

PRESENTED BY HOME HEALTH CARE NEWS & SKILLED NURSING NEWS

PAYER

Summit

HOME HEALTH
SKILLED NURSING

JUNE 17-18, 2026 • LOEWS CHICAGO

Home Health Care News (HHCN) and Skilled Nursing News (SNN) present the inaugural Payer Summit. This event examines how shifting payment models are reshaping the market. We'll explore trends such as Medicare Advantage growth, emerging "payviders," government-driven approaches, Medicaid pressures, and the partnerships and technologies powering value-based and managed care success.

Guided by the HHCN and SNN editorial teams, the Summit unites leaders from insurers, health systems, ACOs and other Payer groups with post-acute and long-term care executives. Curated sessions deliver innovative perspectives and actionable insights for planning, performance improvement and partnership development. These discussions help leaders navigate a fast-changing landscape today.



WHO YOU CAN EXPECT TO MEET:

- Home health provider owners and corporate leadership
- Skilled nursing facility provider owners and corporate leadership
- Corporate leadership with payer organizations (insurers, payviders)
- Health system leaders
- Technology innovators serving the post-acute care sector
- Payment-focused consultants with expertise in post-acute market
- Ancillary care providers active in integrated payment models
- Other industry vendors, solution providers and strategic advisors

TITLES:

*Chief Executive Officer
Chief Clinical Officer
Chief Strategy Officer
Managing Director
National Medical Director
Senior Policy Analyst*

*SVP Government Relations
VP Business Development
VP Home Health
VP Partnerships
VP Strategy*





GOLD SPONSORSHIPS



KEYNOTE - DAY 1 (1)

- One (1) 30-minute session during the opening Keynote Day 1 to include a moderator and up to 3 panel members
- WTWH editorial team to work in conjunction with the sponsor for the topic and panel members
- Event to support AV and logistics pre-event and onsite
- Three (3) full conference passes
- One (1) lead scanning license
- Five (5) discounted invites to extend to your customers
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



PANEL WITH EDITORIAL SUPPORT (4)

- One (1) 30-minute panel to be moderated by an WTWH editor
- Sponsor to provide the topic and source panel members
- Event to support AV and logistics pre-event and onsite
- Three (3) full conference passes
- One (1) lead scanning license
- Five (5) discounted invites to extend to your customers
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event and the session attendance list at the conclusion of the event

STANDARD MARKETING PACKAGE INCLUDES:

- Full registration list provided 2 weeks prior to the event with name, title, company, and email address attendees**
 - Logo placement on event web page and in the event app
 - Logo placement on event signage and other onsite materials at the appropriate sponsorship level*
- *subject to cut-off times ** for 2027 events, registration list is only available in dedicated event application*



GOLD SPONSORSHIPS



RECEPTION (1)

- WTWH will collaborate with the sponsor partner to provide a unique and experiential welcome to all attendees during a 90-minute reception
- Opportunity to provide an attendee gift during reception at Sponsor's expense
- Two (2) full conference passes
- One (1) lead scanning license
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



PANEL (4)

- One (1) 30-minute panel to be sourced and created by Sponsor
- Sponsor to provide the topic and source panel members
- Event to support AV and logistics pre-event and onsite
- Two (2) full conference passes
- Standard marketing package
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event and the session attendance list at the conclusion of the event

STANDARD MARKETING PACKAGE INCLUDES:

- Full registration list provided 2 weeks prior to the event with name, title, company, and email address attendees**
 - Logo placement on event web page and in the event app
 - Logo placement on event signage and other onsite materials at the appropriate sponsorship level*
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SILVER SPONSORSHIPS



COFFEE SPONSORSHIP (1)

- Exclusive branding on coffee sleeves and beverage napkins placed at coffee station
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



LANYARD (1)

- Ability to place full-color company logo on name badge lanyards distributed to all attendees
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



CONFERENCE BADGES (1)

- Ability to place full-color company logo on conference badges distributed to all attendees
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event

STANDARD MARKETING PACKAGE INCLUDES:

- Full registration list provided 2 weeks prior to the event with name, title, company, and email address attendees**
 - Logo placement on event web page and in the event app
 - Logo placement on event signage and other onsite materials at the appropriate sponsorship level*
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BRONZE SPONSORSHIPS



EXHIBIT TABLE (20)

- One (1) 6ft exhibit table
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



SEAT DROP (1)

- Sponsor to place a printed research piece on each chair in the keynote room
- Sponsor responsible for shipping and receiving of materials to the venue
- Two (2) conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



WIFI SPONSOR (1)

- Ability to customize network name and password within provided network specs
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



BUSINESS DEVELOPMENT (10)

- One (1) full conference pass
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event

STANDARD MARKETING PACKAGE INCLUDES:

- Full registration list provided 2 weeks prior to the event with name, title, company, and email address attendees**
 - Logo placement on event web page and in the event app
 - Logo placement on event signage and other onsite materials at the appropriate sponsorship level*
- *subject to cut-off times ** for 2027 events, registration list is only available in dedicated event application*

