

SOLUTION PARTNER DIRECTORY

SMASH
2026

SENIOR CARE MARKETING & SALES SUMMIT

OCTOBER 5–7, 2026 | LAS VEGAS

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**Find Us: Newcomer Orientation, Birds of Feather,
Networking Lounge, Industry Case Study**

TALKFURTHER.COM

Further is Senior Living's most trusted AI partner — providing a suite of AI solutions designed from the ground up around how Senior Living communities actually sell, market, and operate. Our AI-powered products span marketing, sales, operations, and competitive intelligence, and every one of them is backed by the industry's largest senior living dataset, giving communities sharper insight and faster results than any off-the-shelf alternative. We pair the technology with a white-glove, we'll-do-it-for-you service model, so AI becomes provable revenue, not another tool your team has to manage alone. The result is more qualified leads, better sales conversion, longer length-of-stay and streamlined community operations.

Further has spent more than 5 years pioneering AI for Senior Living, long before it was a category. That head start compounds: Every solution we build delivers results because it draws on the industry's largest senior living dataset, sharpened by the industry's largest team of AI engineers. As technology evolves, Further keeps setting the pace — because we didn't just adopt AI for this industry, we helped define what it looks like.

Further serves providers across the Senior Living continuum — independent living, assisted living, life plan communities, skilled nursing, and post-acute care. We work with the VPs of Sales, Marketing, and Operations driving revenue at these organizations, from single communities to large multi-site operators, and we build our tools so operators at both scales see measurable, real results.



Find Us: ED Talks: Data Measurement & Metrics, Networking Lounge, Cocktail Connections Suite Sponsor

APLACEFORMOM.COM

A Place for Mom is the leading platform that guides families through every stage of the aging journey. We simplify the search by offering free, personalized support—and when families are ready, we refer them to partners from our network of over 15,000 senior living communities and home care agencies.

Our mission is to guide caregivers and their loved ones to a confident place, so families can focus on what matters most: their love for each other.

A Place for Mom: where love finds its place.



Find Us: ED Talks: AI, Networking Lounge, Industry Case Study, Expert Roundtable

ACTIVEDEMAND.COM

ActiveDEMAND is a customer acquisition and sales engagement platform purpose-built for senior living. For over a decade, we've helped operators and agencies streamline marketing and achieve better outcomes with less effort. Our solution combines marketing automation, customer data management, CRM integration, sales engagement tools, and AI-driven insights. From AI-guided website chat and predictive content recommendations to real-time sales alerts and personalized follow-up, ActiveDEMAND helps teams respond faster and nurture relationships more effectively. Built for single communities and multi-location operators, our platform scales with your growth, backed by personalized support and collaboration.

Innovation is a core ActiveDEMAND value, guided by the needs of senior living operators. From ActiveDEMAND Intelligence (ADI), our senior living-specific AI, to AI Sales Trainer and Community Engage, we continually develop practical solutions that reduce repetitive work, accelerate meaningful engagement, and help teams achieve better outcomes with less effort.

ActiveDEMAND serves senior living owners, operators, and marketing teams, from single communities to large, multi-brand portfolios, along with the agencies and partners supporting them. More than 4,000 communities use the platform to strengthen family engagement, improve lead management, demonstrate marketing impact, and help sales teams convert more inquiries into tours and move-ins.



Find Us: ED Talks: CRM & Marketing Automation, ED Talks: Data Measurement & Metrics, Networking Lounge

ALINEOPS.COM

Aline is the Resident Lifecycle Platform for senior living, connecting Growth & Engagement, Resident Living, and Financials on one platform from first inquiry through daily living, care, and billing. Serving more than 9,000 communities, Aline supports senior living operators of all sizes, from independent regional operators to national enterprise organizations, across independent living, assisted living, memory care, and skilled nursing.



Find Us: Networking Lounge

FOUNTAINDIGITAL.COM

Fountain Digital is a performance-driven digital marketing agency built to help senior living operators grow. We combine deep industry expertise, proactive account management, technology, and data to connect marketing performance directly to business outcomes. Our team works as an extension of our partners, actively identifying challenges, uncovering opportunities, and implementing solutions that generate measurable results. From digital strategy and paid media to SEO, websites, marketing automation, and analytics, Fountain brings every component together with one goal: generating more qualified leads, tours, deposits, move-ins, and ultimately stronger occupancy across communities nationwide.

Fountain goes beyond traditional marketing metrics by connecting digital performance directly to CRM outcomes. Our technology and reporting identify lead quality and connect marketing sources to tours, deposits, and move-ins. This allows our team to actively optimize campaigns toward the outcomes that matter most, rather than clicks, impressions, or lead volume.

Fountain specializes in supporting multi-location senior living operators, communities, and ownership groups nationwide. Our partners range from individual communities to some of the industry's largest operators. We support organizations across independent living, assisted living, memory care, life plan communities, and active adult, helping them improve marketing performance and accelerate occupancy growth.



