

AGILE

AXXESS GROWTH INNOVATION & LEADERSHIP EXPERIENCE

MAY 3-5, 2027

2027

SPONSORSHIP PROSPECTUS



AGILE EXPERIENCE OVERVIEW

ADVANCING HEALTHCARE THROUGH LEADERSHIP, TECHNOLOGY AND INNOVATION

The Axxess Growth, Innovation and Leadership Experience (AGILE) is the premier leadership development experience that welcomes ambitious professionals from across the business landscape, including healthcare, technology, finance, operations and beyond, for three days of leadership development, education, networking, and innovation.

Through powerful educational sessions, hands-on workshops, the Innovation Showcase, and the AGILE Leadership Forum, AGILE creates a collaborative environment where ideas become action, partnerships are built, and the future of leadership and innovation takes shape.

For sponsors, AGILE provides access to executive decision-makers actively seeking innovative technologies, business solutions, and strategic partnerships to improve operational performance, accelerate innovation, and drive growth.



MON. MAY 3 - WED. MAY 5, 2027



**FAIRMONT DALLAS HOTEL
DALLAS, TX**

1717 N. Akard St. Dallas, TX

Where Leaders Connect, Learn, and Innovate

AGILE brings together healthcare, technology, professional services, and business leaders to exchange ideas, discover innovative solutions, and build strategic partnerships that drive growth and shape the future.

Who Attends

AGILE attracts executive decision-makers and business leaders from across the healthcare ecosystem, including:

- C-Suite and Senior level executives
- Finance, revenue cycle and growth leaders
- Technology, AI, innovation and digital transformation leaders
- Strategic partners, consultants, investors, and healthcare continuum business leaders
- Business leaders looking for innovative ideas
- Entrepreneurs, founders, and emerging business leader



VALUE FROM BEGINNING TO END

Connect with Executives Across Business and Healthcare

- **800+** executive healthcare and business leaders
- **75%** of attendees are C-suite or senior level executives including leaders from home health, hospice, and home care provider organizations as well as business solutions and technology organizations

Turn Connections into Opportunities

Continue building relationships after AGILE with resources designed to support ongoing engagement and lead development.

- You will receive a post-event attendee list to support personalized follow-up
- Resources to continue conversations with prospective customers
- Continued relationship-building and lead nurturing

EXPAND YOUR REACH BEFORE, DURING AND AFTER AGILE

Sponsoring AGILE extends your brand beyond the event itself. Through integrated marketing, digital engagement, and the Axxess ecosystem, your organization connects with healthcare and business leaders before, during, and after AGILE.

Marketing & Digital Reach

- **50,000+** marketing contacts
- **675,000+** monthly platform visits
- **6.9M** annual website sessions
- **7.7M** annual page views
- Event website and mobile app
- Social media promotion
- **100,000+** active learners reached daily through Axxess Training & Certification advertising

AGILE PRESENTING SPONSOR

\$250,000 | EXCLUSIVE

- Exclusive AGILE Presented by [Sponsor] branding
- Premier keynote and Leadership Forum presence
- Executive speaking opportunity
- Highest level of brand visibility throughout AGILE
- Includes all Diamond Premier Sponsor benefits

20
REGISTRATIONS



AGILE PREMIER SPONSORSHIPS

Included with all AGILE Premier Sponsorships:

- Recognition throughout AGILE and the AGILE Leadership Forum programming
- Brand visibility across all marketing and event materials
- Executive networking with AGILE Leadership Forum participants
- AGILE registrations based on sponsorship level

	AGILE DIAMOND PREMIER SPONSOR <i>Sponsorship Includes:</i> Exclusive Keynote Sponsorship	\$150,000	20 REGISTRATIONS
	AGILE PLATINUM PREMIER SPONSOR <i>Sponsorship Includes:</i> Exclusive General Session Sponsorship	\$100,000	15 REGISTRATIONS
	AGILE GOLD PREMIER SPONSOR <i>Sponsorship Includes:</i> General Session Sponsorship	\$75,000	12 REGISTRATIONS
	AGILE SILVER PREMIER SPONSOR <i>Sponsorship Includes:</i> Educational Session Sponsorship	\$50,000	10 REGISTRATIONS
	AGILE BRONZE PREMIER SPONSOR <i>Sponsorship Includes:</i> Leadership Forum participation	\$25,000	8 REGISTRATIONS

