THE ILTCI CONFERENCE

#iltci - ILTCIconf.org

SPONSOR & EXHIBITOR PROSPECTUS

March 14-17, 2027
JW Marriott
Indianapolis, IN



ILTCI 2027 · JW Marriott Indianapolis · March 14-17, 2027

IN IT FOR THE LONG RUN.

Welcome ...

Some races are won in a single burst of speed. Ours is won by going the distance — year after year, relationship after relationship. That's why, as we head to Indianapolis, this year's theme fits us perfectly: **In It for the Long Haul.**

For decades, the ILTCI Conference has been where long-term care's producers, carriers, marketers, and actuaries come together — not just to network, but to build the partnerships that carry them through an entire career in this industry. As an exhibitor or sponsor, you're not buying a few days of visibility; you're securing a seat at the table with the decision-makers shaping where long-term care goes next. Whether you've been on this track with us for years or you're pulling into pit lane for the first time, you'll find a room built for serious conversations, real connections, and long-term returns. So gear up and join us in Indianapolis — because in this industry, like in racing, it's never about one lap. It's about staying in it for the long haul.

Iltci Board of Directors

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KEY DATES

11/25/2026 - First price increase for Exhibitor/Sponsor Options
12/18/2026 - Cancellation Deadline
1/15/2027 - Final price increase for Exhibitor/Sponsor Options & Early Bird Attendee Pricing Deadline

2027 ILTCI Schedule

SUBJECT TO CHANGE*

SUNDAY, MARCH 14, 2027

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
First Time Attendees Reception	4:30 PM to 5:00 PM
Exhibit Hall Opening Reception	5:00 PM to 7:00 PM
Exhibitor/Sponsor Hospitality Events	7:00 PM onward

MONDAY, MARCH 15, 2027

Registration	7:30 am – 6:00 pm
Networking Breakfast	7:30 am – 8:30 am
Opening Address & Keynote	8:30 am – 10:15 am
Break – Transition to Breakouts	10:15 am – 10:45 am
Breakout Session Round 1	10:45 am – 11:45 am
Exhibit Hall Lunch	11:45 am – 1:45 pm
Breakout Session Round 2	1:45 pm – 2:30 pm
Break	2:30 pm – 3:00 pm
Breakout Session Round 3	3:00 pm – 3:45 pm
Break	3:45 pm – 4:15 pm
Breakout Session Round 4	4:15 pm – 5:00 pm
Exhibit Hall Reception	5:00 pm – 7:00 pm
Exhibitor & Sponsor Hospitality Events	7:00 pm – 9:00 pm

TUESDAY, MARCH 16, 2027

Registration	7:30 am – 5:00 pm
Networking Breakfast	7:45 am – 8:45 am
The ILTCI Innovation 500	8:45 am – 10:15 am
Break – Transition to Breakouts	10:15 am – 10:45 am
Breakout Session Round 5	10:45 am – 11:45 am
Exhibit Hall Lunch	11:45 am – 1:45 pm
Breakout Session Round 6	1:45 pm – 2:30 pm
Break	2:30 pm – 3:00 pm
Breakout Session Round 7	3:00 pm – 3:45 pm
Break	3:45 pm – 4:15 pm
Breakout Session Round 8	4:15 pm – 5:00 pm
Exhibit Hall Reception	5:00 pm – 7:00 pm
Exhibitor Breakdown	7:00 pm – 10:00 pm

