

# **AGILE**

AXXESS GROWTH INNOVATION & LEADERSHIP EXPERIENCE

APRIL 21 - 24, 2024

2024

**SPONSORSHIP PROSPECTUS**

LET'S BUILD THE FUTURE OF  
CARE AT HOME, **TOGETHER**

## CONFERENCE OVERVIEW

Delivering the best healthcare at home requires leadership, innovation and fresh ideas. A shift in workforce needs, healthcare consumer demands and other market forces require new thinking and new solutions. Collective engagement and wisdom are needed now, more than ever, to meet the rapidly growing demand for quality care at home for more people globally.

AGILE will provide knowledge, insights and leadership approaches through powerful keynotes, on-site educational sessions, and exclusive on-demand content providing up to 25 CEUs for attendees.



SUNDAY, APRIL 21 -  
WEDNESDAY, APRIL 24, 2024



IRVING CONVENTION CENTER  
DALLAS, TX

# AGILE

AXXESS GROWTH INNOVATION & LEADERSHIP EXPERIENCE

## WHAT TO EXPECT



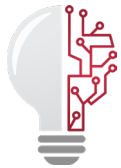
### GENERAL SESSIONS

Dynamic speakers discussing topics including leadership and culture, workforce management, public policy and interoperability



### EDUCATION SESSIONS

Home health, hospice, palliative, home care, financial and management tracks



### AXXESS TECHNOLOGY SHOWCASE

An Axxess experience showcasing new solutions developed by Axxess



### INNOVATION SHOWCASE

Interact directly with attendees and show them how your organization can empower them to provide better patient care



### NETWORKING AND ENTERTAINMENT

Networking and relationship building opportunities will be offered throughout the event as will great food, entertainment and fun



### INTERACTIVE EXPERIENCES

Experience what it's like to live with dementia and get hands-on experiences with new technology solutions



### AXXESS TRAINING AND CERTIFICATION

Attendees receive exclusive leadership content developed for AGILE participants



AXCESS GROWTH INNOVATION & LEADERSHIP EXPERIENCE

## SPONSORSHIP VALUE

Whether your objectives are to meet prospective clients, build relationships or win new business, our sponsorship packages were designed to provide you with a tailored sponsorship experience that enables your business to thrive.



**65%**

C-Suite,  
Administrator, or  
Business Director  
Attendees



**3**

Full Days of  
Exclusive  
Networking  
Opportunities



**300+**

Industry Leaders,  
Investors, Thought  
Leaders, Providers,  
and Innovators



**5**

Keynote Sessions  
Featuring Thought  
Leaders and  
Motivational Speakers



**20**

Educational Sessions  
with Subject Matter  
Experts Sharing  
Insights on Industry  
Issues and Trends



**80+**

Total Sponsorship  
Opportunities



**40+**

Opportunities to  
Position Your Brand  
in Front of Key  
Industry Leaders and  
Influencers



**20+**

Custom Designed  
Exhibit Space  
Opportunities to Build  
Relationships

# SPONSORSHIP VALUE

## VALUE FROM BEGINNING TO END

### Elevate Brand Perception

- Increase brand awareness and industry exposure
- Elevate your brand, products and services with buyers in the care at home industry
- Differentiate your brand from competitors through exclusive sponsorship opportunities
- Digital, print and on-site branding opportunities
- Access to attendees through the AGILE event app

### Lead Generation

- Attract new clients with investors and partners through access to more than 500 industry leaders and organizations
- Achieve high visibility to make meaningful connections pre, during and post event
- Gain attendee insights with AGILE event app engagement data to help increase lead conversion and accelerate your sales funnel

### Expand Your Reach

- Expand your reach with access to more than 150k contacts across multiple channels
- Augment your existing marketing efforts by leveraging high-quality sponsorship content and assets

### Driving Value Post-event

- AGILE delivers tangible ROI by providing a platform for post-event interactions
- Access to post-event attendee list and data



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# 2024 SPONSORSHIP OPPORTUNITIES

## AGILE TITLE SPONSOR

\$100,000

### Sponsorship Highlight

- Title sponsor of AGILE
- Invitation for two leaders from your company to attend the Leadership Forum
- Opening general session introduction remarks
- Optional AGILE innovation showcase booth

### Branding

- Exclusive co-branded blog post and social media mention on the sponsored general session
- Priority logo recognition on promotional channels, collateral and signage

### Full Axxess Pass

- Complimentary registration for 8 providing full access to AGILE networking events, education sessions and entertainment experiences throughout the conference.

