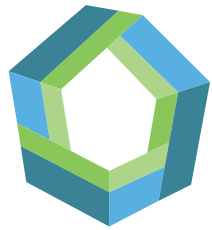


# 2026 HCBS Conference



**HCBS**  
**CONFERENCE**  
Home & Community-Based Services



**ADVANCING**  
**STATES**

## Sponsorship & Exhibitor Prospectus

**HCBS Conference:** August 23 - 27, 2026 • Baltimore, MD





**HCBS**  
**CONFERENCE**  
Home & Community-Based Services



# TABLE OF CONTENTS

**Page 1** .....Letter from the Executive Director

**Page 3** .....Conference by the Numbers

**Page 4** .....Past Sponsors

**Page 5** .....General Information

**Page 6** .....Exhibit Hall Information

**Page 7** .....Exhibit Packages

**Page 8** .....Sponsorship Levels

**Page 9** .....Sponsorship Opportunities by Level

**Page 14** ...Rules and Guidelines

**Page 17** ....Ancillary Event Requests

# Letter from the Executive Director

## Greetings HCBS Sponsors & Exhibitors

We are excited to announce that the 2026 Home and Community-Based Services (HCBS) Conference will be held August 23 – 27, 2026 in Baltimore, Maryland. As one of the nation's most important gatherings dedicated to long-term services and supports (LTSS), the HCBS Conference provides a unique platform to connect with state and federal leaders, service innovators, and key decision-makers from across the country.

## Why Sponsor the HCBS Conference?

Each year, the conference brings together more than 1,500 professionals committed to improving services for older adults, people with disabilities, and caregivers. Sponsors benefit from high-impact visibility, direct access to key stakeholders, and the opportunity to showcase solutions that advance the field.

## What Sponsorship Offers:

- **Brand Exposure:** Promote your organization to a broad, engaged audience of leaders, advocates, and practitioners in the HCBS space.
- **Strategic Networking:** Engage with decision-makers during curated sessions, leadership roundtables, and informal gatherings.
- **Thought Leadership:** Highlight your expertise by contributing to interactive panels, workshops, and solution-driven discussions.
- **Exhibit Space:** Display your products, services, and innovations in our well-trafficked exhibit hall designed to foster meaningful connections.

## Conference Features

- Plenary sessions featuring federal leaders from CMS, ACL, and other key agencies
- More than 110 workshops exploring policy updates, best practices, and innovations
- Networking events tailored to foster lasting partnerships
- Social events that offer informal opportunities to connect with clients and colleagues

## Additional Sponsorship Opportunities

### *Next Gen HCBS Leaders Program*

Invest in the future of the LTSS workforce by sponsoring participants in the Next Gen HCBS Leaders Program, a nine-month initiative that cultivates early-career talent. Your support will help provide:

- Full scholarships to the Spring Meeting and HCBS Conference
- A structured leadership development curriculum
- One-on-one mentoring with senior leaders in the field
- Enrollment in the UNC Gillings School of Global Public Health's "Foundational Leadership in HCBS" online certificate program

Developed in collaboration with ADvancing States, this first-of-its-kind training from UNC offers an in-depth overview of HCBS systems, policies, and operations. Sponsorship helps cover tuition expenses while giving

**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).

your organization recognition as a workforce development leader with a commitment to HCBS.

*Enabling Technology Engagement Network (ETEN)*

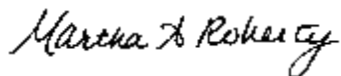
Join the Enabling Technology Engagement Network, a collaborative initiative between ADvancing States and NASDDDS that brings together state agencies, managed care organizations, and technology vendors to promote the effective use of enabling technologies in HCBS.

As a member of the ETEN, you will:

- Collaborate with state policymakers and industry leaders
- Showcase your technology solution at both the HCBS and NASDDDS conferences
- Shape policies to drive innovation in LTSS

We welcome the opportunity to work with you to develop a customized sponsorship plan aligned with your goals, whether through the HCBS Conference, the Next Gen HCBS Leaders Program, ETEN, or a combination of initiatives.

To learn more or get started, please contact us at [inform@hcbsconference.org](mailto:inform@hcbsconference.org). Thank you for considering this opportunity to support innovation, leadership development, and systems transformation in home and community-based services.