WEDNESDAY, MARCH 17, 2027

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

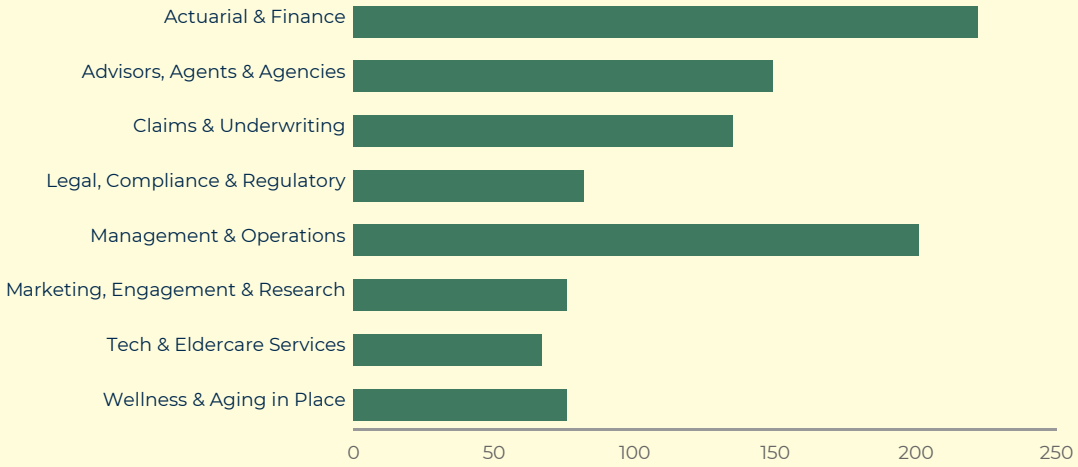
If it's happening in LTC... It's happening here!

Over the past 26 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, Engagement & Research

OUR 2026 ATTENDEES

Over 1,000 attendees for two years running, up from the 900s the two years prior.



Is ILTCI the Right Room for You?

Whatever lane you're in — actuarial and finance, distribution, claims and underwriting, legal and compliance, operations, marketing and research, or aging-in-place and wellness — your buyers are already on the track. ILTCI draws the full field of long-term care decision-makers, not just one corner of it. If your product or service touches any part of how this industry runs, this is where you get in front of the people who run it.



JW MARRIOTT INDIANAPOLIS

10 S West St
Indianapolis, IN 46204
Hotel Main Number: (317) 860-5800
Conference Room Rate: $249/night

Rising along the White River at the heart of downtown, the JW Marriott Indianapolis puts you steps from everything the conference has to offer. A climate-controlled skywalk connects the hotel directly to the Indiana Convention Center and Lucas Oil Stadium, so sessions, receptions, and your room are never more than a short, weather-proof walk apart. Inside, floor-to-ceiling windows frame sweeping skyline views, four distinctive restaurants and lounges keep every meal effortless, and a AAA Four-Diamond level of service polishes every detail. Step outside and White River State Park's museums, trails, and riverfront dining are right at your fingertips. Come for the sessions, stay for a downtown Indianapolis experience built to make this year's conference one to remember.

BUSINESS GROWTH THROUGH

Sponsorship & Exhibiting

Ready to put your brand in front of the people shaping the future of long-term care? Sponsoring and exhibiting at ILTCI 2027 puts your company at the center of the industry's most important conversations.

- **Direct access to decision-makers – connect face-to-face with the agents, carriers, and executives driving purchasing decisions across the industry.**
- **Brand visibility that works overtime – your name in front of attendees through the exhibit hall, mobile app, and conference materials.**
- **A room full of engaged buyers – reach professionals who are actively evaluating new products, services, and partners.**
- **Real relationships, not just leads – build connections that turn into lasting partnerships, not one-off booth visits.**
- **A stage for your expertise – position your team as a trusted voice in the LTC conversation through networking and visibility.**

EXHIBITING
At the 2027 ILTCI Conference...

EXHIBITING AT A GLANCE

10 Hours of Exhibiting Time over 3 days

SUNDAY, 3/14/2027
12:00 pm – 4:30 pm
Exhibit set up

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

MONDAY, 3/15/2027
11:45 am – 1:45 pm
Lunch in Exhibit Hall

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

TUESDAY, 3/16/2027
11:45 am – 1:45 pm
Lunch in Exhibit Hall

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

7:00pm onward
Exhibitor Tear Down - No breakdown is allowed prior to 7:00PM

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 November.

EVERY LEVEL, REAL SAVINGS

Non-profits deduct $500 from any level; first-time exhibitor companies deduct $250 (the First Lap credit).

