RETHINK

CONFERENCE | SKILLED NURSING ASSISTED LIVING

SEPTEMBER 28 – 30, 2026 • PHILADELPHIA, PA

Skilled Nursing News (SNN) & Senior Housing News (SHN) presents RETHINK, a thought-leadership conference welcoming skilled nursing, therapy and post-acute care executives. The event also attracts vendors, developers, and consulting professionals for a one-of-a-kind networking environment to discuss the current and future state of skilled nursing.

As a sponsor, you can choose from a variety of packages to satisfy your business objectives including sales meetings, brand or product marketing and thought leadership.

WHO CAN YOU EXPECT TO MEET

- Skilled nursing owners, operators and executives
- Assisted living owners, operators and executives
- Payers, hospitals & health system executives
- Therapy & rehabilitation executives
- Technology providers
- Assorted vendors and service providers

TITLES:

CEO
Chief Clinical Officer
Chief Managed Care and Strategy Officer
Director of Clinical Services
Manager Post Acute SNF Program
Managing Director
President
SVP Strategic Finance
SVP Growth & Development
VP Population Health
VP Chief Government Relations Officer
VP Clinical Operations
VP Operations
VP Reimbursement

COMPANIES:

Advocate Aurora Health
Amedisys
Bedrock Healthcare
Birchwood Healthcare Partners
Cascadia Healthcare
Consulate Health Care
Contessa Health
Ignite Medical Resorts
Infinity Healthcare Management
Majestic Care
Patheous Health
Prestige Healthcare
ProMedica
Sabra Health Care REIT
TridentCare

WELCOME RECEPTION (1)

- We will work with sponsor to create a unique and integrated brand experience at the Welcome Reception, which will take place the evening before the event

- Please note, this reception may be co-sponsored and co-located with another conference from our sister publication, Hospice News

- Three (3) full conference passes

- Standard marketing package and event app listing

- Sponsor to receive the attendee list 2 weeks prior to the event

SPONSORED PANEL — WITH EDITORIAL SUPPORT — CLINICAL (3)

- A 30-minute panel, with the topic and up to 3 total speakers sourced by the sponsor

- A SNN editorial team member will serve as a moderator and hold a planning call with sponsor to finalize panel details

- Three (3) full conference passes (includes company reps speaking

- Standard marketing package and event app listing

- Sponsor to receive the attendee list 2 weeks prior to the event

SPONSORED PANEL — WITH EDITORIAL — ASSISTED LIVING (3)

- A 30-minute panel, with the topic and up to 3 total speakers sourced by the sponsor

- A SNN editorial team member will serve as a moderator and hold a planning call with sponsor to finalize panel details

- Three (3) full conference passes (includes company reps speaking)

- 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

ASSISTED LIVING SPONSORED PANEL — TIER 1 (3)

- A 30-minute panel, with the topic and up to 3 total speakers sourced by the sponsor

- Tier 1 includes an SNN editorial team member serving as moderator. SNN will hold a planning call with sponsor to finalize panel details

- Three (3) full conference passes

- Standard marketing package and event app listing

- Sponsor to receive the attendee list 2 weeks prior to the event

- Add-on: For an additional $1,500, SNN will provide a Q&A-style article, published on SNN, based upon the session recording transcript from the event

SPONSORED PANEL — TIER 2 — MAIN TRACK (3)

- A 30-minute slot with topic and speakers

- Sponsor will handle preparation and moderation of the panel

- Three (3) full conference passes

- Standard marketing package and event app listing

- Sponsor to receive the attendee list 2 weeks prior to the event

SPONSORED PANEL — TIER 1 — ASSISTED LIVING (3)

- A 30-minute slot with topic and speakers

- Sponsor will handle preparation and moderation of the panel

- Three (3) full conference passes

- Standard marketing package and event app listing

- Sponsor to receive the attendee list 2 weeks prior to the event

SPONSORED PANEL — TIER 2 — CLINICAL (3)

- A 30-minute slot with topic and speakers

- Sponsor will handle preparation and moderation of the panel

- Three (3) full conference passes

- Standard marketing package and event app listing

- Sponsor to receive the attendee list 2 weeks prior to the event

WIFI (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

COFFEE BREAK (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

CONFERENCE NAME BADGE (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*

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

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

NETWORKING LUNCH — DAY 1 (1)

- Presenting sponsor of the all attendee networking lunch to take place during the conference
- SNN RETHINK to provide sponsor branding throughout the meal space
- Opportunity for sponsor to provide all attendee gift to be placed on tables during the meal
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event

EXHIBIT TABLE (25)

- 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

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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HOTEL ROOM DROP (1)

- Ability to have a promotional item delivered to all attendees in the hotel room block

- Promo items subject to approval

- Two (2) full conference passes

- Standard marketing package and event app listing

- Sponsor to receive the attendee list 2 weeks prior to the event

WELCOME GIFT (1)

- Option of branded tote bag or notebook and pen which will be distributed to every attendee at registration

- 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
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⭐ BRONZE SPONSORSHIP ⭐

SEAT DROP

- 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

BUSINESS DEVELOPMAENT SPONSOR (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

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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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HOTEL ROOM DROP (4)

- Sponsor to provide a custom gift to be delivered to all conference attendees who 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 the hotel

- Event will arrange distribution and deliver to individual guests

KEYNOTE ROOM – PEN & NOTEBOOK (1)

- Sponsor to provide custom branded notebook and pen to be placed at each place setting within the the keynote room.

PRIVATE DINNER EXPERIENCE (1)

- Sponsor to provide target list of attendees for SNN RETHINK to invite to a custom dinner experience for up to ten (10) individuals

- To take place either on the first or second night of the event

- SNN RETHINK to secure the location

- Sponsor is responsible for cost of food and beverage

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?
RETHINK will take place at Loews Philadelphia, 1200 Market Street, Philadelphia, PA 19107 Philadelphia, PA from September 28 – 30, 2026. For complete event and venue details, please visit seniorhousingnews.com/events, 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 RETHINK, 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.