Executive Director, ADvancing States

**Questions?** Send us a note at [inform@hcbsconference.org](mailto:inform@hcbsconference.org) or check out our conference webpage [www.hcbsconference.org](http://www.hcbsconference.org).

# 2025 HCBS Conference Attendance

## HCBS Conference Attendees



1,700 +  
Attendees (1,600  
in-person and 100 virtual)

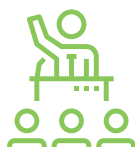
52  
States and Territories  
represented



130  
Sessions



200+  
Abstracts Submitted

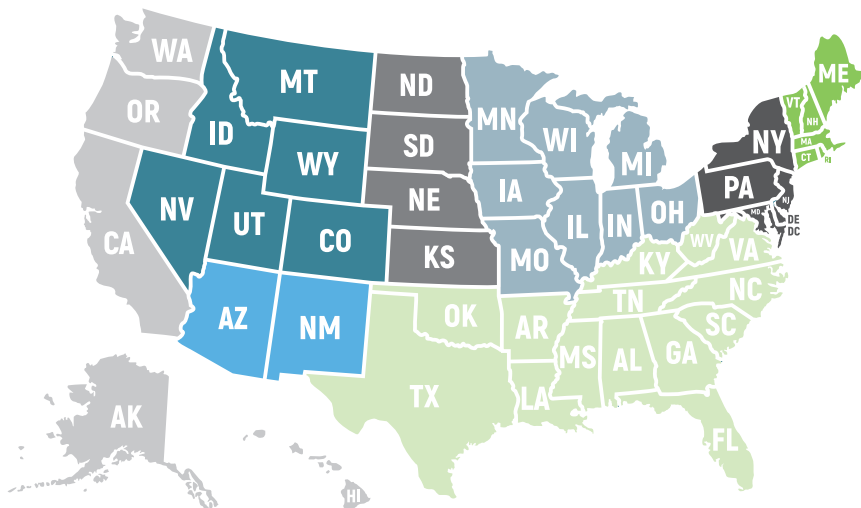


300+  
Speakers



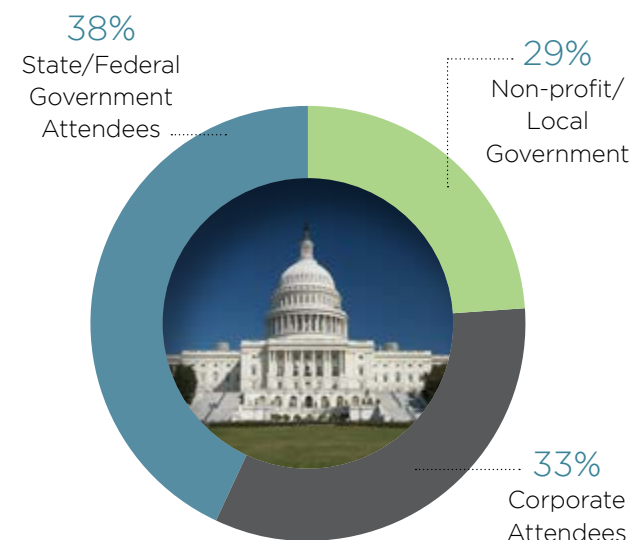
88  
Sponsors/Exhibitors

## 2025 HCBS Conference Attendees by Region



New England: 8%  
Mid-Atlantic: 22%  
South: 28%  
Midwest: 22%  
Central: 3%  
Southwest: 2%  
Rocky Mountain: 4%  
Pacific Coast: 10%  
Territories: 1%

## 2025 HCBS Conference Participation by Percentage



“The sessions, the conversations, the establishing of new partnerships and collaborations brings us back every year.”

