



2026

Health Policy
Conferences

stateofreform.com

SPONSOR PROSPECTUS

STATE_{OF} REFORM

WELCOME & OVERVIEW

State of Reform develops expert-led, non-partisan conversations about the most pressing issues in state health policy. Our conferences offer a platform for each state's diverse array of health policy stakeholders—health plan leaders, health system executives, lawmakers, state agency officials, community advocates, clinicians, and others—to come together and have meaningful conversations about how to improve the state's healthcare system.

State of Reform conferences offer a unique opportunity to elevate your brand, attract new partnerships, and strengthen relationships with stakeholders in the market. Following the 2024 elections, the shift in power at the federal level means change is imminent. As federal and state leaders work through the details of their policy agenda, the opportunities and implications for publicly funded health and human services programs could be profound in direction and breadth. This is an opportune time to get in front of key stakeholders.



If you are interested becoming a State of Reform sponsor, please contact sponsorship@stateofreform.com.



2026 State of Reform **CONFERENCE SCHEDULE**

Conference	Date
Seattle	January 8, 2026
Hawaii	January 13, 2026
Georgia	April 15, 2026
Michigan	May 5, 2026
Maryland	May 21, 2026
Southern California	September 3, 2026
Minnesota	September 30, 2026
Pennsylvania	Fall 2026
North Carolina	Fall 2026
Illinois	Fall 2026
Colorado	Fall/Winter 2026



MEET OUR AUDIENCE:

- + State Government & Agency Officials
- + State Legislators
- + Representatives from CMS & HHS
- + Policy Makers
- + Hospital, Health System & Provider Practice Senior Leaders
- + Industry Associations
- + Academic Institutions
- + Behavioral Health Organizations
- + Community-Based Organizations
- + Anyone Invested in Their State's Healthcare System

High Level Conference Topics from 2025

Improving
Access to
Behavioral
Healthcare

Providing
Healthcare
to Justice
Involved
Populations

Growing and
Retaining the
Healthcare
Workforce

Addressing
Maternal and
Child Health

Examining and
Integrating AI
in healthcare

Improving
Rural
Healthcare
Access

Navigating
Medicaid
Work
Requirements

What Federal
Health Policy
Changes Mean
for the State

Expectations
for the
Upcoming
Legislative
Session



Sponsorship Opportunities

Sponsor Levels + Additional Packages

Sponsor Packages



Diamond Sponsor
\$20,000

Four Available

Package includes:

- + 6 complimentary conference registrations
- + 6 conference registrations at 25% off the regular price
- + 2 complimentary seats at the VIP Dinner
- + Guaranteed speaker on one panel
- + Logo placement on conference website, in marketing emails, on conference signage, and in the printed program
- + Social media post
- + Exhibitor table
- + Full-page ad in printed program
- + Pre- and post-conference attendee list
- + Co-branded lanyard

*The VIP Dinner is an exclusive and intimate gathering hosted on the eve of the conference. This complimentary private dinner brings together select partners, legislators, and agency leaders to engage in discussions on pressing issues in a closed-door setting.

Sponsor Packages



Platinum Sponsor
\$15,000

Package includes:

- + 5 complimentary conference registrations
- + 5 conference registrations at 25% off the regular price
- + 1 complimentary seat at the VIP Dinner
- + Guaranteed speaker on one panel
- + Logo placement on conference website, in marketing emails, on conference signage, and in the printed program
- + Social media post
- + Exhibitor table
- + Half-page ad in printed program
- + Pre- and post-conference attendee list

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Sponsor Packages



Gold Sponsor
\$10,000

Package includes:

- + 3 complimentary conference registrations
- + 5 conference registrations at 25% off the regular price
- + 1 complimentary seat at the VIP Dinner
- + Guaranteed speaker on one panel
- + Logo placement on conference website, in marketing emails, on conference signage, and in the printed program
- + Social media post
- + Exhibitor table

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Sponsor Packages



Silver Sponsor
\$7,500

Package includes:

- + 3 complimentary conference registrations
- + 3 conference registrations at 25% off the regular price
- + Guaranteed speaker on one panel
- + Logo placement on conference website, in marketing emails, on conference signage, and in the printed program
- + Social media post
- + Exhibitor table

Sponsor Packages

Package includes:

- + 3 complimentary conference registrations
- + 3 conference registrations at 25% off the regular price
- + Guaranteed speaker on one panel
- + Logo placement on conference website, in marketing emails, on conference signage, and in the printed program

Bronze Sponsor
\$5,000

Sponsor Packages



Price Dependent on Event

Association Sponsor

Available to Healthcare and Industry Associations

- + 3 complimentary conference registrations
- + 3 conference registrations at 25% off the regular price
- + 1 complimentary seat at the VIP Dinner
- + Guaranteed speaker on one panel
- + Logo placement on conference website, in marketing emails, on conference signage, and in the printed program
- + Social media post



Price Dependent on Event

Exhibitor Sponsor

Available to Conference Exhibitors

- + 2 complimentary conference registrations
- + 2 conference registrations at 25% off the regular price
- + Exhibitor table
- + Logo placement in the printed program

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Sponsor Packages



Post-Conference Reception Sponsor

Price Dependent on Event

Package includes:

- + 4 complimentary conference registrations
- + 3 discounted (25%) conference registrations
- + Logo placement on conference website, in marketing emails, on conference signage, and in the printed program
- + Social media post
- + On-site banner
- + Exhibitor table

*Immediately following the conference, State of Reform will organize a small reception consisting of light appetizers, libations, and the opportunity to network and debrief the day. Your organization will be highlighted as a Post-Conference Reception sponsor.



Sponsor Packages

Breakfast Sponsor

Price Dependent
on Event

4 complimentary
conference registrations

2 discounted (25%)
conference registrations

Logo placement on
conference website, in
marketing emails, and in
the printed program

Social media post

On-site sign

Wi-Fi Sponsor

Price Dependent
on Event

1 complimentary
conference registration

1 discounted (25%)
conference registration

Logo placement on
conference website, in
marketing emails, and in
the printed program

On-site sign

Registration Sponsor

\$3,500

3 complimentary
conference registrations

3 discounted (25%)
conference registrations

Logo placement in event
marketing

Scholarship Sponsor

Price Dependent
on Number of
Scholarships

Complimentary registration
for individuals of your
choice who may not
otherwise have the
opportunity to attend

Sponsor name featured
prominently on scholarship
recipients' nametags

A designated table reserved
for these recipients during
the event,
if requested

STATE_{of} REFORM



State of Reform is focused on bridging the gap between healthcare and the policy that governs it. We do this by engaging stakeholders from each of the many silos in state healthcare—including providers, health plans, lawmakers, and many others—and providing a non-partisan, policy agnostic space to discuss how to improve the healthcare system. Founded in 2011, State of Reform hosts over 20 annual health policy conferences and produces thought leadership focused on the most important issues facing health policy today.

Spanning from Hawaii to Maryland, the State of Reform Health Policy conferences are multi-silo gatherings of senior market executives and health policy leaders that foster productive, collaborative conversations about the complex issues facing the health sector, now and in the future.

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