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Early Registration Now Open!

Registration and hotel reservations are now open for the must-attend meeting of the home care industry, the HCAOA Annual Leadership Conference! This event is your opportunity to learn about current issues, trends, and strategies that will help your organization thrive.

Conference Preview Program

Throughout the conference, the industry's leading vendors will be exhibiting their latest efforts to support home care providers across the country. Take this great opportunity to learn the newest competitive strategies, discover cutting-edge technologies and network with key innovators across the home care industry—all in one location.

We are excited to share that our conference [Preview Program](#) is available now for you to check out our impressive lineup of keynote speakers and breakout sessions! Read the program [here](#).

Conference Venue

The Conference will be held at the [Hilton Orlando Hotel](#) on September 26-27, 2021. HCAOA has secured an outstanding

rate of \$189 plus tax per night from the Hilton Orlando Hotel. To secure accommodations, please call 888-488-3509 or click [HERE](#).

HCAOA is partnering with the Hilton Orlando to take every precaution to ensure our event is safe and successful. Please click [here](#) to learn more about the hotel *Meet with Confidence* safety standards in preparation for our upcoming conference.

Simon Bailey - Opening Keynote Speaker

HCAOA is proud to announce **Simon Bailey** as the opening keynote speaker for the 2021 Annual Leadership Conference on September 26. Simon is a speaker, author, life coach and entrepreneur. His keynote session: **SPARK Customer Love: Customer Service is a department. Customer Love is a mindset** is sure to be enlightening!

In a world of information overload, SPARK ignites an emotional experience that causes customers to recommend your brand to their family and friends. Organizations and their team members will learn the Platinum Service Principles to create customers for life.

SPARK is a customer experience learning system based on Simon T. Bailey's 30+ years in the hospitality industry. As the former Sales Director for Disney Institute, Simon will teach you this easy and simple "SPARK" framework that you and your team can implement. Learn tangible examples and stories on how to embed the SPARK mindset into your organization.

Matt Thornhill - Keynote Speaker

Matt Thornhill, keynote speaker at the HCAOA Annual Leadership Conference, is a visionary futurist and national expert on today's older Boomer consumers. For almost 20 years Matt has been sounding the clarion call that the future of senior living and home care will be shaped by America's first dominant generational cohort,

Vendor Information

After a long quarantine, and more Zoom calls than many of us care to admit, we're back! The Home Care Association of America (HCAOA) is proud to announce that our 2021 Annual Leadership Conference will be held in-person at the Hilton Orlando Hotel on **September 26-27**. Rest assured, we are working to make this event safe for all attendees. Join us!

Registration is now open for conference exhibitors and sponsors. Seize the chance to interact with committed home care industry leaders, with direct access to decision makers who are focusing on growth and expansion across the country.

With a variety of event opportunities throughout the conference—trade show breaks, meal functions, and an opening night reception—there is no shortage of platforms to interact with key decision makers and drive your message to conference participants. You can find all of the details and pricing in our [Exhibitor & Sponsorship Prospectus](#).

HCAOA is excited to be able to host an in-person event this year. We expect this may be the first time in over a year that many people have attended an in-person event of this caliber - creating a unique opportunity for vendors to build long-lasting, beneficial relationships with attendees like never before.

Secure your exhibit or sponsorship today!

Baby Boomers. His insights and perspectives have been featured on NBC Nightly News, CBS Evening News, CNBC, MSNBC, PBS, NPR, and in *The Wall Street Journal*, *Washington Post*, *Chicago Tribune* and *Los Angeles Times*.

For years Matt ran a think tank and research firm, studying consumer behavior with special emphasis on senior living, senior care, and home care. His firm conducted about a dozen national research studies for Home Instead Senior Care, and he has given keynote addresses on the future of senior care at 50 different national, statewide, and company-specific events over the last decade. Past clients include Walmart, Google, AARP, Bayer Healthcare, Home Instead, P&G, Lowes Home Improvement, Verizon, the Social Security Administration, and even the rocket scientists at NASA.

Astute, provocative, and fresh, Matt's keynotes are top-rated and offer sector-specific insights to inspire and motivate you and your organization. You'll take away key action steps you can apply immediately, to ensure your continued success.

[Check out our full listing of conference sponsors here.](#)

Erik Madsen - Keynote Speaker

HCAOA is excited to announce an additional keynote speaker featured during the General Session of our Annual Leadership Conference, Erik Madsen, from Home Care Pulse. In the 2021 Home Care Benchmarking Study, Home Care Pulse analyzed providers billing more than \$5M in annual revenue to learn what they're doing differently than other agencies. Below are four key takeaways.

During this General Session you will:

- Learn where the most successful agencies are (and aren't) spending their money
- Understand which practices separate the best from the rest and which practices don't
- Gain insight into where your focuses should be
- Be able to participate in a panel Q&A session at the end of the session

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