\$ Financial Management Services	Choice Yield	Highmark Wholecare	Morning Sun Financial Services	The Little Red Hen
Activate Care	Christopher & Dana Reeve Foundation	Humana Healthy Horizons	National Center on Elder Abuse (NCEA)	Therap Services
Acumen Fiscal Agent	Cigna-HealthSpring & Alegis Care	IBM Watson Health	National Consumer Voice	Tualta
ADT	CIL	iCareManager	National Indian Council on Aging	Tualta Inc.
Aetna Medicaid	Commonwealth Care Alliance	Inclusa	Navigant	Tyler Technologies
Ageless Innovation	Consumer Direct Care Network	Independent Living Systems	NCQA	Tyler Technologies
AIRS	Cumulus Care	InnovAge	Netsmart	UMASS
Altarum	Data Logic/ Vesta EVV	IntellectAbility	Nymbi Science	UnitedHealthcare Community & State
Alumni Leadership Network	Deloitte	IntelliRide	Optimetra	UPMC Community HealthChoices
Alvarez & Marsal	DentaQuest	Intuition Robotics	Outreach Health Services	USAgging
Amazon	Direct Care Innovations	John A. Hartford	Pack4U	Ventech Solutions
Amerihealth Caritas	DirectCourse	Knowledge Services	Palco	Vesta Healthcare
Anthem, Inc.	Elevance Health	LIBERTY Dental Plan	Palco	Veyo
Applied Self Direction	Enable Dental	Liberty HealthCare Corp.	PCG	Vital Research
Aris Solutions Inc.	Eventa	Lifeline Systems Company	Peer Place Networks	VRI
AssuranceSD	Evernorth (formerly Cigna)	Little Red Hen	Peerplace Networks, LLC	VRI Cares
Aurrera Health	eVero	Magellan Complete Care, Inc.	PHI National	Wellcare Health Plans
Aveanna Healthcare	Fawssitt Portable Showers	Mains'I Financial Management Services	Public Consulting Group (PCG)	WellSky
Beacon Health Options	Federal Trade Commission	MapHabit	Public Partnerships   PPL	
Beacon Specialized Living Services	FEI Systems	Marwood Group	Pulselight	
Benchmark Human Services	findhelp	MAXIMUS	Revation Systems	
Benjamin Rose Institute on Aging	First Data Government Solutions	MeDecision	RTZ Systems	
Blue Cross and Blue Shield of IL, MT, NM, OK, and TX (HCSC)	fiserv	Medisked	Sage Squirrel	
CareBridge Health	FOCoS Innovations	MEDsys-HCS, LLC	Sandata Technologies	
CareCentrix	Four Moon Productions	Mercer Government	Sellers Dorsey	
Careforth	FreedomCare	MetaStar	Seniorlink/Caregiver Homes	
Caregiving.com	GA Foods	Myers and Stauffer	Sevita	
CareSource	GT Independence	Milliman	Shared Health	
CARF International	Guardian Medical Monitoring	MissionCare Collective	SRALabs	
CellTrak	Guidehouse	Molina Healthcare	TaskMaster Pro	
	HCBS Strategies, Inc.	Mom's Meals	TCARE	
	Health Management Associates	Mon Ami	Telligen	

**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).

# General Information

**WHEN:** Sunday, August 18, 2024–Thursday, August 22, 2024

**WHERE:** Baltimore Marriott Waterfront  
700 Aliceanna Street, Baltimore, MD 21202  
or virtually at [hcbconference.org](https://hcbconference.org)

**VIRTUAL:** Wednesday, September 11 - Thursday, September 12



## Hotel Accommodations

ADvancing States is offering special hotel rates for 2024 conference attendees and speakers. Rooms are assigned on a first-come, first-serve basis. We recommend booking early through a provided link available at the end of the registration process.

