



THE
ILT CI
CONFERENCE

#iltci - ILTClconf.org

**SPONSOR &
EXHIBITOR
PROSPECTUS**

**March 17-20, 2024
Town & Country Resort
San Diego, California**



Welcome ...

The ILTCI Conference setting facilitates in-depth networking, enabling businesses to forge essential partnerships, cultivate relationships, and stay attuned to emerging trends and best practices.

Join us for an enlightening and transformative event that promises to shape the way we approach the challenges and opportunities in the realm of planning for long-term care. This conference is a unique platform where thought leaders, innovators, and experts converge to share their insights, strategies, and breakthroughs. From interactive workshops on the latest trends to engaging discussions about policy advancements, you'll be immersed in a world of knowledge that is crucial for navigating the evolving landscape of long-term care. Whether you are a producer, marketer, actuary or operations leader, the ILTCI conference provides immediate value to all. Don't miss this chance to connect with industry trailblazers, expand your professional network, and gain the tools you need to not only adapt but thrive in this vital sector. Your presence at the conference can pave the way for a brighter, more secure future in long-term care planning. Join us and be part of the transformation!

Ilteki Board of Directors

TABLE OF CONTENTS

- 2** Schedule
- 4** Attendee Profiles
- 5** Hotel Info
- 6** Exhibiting
- 8** Sponsorship
- 9** Customized Sponsorships
- 11** 2023 Sponsors
- 12** 2023 Exhibitors
- 13** About us...

2024 ILTCI Schedule

SUBJECT TO CHANGE*

SUNDAY, MARCH 17TH, 2024

Registration	12:00 PM to 7:00 PM
Exhibitors Setup	12:00 PM to 4:30 PM
Future Leaders	12:30 PM to 4:30 PM
SOA LTCI Section Council Meeting (open to all)	3:00 PM to 4:00 PM
Exhibit Hall Opening Reception	5:00 PM to 7:00 PM
Exhibitor/Sponsor Hospitality Events	7:00 PM onward

MONDAY, MARCH 18TH, 2024

Registration	7:30 am – 5:00 pm
Networking Breakfast	7:30 am – 8:30 am
Keynote Speaker	8:30 am – 9:45 am
Break – Transition to Breakouts	9:45 am – 10:00 am
Breakout Session Round 1	10:00 am – 11:00 am
Break	11:00 am – 11:15 am
Breakout Session Round 2	11:15 am – 12:00 pm
Exhibit Hall Lunch	12:00 pm – 2:00 pm
Demo Rooms	12:00 pm – 2:00 pm
Breakout Session Round 3	2:00 pm – 3:00 pm
Break	3:00 pm – 3:30 pm
Breakout Session Round 4	3:30 pm – 4:30 pm
Free Time	4:30 pm – 5:00 pm
Exhibit Hall Reception	5:00 pm – 7:00 pm
Exhibitor & Sponsor Hospitality Events	7:00 pm – 10:00 pm

2024 ILTCI Schedule

SUBJECT TO CHANGE*

TUESDAY, MARCH 19TH, 2024

Registration	7:30 am – 5:00 pm
Networking Breakfast	7:45 am – 8:45 am
Breakout Session Round 5	8:45 am – 9:45 am
Break	9:45 am – 10:00 am
Breakout Session Round 6	10:00 am – 11:00 am
Break	11:00 am – 11:15 am
Breakout Session Round 7	11:15 am – 12:00 pm
Exhibit Hall Lunch	12:00 pm – 2:00 pm
Demo Rooms	12:00 pm – 2:00 pm
Breakout Session Round 8	2:00 pm – 3:00 pm
Break	3:00 pm – 3:30 pm
Breakout Session Round 9	3:30 pm – 4:30 pm
Free Time	4:30 pm – 5:00 pm
Exhibit Hall Reception	5:00 pm – 7:00 pm
Exhibitor & Sponsor Hospitality Events	7:00 pm – 10:00 pm

