2022 Spring Meeting & 2022 HCBS Conference

Exhibitor & Sponsorship Prospectus

Spring Meeting: May 2022 • Salt Lake City, UT
HCBS Conference: August 14–18, 2022 • Washington D.C.
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Greetings HCBS Sponsors & Exhibitors

On behalf of the nation’s directors of state aging and disability agencies, I would like to invite you to participate in the 2022 Spring Meeting and the Home and Community-Based Services (HCBS) Conference.

Over the past two years, we have continued to learn to live life a little differently. We are anticipating that 2022 may still bring some challenges, but together, we are strong! We are planning an in-person Spring Meeting and in-person HCBS conference, but will continue to monitor federal guidelines, and adjust accordingly.

The Spring Meeting is highly sought after by sponsors, as it is invite-only, bringing together state aging and disability leaders from across the nation. This meeting provides an invaluable opportunity to share in robust dialogues, problem-solving, and networking.

ADvancing States also hosts the national HCBS Conference annually to convene state agencies around improving state systems that deliver long-term services and supports for all ages and abilities. Because of this, the Conference includes a rich combination of plenary sessions and workshops on policy directions, new initiatives, and grant programs—it is the nexus of state-to-state exchange of big ideas, information, and promising practices that informs and enhances future policy and program development. You certainly do not want to miss the latest updates from CMS, ACL, and other bright minds.

Over the course of five fulfilling days, the Conference fosters strategic relationships throughout the aging and disability networks, both across and within states, and at the national level. You do not want to miss being a part of this important event.

Sponsors and exhibitors include vendors from a variety of corporate and non-profit sectors invested in LTSS, managed care, health insurance, transportation, housing, health IT systems, consulting, nutrition, care/case management, and specialty health services.

The conference offers a variety of opportunities for your organization to gain exposure in both business and social events on the agenda—with the opportunity to connect with more than 1,500 leaders over multiple days. By sponsoring the conference, you will gain visibility at a variety of business and social events with targeted audiences. As usual, you will enjoy eating, drinking, and dancing the night away with other LTSS thought leaders. We cannot wait to see you for the HCBS Conference August 14-18, 2022, in Washington D.C.

Each year ADvancing States supports various activities through collaboration, information sharing, advocacy, leadership, and innovation. If you are interested in learning more about ways to get involved, please reach out to info@advancingstates.org.

Thank you,

Martha J. Roberts
ADvancing States Executive Director

Questions? Send us a note at inform@hcbsconference.org or check out our conference webpage www.hcbsconference.org.
2021 HCBS Hybrid Conference Attendance

**HCBS Conference Attendees**

- 1,500+ Attendees (700 in-person and 800 virtual)
- 67 Sessions
- 160+ Abstracts Submitted
- 300+ Speakers
- 84 Sponsors/Exhibitors
- 50 States and Territories represented

**2021 HCBS Conference Attendees by Region**

- New England: 8%
- Mid-Atlantic: 26.4%
- South: 24.7%
- Midwest: 22.6%
- Central: 3.4%
- Southwest: 2%
- Rocky Mountain: 5%
- Pacific Coast: 7.8%

**2021 HCBS Hybrid Conference Participation by Percentage**

- 42% State/Federal Government Attendees
- 23% Non-profit/Local Government Attendees
- 32% Corporate Attendees

“"I am looking forward to seeing old friends and making new connections with people and organizations that may lead to impactful partnerships and programs.”

—Michelle Martin, Sr. Policy Director of LTSS at UnitedHealthcare Community & State

Questions? Send us a note at inform@hcbsconference.org or check out our conference webpage www.hcbsconference.org.
General Information

WHEN:  Sunday, August 14, 2022–Thursday, August 18, 2022

WHERE: Marriott Marquis Washington, DC, 901 Massachusetts Ave. NW, Washington, DC 20001

Hotel Accommodations
ADvancing States is offering special hotel rates for 2022 conference attendees and speakers. Rooms are assigned on a first-come, first-serve basis. We recommend booking early through a provided link available at the end of the registration process.

