



THE
ILTCI
CONFERENCE

#iltci - ILTClconf.org

SPONSOR & EXHIBITOR PROSPECTUS

March 9-11, 2025
Marriott Downtown
Philadelphia, PA



Welcome ...

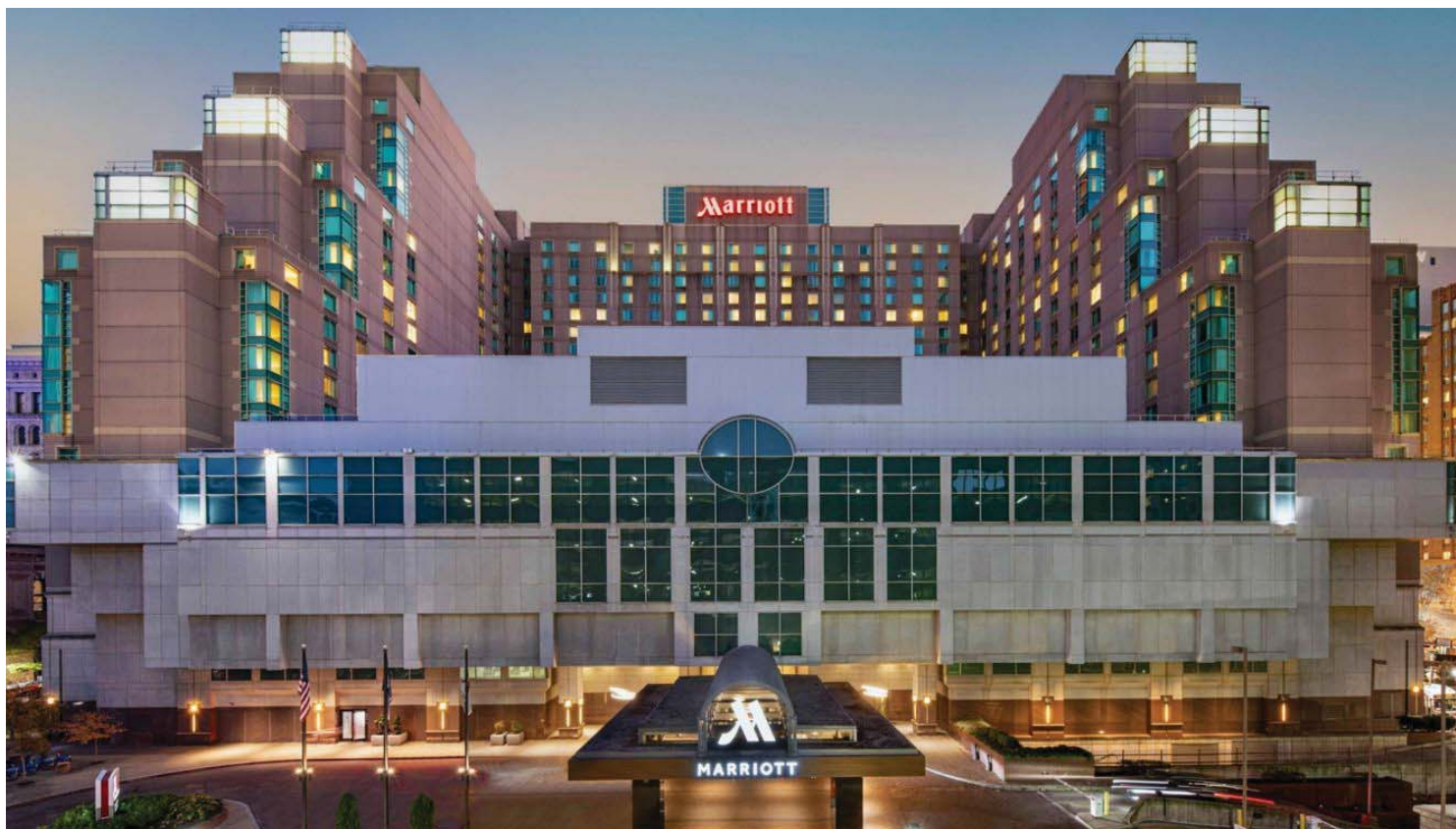
The ILTCI Conference setting facilitates in-depth networking, enabling businesses to forge essential partnerships, cultivate relationships, and stay attuned to emerging trends and best practices.