WEDNESDAY, MARCH 20TH, 2024

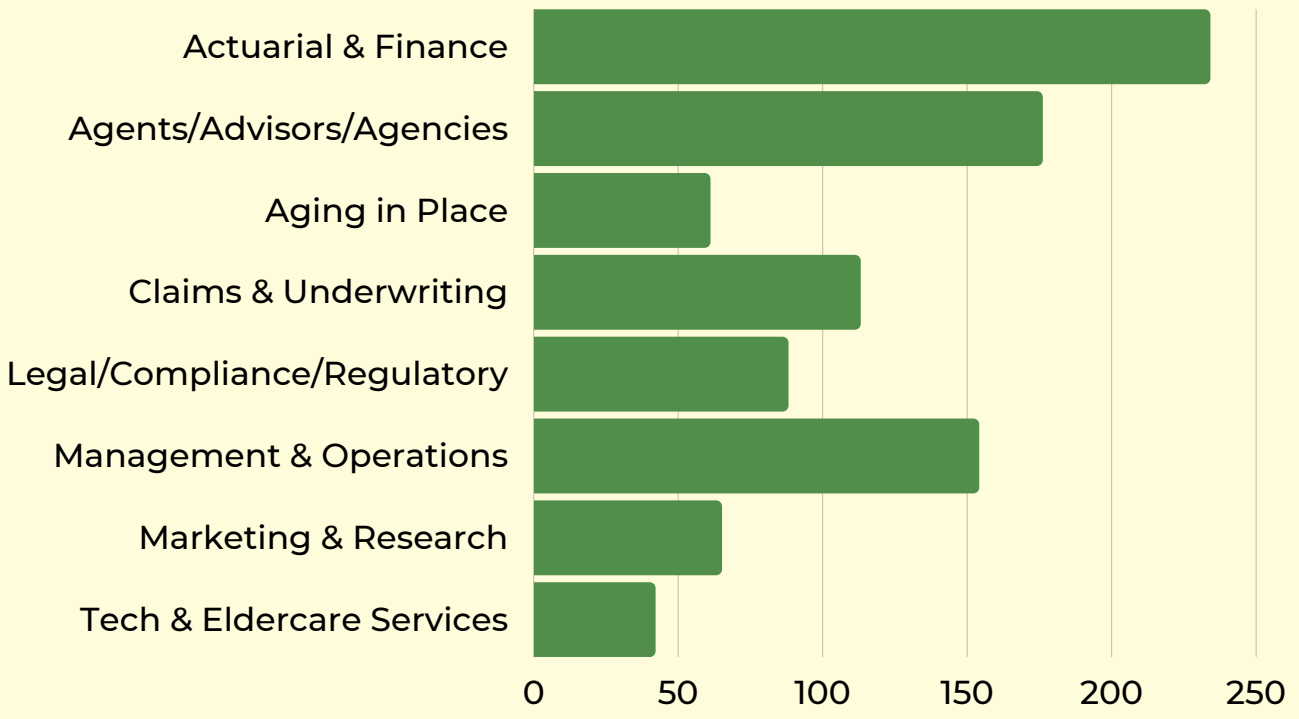
Networking Breakfast	7:30 AM to 9:00 AM
Society of Actuaries Professionalism Course	9:00 AM to 12:00 PM

If it's happening in LTC... It's happening here!

Over the past 22 years The ILTCI Conference has grown to be the nation's largest gathering of the extended care industry's top thought leaders. Professionals from all disciplines attend and participate in a concerted effort to broaden their knowledge, network, and bring more consumers to the table to plan for their long term care needs. Contributors and speakers share cutting-edge expert opinions and analysis covering diverse fields including:

- Actuarial & Finance
- Advisors, Agents & Agencies
- Aging in Place Solutions
- Claims & Underwriting
- Legal, Compliance & Regulatory
- Management & Operations
- Marketing & Research