### Room Rates\*:

Government Rate: Prevailing  
Government Per Diem Rate

Non-Government Rate: Hotel Rate

*\*Hotel room rates are subject to applicable state and local taxes in effect at the time of check-out.*

## On-Site Registration/ Information Hours

*(subject to change)*

Sunday, Aug. 18 .....9:00AM – 8:00PM

Monday, Aug. 19 ..... 7:30AM – 6:00PM

Tuesday, Aug. 20 ..... 7:30AM – 6:00PM

Wednesday, Aug. 21.....7:30AM – 3:00PM

“Biggest and BEST  
conference on HCBS.”

—Applied Self Direction

## Important 2024 Dates to Remember

### 2024 HCBS Conference

- June 2024: Early-bird registration opens
- June 2024: Lodging/Room Blocks open
- June 2024: Exhibitor Services Kit is available
- July 2024: Early-bird registration closes
- Sunday, August 18: Fall Meeting (State Members only)
- Wednesday, August 21: ADvancing States’ A Year to Celebrate Gala
- Monday–Thursday, August 19-22: General Conference



**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](https://www.hcbconference.org).

# Exhibit Hall Information

## Exhibit Hall Schedule

*(All times listed below are tentative)*

Monday, August 19, 12:00 PM - 2:30 PM

Tuesday, August 20, 11:00 AM - 4:00 PM

Wednesday, August 21, 9:00 AM - 2:00 PM  
*(Closing at 2 for Gala and Dance Party Set Up)*  
7:00 PM - 11:00 PM

## Booth Space Assignment

Assignment is prioritized based on level of sponsorship and date sponsorship was secured.

## Installation of Exhibits

Sunday, August 18, 1:00 PM - 4:00 PM  
Monday, August 19, 8:00 AM - 11:00 AM  
Booth must be set up by 11:00 AM

## Dismantling of Exhibits

Thursday, August 22  
8:00 AM - 12:00 PM



## How we drive attendance to the exhibit hall

- Focused marketing campaigns that occur prior to and during the conference: Information on the exhibit hall, vendors, and exhibit hall activities is shared on the conference agenda, conference app, signage throughout the conference, etc.
- Planned and real-time social media postings: ADvancing States utilizes Facebook, LinkedIn, Twitter, and other platforms to highlight activities in the exhibit hall. We encourage our exhibitors to do the same.
- Dedicated exhibit hours provide you with direct access to our attendees during our complimentary morning and afternoon breaks and an evening reception without any conflicting sessions.
- Identified events and activities to bolster exposure and access: ADvancing States works closely and collaboratively with sponsors and exhibitors to understand the value and impact most beneficial to their organization.
- Designated area of the exhibit hall focused on technology and innovation. Technology and Innovation vendors highlight cutting-edge solutions.

“Provides great opportunity to get additional name recognition out there for the folks in the industry as well as hear about latest products, services, and innovations that other attendees are offering.”

—Matthew Schmitt, Project Manager, Centene Corporation

**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).

# Exhibitor Packages and Payment

## Benefits of Being an Exhibitor

- Be present and part of the nation's largest conference focusing solely on long-term services and supports and home and community-based services
- Meet and connect with new prospective customers
- Network with state and federal leaders, health plans, community-based organizations, technology, software, and innovation companies, and consultants
- Build lasting relationships
- Gain insight from talking with and listening to attendees
- Highlight and strengthen your brand, get your foot in the door, and/or land your next contract

## Exhibitor-Only Packages

- Exhibit booth: 8' x 10' — \$7,500—for-profit organizations
- Non-profit exhibit table: 6' x 2' — \$3,500—non-profit community-based, educational, and government-based organizations
- Exhibit booth packages include:
  - Access for 1 on-site booth representative to join all general conference activities
    - ALL on-site booth representatives must register for access to the exhibit hall
  - Option to share brand on conference materials, signage, and the conference app