—Merrill Friedman, RVP of Inclusive Policy & Advocacy at Elevance Health

**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).

# Past Sponsors

AAIDD	Caregiving.com	Fawssitt Portable Showers	Isaac Health	National Center on Elder Abuse (NCEA)	Tech First SHIFT
AARP Public Policy Institute	CareSource	Federal Trade Commission	iTherapyDocs	National Consumer Voice	Telligen
Acces\$ Financial Management Services	CARF International	FEI Systems	The John A. Hartford Foundation	National Indian Council on Aging	Tellus
Acentra Health	CaseWorthy	findhelp	Jukebox Health	National Institute on Aging	Tempo
Activate Care	CellTrak	First Data Government Solutions	Knowledge Services	Navigant	Tenderheart Health Outcomes
Acumen Fiscal Agent	Centene Corporation	Fiserv	LIBERTY Dental Plan	NCQA	The Helper Bees
ADT	Chef2Home by Metz	FOCoS Innovations	Liberty HealthCare Corp.	Netsmart	The LEAD Center
Aetna Medicaid	Choice Yield	Four Moon Productions	Lifeline Systems Company	Nymb! Science	Therap Services
Ageless Innovation	Christopher & Dana Reeve Foundation	FreedomCare	Lifestation	Optimetra	Trualta
AIRS	Cigna-HealthSpring & Alegis Care	GA Foods	Little Red Hen	Outreach Health Services	Tyler Technologies
Altarum	CIL	Game-U	Lyft	Pack4U	UMASS
Alumni Leadership Network	Claris Healthcare	GT Independence	Magellan Complete Care, Inc.	Palco	UnitedHealthcare Community & State
Alvarez & Marsal	Collabrios Health LLC	Guardian Medical Monitoring	Mains'l Financial Management Services	Peer Place Networks	UPMC Community HealthChoices
Amazon	Commonwealth Care Alliance	Guidehouse	MapHabit	PHI National	USAgings
AmeriHealth Caritas	Connect America	HCBS Strategies, Inc.	Marwood Group	Public Consulting Group (PCG)	Ventech Solutions
Anthem, Inc.	Consumer Direct Care Network	Health Management Associates	Mathematica	Public Partnerships   PPL	Vesta Healthcare
Applied Self Direction	C-Screen	HHAeXchange	MAXIMUS	PulseLight	Veyo
Aris Solutions Inc.	Cumulus Care	Highmark Health Options	MeDecision	QMedic	Vital Research
AssuranceSD	Data Logic/ Vesta EVV	Highmark Wholecare	MediSked	Relias	VRI
Aurrera Health	Deloitte	Homeplate Solutions	MEDsys-HCS, LLC	Revation Systems	Wellcare Health Plans
Aveanna Healthcare	DentaQuest	Homestyle Direct	Mercer Government	RTZ Systems	WellSky
Beacon Health Options	Direct Care Innovations	Humana Healthy Horizons	MetaStar	Sage Squirrel	Woods System of Care
Beacon Specialized Living Services	DirectCourse	IBM Watson Health	Myers and Stauffer	Sandata Technologies	
Benchmark Human Services	Direct Support Workforce Solutions/Institute on Community Integration/ University of Minnesota	iCareManager	Milliman	Sellers Dorsey	
Benjamin Rose Institute on Aging	Elevance Health	Ikaso Consulting	MissionCare Collective	Seniorlink/Caregiver Homes	
Blue Cross and Blue Shield of IL, MT, NM, OK, and TX (HCSC)	Enable Dental	Inclusa	MobexHealth	Sevita	
CareBridge Health	Eventa	Independent Living Systems	Molina Healthcare	Shared Health	
CareCentrix	Evernorth (formerly Cigna)	InnovAge	Mom's Meals	Smart Source LLC	
Careforth	eVero	IntellectAbility	Mon Ami	SRALabs	
		IntelliRide	Morning Sun Financial Services	TaskMaster Pro	
		Intuition Robotics	My 25/Mainstay Inc.	TCARE	

**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).

# General Information

**WHEN:** August 23 - 27, 2026

**WHERE:** Baltimore Marriott Waterfront  
700 Aliceanna Street, Baltimore, MD 21202



## Hotel Accommodations

ADvancing States is offering special hotel rates for 2026 conference attendees and speakers. Rooms are assigned on a first-come, first-served basis. We recommend booking early through a provided link available at the end of the registration process.

### Room Rates\*:

Government Rate: Prevailing  
Government Per Diem Rate

Non-Government Rate: Hotel Rate

*\*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. 23 .....8:00AM – 8:00PM

Monday, Aug. 24 .....7:30AM – 5:00PM

Tuesday, Aug. 25 .....7:30AM – 5:00PM

Wednesday, Aug. 26... 9:00AM – 5:30PM

“Biggest and BEST  
conference on HCBS.”