OUR 2023 ATTENDEES





TOWN & COUNTRY RESORT

500 Hotel Circle North
San Diego, CA 92108
Hotel Phone: 619-291-7131
www.TownCountry.com

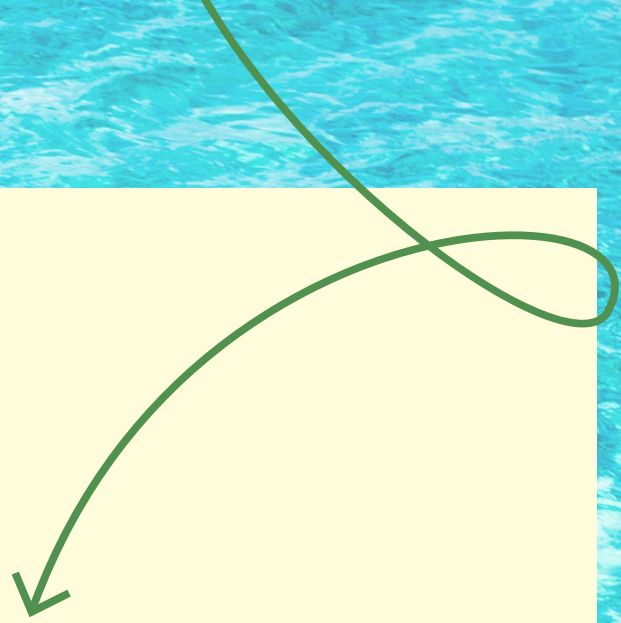
The newly renovated Town and Country Resort offers a host of dining and recreational opportunities. Retro cool, laid-back fun in the center of San Diego. Take 23 acres in bustling Mission Valley, add boundless fun, fantastic food, and a cool SoCal charisma—this is Town and Country Resort. A California icon mingling mid-century nostalgia with of-the-moment amenities and experiences.

In 2019 the Town and Country resort undertook a major renovation including upgrading guestrooms, adding new outdoor function

space, a 10,000 square foot pool deck with a 4-story waterslide, new restaurants and lounges and a new lobby. The renovation pays homage to the resort's nearly 70-year history with mid-century modern design and original artwork from local San Diego artists.

The Town and Country has been disguising pleasure as business since 1953, with plenty of après-meeting fun. With four lively restaurants and a lounge, three pools, a water slide, sand volleyball court, and fire pits, it won't be long until our attendees swap business suits for bathing suits and slide into the resort's playful spirit.

BUSINESS GROWTH THROUGH



Sponsorship & Exhibiting

Looking for a dynamic catalyst for business growth? Sponsoring or exhibiting can foster unique opportunities for companies to expand their reach, amplify brand visibility, and forge meaningful connections.

Sponsoring and exhibiting at the ILTCI Conference offers a multitude of compelling benefits for businesses in LTC. By participating, companies gain an invaluable platform to showcase their products and services directly to a targeted audience comprised of industry professionals, decision-makers, and potential clients.

Engaging in face-to-face interactions and networking at the ILTCI conference not only bolsters brand recognition but also cultivates valuable partnerships, paving the way for new collaborations and client acquisitions. Through the exchange of insights, knowledge, and innovative ideas, conference participation empowers businesses to stay attuned to market trends, refine their strategies, and ultimately, propel their growth trajectory to new heights.

Moreover, sponsorship elevates a company's brand visibility, positioning it as a prominent player and thought leader in the long-term care planning landscape. This engagement not only fosters business growth through lead generation and increased market presence but also nurtures an environment for knowledge exchange and innovation, driving the industry forward.

EXHIBITING AT A GLANCE

10 Hours of Exhibiting
Time over 3 days

SUNDAY, 3/17/2024

12:00 pm – 5:00 pm
Exhibit set up

5:00pm – 7:00pm
Evening Reception in Exhibit Hall

MONDAY, 3/18/2024

12:00 pm – 2:00 pm
Lunch in Exhibit Hall

5:00pm – 7:00pm
Evening Reception in Exhibit Hall

TUESDAY, 3/19/2024

12:00 pm – 2:00 pm
Lunch in Exhibit Hall

5:00pm – 7:00pm
Evening Reception in Exhibit Hall

7:00pm onward
Exhibitor Tear Down

BOOTH SELECTION PROCESS

Booth Selections will be completed based on Booth Size, Sponsor level (if any) and in order by Application Date. Exhibitor fees must be paid in full to select a booth location. We anticipate booth selections to begin in October.