Questions? Contact us at info@iltciconf.org

YOUR EXHIBIT FEE INCLUDES:

- **NEW** Free Lead Management app included for all exhibitors — scan badges on-site and walk away with exportable attendee data — no extra cost, no extra equipment.
- 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

NEW Foyer Hightop with 1 Registration Included
Price is $750 for 1 Day - $1,450 for 2 Days - $2,100 for 3 Days
Hightop in the foyer area entrance to the exhibit hall. Available for single days of your choice or the full conference.

Mini Booth - 6x10 with 2 Registrations Included
Price is $2,450 thru Nov 25 - $2,650 thru 1/15/27 - $2,950 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 $4,900 thru Nov 25 - $5,400 thru 1/15/27 - $5,650 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 $7,750 thru Nov 25 - $8,250 thru 1/15/27 - $8,500 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 18, 2026 will receive a full refund minus a $300 administrative fee. Cancellations received after December 18, 2026 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 the 2027 ILTCI Conference...

SPONSORING AT A GLANCE

Building your ILTCI presence takes three decisions, not thirty.

Step 1: pick your sponsorship level.
Step 2: own the Lane where your exact buyers sit.
Step 3: add the moments that fit your goals — each listed under the question it answers.

Not sure where you fit? Skip the reading. Tell us your goal and budget and you'll have three tailored options by tomorrow.

EVERY LEVEL, REAL SAVINGS

Non-profits deduct $500 from any level; first-time sponsor companies deduct $250 (the First Lap credit).

Sponsor Attendee Registrations are $530 each thru early bird and only $850 for registrations after the max discount for your sponsorship level.

PRICE INCREASES

Please note that the prices as listed for the four sponsorships on this page will increase $500 after 11/25/2026 and an additional $250 after 1/15/2027.

Questions? Contact us at info@iltciconf.org

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 per details below.
- Priority Booth selection, if your company adds on a booth.
- Acknowledgement at the Opening Session of ILTCI.
- Discounted Sponsor Attendee Registration of only $530/each during Early Bird (thru 1/15/27) and $630 after. Big savings off our regular $1,080 conference registration fee. Max discount registration slots per level as listed below.

SPONSOR LEVEL OPTIONS

Pit Crew — $2,750 · up to 6 Registrations · NEW STRUCTURE

Logo on the exhibit hall entry unit, listings on the website and app, grouped social recognition, and a mention in our countdown emails.

Front Row — $5,500 · up to 12 Registrations · NEW STRUCTURE

Logo on the exhibit hall entry unit, plus website and app listings, grouped social thank-you, and booth selection right behind Diamond. The right level for a growing company that wants real visibility without the full Diamond commitment.

Diamond — $8,500 · up to 20 Registrations

Large logo on the exhibit hall entry unit, your own individual social post, recognition in our email footer and on the homepage, the pre- and post-conference attendee list, and priority booth selection. Twenty-one companies chose Diamond last year!

****NEW** Pole Position — $18,500 · up to 30 Reg · Only 2 Available**

Everything in Diamond, plus: a private Team Paddock meeting room Sun–Tue, your logo on the confirmation email every registrant opens, a dedicated app push and email spotlight, a $2,500 credit toward any other sponsorship option*, top billing everywhere, first pick of booth if you opt to exhibit.

SOLD!

*Diamond+ Options aren't available to Pole Position sponsors during the initial sales window. Any Diamond+ item still unsold after November 25 opens as a standalone add-on — bundle price less the $8,500 Diamond value — to any companies attending the conference, sponsor or not, Pole Position included.

REFUNDS AND CANCELLATIONS

Cancellation requests received by December 18, 2026 will receive a full refund minus a $300 administrative fee. Cancellations received after December 18, 2026 shall not result in a refund. All promotional materials, logo, and company name will be removed from the ILTCI website and Mobile App.

The Diamond+ Options

Exclusive paired pricing of a Diamond Sponsorship (Valued at $8,500) with our top requested sponsorship options.
Reserved for Diamond-level sponsors through November 25 — any item still available after that date opens as a standalone add-on, at the bundle price less the $8,500 Diamond value, to any company attending the conference.

+ CONFERENCE LANYARDS - $17,000 - 1 AVAILABLE

Diamond Sponsorship + 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.

+ MOBILE APP SPONSORSHIP - $16,000 - 1 AVAILABLE

Diamond Sponsorship + Maintain visibility for your company before and during the conference. We anticipate the app to launch in February 2027. 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.