AGILE LEADERSHIP FORUM SPONSORSHIP OPPORTUNITIES

Included with all AGILE Leadership Forum Sponsorship Opportunities:

- Recognition throughout AGILE Leadership Forum programming
- Brand visibility across AGILE Leadership Forum marketing and event materials
- Executive networking with AGILE Leadership Forum participants
- AGILE registrations based on sponsorship level

LEADERSHIP FORUM KEYNOTE SPONSOR	\$25,000	4 REGISTRATIONS
Sponsorship Includes: • Sponsor a Leadership Forum educational session • Recognition throughout the sponsored session • Association with executive education programming		
LEADERSHIP FORUM LUNCH SPONSOR	\$25,000	2 REGISTRATIONS
Sponsorship Includes: • Exclusive sponsorship of the Leadership Forum lunch • Brand recognition throughout the lunch experience • Executive networking opportunities		
LEADERSHIP FORUM BENEFACTOR SPONSOR	\$10,000	2 REGISTRATIONS
Sponsorship Includes: • Recognition throughout the AGILE Leadership Forum • Recognition across AGILE priority marketing channels and onsite branding • Opportunity to introduce a speaker or panel		
LEADERSHIP FORUM SNACK SPONSOR	\$10,000	2 REGISTRATIONS
Sponsorship Includes: • Sponsorship of mid-afternoon snack and drink station • Recognition throughout the AGILE Leadership Forum • Recognition across AGILE priority marketing channels and onsite branding		

AGILE Innovation Showcase

Innovation Showcase Space

\$15,000

Position your brand in the AGILE Innovation Showcase, a high-traffic destination designed for product discovery, live demonstrations, networking, and direct attendee engagement.

Sponsorship Includes:

- Branded backwall with high top table and two chairs
- Live demonstrations
- Executive networking
- **3** AGILE registrations

Innovation Showcase Session

\$10,000

Present your solution during scheduled Innovation Showcase demonstration sessions.

Sponsorship Includes:

- Scheduled Innovation Showcase demonstration
- Featured in agenda
- Sponsor recognition



Included with all Client Spotlight Sponsorships:

- Recognition across AGILE marketing channels and onsite signage
- Company recognition on the AGILE website and event app (where applicable)
- AGILE registrations based on sponsorship level

Client Spotlight Sponsorship Opportunities

AGILE Distinction Award Ceremony Sponsor \$25,000

Receive premier naming rights for the AGILE Distinction Awards while recognizing excellence and innovation across healthcare industry.

Sponsorship Includes:

- Exclusive naming rights
- Opportunity to participate in the award presentation
- Recognition throughout the awards ceremony
- 6 AGILE registrations

Industry Advisory Board Sponsor \$20,000

Sponsor the Industry Advisory Board meeting and align your organization with care in the home executive leaders who will meet on May 3.

Sponsorship Includes:

- Private engagement with Executive Advisory Board members
- Recognition throughout the meeting and related event materials
- 3 AGILE registrations



Included with all Training & Certification Sponsorships:

- Visibility across Axxess Training & Certification
- Featured promotion on the Axxess Training & Certification login page, reaching 100,000+ active learners
- Recognition across AGILE marketing channels
- AGILE registrations (based on sponsorship package)

Axxess Training & Certification Sponsorship Opportunities

GOLD TRAINING & CERTIFICATION SPONSOR

\$8,500

Increase year-round visibility through premium branding and educational opportunities on Axxess Training & Certification.

Sponsorship Includes:

- Premium banner placement on the Axxess Training & Certification login page
- Hosted course, toolkit or company overview video
- 2 AGILE registrations

SILVER TRAINING & CERTIFICATION SPONSOR

\$7,500

Increase year-round brand visibility through banner placement and calls-to-action within Axxess Training & Certification.

Sponsorship Includes:

- Digital banner placement on the Axxess Training & Certification login page
- Call-to-action placement
- Alignment with ongoing professional education
- 2 AGILE registrations

BRONZE TRAINING & CERTIFICATION ADD-ON

\$5,000

Enhance your sponsorship with additional visibility on Axxess Training & Certification.