Questions? Contact us at
info@iltconf.org

EXHIBITING

At the 2024 ILTCI Conference...

YOUR EXHIBIT FEE INCLUDES:

- Complimentary conference registration for 1-5 booth personnel (depending on booth package) who you must register online.
- Full attendee access to all meals, the exhibit hall, educational sessions, and general sessions presented at the conference.
- Exhibitor listing in the conference mobile app to include a logo, description, website link, LinkedIn link, and company contact info.
- Company listing on the Exhibitor page of the conference website which includes a link to your website.
- Post-conference mailing list of attendees.

BOOTH OPTIONS

Mini Booth - 6x10 with Only 1 Registration Included

Price is \$1,500 thru Oct 31 - \$2,000 thru 1/12/24 - \$2,250 after

The Mini Booth includes a 4 foot table with cloth covering, two chairs, printed company name on an overhead sign, a wastebasket, and wifi within the exhibit hall. Mini booths will be located together on the back wall of the exhibit hall.

Mini Booth - 6x10 with 2 Registrations Included

Price is \$2,000 thru Oct 31 - \$2,500 thru 1/12/24 - \$2,750 after

The Mini Booth includes a 4 foot table with cloth covering, two chairs, printed company name on an overhead sign, a wastebasket, and wifi within the exhibit hall. Mini booths will be located together on the back wall of the exhibit hall.

Standard Booth - 10x10 with 4 Registrations Included

Price is \$4,000 thru Oct 31 - \$4,500 thru 1/12/24 - \$4,750 after

The Standard Booth includes a 6 foot table with cloth covering, two chairs, printed company name on an overhead sign, a wastebasket, and wifi within the exhibit hall.

Large Booth - 20x10 with 5 Registrations Included

Price is \$6,500 thru Oct 31 - \$7,000 thru 1/12/24 - \$7,500 after

The Large Booth includes a 6 foot table with cloth covering, four chairs, printed company name on an overhead sign, two wastebaskets, and wifi within the exhibit hall. Large Booths have priority location selection, usually picking a prominent center island entrance location.

REFUNDS AND CANCELLATIONS

Cancellation requests received by December 15, 2023 will receive a full refund minus a \$300 administrative fee. Cancellations received after December 15, 2023 shall not result in a refund. All promotional materials, logo, and company name will be removed from the ILTCI website and Mobile App.

SPONSORING AT A GLANCE

Put your company front and center at ILTCI. Increase brand awareness and get noticed by decision makers in your target market.

The who's who of LTC are sure to be at the year's best attended conference for our industry. Don't miss out on these opportunities to make a great first impression, or to gain notoriety as an up and comer.

ARE YOU LOOKING FOR NEW CUSTOMERS & OPPORTUNITIES?

Expand Your Company's Visibility & Support in an Industry That Makes A Difference. Today, no topic garners more media or personal attention than issues involving our nation's aging population. From Alzheimer's Disease to robotics for those who've lost mobility or daily problems impacting individuals and families, America is facing a multi-faceted emergency of monumental proportions. There's no doubt that if you're engaged in an industry focused on our rapidly "graying nation", getting your message out to other professionals who share your passions and concerns is central to your success.

Questions? Contact us at
info@iltciconf.org

SPONSORING

At the 2024 ILTCI Conference...

YOUR SPONSOR FEE INCLUDES:

- For your registrants: full attendee access to all meals, the exhibit hall, educational sessions, and general sessions presented at the conference.
- Sponsor listing in the conference mobile app to include a logo, description, website link, LinkedIn link, and company contact info.
- Company listing on the Sponsor page of the conference website which includes a link to your website.
- Social Media Thank You Post on LinkedIn - Individual for Diamond, grouped for other levels.
- Priority Booth selection if your company adds on a booth.
- Acknowledgement at the Opening Session of ILTCI.
- Big savings off our regular \$1,145 conference registration fee for your attendees
- NEW for 2024 - prepay your allowed attendees for only \$475 each

SPONSOR LEVEL OPTIONS

Silver Sponsor

Price is \$3,500 thru Oct 31 - \$4,000 thru 1/12/24 - \$4,500 after

Up to 8 attendees at \$500 each*. Company Name on the Exhibit Hall Entry Unit.