Find Us: ED Talks: Sales Performance, Expert Roundtable, Educational Track, Networking Lounge, Keynote, Industry Case Study

RILLA.COM

Rilla is the leading AI coaching platform for senior living sales. When a sales director walks a prospective resident and their family through a community tour, they record the conversation on Rilla's mobile app. Our AI then automatically transcribes, analyzes, and gives them feedback to improve their sales. Regional directors review every tour instead of shadowing a handful per quarter so they can actually increase their occupancy.

The community tour is the most important conversation and until Rilla nobody could hear it. Mystery shops only sample it. CRMs confirm it happened. Rilla is the first platform to capture and analyze the tour itself, turning senior living's last unmeasured moment into measurable data.

Rilla serves senior living operators across independent living, assisted living, memory care, and life plan communities.

Find Us: ED Talks: CRM & Marketing Automation, Networking Lounge

SENIOROI.COM

SeniorROI is the senior living industry's occupancy partner. Since 1984 we have run financial qualification, targeted lists, print, direct mail, and digital from one roof in Charlotte, a 50,000 square foot building that houses our offices, our presses, and our mail facility. VALIDIFY, our lead intelligence solution for senior living, puts an FQL™ score on every lead inside the CRM your team already uses, so sales and marketing teams know which families they can genuinely help, and where the next dollar and the next hour of their time should go.

We serve one industry and know its data better than anyone. The FQL™ score weighs a household's finances against a community's own pricing, ranking every lead A, B, or C inside workflows built for how senior living sells. Those same scores aim the mail, lists, and digital targeting that follow.

We serve senior living operators, from single-site owners to multi-state portfolios, plus the agencies that market on their behalf. Life Plan communities, rental independent living, assisted living, and memory care, both nonprofit and for-profit. Our buyers are CMOs, VPs of sales and marketing, marketing directors, and executive directors who carry census pressure.



Find Us: ED Talks: Sales Performance, Keynote, Networking Lounge

SIRO.AI

Siro is the AI platform built for teams that sell in person. We record, transcribe, and analyze those field conversations, turning moments that used to disappear the second a tour ended into structured, searchable insight. Leaders finally see what's actually said to prospective residents and families, coaches get real data instead of memory and hearsay, and every rep—new or tenured—gets personalized feedback that helps them close more move-ins.

Most sales platforms only see what happens online. Siro captures the human moment that actually closes deals in senior living—the tour, the family conversation, the objection raised in the hallway—and turns it into AI-driven coaching, automatic CRM updates, and pattern recognition for your sales teams.

Siro partners with leading senior living owner-operators and property managers—including LCS, Lifespark, Senior Lifestyle, Watercrest Senior Living, and Springpoint—across independent living, assisted living, memory care, and skilled nursing. Beyond senior living, Siro also serves multifamily, home services, automotive, and other industries built on in-person, relationship-driven, high-stakes sales conversations.



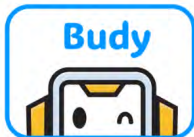
Find Us: ED Talks: CRM & Marketing Automation, Ed Talks: Data Measurement & Metrics, Networking Lounge, Cocktail Connections Suite Sponsor

WELCOMEHOMESOFTWARE.COM

WelcomeHome Software is a customer relationship management (CRM) platform purpose-built for senior living operators. Founded in 2017 and headquartered in Atlanta, WelcomeHome delivers intuitive, highly configurable technology that helps organizations operate more efficiently and gain actionable insights into sales and marketing performance. By combining easy-to-use software with dedicated customer success support, WelcomeHome empowers teams to focus on building meaningful connections with residents, families, and referral partners.

Designed with input from industry professionals, the platform helps teams manage prospects, track referral activity, and automate reporting and follow-up processes—all within a single, easy-to-use system. WelcomeHome's configurable tools provide greater visibility into the sales pipeline while reducing time spent on manual tasks.

The platform is accessible across devices and designed for everyday use, helping teams stay productive whether in the office or on the go. By simplifying data management and improving workflow efficiency, WelcomeHome enables senior living organizations to deliver a more connected and responsive experience. Made easy. Made for you.



Find Us: Kiosks, Industry Case Study, Networking

BUDYBOT.AI

Budy is on a mission to give every senior living sales and marketing leader an AI Teammate, helping their teams do more without new software. Operators using Budy see 1.5 additional monthly move-ins per community from cold leads, generating \$7,500 in additional revenue, with 3X opens and 5X clicks through personalized campaigns. Most importantly, teams love working with Budy and see it as a valued coworker who helps them improve.

Budy is used by 250 sales counselors across 200+ communities, including national and regional operators, CCRCs, independent living, assisted living, memory care, and skilled nursing. Come talk to us to learn how Budy helps sales and marketing teams do more.

citizen.