## DIAMOND

### LEADERSHIP FORUM SPONSOR

\$75,000

### Sponsorship Highlight

- Sponsor the invitation-only Leadership Forum track on April 22
- Invitation for two leaders from your company to attend the Leadership Forum
- Includes breakout sessions, luncheon speaker introduction opportunity
- Leadership Forum introduction remarks
- Optional AGILE innovation showcase booth

### Branding

- Exclusive social media mention on social channels
- Priority logo recognition on promotional channels, collateral and signage

### Full Axxess Pass

- Complimentary registration for 6 providing full access to AGILE networking events, education sessions and entertainment experiences throughout the conference.

## PLATINUM

### ENTERTAINMENT SPONSOR

\$50,000

### Sponsorship Highlight

- Welcome Reception or Entertainment Night Sponsor
- 1-2 minute event introduction speaking introduction opportunity
- Private VIP space to host intimate group of prospects/clients
- Optional AGILE innovation showcase booth

### Branding

- Exclusive social media mention on social channels
- Priority logo recognition on promotional channels, collateral and signage

### Full Axxess Pass

- Complimentary registration for 6 providing full access to AGILE networking events, education sessions and entertainment experiences throughout the conference.

## AXXESS TRAINING AND CERTIFICATION BRAND EXPOSURE

In addition to the sponsorship opportunities and benefits above, sponsors will receive additional brand exposure through the Axxess Training and Certification platform.

### ADDITIONAL BENEFITS INCLUDE:

- Logo recognition on Axxess Training and Certification dashboard beginning January 1 - May 15, 2024
- Exposure to more than 50,000 active users from across the care at home industry
- Engagement metrics reporting (views and clicks) will be shared with sponsor
- Logo recognition on all Axxess Training and Certification CEU/Training spaces during the AGILE conference

# 2024 SPONSORSHIP OPPORTUNITIES

<p><b>GOLD</b></p> <p>KEYNOTE SPONSOR</p> <p>\$40,000</p>	<p><b>SILVER</b></p> <p>HOTEL SPONSOR</p> <p>\$30,000</p>	<p><b>BRONZE</b></p> <p>THOUGHT LEADERSHIP SPONSOR</p> <p>\$20,000</p>
<p><b>Sponsorship Highlight</b></p> <ul style="list-style-type: none"> <li>• General sessions will feature dynamic and motivational keynote speakers</li> <li>• Keynote session introduction remarks</li> <li>• Optional AGILE innovation showcase booth</li> </ul> <p><b>Branding</b></p> <ul style="list-style-type: none"> <li>• Exclusive co-branded blog post and social media mention on the sponsored general session</li> <li>• Priority logo recognition on promotional channels, collateral and signage</li> </ul> <p><b>Full Axxess Pass</b></p> <ul style="list-style-type: none"> <li>• Complimentary registration for 4 providing full access to AGILE networking events, education sessions and entertainment experiences throughout the conference.</li> </ul>	<p><b>Sponsorship Highlight</b></p> <ul style="list-style-type: none"> <li>• Be the hotel host for one of our preferred AGILE hotel locations</li> <li>• Signature experience at your host hotel to network with AGILE guests</li> <li>• Branded hotel items available</li> <li>• Optional AGILE innovation showcase booth</li> </ul> <p><b>Branding</b></p> <ul style="list-style-type: none"> <li>• Exclusive social hashtag and post on Axxess channels</li> <li>• Priority logo recognition on promotional channels, collateral and signage</li> </ul> <p><b>Full Axxess Pass</b></p> <ul style="list-style-type: none"> <li>• Complimentary registration for 4 providing full access to AGILE networking events, education sessions and entertainment experiences throughout the conference.</li> </ul>	<p><b>Sponsorship Highlight</b></p> <ul style="list-style-type: none"> <li>• Feature exclusive thought leadership content showcasing your point of view and industry expertise to deliver value to your target audience</li> <li>• Content will be shared across AGILE event channels and platforms including AGILE event app, AGILE website and Axxess Training and Certification platform</li> <li>• Optional AGILE innovation showcase booth</li> </ul> <p><b>Branding</b></p> <ul style="list-style-type: none"> <li>• Exclusive co-branded blog post on the sponsored breakout session</li> <li>• Priority logo recognition on promotional channels, collateral and signage</li> </ul> <p><b>Full Axxess Pass</b></p> <ul style="list-style-type: none"> <li>• Complimentary registration for 2 providing full access to AGILE networking events, education sessions and entertainment experiences throughout the conference.</li> </ul>