Sponsorship Includes:

- One-month logo placement on the Axxess Training & Certification login page
- Reach more than 100,000 learners
- Add-on for confirmed Training and Certification sponsors only

THOUGHT LEADERSHIP ADD-ON

\$5,000

Expand your conference sponsorship with a hosted webinar that extends your visibility beyond AGILE.

Sponsorship Includes:

- Sponsored webinar
- Promotion on the Axxess Training & Certification login page
- Available with \$20,000+ sponsorships
- Add-on for confirmed Training and Certification sponsors only



AXCESS
CMS HOME HEALTH MORATORIUM RESOURCE
NOW AVAILABLE

- Seven Steps to Safeguard Your Organization
- Internal Compliance Risk Assessment
- Axxess Tool Kit for Compliance
- Axxess Business Intelligence
- Axxess Training and Certification Resources

[Learn More](#)

CHECK OUT OUR HOME HEALTH RESOURCES!

Training & Certification Supporting Sponsors





Our AGILE Education Sponsors









Included with all Thought Leadership Sponsorships:

- Recognition across AGILE marketing channels
- Company logo featured in related promotional materials
- AGILE registrations based on sponsorship level

AGILE Thought Leadership Sponsorship Opportunities

AGILE EXPERIENCE BOOK / PRINTED AGENDA

\$15,000

Exclusive sponsorship of the AGILE printed agenda and digital agenda, providing visibility before, during and after the conference.

Sponsorship Includes:

- Exclusive sponsorship of the printed and digital agenda
- Logo featured on attendee resources
- **3** AGILE registrations

HEALTHCARE EXECUTIVE SURVEY & REPORT SPONSOR

\$15,000

Align your brand with AGILE healthcare research and executive insights distributed before and after the event.

Sponsorship Includes:

- Sponsor one report section
- Featured thought leadership article
- Participation in Industry Insights panel
- **3** AGILE registrations



IMPLEMENTATION PLAYBOOK SPONSOR

\$15,000

Extend your brand beyond AGILE through co-branded implementation resources designed to help attendees apply what they learned.

Sponsorship Includes:

- Featured case study
- Co-branded implementation resource
- **3** AGILE registrations

EDGE CERTIFICATION E-GUIDE SPONSOR

\$7,500

Sponsor the EDGE Certification e-guide distributed to attendees and the post-conference audience.

Sponsorship Includes:

- Sponsorship Includes
- Logo placement throughout guide
- Ongoing educational visibility
- **2** AGILE registrations



Included with all Thought Leadership Sponsorships:

- Thought Leadership Experiences
- Recognition across event marketing
- Brand visibility before, during and after AGILE
- AGILE registrations based on sponsorship level

AGILE Thought Leadership Sponsorship Opportunities

KEYNOTE SPEAKER SPONSOR

\$50,000

Premier sponsorship of a keynote presentation with premium event visibility.

Sponsorship Includes:

- Introduce keynote speaker
- Premium keynote branding
- 4 AGILE registrations

AGILE INTELLIGENCE BRIEF

\$15,000

Sponsor a post-event insights package featuring key takeaways, session highlights and emerging healthcare trends.

Sponsorship Includes:

- Sponsor post-event insights
- Co-branded executive summary
- 3 AGILE registrations

THOUGHT LEADERSHIP EXPERIENCE SPONSOR

\$10,000

Sponsor an interactive thought leadership experience that encourages attendee engagement.

Sponsorship Includes:

- Sponsor a featured attendee experience
- Book signing, wellness activation or similar engagement
- 2 AGILE registrations



Included with all Educational Sponsorships:

- Recognition in the AGILE agenda
- Website recognition
- Event signage recognition
- AGILE registrations based on sponsorship level

Educational Sponsorships

GENERAL SESSION SPONSOR

\$25,000

Align your brand with one of AGILE's marquee general sessions.

Sponsorship Includes:

- Introduce session
- Premium session branding
- 4 AGILE registrations

EDGE WORKSHOP SPONSOR

\$25,000

Sponsor an EDGE workshop that combines education, thought leadership, and attendee engagement.

Sponsorship Includes:

- Fireside chat or EDGE feature
- Sponsored refreshments
- Welcome attendees
- 4 AGILE registrations



EDUCATIONAL SESSION SPONSOR

\$15,000

Sponsor an educational session that delivers practical insights and industry expertise.