—Applied Self Direction

## Important 2026 Dates to Remember

### 2026 HCBS Conference

- May 2026: Early-bird registration opens
- May 2026: Lodging/Room Blocks open
- June 2026: Exhibitor Services Kit is available
- July 2026: Early-bird registration closes
- Sunday, August 23: Membership Meeting (State Members only)
- Tuesday, August 25: ADvancing States' Dance Party
- Monday–Thursday, August 24 - 27: General Conference



**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).

# Exhibit Hall Information

## Exhibit Hall Schedule

*(All times listed below are tentative)*

Monday, August 24, 11:30 AM - 5:00 PM

Tuesday, August 25, 8:00 AM - 2:00 PM and  
6:00 PM - 11:00 PM

## Booth Space Assignment

Assignments are prioritized based on sponsorship level, date sponsorship was secured, and amount of sponsorship.

## Installation of Exhibits

Sunday, August 23, 1:00 PM - 4:00 PM

Monday, August 24, 8:00 AM - 11:00 AM

**Booth must be set up by 11:00 AM**

## Dismantling of Exhibits

Wednesday, August 26

7:00 AM - 11:00 AM

## 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 an evening reception 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.



“The event is invaluable in helping us understand what our customers really need, where they are having issues, and whether we can help. We do our best work when we can put ourselves in the shoes of our customers, and this conference puts you in their shoes.”

*Irene Manautou, CEO at Pulselight Holdings*

**Questions?** Send us a note at [inform@hcbsconference.org](mailto:inform@hcbsconference.org) or check out our conference webpage [www.hcbsconference.org](http://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

- Exhibitor-only organizations will be placed on a wait list. We will reach out in 2026 when the wait list opens. Please reach out to [inform@hcbsconference.org](mailto:inform@hcbsconference.org) to be added.
- Exhibit booth: 8' x 10' — \$7,500—for-profit organizations
- Non-profit exhibit table: 6' x 2' — \$3,500—non-profit community-based, educational, and government-based organizations
- Exhibit booth packages include:
  - Access for 1 on-site booth representative to join all general conference activities
  - ALL on-site booth representatives must register for

access to the exhibit hall

- Option to share brand on conference materials, signage, and the conference app

## Sponsorship Packages

See Sponsorship Levels & Opportunities (page 7)

- All sponsorship packages include an exhibitor booth (booth dimensions subject to change)
  - Exhibit booth—
    - 8' x 10' booth is included for Gold, Ruby, Sapphire, Emerald, and Diamond sponsorship levels
    - Premium 8' x 20' or 10' x 16' booth is included for Platinum sponsorship levels

## Payment Information & Processes

- To secure your 2026 Sponsor or Exhibitor-Only Package, sign up at [www.advancingstates.org/2026-hcbs-sponsorship](http://www.advancingstates.org/2026-hcbs-sponsorship)
- 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](mailto:inform@hcbsconference.org) or check out our conference webpage [www.hcbsconference.org](http://www.hcbsconference.org).

# Sponsorship Levels and Opportunities





## 2026 HCBS Conference Event Sponsorships

Through sponsored activities, which are open to all interested parties, organizations can increase their visibility, build connections at business and social events, and promote their brand and message.

Each sponsor has the opportunity to select one activity associated with their designated level, as available. **If interested in sponsoring an additional activity, there will be an additional cost of \$15,000 per activity.** Please see the following pages for more details.

Sponsorship contributions support ADvancing States' mission to design, improve, and sustain state systems delivering long-term services for older adults, people with disabilities, and their caregivers.

ADvancing States will first offer all sponsorship opportunities to the company that sponsored the same item the previous year, before soliciting new or additional sponsors for that sponsored item. If the previous sponsor company chooses not to sponsor the same event, ADvancing States reserves the right to seek alternative sponsors at their own discretion. For more information on how to secure your conference sponsorship, please contact us at [inform@hcbconference.org](mailto:inform@hcbconference.org).