Gold Sponsor

Price is \$5,000 thru Oct 31 - \$6,000 thru 1/12/24 - \$6,500 after

Up to 12 attendees at \$500 each*. Company Name on the Exhibit Hall Entry Unit.

Platinum Sponsor

Price is \$6,000 thru Oct 31 - \$7,000 thru 1/12/24 - \$7,500 after

Up to 15 attendees at \$500 each*. Logo on the Exhibit Hall Entry Unit.

Diamond Sponsor

Price is \$7,500 thru Oct 31 - \$8,500 thru 1/12/24 - \$9,000 after

Up to 18 attendees at \$500 each*. Large logo on the Exhibit Hall Entry Unit. Diamond Sponsor recognition in the footer of conference emails to attendees. Includes Pre & Post Conference Attendee list. New for 2023: Priority access to our top 4 customized sponsorships thru 10/31/2023.

*\$500 valid thru Early Bird deadline of 1/18/2024 and \$600 after.

Additional company employee attendees may register for only \$625 thru 1/18/2024, and then \$725, under their sponsoring company as a discount on the full \$1,145 price. Only employees of a company may utilize the registration discounts of sponsors. New for 2023: Prepay rate of \$475 available to sponsors to prepay their attendee slots.

REFUNDS AND CANCELLATIONS

Cancellation requests received by December 15, 2023 will receive a full refund minus a \$300 administrative fee. Cancellations received after December 15, 2023 shall not result in a refund. All promotional materials, logo, and company name will be removed from the ILTCI website and Mobile App.

CUSTOMIZED SPONSORSHIP OPPORTUNITIES AVAILABLE TO ALL

TRACK SPONSORSHIP - \$4,000 - 7 TRACKS AVAILABLE*

Sponsor an educational track to establish your organization as a thought leader with attendees. Your logo will be featured on a sponsorship slide at the start of all sessions within the track. Your sponsorship of the track sessions will also be listed in the track's session within the mobile app, and noted as the track sponsor on the track mission statement page of our website. *Max of two sponsors per track.

SESSION SPONSORSHIP - \$1,000 PER SESSION

Sponsor an educational track to establish your organization as a thought leader with attendees. Your logo will be featured on a sponsorship slide at the start of the session. Your sponsorship of the session will also be listed on the session within the mobile app.

EXHIBIT HALL OPEN BAR - \$3,250/NIGHT - 1 AVAILABLE

Your logo on stir sticks and cocktail napkins, branded thank you signage at the open bars in the exhibit hall for one evening exhibit hall reception (Sunday, Monday, or Tuesday). One (1) push notification thank you in the app linked to your company, (1) social media thank you post, and attribution on the reception listing in the agenda page of our website. Price includes printing and shipping of items.

EXHIBIT HALL BINGO CARD/PRIZE - \$3,000 - 1 AVAILABLE

Your logo on the bingo card used in the exhibit hall for attendees to visit all booths. A representative from your company will help announce the winner of the exhibit hall grand prize. Also included is one (1) push notification thank you in the app linked to your company, (1) social media thank you post, and attribution on the exhibit hall map page of our website.

REFRESHMENT BREAKS - \$2,500 - 1 AVAILABLE

Your logo on refreshment break napkins provided during six (6) session breaks Monday (3) & Tuesday (3). Sponsor attribution included on refreshment break listings within the mobile app and agenda page of the website. Price includes printing and shipping of items.

CUSTOMIZED SPONSORSHIP OPPORTUNITIES

Diamond Sponsors have priority selection access the following options through 10/31/2023. After that date these will be available to any other company interested, if not sold. Diamond Sponsors wishing to select one of these options should send a completed sponsorship form to info@iltciconf.org and be prepared to make payment in full within 30 days.