Find Us: Expert Roundtable, ED Talks: Digital Strategies, Networking Lounge

CITZNPARTNERS.COM

Citizen is your dedicated senior living marketing partner, helping communities across North America fill rooms with confidence. Rather than operating like an outside vendor, we act as a seamless extension of your team, directly aligning with your sales goals and census targets. Through high-performing web design, SEO, paid media, and targeted marketing strategies, our experts navigate long decision cycles and complex family dynamics to build trust, connect with prospective residents, and drive predictable occupancy for your community.

We're a specialized growth partner combining deep industry knowledge, data, and constant innovation to drive move-ins. Beyond technology, we invest in exceptional people who bring deep empathy to families navigating one of life's biggest, most meaningful decisions.

We partner with single-community providers and multi-site senior living organizations, spanning independent living, assisted living, and memory care. We support dedicated operators who are tired of generic marketing and seeking transparent, growth-focused strategies that consistently boost community engagement and occupancy.



Find Us: ED Talks: Sales Performance, Networking Lounge

ONEDAY.COM

At OneDay, we help communities extend human connection into the moments you can't physically be there for, pre and post tour—using personalized prospect experiences where video becomes the vehicle for human connection, and surrounding the video, there's key community information to help accelerate trust and connections before families ever walk through your front doors and tour your community.



Find Us: ED Talks: Sales Performance, Kiosk, Expert Roundtable, Networking

SALESMAIL.COM

SalesMail provides personalized video and on-site tour intelligence to help you build trust with families, book more tours and assessments, and scale a modern sales motion. Connect, understand, and convert better with modern sales enablement tools built specifically for senior living. SalesMail Video helps senior living operators build trust and stand out with short, personalized videos that make outreach more human, memorable, and effective. SalesMail Sidekick provides tour intelligence that audio-captures every tour, uncovers actionable insights, coaches your team, and turns what you learn into smarter next steps. All integrated with your CRM to keep your daily workflow connected and smooth. Give your sales team superpowers with SalesMail!



Find Us: ED Talks: AI, ED Talks: Digital Strategies, Kiosk, Networking

SENIORLIVINGSMART.COM

Senior Living SMART is a full-service senior living marketing agency and occupancy partner helping communities attract qualified prospects and turn leads into tours, deposits, and move-ins. We combine deep industry expertise with customized marketing strategies designed around each client's occupancy goals. By aligning marketing and sales, we create a more connected prospect journey from first inquiry through decision. Our collaborative team brings strategy, creativity, digital expertise, and actionable reporting together to help senior living brands grow with confidence and measurable results.

We go beyond delivering marketing tactics. We become a true extension of your team, combining proactive strategy, senior living expertise, transparent reporting, and collaboration. Every solution is customized, every recommendation is results-focused, and clients always own their marketing assets.

We partner with for-profit and not-for-profit senior living operators of all sizes, from individual communities to multi-location organizations. Our strategies support independent living, assisted living, memory care, and other senior living brands focused on stronger positioning, qualified leads, and occupancy growth.



Find Us: Keynote, Networking

SENIORSGUIDE.COM

For more than 25 years, SeniorsGuide.com has connected high-intent consumers directly with providers across the care spectrum. Backed by decades of senior-focused publishing and digital expertise, our team combines meaningful content, proven marketing solutions and practical performance insights to help communities build visibility, strengthen occupancy and reach families earlier in their decision-making journey. Our platform attracts thousands of daily visitors actively researching senior living options, giving providers the opportunity to connect with prospects when they're ready to move forward confidently.

What makes us different: Lead generation that respects NOI. Unlike referral-based platforms that charge fees for every move-in, SeniorsGuide.com provides high-quality leads without costly referral fees. Our solutions help communities generate demand, increase visibility, and connect with prospective residents while protecting the bottom line.

We partner with senior living operators, from individual communities to national portfolios, across independent living, assisted living, memory care and life plan communities. Our solutions help marketing leaders generate qualified leads, tours and move-ins while delivering marketing that respects NOI.



Find Us: Networking Lounge, Cocktail Connections Suite

SILVERASSIST.COM

SilverAssist is a senior assistance network and occupancy solutions partner for senior living operators nationwide. Through its primary operating brands, Oasis Senior Advisors, ElderLife Financial, and Caring, SilverAssist combines national digital reach, local advisor expertise, and integrated financial solutions to deliver better qualified referrals while empowering families to navigate the complex realities of aging and senior living decisions.

SilverAssist combines national digital reach, local expertise, and integrated financial solutions into a relationship-first model that delivers better-qualified referrals, removes barriers to move-in, and helps senior living operators grow occupancy through trusted, transparent partnerships.

We partner with senior living operators, ownership groups, and individual communities nationwide to improve occupancy, strengthen local relationships, increase referral quality, and provide families with a more supported, seamless path to senior living.

SmartBug.