## Sponsorship Packages

*See Sponsorship Levels & Opportunities (page 6)*

- All sponsorship packages include an exhibitor booth and access for 1 on-site booth representative to join all general conference activities (booth dimensions subject to change)
  - Exhibit booth—
    - 8' x 10' booth is included for Gold, Ruby, Sapphire, Emerald, and Diamond sponsorship levels
    - Premium 8' x 20' or 10' x 16' booth is included for Platinum sponsorship levels

## Payment Information & Processes

- To secure your 2024 Sponsor or Exhibitor-Only Package sign-up at [advancingstates.org/2024-sponsor-sign](https://advancingstates.org/2024-sponsor-sign)
- Please note there are many options surrounding sponsorship packages. Not sure which package to pick? Be sure to check out the following pages to review the possibilities.
- Need more time to make a decision? No problem! Stay in the loop and receive conference updates. Sign-up [here](#).



**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).



# Sponsorship Levels and Opportunities

## 2024 HCBS Conference Event Sponsorships

Through sponsored activities, available to all interested parties, organizations can gain and enhance exposure, network at business and social events, and promote your brand and message.

Each sponsor has the opportunity to choose **one activity** associated with the designated level, while available. If interested in sponsoring an additional activity, there will be an additional cost of \$15,000 per activity. Please see the following pages for more details.

Sponsorship contributions support ADvancing States' mission to design, improve, and sustain state systems delivering long-term services for older adults, people with disabilities, and their caregivers.

ADvancing States will offer all sponsorships to the sponsoring company from the same event the year before prior to solicitation of new and/or additional sponsors for that sponsored item. If the previous sponsor company chooses not to sponsor the same event, ADvancing States reserves the right to seek alternative sponsors at their own discretion. For more information on how to secure your conference sponsorship, please contact us at [inform@hcbconference.org](mailto:inform@hcbconference.org).

2024 Sponsorship Levels/Pricing	Platinum \$55,000+ 	Diamond \$45,000+ 	Emerald \$35,000+ 	Sapphire \$25,000+ 	Ruby \$15,000+ 	Gold \$12,000+ 
Sponsored Activity	✓	✓	✓	✓	✓	✓
Logo on Conference webpage	✓	✓	✓	✓	✓	✓
Differentiated Signage at Exhibit Hall Entrance	✓	✓	✓	✓	✓	✓
Screen Projection Loop before and after general sessions	✓	✓	✓	✓	✓	✓
Promotional Item in Tote Bag	✓	✓	✓	✓	✓	
Logo Displayed on the HCBS Clearinghouse webpage	✓	✓	✓	✓		
Conference App—Promotional Post	✓	✓	✓			
10-second commercial played during conference	✓	✓				
Invitation to the MLTSS Symposium/Spring Meeting	✓					
*NEW* Quarterly Policy Update Webinar Hosted by ADvancing States	✓					
Advertisements	Full page, Premium location	Half page, Priority location	Half page	Quarter page	Quarter page	
Exhibit Booth (includes 1 conference registration)	8'x20' Premier location	8'x10' Premier location	8'x10' Premier location	8'x10'	8'x10'	8'x10'
Additional Conference Registrations	6	5	4	3	2	1

**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).

# 2024 HCBS Conference One-Time Special Event

We are thrilled to invite you to a once-in-a-lifetime gala celebration, marking huge milestones for our organization. This year, we will be celebrating the 40th anniversary of the Home and Community-Based Services Conference and the 60th anniversary of ADvancing States! This evening promises to be an unforgettable tribute to our shared commitment to advancing excellence in healthcare and supporting the well-being of all ages and abilities.

## Sponsoring an Event at the Gala

This Gala not only provides a fantastic opportunity for your organization to support ADvancing States at the HCBS Conference but also serves as an exciting platform for sponsors to connect and network with fellow attendees. Join us for a night of celebration and collaboration! Sponsoring an activity at the Gala is a bonus activity that will need to be paid for on top of your sponsorship.

