

 **SENIOR HOUSING NEWS**

# Sales & Marketing CONFERENCE

**ORLANDO, FL • MARCH 4-6, 2026**

Senior Housing News is proud to present the 2026 Sales & Marketing Conference. This event will address the senior living industry's owners, operators and developers, with high-quality content geared toward sales and marketing professionals and other leaders responsible for delivering occupancy.

The 2 1/2 day event will provide an opportunity for those sales and marketing leaders to learn, strategize, share ideas on what worked for them in 2025 and how they are preparing for 2026. This interactive format will feature panel presentations/discussions with operator executives in charge of sales and marketing, as well as panels with event sponsors providing thought leadership to augment the discussion.







## LIVE SESSIONS

**The live sessions will feature nationally renowned speakers focused on delivering strategy ideas, execution steps, and inspiration on recharging and rebooting sales & marketing professionals for the year ahead.**

- SHN events have the best content, attendees, and venues of any industry event
- Connect face-to-face with senior living sales & marketing professionals
- Learn strategies from some of the top leaders in the field
- Obtain insights and ideas to help shape planning and goals
- Gain new ideas to inspire your sales and marketing teams
- Send team members to attend to augment your training programs & professional development initiatives
- Intimate setting to learn and build industry relationships



**For questions or to become a sponsor, please contact Sales.**

## WHO CAN YOU EXPECT TO MEET

- Senior living owners, operators, and developers
- Sales and marketing professionals
- Resident and community leaders
- Technology providers
- Assorted vendors and service providers

### TITLES:

Administrator  
Broker  
CEO  
Chief Clinical Officer  
Chief Development Officer  
Chief Marketing Officer  
Chief Operating Officer  
Chief Strategy & Marketing Officer  
Community Relations Director  
Director, Marketing & Communications

Director, Relational Sales & Analytics  
Director, Home & Community Based Services  
Director, Residential Services  
Head of Business Development  
Head of Strategy  
Managing Director  
Managing Partner  
President  
Senior Vice President, Sales & Marketing

Vice President of Sales & Business Development  
Vice President, Solutions Engineering  
Vice President, Community Development  
Vice President, Financial Solutions  
Vice President, Planned Growth & Development  
Vice President, Senior Living Operations

### COMPANIES:

Anthology Senior Living  
Civitas Senior Living  
Ecumen  
Good Samaritan Society  
Grace Management, Inc.  
Greystar  
Integral Senior Living  
Leisure Care  
Life Care Services  
Lloyd Jones Senior Living

Mather  
MBK Senior Living  
New Perspective  
Oakmont Senior Living  
Revera  
Sagora Senior Living  
Sonata Senior Living  
Sunrise Senior Living  
Thrive Senior Living  
Transforming Age

Ewing Properties  
Ambit Construction & Design, Inc.  
Treplus Communities  
Discovery Senior Living  
Brookdale Senior Living  
Simmons Development Company  
East West Communities





# ★★★ PLATINUM SPONSORSHIP ★★★



## OPENING PANEL DAY 1 ~~(1)~~ SOLD

- Opening Panel (Day 1)
- Networking zone
- Pull up banners
- Five (5) 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 ★★★

## TIER 1:

Sponsor speaks on a panel, WTHW Healthcare editorial team moderates, sponsor sources the speakers, plans content, etc. (moderation support).

## TIER 2:

Sponsor moderates the panel (or presents), sources speakers, plans content, etc. (no editorial support).



## OPENING PANEL DAY 2 ~~(1)~~ SOLD

- 30-minute session with up to 3 total speakers, including one company representative and 2 external subject matter experts (topic to be determined and editorially relevant)
- One Q&A-style sponsored article based on a recording of the session, edited by WTHW for length/format
- Three (3) full conference passes (includes the one company rep speaking)
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



## SPONSORED PANELS TIER 1 ~~(5)~~ SOLD

- 30-minute session with up to 3 total speakers, including one company representative and 2 external subject matter experts (topic to be determined and editorially relevant)
- One Q&A-style sponsored article based on a recording of the session, edited by WTHW for length/format
- Three (3) full conference passes (includes the one company rep 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

# ★★★ GOLD SPONSORSHIPS ★★★

## TIER 1:

Sponsor speaks on a panel, WTW HealthCare editorial team moderates, sponsor sources the speakers, plans content, etc. (moderation support).

## TIER 2:

Sponsor moderates the panel (or presents), sources speakers, plans content, etc. (no editorial support).