Find Us: ED Talks: CRM & Marketing Automation, Kiosk, Industry Case Study, Networking

SMARTBUGMEDIA.COM/SENIOR-LIVING-CRM

Since 2008, SmartBug™ has been the growth partner for senior living, working with 1,000+ communities, including many of the largest operators, to schedule more tours and convert them into move-ins. SmartBug helps communities integrate CRM and marketing systems they already run, including HubSpot, WelcomeHome, and Salesforce, so your data works together instead of living in 10 different tools. SmartBug provides marketing, sales enablement, and creative services across AEO/SEO, paid ads, email, and social to help communities consistently exceed their goals.



Find Us: ED Talks: Digital Strategies, Networking Lounge

TILLADELSE.COM

Your communities deserve marketing that works.

You've built something special—a place where families feel confident, seniors find belonging, and personalized care comes first. Clear and effective marketing ensures your community is seen, trusted, and chosen.

Let's help families choose you.



Find Us: ED Talks: AI, Expert Roundtable, Welcome Reception, Networking

WINGSPANRPM.COM

WingspanRPM is a full-service marketing partner that knows senior living. We help communities and operators build stronger brands, reach the right audiences, generate qualified leads and turn more of those leads into tours and move-ins. Our team brings together strategy, creative, digital media, web, content, technology, and sales support, with a focus on making all of those pieces work better together. We're also helping senior living brands prepare for the changing search landscape, including AI, AEO, and GEO. We're big believers in smart ideas, strong partnerships, and marketing that actually moves the needle.

PLATINUM PARTNERS



Find Us: ED Talks: CRM & Marketing Automation, ED Talks: Sales Performance, Networking Lounge

[YARDI.COM/PRODUCTS/SENIOR-LIVING-SOFTWARE-SUITE](https://yardi.com/products/senior-living-software-suite)

A single connected solution that combines resident care, pharmacy, marketing, sales, finance, business intelligence, operations and more on a fully integrated, cloud-hosted, HIPAA and SOX-compliant platform created by a Forbes Cloud 100-winning technology provider.

Unlike point solutions, Yardi unifies CRM with resident care, operations and financial management on one connected platform. Teams gain a complete view of every prospect and resident, eliminate duplicate data, and deliver seamless experiences throughout the resident journey.

We serve assisted living, independent living, memory care, etc.

FOUNDING PARTNER



Find Us: Expert Roundtable, Networking

[SAGEAGE.COM](https://sageage.com)

With 40+ years of strategic experience in the senior living industry, SageAge is a nationally respected marketing and census growth company with a reputation rooted in personal client focus, custom and strategic creativity, accountability – and success. A team of self-described old souls, SageAge, strives to partner with senior living providers who share its mission: “to inspire seniors to live their best lives.”

Sage Age is a company dedicated exclusively to senior living, serving several hundred clients nationally. Our clients are a diverse mix of for-profit and not-for-profit communities across all care levels, product types, contract type and size. The SageAge team supports all clients with a boutique approach through our boundless capabilities.

GOLD PARTNERS



Find Us: Kiosk, Industry Case Study, Networking

[GO-ALIS.COM](https://go-alis.com)

ALIS (Assisted Living's Intelligent Solutions) is the leading all-in-one clinical and operations software for senior living. ALIS consolidates CRM, clinical, billing, eMAR, BI, and AI into a single platform to drive operational efficiency, better care outcomes, and scalable growth. To learn more, visit go-alis.com.



Find Us: Kiosk, Networking

[AUGUSTHEALTH.COM](https://augusthealth.com)

August Health is the modern platform that senior living communities love, known for modernizing move-ins, improving care quality, and providing proactive insights and advanced analytics. Designed with senior living experts and built by world-class engineers, the software platform makes it easier for communities to provide the best care — beginning with a fully digital move-in experience. In just a few clicks, August Health streamlines the move-in process for communities, residents, and their families. Communities across the country rely on August Health, including leading operators such as Sonida Senior Living, Bickford Senior Living, Claiborne Senior Living, Koelsch Communities, and Westmont Living. Learn more at augusthealth.com.



Find Us: Expert Roundtable, Networking

[CONVERSIONLOGIX.COM](https://conversionlogix.com)

Conversion Logix® is a senior living performance marketing solution that turns interest into leases—faster and more efficiently. With strategic ad management, high-performing lead generation software, and AI-powered insights, we enable marketers to reach the right audience, convert more leads, and reduce wasted ad spend. Conversion Logix doesn't just generate traffic—we help you to track, nurture, and close more leases with unmatched attribution visibility and high-performing campaigns.