Room Rates*:
- Government rate: $172.00
- Non-Government rate: $239.00

*Hotel room rates are subject to applicable state and local taxes in effect at the time of check-out.

On-Site Registration/Information Hours
(subject to change)
Sunday, Aug. 14 .......... 12:00PM – 7:00PM
Monday, Aug. 15 .......... 7:30AM – 6:00PM
Tuesday, Aug. 16......... 7:30AM – 6:00PM
Wednesday, Aug. 17..... 7:30AM – 7:00PM
Thursday, Aug. 18 ....... 7:30AM – 12:00PM

“Biggest and BEST conference on HCBS”
—Applied Self Direction

Important 2022 Dates to Remember

HCBS Conference Call for Sessions
- February 2022 opens
- April 2022 closes

ADvancing States MLTSS Symposium & Spring Meeting
(State members + 2022 Platinum sponsors—by invitation only)
- May 2022
- Salt Lake City, UT
- Sponsored activity options

HCBS Conference
- March 2022: Early-bird registration opens
- May 2022: Early-bird registration closes
- March 2022: Lodging/Room Blocks opens
- April 2022: Exhibitor Services Kit is available
- Sunday, August 14: Fall Meeting (State Members only)
- Monday–Thursday, August 15–18: General Conference

WHEN:  Sunday, August 14, 2022–Thursday, August 18, 2022

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Questions? Send us a note at inform@hcbsconference.org or check out our conference webpage www.hcbsconference.org.

2022 HOME & COMMUNITY-BASED SERVICES CONFERENCE • 3
Exhibit Hall Information

Exhibit Schedule
Tuesday, August 16 AM-PM and Wednesday, August 17 AM-PM

Installation of Exhibits
Monday, August 15

Dismantling of Exhibits
Wednesday, August 17 PM

Booth Space Assignment
Assignment is prioritized based on level of sponsorship.

How we drive attendance to the exhibit hall

- Focused marketing campaigns that occur prior to and during the conference. Information on the exhibit hall, vendors, and exhibit hall activities is shared on the conference agenda, conference app, signage throughout the conference, etc.
- Planned and real-time social media postings. ADvancing States utilizes Facebook, LinkedIn, Twitter, and other platforms to highlight activities in the exhibit hall. We encourage our exhibitors to do the same.
- Dedicated exhibit hours provide you with direct access to our attendees during our complimentary morning and afternoon breaks and evening receptions without any conflicting sessions.
- Identified events and activities to bolster exposure and access. ADvancing States works closely and collaboratively with sponsors and exhibitors to understand the value and impact most beneficial to their organization.
- Designated area of the exhibit hall focused on technology and innovation. Technology and Innovation vendors highlight cutting-edge solutions.

“Attending this conference, helped us to accomplish several significant goals. ... Sponsoring the HCBS Conference and partnering with ADvancing States has been a great decision for us at Therap Services.”

—Jeff Case, National Director of Business Development, of Therap Services

Questions? Send us a note at inform@hcbsconference.org or check out our conference webpage www.hcbsconference.org.
Exhibitor Packages and Payment

Benefits of Being an Exhibitor

• Be present and part of the nation’s largest conference focusing solely on long-term services and supports and home and community-based services
• Meet and connect with new prospective customers
• Network with state and federal leaders, health plans, community-based organizations, technology, software, and innovation companies, and consultants
• Build lasting relationships
• Gain insight from talking with and listening to attendees
• Highlight and strengthen your brand, get your foot in the door, and/or land your next contract

Exhibitor-Only Packages

• Exhibit booth: 8’ x 10’ — $5,500—for-profit and not-for-profit corporate organizations
• Exhibit booth: 8’ x 10’ — $2,500—non-profit community-based, educational, and government-based organizations
• Exhibit booth packages include:
  - Access for 1 booth representative to join all general conference activities
  - ALL booth representatives must register for access to the exhibit hall
  - Option to share brand on conference materials, signage, and on the conference app

Sponsorship Packages

See Sponsorship Levels & Opportunities (page 6)