## SPONSORED PANELS TIER 2 ~~(7)~~ SOLD

- A 30-minute slot with topic and speakers. Sponsor will handle preparation and moderation of panel with no support from SHN editorial team
- Three (3) full conference passes (includes the one company rep speaking)
- 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, SHN will provide a Q&A style article, published on Senior Housing News, based upon the recorded session from the event.



## SPONSORED PANEL - NON SHN ~~(2)~~ SOLD

- 30-minute session with up to 3 total speakers, including one company representative and 2 external subject matter experts (topic to be determined and editorially relevant)
- One Q&A-style sponsored article based on a recording of the session, edited by WTW for length/format
- Three (3) full conference passes (includes the one company rep 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



## ★★★ SILVER SPONSORSHIPS ★★★



### WELCOME RECEPTION ~~(1)~~ SOLD

- SHN 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
- 3-minute speech during Opening Remarks at the start of the Sales & Marketing program
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



### RECEPTION END OF DAY 1 ~~(1)~~ SOLD

- SHN will work with sponsor to create a unique and integrated brand experience at the end of day 1 reception, which will take place in the venue immediately following the conclusion of the program
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



### HOTEL ROOM KEY ~~(1)~~ SOLD

- Custom-designed key cards featuring your brand
- 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*

## ★★★ SILVER SPONSORSHIPS ★★★



### HOTEL ROOM GIFT DROP (1)

- In-room promotional materials
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



### WIFI SPONSOR ~~(1)~~ SOLD

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



### SHN+ BREAKFAST (1)

- Exclusive branding on signage during the SHN+ breakfast, which will be held the morning of Day 2 of the event
- 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*

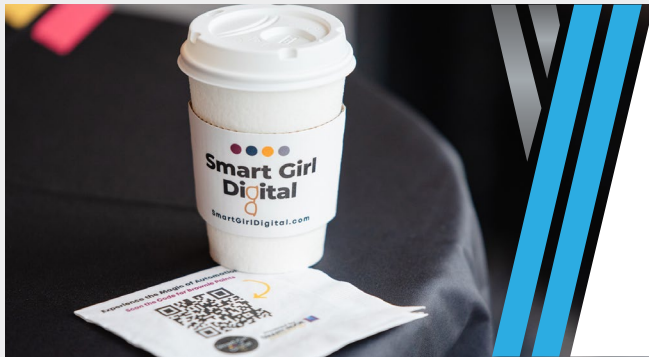


## ★★★ SILVER SPONSORSHIPS ★★★



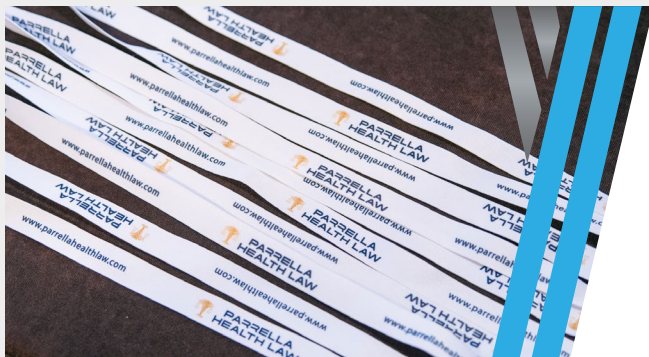
### WELCOME GIFT (1)

- 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



### COFFEE SPONSOR ~~(1)~~ SOLD

- Exclusive branding on coffee sleeves & beverage napkins placed at beverage stations
- 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 SPONSOR ~~(1)~~ SOLD

- Place your 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

### 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

## ★★ SILVER & BRONZE SPONSORSHIPS ★★



### EXHIBIT TABLE SPONSOR (~~24~~) **SOLD**

- 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 (~~4~~) **SOLD**

- Two (2) full conference passes
- Full registration list, which includes the name, title, company and email address of all attendees
- 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*





## FREQUENTLY ASKED QUESTIONS

### **When and where is the event?**

SHN Sales & Marketing Conference will take place at JW Marriott Orlando Bonnet Creek Resort & Spa, 14900 Chelonia Pkwy, Orlando, FL 32821 from March 4-6, 2026. For complete event and venue details, please visit [seniorhousingnews.com/shn-live-event/sales-and-marketing-conference](https://seniorhousingnews.com/shn-live-event/sales-and-marketing-conference), 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](mailto:cstephenson@wtwhmedia.com).

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

As a confirmed sponsor of SHN Sales & Marketing Conference 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.