Find Us: Kiosk, Expert Roundtable, Networking

[ELDERMARK.COM](https://eldermark.com)

LivTech's Residential Division is the integrated technology platform powering clinical operations, dining management, and financial performance for senior living operators across North America. Through its Eldermark and eMenuChoice brands, LivTech serves 800+ communities with purpose-built software for assisted living, memory care, and CCRC operators. Eldermark connects EHR/eMAR, care planning, billing, and AI-driven analytics in a single platform, so operators capture every billable service and close the gap between clinical documentation and revenue. eMenuChoice delivers a senior living-native POS and dining management system that automates revenue capture, manages complex meal plans, and eliminates the manual workflows that cost operators money and staff time. Together, LivTech's platforms give operators a single technology foundation to run smarter, retain residents longer, and perform at the margins their ownership groups demand.



Find Us: Kiosk, Networking

INERTIADIGITAL.MARKETING

Inertia Digital Marketing is a full-service digital marketing agency specializing in senior living. We help fill your rooms and your shifts, running resident lead generation and caregiver recruitment campaigns side by side, with everything updated in a real-time operator dashboard. Over ten years and across 100+ communities, we have delivered up to 28X return on ad spend and resident leads at up to 65% below the national cost per lead.



Find Us: Kiosk, Networking

IVYMARKETING.COM

Since 1990, IVY Marketing Group has partnered with senior living communities to build brands, drive occupancy, and tell the stories that truly connect with stakeholders. IVY's expertise spans branding, website development, graphic design, social media, public relations, and content creation.

The ability to combine strategic thinking with powerful storytelling sets IVY apart. We don't just market organizations—we bring their purpose to life in ways that inspire trust, engagement, and action.



Find Us: ED Talks: Digital Strategies, Networking

GROWMARKENTUM.COM

Senior living marketing isn't really about digital tools and tactics. It's about knowing what your brand stands for, and using it to stand out in the crowd. It's about being unique. Being memorable. Being active. Being trustworthy. And being seen. At Markentum, we can help you define your brand and create a high-performance marketing engine that generates qualified leads.

Talk to us and discover how our blend of human savvy, technology expertise and AI efficiency results in stronger brand awareness, 50% more qualified paid leads, and 100% more organic leads. It's the exact opposite of cookie-cutter agencies. And it's what makes us Markentum: Exactly like nothing else.



Find Us: Expert Roundtable, Networking Lounge

REPUTATION.COM

Reputation is the AI-native reputation performance engine that brings together the signals shaping visibility, trust, and customer experience so leaders see what is changing, local teams know where to focus, and brands act faster with more consistency. We turn reviews, listings, surveys, and social feedback into clear, prioritized actions for every location. We help multi-location brands be found, trusted, and chosen in search, AI answers, and everywhere customers make decisions.

We serve large, multi-location enterprises across healthcare, automotive, real estate, food and beverage, financial services, care and living, and retail. From hospital systems to dealerships to apartment communities, we help these brands manage reputation and customer experience across every location.



Find Us: Expert Roundtable, Networking

SAGEAGE.COM

With 40+ years of strategic experience in the senior living industry, SageAge is a nationally respected marketing and census growth company with a reputation rooted in personal client focus, custom and strategic creativity, accountability – and success. A team of self-described old souls, SageAge, strives to partner with senior living providers who share its mission: "to inspire seniors to live their best lives."

Sage Age is a company dedicated exclusively to senior living, serving several hundred clients nationally. Our clients are a diverse mix of for-profit and not-for-profit communities across all care levels, product types, contract type and size. The SageAge team supports all clients with a boutique approach through our boundless capabilities.



Find Us: ED Talks: CRM & Marketing Automation, Networking Lounge

SENIORSIGN.COM

Senior Sign streamlines senior living move-ins with an easy-to-use platform built for staff, residents, and families. In-person and remote signing, automated compliance tracking, audit trails, and integrations with PointClickCare, MatrixCare, ALIS, and WelcomeHome help teams get move-in paperwork done fast and done right, every time. White-glove onboarding and live support ensure confident adoption across every community. This year, we're introducing Accordeo — our next evolution. Learn more at seniorsign.com/bignews!

We best serve multi-site senior living operators and large life plan communities dedicated to consistent, compliant move-in experiences for every new resident and reliable, time-saving tools their staff can count on.

GOLD PARTNERS



Find Us: ED Talks: AI, Kiosk, Networking

SPINUTECH.COM

Spinutech is the connected, AI-forward growth partner that turns intelligence into measurable business growth. For more than 25 years, we've created commercial value through the combination of human ingenuity, modern technology, and connected digital experiences. We connect expertise, intelligence, and execution to solve complex challenges, strengthen brand visibility, and turn digital investments into meaningful, measurable business outcomes.

We partner with enterprise senior living brands and multi-community operators navigating the complexity of growth at scale. We help teams balance enterprise strategy with localized execution—strengthening visibility, generating qualified demand, driving tours and move-ins, and improving occupancy across every community and market.