- **Entertainment or Speaker at the Gala -- \$45,000**  
*(1 available)*  
Enjoy a captivating evening filled with entertainment during the gala dinner!
- **Exquisite Dining Experience -- \$25,000** *(4 available)*  
Attendees of the Gala will get to experience a delicious meal.
- **Drinks during Gala -- \$45,000** *(1 available)*  
Raise a glass as we celebrate this remarkable journey of ADvancing States and the HCBS Conference.

- **Commemorative Item -- \$10,000** *(Multiple available)*  
Attendees of the gala will be able to take something back with them as a token of appreciation.
- **Custom Activity - Price to be determined**  
Do you have another idea in mind that will bring value to your organization? Let's talk!

## Event Details

**Date:** August 21, 2024

**Start Time:** 6:00 p.m.

**Location:** Baltimore Marriott Waterfront



**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).

# Sponsorship Levels and Opportunities *Continued.*

## Platinum Exclusive Features

Opportunity to sponsor ADvancing States Member Breakfasts, Lunches, Dinners, Receptions, and the Band! With officials anticipated from all 55 states and territories, sponsors of these activities will work with ADvancing States staff on identifying and personally inviting state directors in targeted states. This is an exclusive opportunity to mingle, have an informal meeting with targeted contacts, and discuss your products and programs. Sponsors will be recognized by having their logo displayed during the event, as well as throughout the meeting agenda materials.

- Private Breakfast with ADvancing States Members  
*(2 available)*
- Private Lunch with ADvancing States Members at the Spring and Fall Membership Meetings
- Private Dinner with ADvancing States Members  
*(3 available)*
- Private Presidential Reception for ADvancing States Members *(3 available)*

ADvancing States hosts receptions for state members during the HCBS Conference. These events are well attended by the ADvancing States board and membership and are a highlight of the conference. Sponsoring organizations will have their logo displayed on reception tables, as well as in the membership agenda materials. Sponsors are invited to join the reception to

mingle and network with ADvancing States members.

- HCBS Band  
Your company will sponsor and host our annual dance party, featuring everyone's favorite "Millennium Band." They are led and anchored by Season 4 American Idol finalist, Travis Tucker. Conference attendees gather to cut a rug and celebrate on the dance floor. Sponsor will have their company's logo displayed on the bandstand and will receive recognition from the band.
- HCBS Party Toys  
Your company will provide additional fun for all attendees during ADvancing States Dance Party and Celebration.



**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).

# Sponsorship Levels and Opportunities *Continued.*

## Platinum Sponsorship Activities *(Continued)*

- **Escalator Clings**  
Showcase your branding as attendees travel up and down the escalators between session rooms and the exhibit hall.
- **Anniversary Gala Cake**  
It's the 40th anniversary of the HCBS Conference and the 60th anniversary of ADvancing States. What better way to celebrate our anniversary's by having some cake for the Gala!
- **Bottled Water at the Dance Party**  
Hydration is key to keep bustin' a move while on the dance floor. Your logo will be displayed on the bottled water for the party-goers to see! Sponsors of the bottled water will receive a prime booth in the exhibit hall's dance floor.
- **HCBS Bar during the Dance Party**  
Conference attendees will enjoy a cocktail bar hosted by your company while they dance the night away with our live HCBS band. Sponsors of the bar will have their company's logo displayed and will receive recognition during the HCBS band concert.
- **HCBS Conference Registration Station and Electronic Badging**  
Welcome to electronic badging and kiosk registration! All registrants will check in to receive their electronically printed badge and tote bag. Your company's logo will be featured at our registration desk, as well as on floor decals leading up to the registration station.
- **Official HCBS T-Shirt**  
Solidify your brand by providing the official 2024 HCBS Conference t-shirt, shared with attendees at registration and shipped to early-bird virtual attendees. We will work with your organization to design the 2024 HCBS Conference t-shirt.

