

A nighttime city skyline with various skyscrapers and buildings illuminated with lights. The lights are reflected on a body of water in the foreground. The sky is a mix of blue and purple hues. A large, dark blue diagonal shape is overlaid on the right side of the image.

WTWH Healthcare

FUTURE CONFERENCE

AUSTIN, TX • AUGUST 26-28, 2026

Home Health Care News (HHCN) presents FUTURE, a conference for industry executives dedicated to the future of the home health care industry.

FUTURE is the premier gathering of home health executives focused on the capital, operations and strategy in the home care, private duty and hospice industries. This conference attracts home health operators, franchisors, franchisees, capital providers, regulatory agencies, health system executives and more. This event provides sponsors with an intimate setting to promote their brands and develop relationships with speakers, new prospects and existing customers.

WHO YOU CAN EXPECT TO MEET:

- Agency owners and operators
- Providers and health system executives
- Private equity investors, institutional capital providers
- Staffing agencies
- Attorneys, financial advisors and insurance professionals
- Assorted vendors and service providers
- And more...

TITLES:

CEO
Chief Clinical Officer
Chief Development Officer
Chief Medical Officer
Chief Strategy & Innovation Officer
Managing Director of Hospice Operations
Regional Chief of Hospital Medicine
Senior Director of Strategic Partnerships
SVP Marketing & Business Development
SVP Strategic Finance
SVP Client Experience
Vice President of Strategy & Value-Based Care
Vice President, Education Development
VP Clinical Operations
VP Homecare and Hospice

COMPANIES:

24 Hour Home Care
Amazon
Amedisys
Association for Home and Hospice Care
BAYADA Home Health Care
BrightStar Care
Contessa Health
Elara Caring
Enhabit Home Health & Hospice
First Light Home Care
Help at Home
Kaiser Permanente
LHC Group
St. Croix Hospice
VNS Health



★★★ PLATINUM SPONSORSHIPS ★★★



PLATINUM SPONSOR – DAY 1 ~~(1)~~ SOLD

- A 30-minute session during the opening Keynote day 1 to include a moderator and up to 3 panel members
- HHCN editorial team to work in conjunction with sponsor for topic and panel members
- HHCN FUTURE to support AV and logistics pre-event and onsite
- Four (4) full conference passes
- One (1) lead scanning license
- Ten (10) 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 session attendance list at the conclusion of the event



PLATINUM SPONSOR – DAY 2 (1)

- A 30 minute session during the opening Keynote day 2 to include a moderator and up to 3 panel members
- HHCN editorial team to work in conjunction with sponsor for topic and panel members
- HHCN FUTURE to support AV and logistics pre-event and onsite
- Four (4) full conference passes
- One (1) lead scanning license
- (10) 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 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 ☆☆☆



HOME HEALTH CARE TRACK WITH EDITORIAL SUPPORT ~~(5)~~ 2 AVAILABLE

- A 30-minute panel to be moderated by a HHCN editor
- Sponsor to provide topic and source panel members
- HHCN FUTURE to support AV and logistics in partnership with the sponsor pre-event and onsite
- Two (2) 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 session attendance list at the conclusion of the event



HOME HEALTH CARE TRACK WITHOUT EDITORIAL SUPPORT (6)

- A 30-minute panel to be moderated by a HHCN editor
- Sponsor to provide topic and source panel members
- HHCN FUTURE to support AV and logistics in partnership with the sponsor pre-event and onsite
- Two (2) 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 session attendance list at the conclusion of the event



NETWORKING LOUNGE SPONSORSHIP (1)

- Exclusive sponsor for the HHCN FUTURE networking lounge located centrally within the event space
- Three (3) full conference passes
- One (1) lead scanning license
- Eight (8) 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

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)

- Presenting sponsor of a reception to be hosted on the evening of attendee arrival
- HHCN FUTURE 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
- 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



END OF DAY 1 RECEPTION (1)

- Presenting sponsor of a reception to be hosted on night of the first main day of programming
- HHCN FUTURE 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
- 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



CHARGE UP STATION (1)

- Presenting sponsor of a convenient place to re-charge their devices located within the networking lounge
- Two (2) full conference passes
- One (1) lead scanning license
- Standard marketing package
- 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 ★★★



COFFEE BREAK – DAY 1 (1)

- Presenting Sponsor of (1) of the all day refreshment breaks that are available to attendees from 9:00 AM - 11:00 and 1:00 PM - 3:00 PM on day 1
- Sponsor to receive branding on each break set up
- (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



COFFEE BREAK – DAY 2 (1)

- Presenting Sponsor of (1) of the all day refreshment breaks that are available to attendees from 9:00 AM - 11:00 AM and 1:00 PM - 3:00 PM on day 2
- Sponsor to receive branding on each break set up
- 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

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 ★★★



PRIVATE MEETING ROOM (2)

- One (1) private meeting space to accommodate up to six (6) people
- HHCN Future to provide access to the meeting space for duration of the event
- Sponsor responsible for F&B, AV and other ancillary add-ons
- 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



NETWORKING BREAKFAST – DAY 1 (1)

- Presenting sponsor of the all attendee networking breakfast to take place during the conference
- HHCN FUTURE 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
- One (1) lead scanning license
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



NETWORKING BREAKFAST – DAY 2 (1)

- Presenting sponsor of the all attendee networking breakfast to take place during the conference
- HHCN FUTURE 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
- One (1) lead scanning license
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



NETWORKING LUNCH (1)

- Presenting sponsor of the all attendee networking lunch to take place during the conference
- HHCN FUTURE 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
- One (1) lead scanning license
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event

★★★ BRONZE SPONSORSHIPS ★★★



WIFI (1)

- WiFi Sponsor to select custom name and password for Group WiFi in the event space
- Network name and password must fall within network guidelines as provided by 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



REGISTRATION & INFORMATION DESK (1)

- Registration and Information desk to be branded with presenting sponsor logo
- Sponsor logo to be printed on attendee lanyard and opportunity for small logo placement on the back of the attendee badge
- 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)

- Sponsor logo to be printed on co-branded conference lanyard
- One (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 SPONSORSHIPS ★★★



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



EXHIBIT TABLE (20)

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



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

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 +



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 FUTURE to invite to a custom dinner experience
- Up to (10) individuals to take place either on the first or second night of the event
- HHCN FUTURE to secure the location
- Sponsor is responsible for cost of food and beverage



LEAD CAPTURE LICENSE (UNLIMITED)

- (1) lead scanning license



FREQUENTLY ASKED QUESTIONS

When and where is the event?

HHCN FUTURE will take place at JW Marriott Austin, 110 E 2nd St, Austin, TX 78701, from August 26–28, 2026. For complete event and venue details, please visit homehealthcarenews.com/hcn-live-event/future, 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 FUTURE, 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.