Find Us: ED Talks: Sales Performance, Kiosk, Networking

GETUNITI.COM

Uniti is the agentic AI platform for senior living operators. Our 24/7 AI agents answer every family inquiry across voice, text, email, and chat in under 30 seconds and book the tour in the same conversation. Beyond sales, agents run resident support, maintenance, collections, and reviews across the full resident lifecycle. Uniti integrates natively with WelcomeHome, PointClickCare, and Aline.

We serve senior living operators and communities looking to automate inquiry, resident, and family interactions across every channel, reduce operating costs, and deliver faster, more personalized service and support to prospective and current residents and their families, without adding headcount.



Find Us: Kiosk, Networking

LOCALIQ.COM

The USA TODAY Network empowers businesses with a suite of advertising solutions designed to connect brands with audiences across the nation. Our offerings include local print advertising, targeted digital marketing, and compelling branded content. Collaborate with us to enhance your brand's visibility and drive growth through our unparalleled media reach.



Find Us: Kiosk, Networking

VARSITYBRANDING.COM

Varsity is a strategic marketing agency specializing in senior living. With deep insights into aging and decades of industry experience, Varsity brings a fresh perspective to the category, crafting compelling brand strategies, creative campaigns, and digital experiences that drive measurable impact—helping organizations connect with older adults through creativity, empathy, and purpose-driven collaboration.

SILVER PARTNERS



Find Us: Networking

AMPERSAND.TV

Ampersand is Moving TV Forward™. Powered by authenticated, privacy-focused data from Comcast and Charter, Ampersand helps senior living marketers reach older adults and the family members and caregivers who influence their decisions, with greater precision, scale, and accountability. Combining deterministic viewership insights with premium TV and streaming inventory, Ampersand enables audience-first planning, household-level targeting, and advanced measurement across 120 million multiscreen households. From local communities to regional and national campaigns, Ampersand helps marketers reach the audiences that matter most and understand the impact of their investments. Ampersand is owned by Comcast and Charter.



Find Us: Kiosk, Networking

BLOSSOMSTRATEGIES.COM

Blossom Strategies is a tech-first growth partner for senior living operators. We help communities fill vacancies with high-intent, private-pay residents without paying expensive placement fees. Powered by our RevGrowth framework and AskBrandO platform, we build direct-to-resident pipelines so you keep 100% of your move-in revenue. Stop renting shared leads. Come find us to reclaim your census.



Find Us: Kiosk, Networking

CAREAVAILABILITY.COM

CareAvailability.com is a national senior care directory built on a simple belief: Families should be able to connect directly with providers, and providers should never pay a referral fee for that connection. Every licensed provider in the country is listed at no charge, and every inquiry goes straight to you, not to a call center. You keep control of your relationships and never pay thousands of dollars per move-in. As more families turn to AI tools like ChatGPT and Google's AI answers to research care options, being visible on a trusted, comprehensive directory matters more than ever. *For communities that want to stand out, a Premium Profile adds photos, your logo, floor plans, amenities, video and brochure links, and an inquiry form, giving AI search the rich detail it needs to recommend you and giving families a mobile-friendly profile.*



Find Us: Networking Break

CARESCOUT.COM

CareScout provides solutions through an aging care ecosystem to help older adults and their families plan, find, and navigate aging care. Through trusted guidance, quality care provider connections, care planning resources, and long-term care solutions, CareScout supports families at every stage of the aging journey, helping them make informed decisions with greater confidence.



Find Us: Networking

CATALYSTSENIORLIVINGSOLUTIONS.COM

Senior living doesn't need more technology between people—it needs technology that makes human connection better. Catalyst combines human-first sales engagement with Conversation Intelligence to help operators respond faster, follow up smarter, coach better, and convert more inquiries into tours and move-ins. We give sales teams greater visibility, families better support, and leaders a smarter path to sustained occupancy growth.



Find Us: Kiosk, Networking

COLORWORKSINC.COM

Colorworks makes integrated marketing easy. Our GrowthTrack® omnichannel campaigns combine direct mail, digital advertising, and tracking to drive results and maximize ROI for senior living communities. With in-house production and custom Marketing Portals, we help reduce costs, streamline processes, and speed up execution. Discover how Colorworks can Make Your Marketing Easy!



Find Us: Networking

CURANAHEALTH.COM

Curana Health is the nation's largest provider-led primary care company serving senior living and skilled nursing communities, uniquely integrating on-site clinical care, value-based payment programs, and Medicare Advantage plans into one model.



Find Us: Networking

MYDASHMEDIA.COM

Dash Media is a video production company built specifically for senior living. We give organizations the feel of having an in-house production team, backed by a proven operational workflow designed for the industry. From weekly story-driven social videos and social media management to brand films, resident testimonials, recruitment content, and real estate tours, Dash helps senior living brands consistently create high-quality video at scale.



Find Us: Networking

DHD.MARKETING

DHD is a Chicago-based, full-service marketing and advertising agency specializing in senior living and healthcare. For over a decade, DHD has partnered with senior living operators to build brand strategy, drive occupancy, and create marketing that resonates with residents, families, and referral sources alike.