## Diamond Sponsorship Activities

- **Plenary Speaker**  
The plenary speaker of the Conference draws attendees together during the week and serves as one of the few collective experiences of the Conference. Our plenary will be live allowing for branding opportunities before and after the speech. This year's Plenary sponsor will be able to play a pre-recorded 30-second video/commercial ahead of the Plenary address and receive a thank you slide with logo branding at the conclusion of the presentation.

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# Sponsorship Levels and Opportunities *Continued.*

## Emerald Sponsorship Activities

- **HCBS Conference Smartphone App**

Wish you could send a message to a speaker you just heard? Or send a message to an attendee? The HCBS Conference Smartphone App allows for attendees to bookmark and save the people they meet and sessions they attend within a full online listing of the agenda. Sponsorship for the App includes your logo displayed on posters throughout the conference, as well as in communication about the app. Your company's name will also be highlighted within the app. This is a fantastic way to be at the fingertips of every attendee!

- **Name Badge Lanyards**

In-person attendees will wear your company's logo or name around their necks to display their name badge for the conference.

- **Bottled Water at Registration (4 available)**

Quench attendee thirst by sponsoring bottled water for one day of the conference, which will be made available near the registration area.

- **After-party Sponsor (3 available)**

Looking to chillax after a long-day of learning, meeting new people, and conference activities? Host an after-party. We will work with you to plan an after-party experience to be remembered.

- **Headshots for State Members**

Spend quality time with state members before and after they receive a digital and print copy of their 2024 Head Shot. Their printed copy will be provided to the state members in a folder with your branding and message.

## Sapphire Sponsorship Activities

- **Continental Breakfast (2 available)**

Conference attendees will enjoy a continental breakfast with coffee and tea. Join the breakfast crowd, do some networking, and see your sponsorship activity in action.

- **Conference Wi-Fi**

Conference attendees will appreciate Wi-Fi available throughout the conference, allowing them to easily connect to exhibitors' and speakers' websites, and to engage with the Conference App. Sponsorship includes your name on all materials highlighting the conference Wi-Fi, as well as throughout the conference agenda.

- **Elevator Door Banners**

Capture the undivided attention of attendees each day at the HCBS Conference as they ride up and down the elevator banks at the hotel.

- **Innovation Track Workshops (5 available)**

This track will allow for corporations and private funders to present to a large and diverse group of individuals. This will be the opportunity to present a session during the

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# Sponsorship Levels and Opportunities *Continued.*

conference and sell your product/products to a broader audience.

- **Charging Stations**

These days everyone is on their smartphone or tablet, using it to take notes, and to gather contact info from other conference attendees. Sponsorship of a charging station include a screen display, showcasing a slideshow loop that can be used as advertising space, as well as your logo displayed on the kiosk.

- **Hotel Key Cards**

Be the first thing attendees see as they check-in for the conference at the hotel. Your logo will be printed on the hotel key cards, providing repeated views at your logo and messaging.

- **Exhibit Hall Dessert**

Your company will host dessert during the first day of the Exhibit Hall for all attendees. As attendees visit booths and network, they will enjoy a sweet treat, sponsored by your organization.

- **State Member Lounge**

The lounge is designed just for state attendees to relax and/or connect with each other. A table will be provided for your company's materials and any promotional items you would like to provide. Your company will also receive logo visibility and branding on signage outside of the lounge.

## Ruby Sponsorship Activities

- **HCBS Yoga (Traditional and/or Chair), Stretching, Meditation, or Fitness Breaks**

Take this opportunity to associate your company's brand messaging with a positive, feel-good in-person experience during the conference. Consider providing a coordinated promo item at your booth like a branded essential oil, hand towel, earbuds, or candle.

- **Water Stations**

Keep conference attendees well hydrated during the action-packed, fun-filled days! Your logo will be highlighted at water stations throughout the conference space.

