

# HealthTAC

Building Your Senior Living Business

D E F I N E  
R E S H A P E  
B U I L D

We invite you to become 1 of 10  
design/architecture firms joining us to  
participate in the upcoming HealthTAC event.

**March 20 - 24, 2017**

Gaylord Opryland Resort  
Nashville, Tennessee

## Special Opportunity for Design & Architect Firms (limited to 10 exclusive spots)

HealthTAC the Senior Living/Assisted Living Industry's most groundbreaking event. Staying ahead of the needs and expectations of the aging population is vital for this growing demographic.

All are an essential part of this fast growing segment that is reshaping the look and feel of what this market is demanding.

The Attendees are from profit and not-for-profit organizations across the country and are looking to see new innovative products, services and materials and to build new vendor relationships.

The HealthTAC Experience encompasses and reveals the ideas, trends and networking solutions in one ideal and incredibly productive event.

Accomplish in these 4 days what would take months for your business to achieve in building relationships and furthering your brand recognition by connecting with the right people who are essential to your business

### THE GATHERING PLACE FOR:

Operators | Facility & Community Directors | CEOs/Presidents

Developers | Builders | Designers & Architects | Product & Service Providers

### BENEFITS:

- **Productive** 4 days of continuous networking and relationship building with your pre-qualified prospects
- **Expand** your networking opportunities starting at the beginning of the event in an intimate setting with Owners and Developers
- **Connect** throughout the event at all the meals and nightly activities with the leading Owners, Developers and key C-level executives in the Senior Living/Assisted Living Industry
- **Showcase** your brand and your services in an interactive environment directly with your key prospects and gather at the Trend Lounge for impromptu meetings and conversations
- **Marketing and promotional** elements will increase your brand's exposure before, during and post show.

## EXCLUSIVE PACKAGE (LIMITED TO 10 SPOTS)

*Here is what you will receive from this highly productive opportunity:*

### March 20 – March 22

- **Participation in the HealthTAC event starting 3/20** – (1) Delegate registration
- **Opportunity to meet and network** – continuously for 2 days with 40 – 50 Owners and Developers during the event
- **Brand Recognition** – your company will receive at the Opening HealthTAC breakfast an Introduction with mini presentation to entire prospect audience
- **Strategic Team-Building Activities-** Choose from 3 opportunities to build long-lasting relationships with top prospects
- **Enhanced networking** with assigned seating at all (7) sit down meals to ensure interaction all decision-makers
  - Monday Night – Welcome Reception & Dinner
  - Tues morning – Breakfast & General Session
  - Tues Lunch & Roundtable Think Tank
  - Tuesday Team-building activity with potential strategic prospects
  - Tues Dinner & Entertainment
  - Wed morning – Breakfast & Keynote Speaker
  - Wed Lunch & General Session
  - Wed Reception & Dinner
- **All Included:** HealthTAC conference meals, beverages, interactive educational sessions, relationship building activities and entertainment and the new business contacts you will have made.



## EXCLUSIVE PACKAGE (LIMITED TO 10 SPOTS) continued

### March 22 – March 24

**Market your business to** a high level, qualified audience of operators, facility/community directors, C- level decision-makers at the exhibition portion of HealthTAC

- **Your Space** - 10' x 10' booth space
- **Standard carpet and pad included\***
- (5) Guest Passes to **invite** your qualified prospects/customers\*\*
- **Build relationships** – Invite (3) additional staff members to join you for the cornerstone networking event – The Delta Island Party on Wed night
- **All Access Passes** - for yourself and (3) of your staff for the show. Show Passes for your staff **(valued at \$995 for each pass | Total = \$3,980)**
- **Gain knowledge** and hear about the latest trends reshaping the industry through our (16) specially curated educational sessions and receive accreditation
- **Enjoy unlimited** culinary treats and delicious food and beverage served continuously during Exhibit Show Hours in the Trend Lounges on Thursday and Friday. *Will also keep attendees at show longer!*
- **Preferred room rates** available within the HealthTAC room block at the Gaylord Opryland Resort

*\*Carpet may not be substituted.*

*\*\*Attendees are limited to influencers and direct decision-makers for purchases who are employed by a senior living/assisted living property, rehabilitation center or skilled nursing facility. Individual should not be associated with a business firm. All HealthTAC 2017 registration passes must be approved by HealthTAC.*

Special Early Bird Rate before 1/15/17		\$3,995	Total Package Value=\$13,355
Standard Rate (after 1/15/17)		\$4,500	

## HERE'S WHAT SOME OF OUR ATTENDEES HAD TO SAY...



"This was real relationship building like I have never experienced before. I can't remember when I took two days out of my schedule of running my business – it was well worth it!"

**Gerry Stryker, CEO**  
John Knox Village



"HealthTAC was amazing. The manufacturers showed me things I didn't know about, and I always like to learn about something new and innovative in the industry. "

**Alicia Jones, President/Principal**  
West End Interiors



"The vendors are great, especially as things are moving to such high end in nursing homes. I wish I had known about some of these products when we were building our first two facilities. But there will be more."

**Dr. Sapna Dhawan, President**  
The Lantern Group

# SCHEDULE OF EVENTS

## MONDAY, MARCH 20, 2017

2:00 PM – 6:00 PM

**Registration Opens**

6:30 PM

**Welcome Reception, Dinner & Entertainment**

## TUESDAY, MARCH 21, 2017

8:30 AM

**Breakfast & General Session**

9:00 AM

**Supplier Introductions**

9:45 AM

**Networking Break**

10:15 AM

**Private Meetings**

12:15 PM

**Lunch & Keynote Speaker**

4:00 PM

**Personalized Group Activity**

7:00 PM – 9:30 PM

**Special Event - Dinner & Entertainment**

## WEDNESDAY, MARCH 22, 2017

9:00 AM

**Breakfast & Panel Discussions**

10:30 AM

**Private Meetings**

12:15 PM

**Lunch & Roundtable Think Tank**

1:30 PM

**Conference Adjourns**

1:00 PM – 1:45 PM

**Educational Sessions** - Track A Session 1  
Track B Session 1

2:00 PM – 6:00 PM

**Exhibitor Set-up**

2:00 PM – 2:45 PM

**Educational Sessions** - Track A Session 2  
Track B Session 2

3:00 PM – 3:45 PM

**Educational Sessions** - Track A Session 3  
Track B Session 3

6:30 PM – 9:30 PM

**Welcome Reception & Party** – Delta Island

*\*preliminary schedule subject to change*

# SCHEDULE OF EVENTS

## THURSDAY, MARCH 23, 2017

8:00 AM – 8:45 AM	<b>Educational Sessions</b> - Track A Session 4 Track B Session 4
9:00 AM – 9:45 AM	<b>Educational Sessions</b> - Track A Session 5 Track B Session 5
10:00 AM – 10:45 AM	<b>Educational Sessions</b> - Track A Session 6 Track B Session 6
11:00 AM – 4:00 PM	<b>Exhibits Open</b> <b>Personal Time – Evening open</b>

## FRIDAY, MARCH 24, 2017

8:00 AM – 8:45 AM	<b>Educational Sessions</b> - Track A Session 7 Track B Session 7
9:00 AM – 9:45 AM	<b>Educational Sessions</b> - Track A Session 8 Track B Session 8
10:00 AM – 2:00 PM	<b>Exhibits Open</b>
2:00 PM – 6:00 PM	<b>Exhibitor Teardown</b>

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# HealthTAC

*Building Your Senior Living Business*

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