2026 Sponsorship Levels/Pricing	Platinum \$58,000+ 	Diamond \$48,000+ 	Emerald \$37,500+ 	Sapphire \$27,000+ 	Ruby \$16,250+ 	Gold \$13,000+ 
Sponsored Activity	✓	✓	✓	✓	✓	✓
Logo on Conference webpage	✓	✓	✓	✓	✓	✓
Differentiated Signage at Exhibit Hall Entrance	✓	✓	✓	✓	✓	✓
Screen Projection Loop before and after general sessions	✓	✓	✓	✓	✓	✓
Promotional Item in Tote Bag	✓	✓	✓	✓	✓	
Logo Displayed on the HCBS Clearinghouse webpage	✓	✓	✓	✓		
Conference App—Promotional Post	✓	✓	✓			
10-second commercial played during conference	✓	✓				
Invitation to the MLTSS Symposium/Spring Meeting	✓					
*NEW* Policy Update Webinars Hosted by ADvancing States	✓					
Advertisements	Full page, Premium location	Half page, Priority location	Half page	Quarter page	Quarter page	
Exhibit Booth	8'x20' Premier location	8'x10' Premier location	8'x10' Premier location	8'x10'	8'x10'	8'x10'
Conference Registrations	7	6	5	4	3	2

**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).

# Sponsorship Levels and Opportunities *Continued.*

## Platinum Exclusive Features

Sponsorship opportunities include ADvancing States member Breakfasts, Lunches, Dinners, Receptions, and the Band at the HCBS Dance Party. With officials anticipated from all 55 states and territories, 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 Executive Members *(3 available)*
- Private Lunch with ADvancing States Members at the Spring and Fall Membership Meetings *(1 available)*
- Private Dinner with ADvancing States Members *(3 available)*
- Private Presidential Reception for ADvancing States Members *(3 available)*

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. The 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.



**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).

# Sponsorship Levels and Opportunities *Continued.*

## Platinum Sponsorship Activities *(Continued)*

- Escalator Clings  
Showcase your branding as attendees travel up and down the escalators between session rooms and the exhibit hall.
- Bottled Water at the Dance Party  
Staying hydrated is essential for keeping the energy up on the dance floor. Your logo will be displayed on the bottled water for all party-goers to see.
- After-party Sponsor *(3 available)*  
Want to help attendees relax and connect after a full day of learning and networking? Host an after-party. Our team will partner with you to create an unforgettable experience that leaves a lasting impression.
- Hotel Key Cards  
Be the first thing attendees see as they check in for the conference at the hotel. Your logo will be printed on the hotel key cards, providing repeated views of your logo and messaging.

## Diamond Sponsorship Activities

- Plenary Speaker  
The plenary session brings all attendees together for one of the Conference's signature shared experiences. This live event offers prime branding opportunities before and after the keynote address.
- HCBS Bar during the Dance Party  
Conference attendees will enjoy a cocktail bar hosted by your company as they dance the night away with our live HCBS band. Bar sponsors will have their company logo prominently displayed and will receive special recognition during the band's performance.
- 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 featured at our registration desk, as well as on floor decals leading up to the registration station.

**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).

# Sponsorship Levels and Opportunities *Continued.*

## Emerald Sponsorship Activities

- **HCBS Conference Smartphone App**  
Want to connect with a speaker you just heard or follow up with a fellow attendee? The HCBS Conference app makes it easy. Attendees can bookmark sessions, save contacts, and explore the full agenda all in one place.
- **Name Badge Lanyards**  
Put your brand front and center—every in-person attendee will wear your company's logo on their conference name badge lanyard, ensuring constant visibility throughout the event.
- **Headshots for State Members**  
Engage directly with state members before and after they receive their professional 2026 headshot, available in both digital and print formats. Each printed photo will be delivered in a folder featuring your company's logo and message, keeping your brand top of mind.

## Sapphire Sponsorship Activities

- **Conference Wi-Fi**  
Conference attendees will appreciate complimentary Wi-Fi throughout the event, making it easy to connect with exhibitors, access speaker resources, and engage with the Conference app. Sponsorship includes your company name on all Wi-Fi promotional materials as well as in 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 at the hotel.
- **Innovation Track Workshops (5 available)**  
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.
- **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.
- **Exhibit Hall Dessert (2 available)**  
Your company will host dessert during the first day of the Exhibit Hall for all attendees. As attendees visit booths and network, they will enjoy a sweet treat, sponsored by

**Questions?** Send us a note at [inform@hcbsconference.org](mailto:inform@hcbsconference.org) or check out our conference webpage [www.hcbsconference.org](http://www.hcbsconference.org).

# Sponsorship Levels and Opportunities *Continued.*

your organization.

- State Member Lounge

The lounge is designed just for state attendees to relax and/or connect with each other. A table will be provided for your company's materials and any promotional items you would like to provide. Your company will also receive logo visibility and branding on signage outside of the lounge.