- **Exhibit Hall Coffee/Tea**

Everyone loves a coffee or tea break! Mingle with attendees in the exhibit hall as they grab coffee for the afternoon.

- **Workstation Room**

It happens. Sometimes you just need to take a quick call or hop on a virtual meeting during a conference. Instead of taking the call sitting in that big comfy chair in the hallway, without a table or anywhere to plug in, the HCBS Conference will provide a workstation room. As the workstation room sponsor, your organization's logo and

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# Sponsorship Levels and Opportunities *Continued.*

branding will be displayed for those needing to sneak away for that quick call.

## Gold Sponsorship Activities

- **Conference Spirit Competition Host** *(2 available)*  
Get attendees involved with your fun, daily spirit competitions that run alongside the official Conference agenda. Your company will unify attendees in a daily common experience that promotes getting to know one another and a little competition! Examples of spirit contests include state spirit day, wacky hat day, etc. If you want, you can award a prize to the winner at the end and collect leads along the way.
- **Notebooks**  
Be ready to have each attendee take conference notes in your customized notebook. Your organization provides the customized notebook and ADvancing States will distribute notebooks at registration.
- **Pens**  
Do you want attendees to have your organization in mind, every day of the conference? Yes? Just provide ADvancing States a pen with your company logo and/or message and ADvancing States will distribute them throughout the conference, in multiple locations.

- **Ad in Program**  
Share a quarter-page advertisement for your organization in our printed program distributed to in-person attendees.
- **Promotional Item**  
Include a promotional item with your logo and branding in our goodie boxes for virtual attendees and totes for in-person attendees.

**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).

# Sponsorship Levels and Opportunities *Continued.*

## Custom Sponsorship *(Available at any level)*

Is the item you were hoping to sponsor sold out? Or do you have another idea in mind that will bring great value to your organization? Let's talk! Reach out to [inform@hcbconference.org](mailto:inform@hcbconference.org) to brainstorm or build the custom sponsorship of your choice.

“The clientele this conference brings in is fantastic. Loved the sessions and speakers. Everything is top notch.”

—Rhonda Petr, Corporate Public Relations Director,  
AmeriHealth Caritas



**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).



# ADvancing States Rules & Guidelines

- 1. Registration.** All exhibitors and sponsors, including booth staff, are required to register as participating attendees at the ADvancing States 2024 HCBS Conference. Conference registration entitles exhibitors and sponsors to participate fully in all open conference workshops, keynotes, and social events on the program agenda.
- 2. Exhibit Hall.** Each booth area is 8 x 10 ft., unless otherwise designated and includes one 6 ft. skirted table and two chairs. All exhibitors are expected to fill out the appropriate forms with the decorating company for any additional drayage, AV, electrical, etc. All necessary order forms and shipping information will be provided in the Exhibitor's Manual.
- 3. Booth Blocks.** If two exhibitors would like adjoining space, this request MUST be indicated on the Booth Application forms and must be received at the same time as spaces are assigned on a first-come, first-served basis.

Every effort will be made to accommodate adjoining booth requests, but final assignment is at the discretion of ADvancing States. If a customization is desired beyond what is provided in traditional booth setup, the request must be shared in writing with ADvancing States. Supplemental charges may apply.

- 4. Sponsored Activities.** Each sponsor will select one activity from their sponsorship level unless otherwise discussed with ADvancing States.
- 5. Exhibit Installation.** Exhibit installation hours are Sunday, August 18 from 1:00 PM - 4:00 PM and Monday, August 19 from 8:00 AM - 11:00 AM. Exhibitors agree that all booths will be operational and staffed during designated exhibit hall hours.
- 6. Dismantling Exhibits.** Exhibits must be dismantled on Thursday, August 22 by 12:00 PM EST.



“The HCBS Conference is a very sociable show where people are eager to mingle and there’s plenty of familiar faces to engage with.”