• All sponsorship packages include an exhibitor booth and access for 1 booth representative to join all general conference activities (booth dimensions subject to change)
  - ALL booth representatives must register for access to the exhibit hall
  - Exhibit booth—
    • 8’ x 10’ booth is included for Gold, Ruby, Sapphire, Emerald, and Diamond sponsorship levels
    • Premium 16’ x 20’ booth is included for Platinum sponsorship levels

Payment Information & Processes

• To secure your 2022 Sponsor or Exhibitor-Only Package sign-up at 2022 HCBS Conference Exhibitor Booth Signup Form, advancingstates.org
• Please note there are many options surrounding sponsorship packages. Not sure which package to pick? Be sure to check out the following pages to review the possibilities.
• Need more time to make a decision? No problem! Stay in the loop and receive conference updates. Sign-up here.

Questions? Send us a note at inform@hcbsconference.org or check out our conference webpage www.hcbsconference.org.
Sponsorship Levels and Opportunities

2022 HCBS Conference Event Sponsorships

Through sponsored activities, available to all interested parties, organizations can gain and enhance exposure, network at business and social events, and promote your brand and message.

Each sponsor has the opportunity choose one activity associated with the designated level, while available. Don’t wait, these activities won’t last. See following pages for more details.

Sponsorship contributions support the ADvancing States mission to design, improve, and sustain state systems delivering long-term services for older adults, people with disabilities, and their caregivers. For more information on how to secure your conference sponsorship, please contact Kristin Murphy at kmurphy@advancingstates.org.

<table>
<thead>
<tr>
<th>2022 Sponsorship Levels/Pricing</th>
<th>Platinum $51,500+</th>
<th>Diamond $41,500+</th>
<th>Emerald $31,500+</th>
<th>Sapphire $21,500+</th>
<th>Ruby $11,500+</th>
<th>Gold $9,000+</th>
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<tr>
<td>Sponsored Activity</td>
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<td>Logo on Conference webpage</td>
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<td>Differentiated Signage at Exhibit Hall Entrance</td>
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<td>Screen Projection Loop before and after general sessions</td>
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<td>Promotional in Tote Bag</td>
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<td>Logo Displayed on the HCBS Clearinghouse webpage</td>
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<td>Private Meal/Reception with State Members (as available)</td>
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<td>10-second commercial played during conference</td>
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<td>Conference App—Promotional Post</td>
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<td>Invitation to the MLTSS Symposium/Spring Meeting</td>
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<td>Exhibit Booth 16’x20’ Premier location 8’x10’ Premier location 8’x10’ Premier location 8’x10’ 8’x10’ 8’x10’</td>
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<td>Additional Conference Registrations</td>
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Platinum Exclusive Features
Opportunity to sponsor ADvancing States Member Breakfasts, Lunches, Dinners, Receptions, and the Band! With officials anticipated from all 56 states and territories, sponsors of these activities will work with ADvancing States staff on identifying and personally inviting state directors in targeted states. This is an exclusive opportunity to mingle, have an informal meeting with targeted contacts, and discuss your products and programs. Sponsors will be recognized by having their logo displayed during the event, as well as throughout the meeting agenda materials.

• **Private Breakfast with ADvancing States Members**

• **Private Lunch with ADvancing States Members at the Fall Meeting Membership Meeting**

• **Private Dinner with ADvancing States Members**

• **Private Presidential Reception for ADvancing States Members**
  ADvancing States hosts receptions for state members during the HCBS Conference. These events are well attended by the ADvancing States board and membership and are a highlight of the conference. Sponsoring organizations will have their logo displayed on reception tables, as well as in the membership agenda materials. Sponsors are invited to join the reception to mingle and network with ADvancing States members.

• **HCBS Band**
  Your company will sponsor and host our annual dance party, featuring everyone’s favorite “Millennium Band.” They are led and anchored by Season 4 American Idol finalist, Travis Tucker. Conference attendees gather to cut a rug and celebrate on the dance floor. Sponsor will have their company’s logo displayed on the bandstand and will receive recognition from the band.

• **HCBS Party Toys**
  Your company will provide additional fun for all attendees during ADvancing States Dance Party and Celebration. What exciting toys are you going to shake, rattle, and roll?