Sponsorship Includes:

- Introduce session
- Innovation Insights alignment
- 3 AGILE registrations

INNOVATION EDUCATIONAL SESSION (NON-CE)

\$15,000

Lead an innovation-focused educational session highlighting emerging solutions and best practices.

Sponsorship Includes:

- 30-minute innovation session
- Interactive attendee engagement
- 3 AGILE registrations



Included with all Faculty Sponsorships:

- Recognition throughout faculty programming
- Website recognition
- Event signage recognition
- AGILE registrations based on sponsorship level

Faculty Sponsorships

MEET THE FACULTY SPONSOR

\$10,000

Sponsor networking and consulting-style conversations with AGILE faculty and speakers.

Sponsorship Includes:

- Exclusive networking with faculty
- 2 AGILE registrations



FACULTY DINNER SPONSOR

\$25,000

Sponsor an exclusive faculty dinner designed to foster meaningful networking and thought leadership.

Sponsorship Includes:

- Opening remarks
- Featured case study
- Curated faculty dinner
- 4 AGILE registrations



Included with all Attendee Experience Sponsorships:

- Recognition across AGILE marketing and event materials
- Event app recognition (where applicable)
- Onsite sponsor recognition
- AGILE registrations based on sponsorship level

AGILE Attendee Experience Sponsorship Opportunities

RED PARTY HEADLINE SPONSOR

\$75,000

Premier sponsorship of the AGILE Red Party, AGILE's signature networking experience, with premium brand visibility and attendee engagement opportunities.

Sponsorship Includes:

- Exclusive Red Party headline sponsorship
- Opportunity to provide welcome remarks
- Premium event branding throughout the venue
- Branded attendee activation or giveaway
- Recognition on the AGILE website, event app and onsite signage
- **6** AGILE registrations

RED PARTY ENTERTAINMENT SPONSOR

\$35,000

Exclusive sponsorship of the live entertainment featured during the AGILE Red Party.

Sponsorship Includes:

- Exclusive entertainment sponsorship
- Opportunity to introduce the entertainment
- Stage branding throughout the event
- Recognition on the AGILE website, event app and onsite signage
- **4** AGILE registrations

RED PARTY 360 PHOTO BOOTH

\$20,000

Sponsor an interactive 360° photo booth experience during the AGILE Red Party.

Sponsorship Includes:

- Exclusive sponsorship of the interactive 360° photo booth
- Co-branded digital photo experience
- Social media brand exposure through attendee sharing
- **4** AGILE registrations

RED PARTY SWEET TREAT PARTING GIFT SPONSOR

\$10,000

Exclusive sponsorship of the sweet treats distributed as attendees exit the Red Party.

Sponsorship Includes:

- Sponsor recognition at distribution
- Branded packaging or messaging
- Recognition in event materials
- **2** AGILE registrations



Included with all Attendee Experience Sponsorships:

- Recognition across AGILE marketing and event materials
- Event app recognition (where applicable)
- Onsite sponsor recognition
- AGILE registrations based on sponsorship level

AGILE Attendee Experience Sponsorship Opportunities

WELCOME RECEPTION SPONSOR

\$50,000

Exclusive sponsorship of the AGILE Welcome Reception, providing the first branded attendee networking experience.

Sponsorship Includes:

- Exclusive Welcome Reception sponsorship
- Opportunity to welcome attendees
- Branded promotional item distribution
- Premium reception branding
- Recognition across pre-event marketing and onsite materials
- **5** AGILE registrations

AGILE DINNER SPONSOR

\$25,000

Host an exclusive dinner with a curated group of AGILE attendees in a more personal networking environment.

Sponsorship Includes:

- Private dinner with 10–12 invited attendees
- Curated executive guest list coordinated by Axxess
- Recognition in attendee communications
- Event app recognition
- **4** AGILE registrations

AGILE AFTER PARTY SPONSOR

\$20,000

Sponsor an official AGILE after-party and continue attendee engagement following conference programming on either May 3 or 4.