—*Madeline Champlin, Events Coordinator, WellSky*

**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).

# ADvancing States Rules & Guidelines *Continued.*

- 7. Cancelled Sponsorships or Exhibitor Booths.** Cancellations made by July 14, 2024 will receive a refund, less the \$1,000 conference sponsorship cancellation fee or \$100 exhibitor cancellation fee. There will be no refunds after July 14, 2024. All cancellations and requests for refunds must be made in writing and sent to the attention of [inform@hcbconference.org](mailto:inform@hcbconference.org).
- 8. No Shows.** If an Exhibit Hall Exhibitor fails to install or display in assigned space or fails to comply with any other provision of this agreement, ADvancing States shall have the right, without notice to Exhibitor, to take possession of said space and lease said space, or any part thereof, to such parties, and upon such terms and conditions, as it may deem proper. Any exhibitors who do not show up will not get a refund. If you e-mail, fax, or mail your cancellation notice, please call to

confirm receipt.

- 9. Fees.** Full payment of any sponsorship or exhibitor booth must be received no later than August 4th, 2024. All outstanding payments after this date are subject to loss of sponsorship/exhibiting at the HCBS Conference.
- 10. Exhibitor/Sponsor Meetings & Events.** Any promotion of products, services, and meetings that directly compete with those offered by ADvancing States during the conference are prohibited. No sponsor, exhibitor, or attendee may host/sponsor/promote an event that directly competes with the ADvancing States conference agenda. Please reach out to [gpassos@advancingstates.org](mailto:gpassos@advancingstates.org) if you have any questions.
- 11. Badges.** Lanyard/Registration badges must always be worn in conference spaces and time-frames. Badge sharing



is prohibited. If you need to purchase an additional registration, please contact [inform@hcbconference.org](mailto:inform@hcbconference.org) pre-conference for assistance or visit the registration desk on-site.

- 12. Changes.** ADvancing States reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to

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decision by ADvancing States. ADvancing States reserves the right to make such changes, amendments, and additions to these rules as considered advisable for the proper conduct of the exhibitor, with the provision the exhibitors will be advised of any such changes.

## Sponsorship and Marketing Code of Conduct

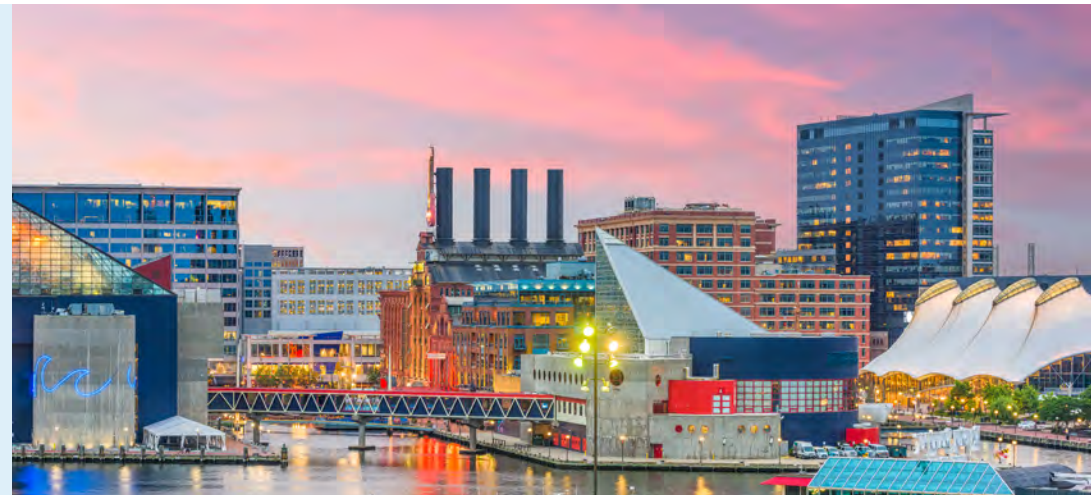
1. No other onsite marketing or promotion of company, brand, or products outside of the contracted booth or sponsorship space.
2. Sponsors will not be permitted to dismantle their booth early unless otherwise arranged with show management.
3. Ancillary Events are only available to Sapphire Level Sponsors and above. For more

information on Ancillary Events, please review the following page.