Find Us: Networking

DIRECTSUPPLY.COM

Since 1985, Direct Supply has been committed to improving the lives of America's Seniors with our industry-leading platforms to address healthcare's biggest challenges, advanced procurement capabilities to help corporations and communities spend more efficiently, and a data-driven supply chain with the power and flexibility to deliver solutions on time and on budget.

ENGRAIN

Find Us: Networking Lounge

[ENGRAIN.COM](https://engrain.com)

Engrain equips senior living sales and marketing teams with interactive maps and sales enablement technology that turns tours into decisions. TouchTour transforms the discovery room into a guided, visual presentation that accelerates occupancy growth. SightMap brings that same clarity online, letting families explore residences and pricing before they tour, so counselors spend their time on ready prospects.

EXF

Find Us: Industry Case Study, Networking

[EXPERIENCEFRESH.COM](https://experiencefresh.com)

EXF is a full-service, vertically integrated marketing agency built for senior living and aging technology. Our team of 30+ in-house specialists across strategy, creative, and digital supports hundreds of communities nationwide. We connect brand, digital, and technology to measurable occupancy outcomes, tracking performance from qualified leads to tours to move-ins.

FORMAT

formatpress.com

Find Us: Networking

[FORMATPRESS.COM](https://formatpress.com)

kind

Find Us: Networking

[KINDCREATIVE.COM](https://kindcreative.com)

Kind Creative is a mission-driven, full-service marketing agency helping senior living and healthcare organizations grow through thoughtful strategy, authentic storytelling, and data-driven marketing. From brand and web to SEO, paid media, content, attribution, and integrated growth strategy, we help communities build trust, strengthen relationships, connect with residents and families, and turn marketing data into meaningful action and growth.

LANSDALE GROUP

Find Us: Networking

[LANSDALEGROUP.COM](https://lansdalegroup.com)

Lansdale Group helps senior living operators turn Salesforce into a growth engine for occupancy and revenue. With deep industry expertise and proven CRM quick-start templates, we align sales, marketing, data, and AI around today's prospect journey. Our solutions help teams convert more leads, forecast occupancy, personalize engagement, improve follow-up, and give leaders clearer insight into what actually drives measurable move-ins.

LivNow™

It's a good move...

Find Us: Networking

[LIVNOWRELOCATION.COM](https://livnowrelocation.com)

LivNow Relocation makes navigating transitions easier for residents and families. With expert guidance and vetted local partners for home selling, downsizing, and moving, we remove stress and enhance the move-in experience. Our technology platform supports 55+, Life Plan, and Expansion/ New Development communities—boosting resident confidence and satisfaction while your team stays focused on welcoming, selling, and occupancy growth.

marketing essentials

Find Us: Expert Roundtable, Networking

[MKTGESSENTIALS.COM](https://mktgessentials.com)

Your growth is our mission.

At Marketing Essentials, we specialize in digital marketing for senior living — it's been our focus for over 25 years. We partner with communities like yours to create strategies that generate leads, build trust, and increase occupancy across the full continuum of care. No cookie-cutter plans. Just a hands-on, in-house team that understands your audience and delivers real results. We are lead generation experts who will partner with you to focus on occupancy growth.

**MARKETSTORM.AI**

MarketStorm helps organizations identify and influence future buyers earlier in the decision-making journey. Using AI, custom algorithms, and real-time behavioral signals, we uncover high-intent audiences before demand becomes obvious. Our clients gain direct visibility into website activity and campaign performance, helping them drive stronger growth, improve marketing efficiency, and gain a competitive advantage.

**Find Us: Networking****MODEL55.COM**

Model55 helps senior living and multifamily operators create spaces that sell. From model apartments and sales offices to common areas and full community projects, we provide turnkey design, furniture procurement, logistics, and white-glove installation—all designed to create a stronger first impression, support sales teams, and help drive occupancy.

**Find Us: ED Talks: AI, Networking****NEXTSTEPSALESMANAGEMENT.COM**

For more than 20 years, Next Step Sales Management has helped senior living portfolios build confident and scalable sales performance through sales training, coaching, CRM consulting, and forecasting. We pioneered AI role-play in senior living, with client-centered Practice Studios powered by Salesably. Schedule a consultation to learn how we can help your sales team fully prepare for each crucial conversation.

**Find Us: Kiosk, Networking****OCCULTYCS.COM**

Senior living's biggest decisions often start with an assumption, not data. Occulytics was built to change that. Our Data Platform gives you an independent market view built from 100+ sources, not operators' own self-reported numbers, covering 22,500+ communities and roughly 2 million residents. Our Advisory practice helps executive teams build the data, analytics, and AI capabilities to act with confidence.