SOLD!

+ KEYNOTE SPEAKER - $16,000 - 1 AVAILABLE

Diamond Sponsorship + Lock in your opportunity to briefly address our attendees and introduce the keynote speaker. Your company will receive On-screen brand recognition, Reserved seating during session, One (1) push notification thank you in the app linked to your company, (1) social media thank you post, sponsorship notation on any emails promoting the keynote, and attribution on the Keynote Speaker page of our website and in our November promo webinar.

NEW

+ "OWN THE COUNTDOWN" BUNDLE - $16,000 - I AVAILABLE

Diamond Sponsorship + Momentum Check emails + the Lap Counter tracker + the post-event series — one sponsor riding the entire attendee journey from announcement to the 2028 save-the-date. (See page 11 for expanded details of the items included)

Own Your Lane & Add Your Moments

LANE (TRACK) SPONSORSHIP - $4,500 - 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

One session, your logo on screen, your name in the app. Upgrade to the full Lane at any time and this credits toward it.

HOTEL KEYCARDS — $12,000 · 1 AVAILABLE

Your logo in every attendee's pocket staying in our room block at the JW Marriott, touched a dozen times a day, all week. Sold out last year; it will sell out again.

NEW

FUEL STOP WATER STATIONS + REUSABLE CUP — $12,000 · 1 AVAILABLE

Every water station wrapped in your brand, plus a reusable cup in every attendee's hand from badge pickup on.

CHECKERED WELCOME TOTE — $6,500 · 1 AVAILABLE

SOLD!

The bag every attendee carries through the hall, the sessions, and the airport home — your logo on the side of all of it.



NEW

PIT CREW STAFF JACKETS — $4,500 · 1 AVAILABLE

Session room scanning staff wear the seven lane colors with your logo on it — your brand on every person attendees turn to for help, at the entrance to every room, all three days.

WIFI SPONSORSHIP — $4,000 · 1 AVAILABLE

SOLD!

Your company name is the password — typed by a thousand people, posted in the app and printed on the back of the attendee badge, impossible to forget.

Add Your Moments: Own the Room



NEW

"WHAT STARTS HERE…" NOTEBOOKS — $6,000 · 1 AVAILABLE

A pocket notebook at every badge pickup, your brand on a desk object that outlives the conference by months. Optional 'with pen' upgrade available.

NEW

GREEN FLAG MOMENT — $5,000 · 1 AVAILABLE

A thousand people wave your logo on green flags together as ILTCI 2027 officially starts. The photo of the conference — reused in every recap and all of next year's marketing, with your brand in every hand.

REFRESHMENT BREAKS — $4,000 · 1 AVAILABLE

SOLD!

Six session breaks, your logo on every coffee sleeve, napkin, and break listing in the app — the sponsor of the moment everyone actually looks forward to.

EXHIBIT HALL BINGO CARD — $3,250 · 1 AVAILABLE

SOLD!

The game that walks every attendee to every booth, with your brand on the card and your MC announcing the grand-prize winner.

NEW

TACHOMETER COLLECTIBLE PIN — $3,000 · 1 AVAILABLE

The year's collectible — badge flair attendees actually keep, with a new edition every year.

EXHIBIT HALL OPEN BAR — $3,000 PER NIGHT · 3 NIGHTS

Your logo on the stir sticks, napkins, and signage at the reception where the real deals happen. Three nights; pick yours before someone else does. (SUNDAY NIGHT IS SOLD)

NEW

"I'M IN" BADGE FLAIR — $2,750 · 1 AVAILABLE

Conference & Sponsor Co-branded sticker sheets at registration — badge and laptop flair that photographs in every session room and LinkedIn post for months after.

Not Sure Where You Fit?

Skip the reading. Tell us your goal and your budget and you'll have three tailored options by tomorrow. Email us at info@iltciconf.org

Add Your Moments: Stay Connected & Give Back

"I want to stay in their inbox and feed for months."

All options below are New Sponsorships!!

MOMENTUM CHECK EMAIL SERIES — $3,500 · 2 AVAILABLE

SOLD!