HOTEL KEYCARDS - \$7,000 - 1 AVAILABLE

Your logo on one side of the hotel keycard given out to all attendees staying at our host hotel. Price includes printing and shipping of cards.

MOBILE APP SPONSORSHIP - \$6,000 - 1 AVAILABLE

Maintain visibility for your company before and during the conference. We anticipate the app to launch in January 2023. Your logo will be on a banner ad in mobile app linked back to company profile. It will also be included in all Pre/Post-conference mobile app related emails. Also included is One (1) push notification thank you in the app linked to your company, (1) social media thank you post, and attribution on the Mobile App page of our website.

CONFERENCE LANYARDS - \$6,000 - 1 AVAILABLE

Your logo on the lanyards of all attendees. Price includes printing and shipping of the lanyards. Any extras will be sent home with you at the close of the conference.

WELCOME BAG - \$5,000 - 1 AVAILABLE

Your logo on 500 welcome bags available to all attendees. Price includes printing and shipping of the bags. Any extras will be sent home with you at the close of the conference. You are welcome to stuff collateral within the bags on Sunday prior to conference kickoff. We can provide a location for you to do so.

2023 ILTCI SPONSORS

DIAMOND SPONSORS



PLATINUM



GOLD



SILVER



2023 ILTCI EXHIBITORS

- Aetna
- AHIP
- Alzheimer Association
- Amada Senior Care
- Amicus Brain Innovations, Inc
- Assured Allies
- Benekiva
- BIS Consultants, Inc
- Brighthouse Financial
- BuddyIns
- CareTree
- CHCS Services, Inc.
- Claims Bureau
- CLTC
- ComForCare
- Continental General
- Davies
- Diligence International Group, LLC
- ElliQ by Intuition Robotics
- eNoah
- EquiTrust Life Insurance Company
- Federal Life Insurance Company
- Gallagher Re Inc.
- Home Instead
- Homethrive, Inc.
- HonorShield
- Horsemen Investigations
- illumifin
- Independent Living Systems
- Integrity Marketing Group
- Korr
- Labrador Systems, Inc
- LeClair Group
- Life Line Screening
- LifeSecure Insurance Company
- Lincoln Financial Group
- Long Term Solutions
- Longbridge Financial
- LTC Global, Inc.
- Management Data Inc.
- MIB and Paperless Solutions Group
- Milliman
- Montoux
- Moody's Analytics
- Mutual of Omaha
- NAIFA
- Nationwide
- NGL
- Oliver Wyman
- OneAmerica
- PBI Research
- PolySystems
- PwC
- Retirement Genius
- Risk Strategies Consulting
- Sagility
- Securian Financial
- Simplicity ABLTC
- Slope Software
- Society of Certified Senior Advisors
- TCARE
- The Helper Bee's
- The Krause Agency
- Thrivent
- Vet Assist
- Wellsaid.ai



ABOUT US

The Intercompany Long-Term Care Insurance Conference Association, Inc. (ILTCi) is a public non-profit, charitable, scientific, educational tax-exempt benefit corporation (501(c) (3)).

OUR PRIMARY MISSIONS ARE TO:

- Provide educational events, including an annual conference for representatives of the long-term/extended care insurance community and other strategic allies, including providers, public policy institutions, professional organizations, federal, state, and local government agencies, and the public.
- Provide networking opportunities for individuals with an interest in extended care issues including long-term-care insurance and/or financing options.
- Facilitate communication among the broad spectrum of industry thought leaders enabling them to share information about skills and skill development, current and/or proposed methodology, tools, technology, and organizational issues.
- Increase public awareness of extended care needs and financing options.
- Foster research, reports, meetings, and workshops addressing funding mechanisms for long term and extended care services.
- Foster alliances between public and private sectors to seek solutions for the catastrophic long term care risks facing American society and to lessen the costs borne by federal and state governments under current funding mechanisms.
- Foster alliances between public and private sectors to help educate the American public on the nature of long term care risks and their financial implications.

Your participation in our Annual Conference and support of our multiple initiatives helps a diverse group of Americans grappling each day with the impacts of our aging society. We look forward to having you being part of our growing community as we work to make a difference.