Questions? Send us a note at inform@hcbsconference.org or check out our conference webpage www.hcbsconference.org.
Sponsorship Levels and Opportunities

Diamond Sponsorship Activities

• Plenary Speaker
  The plenary speaker of the Conference draws attendees together during the week and serves as one of the few collective experiences of the Conference. It creates emotional synchronicity throughout the crowd. Our plenary will be live allowing for branding opportunities before and after the speech. This year’s Plenary sponsor will be able to play a pre-recorded 30-second video/commercial ahead of the Plenary address and receive a thank you slide with logo branding at the conclusion of the speech.

• HCBS Exhibit Hall Reception
  Conference attendees gather to enjoy appetizers and good company before the dance party begins. Your company will be recognized throughout the reception at the food stations, as well as highlighted within the conference program.

• HCBS Bar during the Exhibit Hall Reception
  Conference attendees will enjoy a cocktail bar hosted by your company while they dance the night away with our live HCBS band. Sponsors of the cocktail hour will have their company’s logo displayed and will receive recognition during the HCBS band concert.

• HCBS Conference Registration Station and Electronic Badging
  Welcome to electronic badging and kiosk registration! All registrants will check in to receive their electronically printed badge and tote bag. Your company’s logo will be displayed on posters throughout the conference, as well as in communication about the app. Your company’s name will also be highlighted within the app. This is a fantastic way to be at the fingertips of every attendee!

Emerald Sponsorship Activities

• HCBS Conference Smartphone App
  Wish you could send a message to a speaker you just heard? Or send a message to an attendee? The HCBS Conference Smartphone App allows for attendees to bookmark and save the people they meet and sessions they attend within a full online listing of the agenda. Sponsorship for the App includes your logo displayed on posters throughout the conference, as well as in communication about the app. Your company’s name will also be highlighted within the app. This is a fantastic way to be at the fingertips of every attendee!

• Name Badge Lanyards
  In-person attendees will wear your company’s logo or name around their necks to display their name badge for the conference. Your company’s logo will be worn by attendees!

Questions? Send us a note at inform@hcbsconference.org or check out our conference webpage www.hcbsconference.org.
Sponsorship Levels and Opportunities (Continued)

Emerald Sponsorship Activities (Continued)

- **Lunch for All Attendees**
  Join attendees in the exhibit hall as they enjoy lunch. Your company logo will be displayed for viewing by all.

- **Bottled Water at Registration** *(4 available)*
  Quench attendee thirst by sponsoring bottled water for one day of the conference, which will be made available near the registration area.

- **After-party Sponsor** *(3 available)*
  Looking to chillax after a long-day of learning, meeting new people, and conference activities? Host an after-party. We will work with you to plan an after-party experience to be remembered.

- **Bottled Water at the Dance Party** *(1 available)*
  Hydration is key to keep bustin’ a move while on the dance floor. Your logo will be displayed on the bottled water for the party-goers to see!

Sapphire Sponsorship Activities

- **Continental Breakfast** *(4 available)*
  Conference attendees will enjoy a continental breakfast with coffee and tea. Join the breakfast crowd, do some networking, and see your sponsorship activity in action.

- **Conference Wi-Fi**
  Conference attendees will appreciate Wi-Fi available throughout the conference, allowing them to easily connect to exhibitors’ and speakers’ websites, and to engage with the Conference App. Sponsorship includes your name on all materials highlighting the conference Wi-Fi, as well as throughout the conference agenda.

- **Elevator Door Banners**
  Capture the undivided attention of attendees each day at the HCBS Conference as they ride up and down the elevator banks of the Marriott Marquis Washington, DC.hotel.

- **Innovation Track Workshops** *(6 sold)*
  This track will allow for corporations and private funders to present to a large and diverse group of individuals. This will be the opportunity to present a session during the conference and sell your product/products to a broader audience.