Sponsorship Includes:

- Exclusive after-party sponsorship
- Branded drink tickets or event elements
- Venue branding
- Event app recognition
- **4** AGILE registrations

SNACK BREAK SPONSOR

10,000

Sponsor one of the event refreshment breaks during AGILE.

Sponsorship Includes:

- Exclusive sponsorship of a scheduled refreshment break
- Branded signage at the snack station
- Recognition in the event schedule
- **2** AGILE registrations

Included with all Attendee Experience Sponsorships:

- Recognition across AGILE marketing and event materials
- Event app recognition (where applicable)
- Onsite sponsor recognition
- AGILE registrations based on sponsorship level

AGILE Attendee Experience Sponsorship Opportunities

AGILE EVENT APP SPONSOR

\$25,000

Exclusive sponsorship of the AGILE event app used by all conference attendees.

Sponsorship Includes:

- Exclusive branding within the official AGILE event app
- Sponsor logo featured on the app landing page
- Recognition through attendee push notifications
- Premium digital visibility throughout the event
- **4** AGILE registrations

WIFI SPONSOR

\$20,000

Exclusive sponsorship of conference WiFi used throughout AGILE.

Sponsorship Includes:

- Exclusive sponsorship of AGILE Wi-Fi access
- Continuous digital brand visibility throughout the event
- **4** AGILE registrations

CARICATURE ARTIST SPONSOR

\$15,000

Sponsor an interactive caricature artist experience during AGILE.

Sponsorship Includes:

- Exclusive sponsorship of the live caricature experience
- Branded signage at the activation
- Opportunity to provide branded takeaway materials
- **3** AGILE registrations

PORTABLE PHONE CHARGERS SPONSOR

\$15,000

Sponsor portable charging devices available for attendee use throughout AGILE.

Sponsorship Includes:

- Co-branded portable charging devices available for attendee use
- High-frequency brand visibility throughout AGILE
- **3** AGILE registrations

PASHMINA SHAWL SPONSOR

\$15,000

Sponsor pashmina shawls to keep attendees comfortable throughout cool meeting room spaces.

Sponsorship Includes:

- Co-branded pashmina shawls
- Registration area recognition
- High-frequency attendee visibility throughout AGILE
- **3** AGILE registrations

AGILE WATER BOTTLE SPONSOR

\$15,000

Sponsor reusable AGILE water bottles provided to attendees throughout the event.

Sponsorship Includes:

- Co-branded reusable water bottles
- Hydration station recognition
- Daily attendee brand visibility
- **3** AGILE registrations

Included with all Attendee Experience Sponsorships:

- Recognition across AGILE marketing and event materials
- Event app recognition (where applicable)
- Onsite sponsor recognition
- AGILE registrations based on sponsorship level

AGILE Attendee Experience Sponsorship Opportunities

HOTEL KEYCARD SPONSOR

\$20,000

Sponsor branded hotel room keycards distributed to AGILE attendees.

Sponsorship Includes:

- Exclusive co-branded hotel room keycards
- Brand visibility throughout attendees' hotel stay
- Recognition in attendee communications
- **5** AGILE registrations



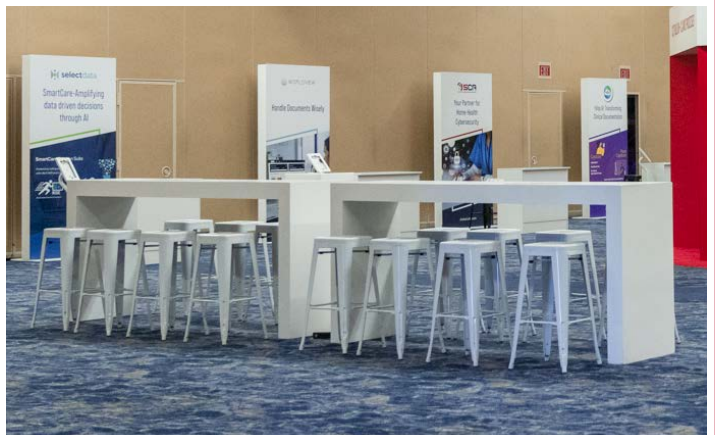
MOBILE CHARGING STATION SPONSOR

\$15,000

Sponsor branded charging stations located throughout high-traffic event areas.