+ ADD-ONS +



PRIVATE DINNER EXPERIENCE (1)

- A custom private dinner experience hosted by the Sponsor to include two (2) sponsor attendees, one (1) WTWH editor and one (1) Senior member from WTWH Leadership Team
- Sponsor to provide target list of attendees for WTWH to invite to a custom dinner experience for up to eight (8) individuals to take place on either the first or second night of the event
- Event to secure the location
- Sponsor is responsible for cost of food and beverage
- Event will extend invites to the dinner on behalf of the sponsor. Event will make best effort to ensure attendance and participation from invited guests

STANDARD MARKETING PACKAGE INCLUDES:

- Full registration list provided 2 weeks prior to the event with name, title, company, and email address attendees**
- Logo placement on event web page and in the event app
- Logo placement on event signage and other onsite materials at the appropriate sponsorship level*

**subject to cut-off times ** for 2027 events, registration list is only available in dedicated event application*



FREQUENTLY ASKED QUESTIONS

When and where is the event?

The Payer Summit will take place at Loews Chicago, 455 N Park Dr, Chicago, IL 60611 from June 17–June 18, 2026. For complete event and venue details, please visit [TBT](#), where you'll find information about the destination and instructions for booking guest room accommodations.

Can I purchase additional passes beyond those included in my sponsorship?

Yes. Additional passes may be purchased through the event registration site. For more information, please contact Carol Stephenson, Sponsor Relations Director, at cstephenson@wtwhmedia.com.

How do I book hotel rooms for any on site staff?

As a confirmed sponsor of The Payer Summit, you are eligible to book your hotel accommodations at a special discounted group rate. Once you complete your event registration, you will receive a booking link with all the information needed to make your reservation.

Will I have access to an attendee list?

Yes. As a confirmed and paid sponsor, you will receive an attendee list two weeks prior to the start of the event. The list will include each attendee's name, title, company, and email address. Additionally, once you complete your registration, you will have access to the event app, which provides a real-time, up-to-date attendee list.

What is the payment policy?

All sponsorships are payable within thirty (30) days of contract signing and invoice issuance. For special payment arrangements, please contact your salesperson for further guidance.

What happens if the event is canceled or postponed?

If the live event is canceled or postponed for any reason, WTWH will work with the sponsor to apply sponsorship funds toward a future live event or another WTWH product.

What is included with my exhibit table?

Sponsorships that include an exhibit table provide one (1) 6ft exhibit table and two (2) chairs. Depending on table placement, the Sponsor Relations team may be able to arrange access to a standard 110V power outlet.

For collateral, décor, custom AV, food and beverage, or other special needs, sponsors must work directly with approved vendors for shipping, receiving, and execution. As part of the sponsorship onboarding process, you will receive a detailed welcome package outlining available services.

Please note that any food and beverage offered at your table must be ordered through the hotel. Outside food and beverage is not permitted.

What is included with a content sponsorship (e.g., a panel presentation)?

There are two types of content sponsorships:

1. A panel with WTWH editorial support
2. A standard panel without editorial support

The level of WTWH editorial involvement varies based on the option selected. Both sponsorship types include standard planning and onsite logistical support, such as speaker coordination, room setup, and standard AV (staging, stage furniture, audio, and visual support, including a screen and projector when applicable).

For content sponsorships without editorial support, the sponsor is responsible for sourcing speakers independently.

I purchased a package that includes the opportunity to provide an attendee gift. What does that entail?

For sponsorships that include an attendee gift, the sponsor is responsible for creating, sourcing, and shipping the item to the event. The Sponsor Relations team will provide shipping and receiving instructions.

Any remaining items at the conclusion of the event may either be shipped back to the sponsor's business or donated, at the sponsor's discretion.

Can I provide food and beverage at my exhibit table?

Any food and beverage offered at your exhibit table must be ordered through the hotel's catering services. Outside food and beverage is not permitted under any circumstances.

When do I need to register my staff and speakers by?

Registration instructions will be provided by the Sponsor Relations team following sponsorship confirmation.

What is the deadline for sponsor deliverables (logos, ads, content, gifts, etc.)?

A detailed timeline will be included in the sponsor onboarding materials.

Where and when can exhibitors set up and break down their tables?

Specific logistics and access details will be shared prior to the event.

Is there a sponsor check-in or badge pickup location?

Instructions will be provided in advance of the event.

What are the exhibit hall hours?

Exhibit hall hours will be communicated closer to the event and may vary by day. Final schedules will be shared with confirmed sponsors prior to arrival.

What branding is included with my sponsorship package?

Branding elements vary by sponsorship level and may include logo placement, onsite signage, digital exposure, and promotional mentions. Specific inclusions will be outlined in your sponsorship agreement.

What are the logo specifications and submission requirements?

Logo specifications and submission instructions will be provided in the sponsor onboarding materials. All assets must meet the outlined guidelines to ensure proper display.

Where will my brand be promoted?

Sponsor branding may appear across event marketing channels including the event website, onsite signage, social media, email communications, and the event app, as applicable.