## AXCESS TRAINING AND CERTIFICATION BRAND EXPOSURE

In addition to the sponsorship opportunities and benefits above, sponsors will receive additional brand exposure through the Axxess Training and Certification platform.

## ADDITIONAL BENEFITS INCLUDE:

- Logo recognition on Axxess Training and Certification dashboard beginning January 1 - May 15, 2024
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AXXESS GROWTH INNOVATION & LEADERSHIP EXPERIENCE

# 2024 SPONSORSHIP OPPORTUNITIES

## ATTENDEE EXPERIENCE SPONSOR

\$15,000 - \$20,000

### Sponsorship Highlight

- Interact with attendees throughout the conference with an interactive experience. Sponsorship experience options on the following page

### Branding

- Logo recognition on all promotional channels, signage and collateral

### Full Axxess Pass

- Complimentary registration for 2 providing full access to AGILE networking events, education sessions and entertainment experiences throughout the conference.

## INNOVATION SHOWCASE SPONSOR

\$7,500

### Sponsorship Highlight

- Participate in the Innovation Showcase with dedicated space for attendee interaction
- Each space will be branded and includes one small table and 2 chairs
- Opportunity to bring a giveaway item and collateral
- Booth and structural design will be managed by Axxess

### Branding

- Logo recognition on all promotional channels, signage and collateral

### Full Axxess Pass

- Complimentary registration for 2 providing full access to AGILE networking events, education sessions and entertainment experiences throughout the conference.

## AXXESS TRAINING AND CERTIFICATION DIGITAL SPONSOR

\$5,000

### Sponsorship Highlight

- Opportunity to be a digital sponsor at AGILE and increase brand exposure and reach through our industry-leading training and certification platform

### Branding

- Logo recognition on Axxess Training and Certification dashboard beginning January 1 - May 15, 2024
- Exposure to more than 50,000 active users from across the care at home industry
- Engagement metrics reporting (views and clicks) will be shared with sponsor
- Logo recognition on all Axxess Training and Certification CEU/Training spaces during AGILE conference





# ATTENDEE EXPERIENCE OPTIONS

SPONSORSHIP ITEM	INVESTMENT
AGILE Attendee App Sponsor	\$30,000
Wi-Fi Sponsor	\$20,000
Virtual Dementia Tour Sponsor	\$20,000
Entertainment Night Transportation Sponsor	\$20,000
Immersive Experience Sponsor	\$20,000
Relaxation and Wellness Station Sponsor	\$20,000
Attendee Giveaway Sponsor	\$20,000
Breakfast Sponsor	\$20,000
Lunch Sponsor	\$20,000



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## ATTENDEE EXPERIENCE OPTIONS

SPONSORSHIP ITEM	INVESTMENT
Break Sponsor	\$20,000
Barista Bar Sponsor	\$15,000
Charging Station Sponsor	\$15,000
Digital Portrait Sketch Artist Sponsor	\$15,000
Executive Headshot Sponsor	\$15,000
Future of Care at Home Interactive Wall Sponsor	\$15,000
Session Digital Illustrator Sponsor	\$15,000
Venue Branding Sponsor	\$15,000