## Ruby Sponsorship Activities

- Exhibit Hall Coffee/Tea (*1 available*)

Everyone loves a coffee or tea break! Mingle with attendees in the exhibit hall as they grab coffee for the afternoon.

- Workstation Room

Give attendees the perfect place to step away for a quick call or virtual meeting. The HCBS Conference will feature a dedicated workstation room equipped with outlets and workspace. As the sponsor, your organization's logo and branding will be prominently featured, ensuring strong visibility every time attendees connect.

## Gold Sponsorship Activities

- Co-Sponsor a Continental Breakfast (*multiple 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 Spirit Competition Host (*2 available*)

Your company will unify attendees in a daily shared experience that encourages networking and friendly competition.

- Notebooks

Be ready to have each attendee take conference notes in your customized notebook. Your organization provides the customized notebook and ADvancing States will distribute them at registration.

- Pens

Keep your brand in attendees' hands every day of the conference. Provide ADvancing States with pens featuring your logo or message, and we'll distribute them across multiple locations throughout the event.

- Ad in Program

Share a quarter-page advertisement for your organization in our printed program distributed to in-person attendees.

**Questions?** Send us a note at [inform@hcbsconference.org](mailto:inform@hcbsconference.org) or check out our conference webpage [www.hcbsconference.org](http://www.hcbsconference.org).

# Sponsorship Levels and Opportunities *Continued.*

- Promotional Item  
Include a promotional item with your logo and branding in our totes for in-person attendees.

## Custom Sponsorship *(Available at any level)*

Is the item you were hoping to sponsor sold out? Or do you have another idea in mind that will bring great value to your organization? Let's talk! Reach out to [inform@hcbconference.org](mailto:inform@hcbconference.org) to brainstorm or build the custom sponsorship of your choice.



**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).

# ADvancing States Rules & Guidelines

- 1. Registration.** All exhibitors and sponsors, including booth staff, are required to register as participating attendees at the ADvancing States 2026 HCBS Conference. Conference registration entitles exhibitors and sponsors to participate fully in all open conference workshops, keynotes, and select social events on the program agenda.
- 2. Exhibit Hall.** 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.** 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 ADvancing States. 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. Sponsored Activities.** Each sponsor will select **one activity** from their sponsorship level unless otherwise discussed with ADvancing States.
- 5. Exhibit Installation.** Exhibit installation hours are Sunday, August 23 from 1:00 PM - 4:00 PM and Monday, August 24 from 8:00 AM - 11:00 AM. Exhibitors agree that all booths will be operational and staffed during designated exhibit hall hours.
- 6. Dismantling Exhibits.** Exhibits must be dismantled on Wednesday, August 26 by 11:00 PM EST.



“This event unites stakeholders, sparks innovation, and accelerates the systemic improvements that strengthen HCBS nationwide.”

—Rachel Chinetti, Staff Vice President,  
and leader of Elevance Health's National  
LTSS Center of Excellence

**Questions?** Send us a note at [inform@hcbsconference.org](mailto:inform@hcbsconference.org) or check out our conference webpage [www.hcbsconference.org](http://www.hcbsconference.org).

- 7. Cancelled Sponsorships or Exhibitor Booths.** Cancellations made by July 14, 2026 will receive a refund, less the \$1,000 conference sponsorship cancellation fee or \$100 exhibitor cancellation fee. There will be no refunds after July 14, 2026. All cancellations and requests for refunds must be made in writing and sent to the attention of [inform@hcbconference.org](mailto:inform@hcbconference.org).
- 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 no later than August 1st, 2026. All outstanding payments after this date are subject to loss of sponsorship/exhibiting at the HCBS Conference.
- 10. Exhibitor/Sponsor Meetings & Events.** Any promotion of products, services, and meetings that directly compete with those offered by ADvancing States during the conference are prohibited. No sponsor, exhibitor, or attendee may host/sponsor/promote an event that directly competes with the ADvancing States conference agenda. Please reach out to [inform@hcbconference.org](mailto:inform@hcbconference.org) if you have any questions.
- 11. Badges.** Lanyard/Registration badges must always be worn in conference spaces and time-frames. Badge sharing



is prohibited. If you need to purchase an additional registration, please contact [inform@hcbconference.org](mailto:inform@hcbconference.org) pre-conference for assistance or visit the registration desk on-site.