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!

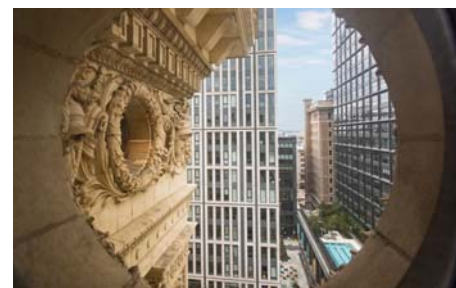
Itlci Board of Directors

TABLE OF CONTENTS

- 2** Attendee Profiles
- 3** Hotel Info
- 5** Exhibiting
- 6** Sponsorship
- 7** Customized Sponsorships
- 9** 2024 Sponsors
- 10** 2024 Exhibitors
- 11** About us...



MARRIOTT DOWNTOWN



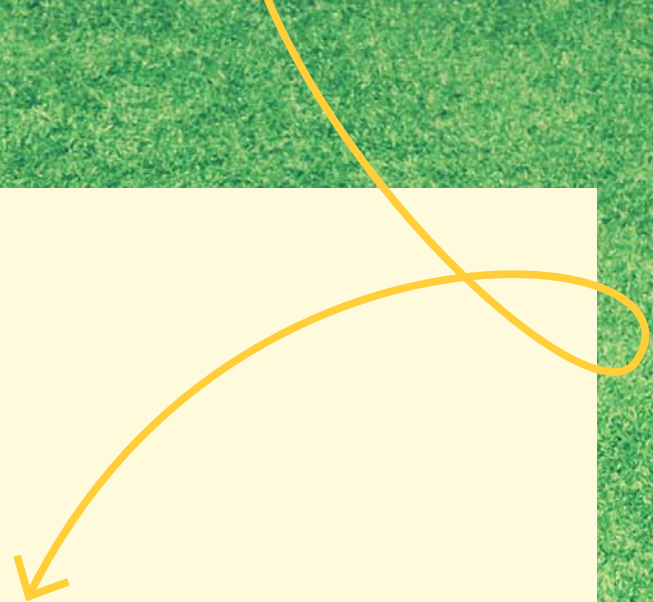
1201 Market Street, (guest entrance at 1200 Filbert Street)
Philadelphia, Pennsylvania, USA, 19107
Hotel Main Number: 215-625-2900
Conference Room Rate: \$219/night

At the heart of City Center, Philadelphia Marriott Downtown makes the entire city easily accessible. Explore it all with fresh eyes – from the history of Independence Hall to delicious discoveries at Reading Terminal Market and the excitement of the famed Fashion District. Within the hotel, find the comforts you crave with spacious, welcoming rooms and signature hospitality at every turn. You'll be treated to unexpected delights around every corner – from fun and games at our arcade and bowling alley to invigorating workouts in our fitness center or indoor lap pool.

Keep up with your fitness routine so you can feel great about indulging in the full Philly experience. Our state-of-the-art Health Club features everything from free weights and yoga mats to Peloton bikes and a full range of cardio equipment. For a refreshing workout, check out our heated indoor lap pool on the 7th floor.

Whether it's your first visit or you are a seasoned Philly traveler, always find new perspectives and new favorite places in this amazing city.

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, 3/9/2025

12:00 pm – 5:00 pm
Exhibit set up

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

MONDAY, 3/10/2025

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

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

TUESDAY, 3/11/2025

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 November.

