



SENIOR HOUSING NEWS

Trends

AUGUST 4-6, 2026 • CHICAGO, IL
RENAISSANCE CHICAGO

Senior Housing News (SHN) presents TRENDS, a definitive conference dedicated to three pillars transforming the future of senior living: development and design, memory care, and dining innovation. TRENDS offers an in-depth look at how leading organizations are rethinking community environments, responding to rising cognitive care needs and leveraging dining as a core driver of resident satisfaction, brand identity and operational performance.

Guided by the SHN editorial team, the program features conversations with senior living executives, clinicians, designers, and culinary innovators who are advancing new models and setting benchmarks for the industry. Attendees will gain research-backed insights, real-world perspectives and strategic frameworks to guide planning, investment and execution in a rapidly evolving market.

WHO YOU CAN EXPECT TO MEET:

- Senior living owners, operators and corporate leadership
- Developers, architects, designers and planning partners
- Memory care clinicians, specialists and program leaders
- Dining, culinary, hospitality and experience executives
- Investors, capital providers and financial partners
- Health system, payer and partnership-focused executives
- Technology innovators serving the senior living sector
- Industry vendors, solution providers and strategic advisors

TITLES:

Acquisitions
AVP Development and Capital Markets
Business Development - National Senior Housing
CEO & Founder
Chief Design Officer
Chief Post-Acute & Senior Care Strategist
Design Project Manager
Director of Construction
Director of Development
Director of Contract and Design
Senior Regional Sales Director
Senior Vice President of Development and New Business
Vice President & General Manager, Senior Living
Vice President of Business Development
Vice President of Design & Construction
Web Designer

COMPANIES:

AG Architecture
Amedisys
Benchmark Senior Living
CDW Healthcare
Common Sail Investment Group
Dover Development
HKS, Inc.
Kasian Architecture Interior Design and Planning Ltd
Lantz-Boggio Architects
Mitsubishi Electric Trane HVAC US
Nautical Lands Group
PS Design & Procurement
Rivera Mansions LLC
Signature Bank
Stone Castle Consulting LLC
Walker & Dunlop



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
- SHN 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
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



KEYNOTE - DAY 2 (1)

- One (1) 30-minute session during the opening Keynote Day 2 to include a moderator and up to 3 panel members
- SHN 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
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



PANEL WITH EDITORIAL SUPPORT - GENERAL TRACK (4)

- One (1) 30-minute panel to be moderated by an SHN editor
- Sponsor to provide the topic and source panel members
- Event to support AV and logistics in partnership with the sponsor, pre-event and onsite
- Three (3) 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*
- *subject to cut-off times ** for 2027 events, registration list is only available in dedicated event application*



GOLD SPONSORSHIPS



PANEL WITH EDITORIAL SUPPORT - DISHED TRACK (4)

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- Sponsor to provide the topic and source panel members
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- 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



PANEL WITH EDITORIAL SUPPORT - BRAIN TRACK (4)

- One (1) 30-minute panel to be moderated by an SHN editor
- Sponsor to provide the topic and source panel members
- Event to support AV and logistics in partnership with the sponsor, pre-event and onsite
- Three (3) full conference passes
- Standard marketing package and event app listing
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WELCOME RECEPTION - ARRIVAL DAY (1)

- Reception to be hosted on the evening of attendee arrival
- SHN will collaborate with the sponsor partner to provide a unique and experiential welcome to all attendees during a 90 minute reception
- Sponsor will have the opportunity to provide an attendee gift during reception at their own expense
- Three (3) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event

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GOLD SPONSORSHIPS



RECEPTION - DAY 1 (1)

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- Three (3) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



PANEL - GENERAL TRACK (4)

- One (1) 30-minute panel, with the topic, speakers, and onsite execution conducted entirely by the sponsor. No moderator support
- Three (3) full conference passes (includes company reps speaking)
- 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



PANEL - DISHED TRACK (4)

- One (1) 30-minute panel, with the topic, speakers, and onsite execution conducted entirely by the sponsor. No moderator support
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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:

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SILVER & BRONZE SPONSORSHIPS



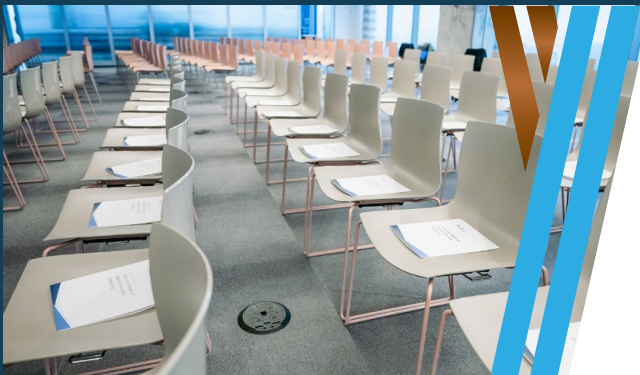
EXHIBIT TABLE (30)

- 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



BUSINESS DEVELOPMENT (10)

- One (1) full conference pass
- Standard marketing package
- 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 keynote room
- Sponsor responsible for shipping and receiving of material to the venue
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event

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+ ADD-ONS +



PRIVATE DINNER EXPERIENCE (3)

- A custom private dinner experience hosted by the Sponsor to include two (2) sponsor attendees, one (1) SHN Editor and one (1) Senior Member from SHN Leadership Team
- Sponsor to provide target list of attendees for SHN Trends 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



HOTEL ROOM DROP (4)

- Sponsor to provide a custom gift to be delivered to all conference attendees that are staying at the hotel within the group room block
- Sponsor has the option to choose the date of delivery for the gift
- Sponsor to purchase and ship gift to hotel
- Event will arrange distribution and deliver to individual guests

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FREQUENTLY ASKED QUESTIONS

When and where is the event?

SHN TRENDS will take place at Renaissance Chicago, 1 West Wacker Drive, Chicago, IL 60601 from August 4–6, 2026. For complete event and venue details, please visit TBD, 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 SHN TRENDS, 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) 6 ft 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?

Additional 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.