Questions? Send us a note at inform@hcbsconference.org or check out our conference webpage www.hcbsconference.org.
Sponsorship Levels and Opportunities

Ruby Sponsorship Activities

• HCBS Yoga (Traditional and/or Chair), Stretching, Meditation, Massage, or Fitness Breaks (3 available)
  Take this opportunity to associate your company’s brand messaging with a positive, feel-good in-person experience during the conference. You will also be able to brand a 5-minute video (pre-recorded by ADvancing States) in one of the wellness categories above that you choose—just send in an opening slide, your logo to be displayed as a bottom banner during the video, and a closing slide. Consider providing a coordinated promo item at your booth like a branded essential oil, hand towel, earbuds, or candle.

• Water Stations
  Keep conference attendees well hydrated during the action-packed, fun-filled days! Your logo will be highlighted throughout water stations throughout the conference space.

• Exhibit Hall Coffee/Tea (3 available)
  Everyone loves a coffee or tea break! Mingle with attendees in the exhibit hall as they grab coffee for the afternoon.

Sapphire Sponsorship Activities (Continued)

• Interactive Demonstration Exhibitors (5 available)
  Does your company have software or innovative technology to share? Included with your sponsorship, you have the option to add-on an extra booth space while you exhibit on Innovation Row to provide on-site demonstrations to attendees highlighting new, exciting innovations and/or technology.

• Charging Stations (2 available)
  These days everyone is on their smartphone or tablet, using it to take notes, and to gather contact info from other conference attendees. Sponsorship of a charging station include a screen display, showcasing a slideshow loop that can be used as advertising space, as well as your logo displayed on the kiosk.

• Hotel Key Cards
  Be the first thing attendees see as they check-in for the conference at the Marriott Marquis Washington, DC. Your logo will be printed on the hotel key cards, providing repeated views at your logo and messaging.

• Opening Exhibit Hall Dessert
  Your company will host dessert during the first day of the Exhibit Hall for all attendees. As attendees rush into the opening doors of the hall, they will see your branding as they head to the dessert tables.

Questions? Send us a note at inform@hcbsconference.org or check out our conference webpage www.hcbsconference.org.
Gold Sponsorship Activities

- **Conference Spirit Competition Host (3 available)**
  Get attendees involved with your fun, daily spirit competitions that run alongside the official Conference agenda. Your company will unify attendees in a daily common experience that promotes getting to know one another and a little competition! Examples of spirit contests include state spirit day, wacky hat day, etc. If you want, you can award a prize to the winner at the end and collect leads along the way.

- **Notebooks**
  Be ready to have each attendee take conference notes in your customized notepad. Your organization provides the customized notepad and ADvancing States will distribute notebooks at registration.

- **Pens**
  Do you want attendees to have your organization in mind, every day of the conference? Yes? Just provide ADvancing States a pen with your company logo and/or message and ADvancing States will distribute them throughout the conference, in multiple locations.

“If you want to learn a lot, in a condensed period of time, the HCBS conference is the place to do it.”

—Carol Steckel, Executive VP of Government Relations at InnovAge. Former Medicaid Commissioner/Director in AL, NC, and KY and also led the Office of Innovation at the Dept. of Health and Hospitals in LA
ADvancing States Rules & Guidelines

1. **Registration.** All exhibitors and sponsors, including staff staffing the booth, are required to register as participating attendees at the ADvancing States 2022 HCBS Conference. Conference registration entitles exhibitors and sponsors to participate fully in all open conference workshops, keynotes, and social events on the program agenda.

2. **Exhibit Hall.** Booth Logistics. Each booth area is 8 x 10 ft., unless otherwise designated and includes one 6 ft. skirted table and two chairs. All exhibitors are expected to fill out the appropriate forms with the decorating company for any additional, drayage, AV, electrical, etc. All necessary order forms and shipping information will be provided in the Exhibitor’s Manual.

3. **Booth Blocks.** In the event an organization would like to purchase multiple booth spaces or if two exhibitors would like adjoining space, this request MUST be indicated on the Booth Application forms and must be received at the same time as spaces are assigned on a first-come, first-served basis. Every effort will be made to accommodate adjoining booth requests, but final assignment is at the discretion of the Conference Coordinator. If a customization is desired beyond what is provided in traditional booth setup, the request must be shared in writing with ADvancing States. Supplemental charges may apply.