Questions? Contact us at
info@iltconf.org

EXHIBITING

At the 2025 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 29 - \$2,000 thru 1/17/25 - \$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 29 - \$2,500 thru 1/17/25 - \$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 \$4,500 thru Oct 29 - \$5,000 thru 1/17/25 - \$5,250 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 \$6,750 thru Oct 29 - \$7,250 thru 1/17/25 - \$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 13, 2024 will receive a full refund minus a \$300 administrative fee. Cancellations received after December 13, 2024 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 2025 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 \$1,075 conference registration fee for your attendees
- Option to prepay your allowed attendees for only \$475 each. Must be paid for by 1/17/2025 or the price reverts to full price.

SPONSOR LEVEL OPTIONS

Silver Sponsor

Price is \$3,500 thru Oct 29 - \$4,000 thru 1/17/25 - \$4,250 after

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

Gold Sponsor

Price is \$5,000 thru Oct 29 - \$5,500 thru 1/17/25 - \$6,750 after

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

Platinum Sponsor

Price is \$6,000 thru Oct 29 - \$6,500 thru 1/17/25 - \$6,750 after

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

Diamond Sponsor

Price is \$8,000 thru Oct 29 - \$8,500 thru 1/17/25 - \$8,750 after

Up to 20 attendees at \$500 each*. Large logo on the Exhibit Hall Entry Unit. Diamond Sponsor recognition in the footer of conference emails to attendees & home page of the conference website. Includes Pre & Post Conference Attendee list.

*\$500 valid thru Early Bird deadline of 1/17/2025 and \$600 after.

Additional company employee attendees may register for only \$625 thru 1/17/2025, and then \$725, under their sponsoring company as a discount on the full \$1,075 price. Only employees of a company may utilize the registration discounts of sponsors.

REFUNDS AND CANCELLATIONS

Cancellation requests received by December 13, 2024 will receive a full refund minus a \$300 administrative fee. Cancellations received after December 13, 2024 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.

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.

REFRESHMENT BREAKS - \$3,500 - 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.

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

DIAMOND + SPONSORSHIP OPPORTUNITIES

Diamond Sponsors have special paired pricing this year with our top requested sponsorship options.

Diamond Sponsors wishing to select one of these options should send a completed sponsorship form starting August 28th at 11am ET/8am PT to info@iltciconf.org, and be prepared to make payment in full within 30 days.

+ HOTEL KEYCARDS - \$15,000 - 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 - \$15,000 - 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 - \$15,000 - 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.

+ KEYNOTE SPEAKER - \$15,000 - 1 AVAILABLE

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.

2024 ILTCI SPONSORS

DIAMOND SPONSORS



PLATINUM



GOLD



SILVER



2024 ILTCI EXHIBITORS

Aetna
AHIP
Alzheimer's Association
Amada Senior Care
Assured Allies
Benekiva
BIS Consultants, Inc.
California Broker Magazine
CareGo by Sompoh Horizon
Carescout
Claims Bureau
CLTC
ComForCare
Continental General
Davies
Dilligence International Group, LLC
eNoah iSolution, LLC
Ensign
EquiTrust Life Insurance Company
Express Imaging Services
Home Instead Inc.
Homethrive
Horsemen Investigations
illumifin
Independent Living Systems
Insurance News Net
Integrity Marketing Group
Jahnke Consulting Inc.
Korr Inc
LifeLine Screening

LifeSecure Insurance Company
Lincoln Financial Group
Long Term Solutions
LTC Global, Inc.
MassMutual
Milliman, Inc.
Moody's Analytics
Mutual of Omaha
NAIFA
National Guardian Life Insurance Company
Nationwide
Oliver Wyman
OneAmerica Financial
PBI Research Services
PolySystems, Inc.
ReminderMedia
Retirement Genius
Risk Strategies Consulting
Sagility
Securian Financial
Society of Certified Senior Advisors
TCARE
The Helper Bees
The Berwyn Group
The Krause Agency
Thrivent
Waterlily
Wellcove
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.