- 12. Changes.** ADvancing States reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to

**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).

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 exhibitor, with the provision the exhibitors will be advised of any such changes.

## Sponsorship and Marketing Code of Conduct

1. No other onsite marketing or promotion of company, brand, or products outside of the contracted booth or sponsorship space is allowed.
2. **Sponsors will not be permitted to dismantle their booth early unless otherwise arranged with show management.**
3. Ancillary Events are only available to **Sapphire Level Sponsors and above**. For more

information on Ancillary Events, please review the following page.

**Questions?** Contact Nathan Hawayek at [nhawayek@advancingstates.org](mailto:nhawayek@advancingstates.org).

“Our sponsorship has opened the door to rich conversations, new partnerships, and actionable collaboration. It’s not just about visibility, it’s about connection. Through our involvement, we’ve been able to deepen relationships with existing state partners and meet potential collaborators who share our vision for a more person-centered system of care.”

—Kathleen Dougherty, National Director of Business Development,  
GT Independence



**Questions?** Send us a note at [inform@hcbsconference.org](mailto:inform@hcbsconference.org) or check out our conference webpage [www.hcbsconference.org](http://www.hcbsconference.org).

## Details

ADvancing States allows sponsors at the **Sapphire Level and above** the opportunity to host an ancillary event. An ancillary event is any function held adjacent to the 2026 HCBS Conference by a group other than ADvancing States. Ancillary events include but are not limited to:

- Client or Customer Meetings (including all meetings with state representatives)
- Educational Events
- Focus Groups
- Hospitality Sales
- Hospitality Desks
- Internal Corporate Business Meetings
- Investor Meetings
- Office Space
- Social Events
- Staff Meetings

## Event Promotion

Promotion and marketing of all ancillary events are the **sole responsibility of the hosting sponsor**. Ancillary events will not be listed on

any official 2026 HCBS Conference materials. Display of signage promoting an ancillary event will not be allowed in the conference space.

## Guidelines

- Any company interested in hosting an ancillary event, as defined above, must be a paid sponsor of the HCBS Conference at the **Sapphire Level or above**.
- The event must comply with approved time frames and be scheduled to permit attendees sufficient time to participate in official conference activities and sessions.
- All fees associated with the procurement of onsite event space will be billed directly to the sponsoring company by the venue. If a sponsoring company is interested in securing space for an ancillary event at an off-site venue in the host city, they must receive written approval from ADvancing States prior to making arrangements.

- All charges for services levied by the hotel and/or other venue are the sole responsibility of the sponsoring company.
- If a sponsoring company is requesting a multiday event, completion of one form per event is required.
- Violation of these guidelines may result in the company being prohibited from participating in future HCBS Conferences at the discretion of ADvancing States.

## Approved Times

Saturday, August 22, 2026:  
All Day

Sunday, August 23, 2026:  
Before 5:00 p.m.

Monday, August 24, 2026:  
Before 8:00 a.m.

Tuesday, August 25, 2026:  
Before 8:00 a.m.

Wednesday, August 26, 2026:  
Before 8:00 a.m.

Thursday, August 27, 2026:  
Before 8:00 a.m. ; After 1:00 p.m.

**Questions?** Send us a note at [inform@hcbconference.org](mailto:inform@hcbconference.org) or check out our conference webpage [www.hcbconference.org](http://www.hcbconference.org).



## HCBS Conference Contacts:

- **Sponsors, Exhibitors, and Logistics:** Nathan Hawayek, [nhawayek@advancingstates.org](mailto:nhawayek@advancingstates.org) or [inform@hcbsconference.org](mailto:inform@hcbsconference.org)
- **Speakers, Registration, & Agenda:** Nathan Hawayek, [nhawayek@advancingstates.org](mailto:nhawayek@advancingstates.org), Emily O'Brien, [eobrien@advancingstates.org](mailto:eobrien@advancingstates.org), or Shelby Jones, [sjones@advancingstates.org](mailto:sjones@advancingstates.org).
- **Invoices & Payment:** Our accounting team at [accounting@advancingstates.org](mailto:accounting@advancingstates.org) and CC Nathan Hawayek at [nhawayek@advancingstates.org](mailto:nhawayek@advancingstates.org)