Your logo and message in the monthly countdown email the whole industry opens, October through February. Six-plus sends, one sponsor, months of repetition — the way brands actually get remembered.

MOMENTUM MAKERS PROFILE SERIES — $2,500 · 1 AVAILABLE

Present the monthly profiles of the industry's innovators — your brand attached to the stories people share.

LAP COUNTER REGISTRATION TRACKER — $2,500 · 1 AVAILABLE

Your logo on the website home page registration tracker every prospective attendee checks — plus a sponsored celebration post each time we cross 500, 750, and 1,000 registrations. You sponsor the momentum itself.

KEEP THE MOMENTUM POST-EVENT SERIES — $2,500 · 1 AVAILABLE

The three emails everyone opens after the conference — the post-conference thank-you and survey (the highest-open send of the year), the survey reminder & wrap-up, and the opening 2028 launch email. The only sponsorship that keeps working after everyone flies home.

"I want to champion the next generation."

Rookie Class Sponsor (Future Leaders Program) - $4,000 - 1 Available

Put your name on the industry's future: "Future Leaders Program, Sponsored by [You]." Host the cohort's lunch, have one mentor role the program, send two of your own early-career people through the program free, and take home the opt-in list of the industry's next leaders. Costs less than one campus career fair, and says more.

Not Sure Where to Start? Three Proven Combinations to Consider

The First Lap — $5,250

Pit Crew level + "I'm In" Badge Flair. A first sponsorship that gets your logo in the conference space, in the app, and on a thousand badges.

The Audience Owner — $10,000

Front Row level + your Lane. Real visibility everywhere, and seven sessions of exactly your buyers hearing your name out loud.

Everywhere They Look — $18,000

Diamond + your Lane + a signature moment with the Green Flag. Top-tier presence, your exact audience, and the photo everyone shares.

2026 ILTCI SPONSORS

DIAMOND SPONSORS

CareScout
CG CONTINENTAL GENERAL
Davies
大成 DENTONS
ERAC a heritage GE company
faegre drinker
FUZION
illumifin
INTEGRITY
LifeCare
Milliman
Mutual of Omaha
Nationwide is on your side
NEW YORK LIFE
NGL
OneAmerica Financial
Prudential
SAUL EWING
securian FINANCIAL
thrivent
wellcove by OHCS Services

PLATINUM

unum

GOLD

CNA
MassMutual 175
Northwestern Mutual
NPFBA NATIONAL PEACE OFFICERS AND FIREFIGHTERS BENEFIT ASSOCIATION
RGA

SILVER

Deloitte.
EquiTrust Life Insurance Company
John Hancock
RISK strategies

2026 ILTCI EXHIBITORS

ABL Tech
adamsbridge
Aging Forward
Alzheimer's Association
Amada Senior Care
Assured Allies
Berwyn Group
BIS Consultants, Inc.
BrainHealth.net
CareScout
Claims Bureau USA, Inc.
CLTC - Certification for Long-Term Care
ComForCare
Continental General
Cornerstone Caregiving
Davies
Diligence International Group
eNoah iSolutions, Inc.
Ensight
EquiTrust Life Insurance Company
Global Atlantic
Guidehouse
HighTechLending Inc
Homethrive
iCover
illumifin
Insurance Advisors Direct, LLC
JAZ Medical
John Hancock
Krause Agency
LifeSecure Insurance
Lincoln Financial Distributors, Inc.
Long Term Solutions
LTC Global, Inc.
Milliman
Mutual of Omaha
NAIFA
Nationwide
New York Life
NGL
Nomad-Data
Oliver Wyman Actuarial Consulting
OneAmerica Financial
Pathwork
Presidential Life Insurance Company
ReleasePoint
Right at Home
Risk Strategies Consulting
Roam
Sagility LLC
Securian Financial
SimpleC
Society of Certified Senior Advisors
Solvrays
The Helper Bees
Thrivent
UnderwriteMe
Uniblox
Verisk
Vivo
Waterlily
Wellcove

THE ILTCI CONFERENCE

INSPIRE • LEAD • TRUST
COLLABORATE • INNOVATE

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.