



CAPITAL + STRATEGY

MARCH 23-25, 2026
THE WESTIN
CHARLOTTE, NC

Home Health Care News (HHCN) presents the Capital + Strategy, the premier gathering of home health executives for deal making and investment in the home health, home care and hospice market. The event has traditionally focused on the intersection of capital, operations and strategy. This conference attracts home health operators, franchisors, franchisees, capital providers, regulatory agencies, health system executives, bankers, brokers, M&A professionals and more.

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

- Investors that include private equity, institutional and other sources
- Home health agency owners and providers
- Providers and health system executives
- Investment banking professionals
- M&A advisors
- Franchisors in the home health and private duty space
- Attorneys and consultants
- Technology providers
- And more...

SAMPLE OF LAST YEAR'S ATTENDEES

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

COMPANIES:

Advocate Health
Amedisys, Inc
Bank of America
BAYADA Home Health
Enhabit Home Health & Hospice
Help At Home
Kaiser Permanente
Pathwell Health
Traditions Health
TridentCare
VillageMD



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OPENING SESSION PANEL – DAY 1 (1)

- A 30-minute session at the start of the program on day 1
- 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



OPENING SESSION PANEL – DAY 2 (1)

- A 30-minute session at the start of the program on day 2
- 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 SUPPORT ~~(1)~~ SOLD

- A 30-minute panel, with the topic and up to 3 total speakers sourced by the sponsor
- An HHCN Capital + Strategy editorial team member will serve as a moderator and hold a planning call with sponsor to finalize panel details
- (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



CREATE YOUR OWN PANEL ~~(8)~~ 7 AVAILABLE

- A 30-minute panel, with the topic, speakers, and onsite execution conducted entirely by the sponsor
- No HHCN Capital + Strategy moderator support
- 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

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CO-LOCATED WELCOME RECEPTION ~~(1)~~ SOLD

- We will work with sponsor to create a unique and integrated brand experience at the Welcome Reception
- Reception 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



CO-LOCATED END OF DAY 1 RECEPTION ~~(1)~~ SOLD

- We will work with sponsor to create a unique and integrated brand experience at the End of Day 1
- 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

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 ★★★



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 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



COFFEE (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

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*

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EXHIBIT TABLE ~~(10)~~ 7 AVAILABLE

- 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



HHCN+ MEETING SPONSOR

- Ability to give brief remarks at the beginning of the exclusive HHCN+ luncheon
- Exclusive print and digital signage during the luncheon
- 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 (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

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*



BRONZE SPONSORSHIP



BUSINESS DEVELOPMENT (UNLIMITED)

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



TABLE DECAL (1)

- Ability to brand up to 10 table tops that will be positioned on one side of general meeting space
- 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*

+ ADD ON ONLY +



TABLE ADD ON ONLY (4)

- One (1) 6ft exhibit table for sponsors that have purchased a session



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



PEN & NOTEBOOK (1)

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



PRIVATE DINNER EXPERIENCE (4)

- Sponsor to provide target list of attendees for HHCN Capital + Strategy 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
- HHCN Capital + Strategy to secure the location
- Sponsor is responsible for cost of food and beverage



FREQUENTLY ASKED QUESTIONS

When and where is the event?

HHCN Capital + Strategy will take place at The Westin Charlotte, 601 South College Street, Charlotte, NC from March 23–25, 2026. For complete event and venue details, please visit homehealthcarenews.com/hhcn-live-event/capital-strategy, 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 HHCN Capital + Strategy, 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?

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.