**Questions?** Contact Gabriel Passos at [gpassos@advancingstates.org](mailto:gpassos@advancingstates.org).

“The conference provides attendees with the opportunity to share and connect across states and programs...which leads to new ideas for how we can continually evolve to provide the best services to people utilizing LTSS.”

—Michelle Martin, Sr. Policy Director of LTSS at UnitedHealthcare Community & State



**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).

# Ancillary Events Request

[Click here to request an event](#)

## Details

ADvancing States allows sponsors at the **Sapphire Level and above** the opportunity to host an ancillary event. An ancillary event is any function held adjacent to the 2024 HCBS Conference by a group other than ADvancing States. Ancillary events include but are not limited to:

- Client or Customer Meetings (including all meetings with state representatives)
- Educational Events
- Focus Groups
- Hospitality Sales
- Hospitality Desks
- Internal Corporate Business Meetings
- Investor Meetings
- Office Space
- Social Events
- Staff Meetings

## Event Promotion

Promotion and marketing of all ancillary events are the **sole responsibility of the hosting sponsor**. Ancillary events will not be listed on

any official 2024 HCBS Conference materials. Display of signage promoting an ancillary event will not be allowed in the conference space.

## Guidelines

- Any company interested in hosting an ancillary event, as defined above, must be a paid sponsor of the HCBS Conference at the Sapphire Level or above.
- The event must comply with approved time frames and be scheduled to permit attendees sufficient time to participate in official conference activities and sessions.
- All fees associated with the procurement of onsite event space will be billed directly to the sponsoring company by the venue. If a sponsoring company is interesting in securing space for an ancillary event at an off-site venue in the host city, they must receive written approval from ADvancing States prior to making arrangements.

- All charge for service levied by the hotel and/or other venue are the sole responsibility of the sponsoring company.
- If a sponsoring company is requesting a multiday event, completing of one form per event is required.
- Violation of these guidelines may result in the company being prohibited from participation in future HCBS Conferences at the discretion of ADvancing States.

## Approved Times

Saturday, August 17, 2024:  
All Day

Sunday, August 18, 2024:  
Before 10:00 a.m.

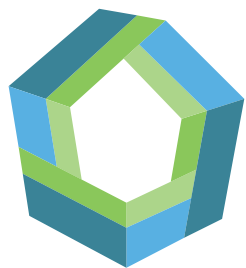
Monday, August 19, 2024:  
Before 8:00 a.m.

Tuesday, August 20, 2024:  
Before 8:00 a.m.

Wednesday, August 21, 2024:  
Before 8:00 a.m.

Thursday, August 22, 2024:  
Before 8:00 a.m. ; After 1:00 p.m.

**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).



**HCBS**  
**CONFERENCE**  
Home & Community-Based Services

**ADVANCING**  
**STATES**



## HCBS Conference Contacts:

- **Sponsors, Exhibitors, and Logistics:** Gabriel Passos, [gpassos@advancingstates.org](mailto:gpassos@advancingstates.org) or [inform@hcbconference.org](mailto:inform@hcbconference.org)
- **Speakers, Registration, & Agenda:** Gabriel Passos, [gpassos@advancingstates.org](mailto:gpassos@advancingstates.org), Emily O'Brien, [eobrien@advancingstates.org](mailto:eobrien@advancingstates.org), or Nathan Hawayek, [nhawayek@advancingstates.org](mailto:nhawayek@advancingstates.org).
- **Invoices & Payment:** Gabriel Passos, [gpassos@advancingstates.org](mailto:gpassos@advancingstates.org)