4. **Exhibit Installation.** Exhibit installation hours are Monday, August 15, 1:00—5:00 PM and Tuesday, August 16, 7:00—10:00 AM. Exhibitors agree that all booths will be operational and staffed during designated exhibit hall hours.

“If someone is working in the aging, disability, or Medicaid space, this is the conference.”

—Nels Holmgren, Division Director, Aging and Adult Services, State of Utah Department of Human Services

**Questions?** Send us a note at inform@hcbsconference.org or check out our conference webpage www.hcbsconference.org.
5. **Dismantling Exhibits.** Exhibits may be dismantled on Wednesday, August 17 by 3:30 PM EST.

6. **Cancelled Sponsorships.** Cancellations made by July 10, 2022 will receive a refund, less the $1,000 conference sponsorship cancellation fee. There will be no refunds after July 10, 2022. All cancellations and requests for refunds must be made in writing and sent to the attention of Kristin Murphy.

7. **Cancelled Exhibitor Booths.** Cancellations made by July 10, 2022 will receive a refund, less the $100.00 conference cancellation fee. There will be no refunds after July 10, 2022. All cancellations and requests for refunds must be in writing and sent to the attention of Kristin Murphy.

8. **No Shows.** If an Exhibit Hall Exhibitor fails to install or display in assigned space or fails to comply with any other provision of this agreement, ADvancing States shall have the right, without notice to Exhibitor, to take possession of said space and lease said space, or any part thereof, to such parties, and upon such terms and conditions, as it may deem proper. Any exhibitors who do not show up will not get a refund. If you e-mail, fax, or mail your cancellation notice, please call to confirm receipt.

9. **Fees.** Full payment of any sponsorship or exhibitor booth must be received within 30 days of the invoice issued.

“The HCBS Conference has become the premier conference for HCBS... which is the fastest growing service in state Medicaid programs.”

—Kevin Hancock, Health Management Associates

Questions? Send us a note at inform@hcbsconference.org or check out our conference webpage www.hcbsconference.org.
10. **Exhibitor/Sponsor Meetings & Events.** Any promotion of products, services, and meetings that directly compete with those offered by ADvancing States during the conference is prohibited. No sponsor, exhibitor, or attendee may host/sponsor/promote an event that directly competes with the ADvancing States conference agenda. If you would like to host a meeting/event that conflicts with conference activities, please reach out to Kristin Murphy to discuss options.

11. **Videotaping/Recordings.** Because of the sensitive nature of many of the sessions and presentations, videotaping and/or recording is prohibited during any conference session or keynote address.

12. **Badges.** Lanyard/Registration badges with must be always worn during conference spaces and time-frames. Badge sharing is prohibited. If you need to purchase an additional registration, please contact Kristin Murphy pre-conference for assistance or visit the registration desk, on-site.

13. **Changes.** ADvancing States reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to decision by ADvancing States. ADvancing States reserves the right to make such changes, amendments, and additions to these rules as considered advisable for the proper conduct of the exhibit, with the provision the exhibitors will be advised of any such changes.

“If someone is working in the aging, disability, or Medicaid space, this is the conference.”

—Nels Holmgren, Division Director, Aging and Adult Services, State of Utah Department of Human Services

Questions? Send us a note at inform@hcbsconference.org or check out our conference webpage www.hcbsconference.org.
HCBS Conference Contacts:

• **Sponsors, Exhibitors, and Logistics:** Kristin Murphy, kmurphy@advancingstates.org, 202-898-2579, ADvancing States Sr. Director of Partnerships and Special Projects

• **Speakers, Registration, & Agenda:** Ally La Pinta, alapinta@advancingstates.org, 202-898-2585, Communications Guru

• **Invoices & Payment:** Pearl Barnett, pbarnett@advancingstates.org, 202-499-5946, Deputy Director of Operations

• **General Questions?** inform@hcbsconference.org or 202-898-2578 for additional information.

• **The 2022 HCBS Conference** is supported by the entire staff at ADvancing States, www.ADvancingStates.org, 202-898-2578