Sponsorship Includes:

- Branded charging stations located throughout high-traffic areas
- Continuous attendee brand exposure
- Recognition on the AGILE website, event app, and onsite signage
- **3** AGILE registrations



MIMOSA BAR / JUICE OR BARISTA BAR SPONSOR

\$15,000

Sponsor a premium beverage experience during AGILE.

Sponsorship Includes:

- Exclusive sponsorship of the Mimosa or Barista Bar
- Branded beverage station
- Recognition on the AGILE website, event app, and onsite signage
- **3** AGILE registrations



Included with all Attendee Experience Sponsorships:

- Recognition across AGILE marketing and event materials
- Event app recognition (where applicable)
- Onsite sponsor recognition
- AGILE registrations based on sponsorship level

AGILE Attendee Experience Sponsorship Opportunities

RELAXATION LOUNGE SPONSOR

\$20,000

Sponsor a dedicated attendee lounge designed for networking and relaxation.

Sponsorship Includes:

- Exclusive sponsorship of the Relaxation Lounge
- Branded wellness environment
- 4 AGILE registrations

MORNING HEALTH & WELLNESS ACTIVITY SPONSOR

\$15,000

Sponsor the official AGILE morning wellness activity.

Sponsorship Includes:

- Exclusive sponsorship of the morning wellness activity
- Opportunity to welcome participants
- 3 AGILE registrations

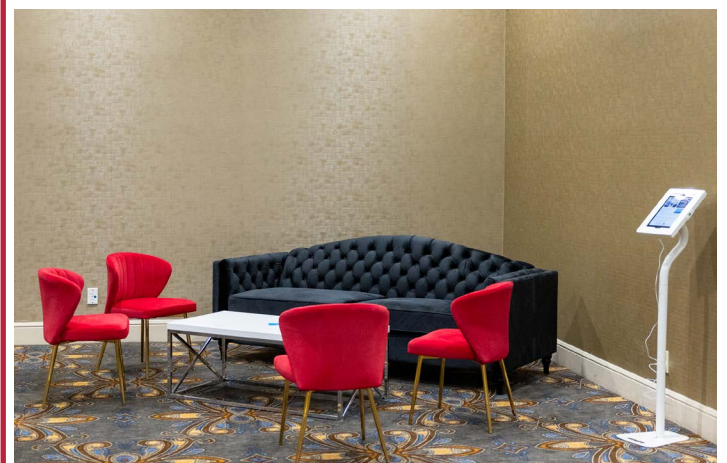
HOTEL GUEST ATTENDEE WELCOME

\$15,000

Provide a custom welcome gift delivered to attendees upon arrival at the host hotel.

Sponsorship Includes:

- Sponsor-branded welcome experience for hotel guests
- Opportunity to include a branded welcome item or message
- 3 AGILE registrations



Included with all Attendee Experience Sponsorships:

- Recognition across AGILE marketing and event materials
- Onsite sponsor recognition
- Recognition on the AGILE website and event app (where applicable)
- AGILE registrations based on sponsorship level

AGILE Community Impact Sponsorship Opportunities

AGILE PRINTED MATERIALS SPONSOR

\$50,000

Exclusive sponsorship of AGILE's printed event materials, providing premium brand visibility throughout the attendee experience.

Sponsorship Includes:

- Exclusive branding across attendee-facing printed materials
- Brand visibility on conference guides, signage and printed collateral
- Consistent exposure through resources attendees use throughout AGILE
- Recognition across AGILE marketing channels and onsite signage
- **5** AGILE registrations

MEDIA SPONSOR

\$20,000

Sponsor a unique media that expands AGILE's reach through strategic media partnerships and attendee engagement.

Sponsorship Includes:

- Serve as the exclusive media sponsor for AGILE
- Dedicated space for media interviews and content generation throughout the experience
- **4** AGILE registrations

COMMUNITY IMPACT SPONSOR

\$10,000

Exclusive sponsorship of AGILE's charitable and community give-back initiative, demonstrating your organization's commitment to making a positive impact.

Sponsorship Includes:

- Exclusive sponsorship of AGILE's charitable and community give-back initiative
- Recognition throughout the community impact activity
- Recognition across AGILE marketing channels and onsite signage
- Opportunity to align your brand with AGILE's community impact efforts
- **2** AGILE registrations