**Find Us: Networking****ONEONONE.COM**

One On One Sales Academy is your all-in-one hub for senior living sales learning and development. Built specifically for senior living, the Academy combines on-demand courses, sales training, live webinars, expert Master Classes, podcasts, practical tools and resources, plus ongoing learning opportunities, giving sales teams the skills, confidence, and support they need to connect better, sell smarter, and keep growing.

**Find Us: Networking****ONHOLD32.COM**

What do your callers hear when you press your "hold" button? Dead air? Boring music? If you answered "Yes" to either of these, you need ON HOLD:32's Message & Music On-Hold services. For more than 20 years, we've been helping Senior Living Communities transform their hold time into a powerful marketing and branding tool by producing engaging and informative Message On-Hold recordings. We'll write your on-hold script for you, voice it with professional male & female (real human) voiceovers, add appropriate background music, and arrange for the recording to be loaded onto your phone system or VOIP service. Improve the "Caller Experience" in each of your communities with ON HOLD:32!



Find Us: Kiosk, Networking

OPINIION.COM

Opiniion is the leading AI-powered resident experience platform for modern property operators.

We bring feedback, reviews, social media management, and operational insights into one unified platform, giving teams a clear, real-time view of what residents are experiencing across the entire resident lifecycle and what to do about it. The platform surfaces insights you won't find anywhere else.



Find Us: Networking

RALLYOURTEAM.COM

Rally is a small-by-design, boutique advertising agency focused solely on senior living. Our full-service agency provides best-in-class, custom services tailored to you. With 140+ years of collective team experience, we're senior living specialists doing the work you'd expect from top-tier talent. With our lean operations and flexible approach, Rally will meet your needs fast and stretch your marketing dollars further.



Find Us: Networking

RENDERER.COM

Rendever is transforming how we connect, engage, and care for older adults. Through immersive technology, dementia and empathy training, and CommunityOS, our social health platform, we help senior living and healthcare organizations strengthen connection, belonging, and well-being. Backed by research and built for real-world care environments, Rendever is advancing a future where social health is treated like health.



Find Us: ED Talks: Data Measurement & Metrics, Networking

RVKAI.COM

RVK AI is an AI-powered sales engagement platform helping senior living communities connect with the right prospects. Our 24/7 voice and chat agents engage prospective residents and families, answers questions, qualifies inquiries, filters out those who aren't a fit, schedules tours, and automates follow-up, helping sales teams focus their time on prospects most likely to move in.



Find Us: Networking

SAFELY-YOU.COM

SafelyYou is the AI care platform senior living relies on. Spun out of UC Berkeley's AI Research Lab, it pairs innovative sensor technology with leading clinical expertise, detecting falls with over 99% accuracy and reviewing every incident to understand why. More than 1,000 communities across 44 states and Canada use SafelyYou to prevent falls, extend resident stays, and strengthen profitability.



Find Us: ED Talks: Digital Strategies, Networking

SEARCHLABDIGITAL.COM

SearchLab Digital is a digital marketing agency specializing in Local SEO, AI visibility, and paid advertising for local businesses. Our team helps brands show up where their customers search, from Google and local search results to paid search and AI. With custom strategies, dedicated specialists, transparent reporting, and no cookie-cutter tactics, SearchLab helps businesses turn search into customers.



Find Us: Networking

SENIORCAREFINDER.COM

Senior Care Finder partners with thousands of senior living communities to help them stand out from the competition and drive high-intent, high-quality leads with NO REFERRAL OR MOVE-IN FEES! Our newest offering, SCF Pulse, is a senior living-specific online reputation management platform. Together with Premium Membership, they form a complete sales and marketing growth engine, driving family consideration and amplifying your ability to capture your target audience.



Find Us: ED Talks: Digital Strategies, Networking

SENIORLIVINGGUIDE.COM

SeniorLivingGuide.com connects seniors and caregivers with senior living communities through print, digital, and multimedia marketing. With nationwide reach, over 70,000 monthly users, and an advanced AI digital assistant named Martha, we deliver high-quality, CRM-integrated leads. Our multi-platform services include targeted print directories, a top-ranked podcast, and B2B database marketing.

SIGNATURE MOVES

Powered by **sirva**

Find Us: Educational Track, Networking

SIRVA.COM

Signature Moves, powered by Sirva, helps older adults and their families navigate the often-overwhelming process of downsizing, moving, buying, and selling a home. By connecting families with trusted real estate, moving, and transition resources, Signature Moves removes barriers, reduces complexity, and creates a smoother path to move-in. Communities who participate with Signature Moves gain access to partnership opportunities designed to enhance resident support and deliver added value.



Find Us: Expert Roundtable, Networking

SKYPOINT.AI

Skypoint is a HITRUST r2-certified Agentic AI platform for healthcare operations, designed to accelerate productivity and operational efficiency across healthcare organizations. Our platform enables healthcare providers, payers, and senior care organizations to unify fragmented data, model industry-specific ontologies, and deploy AI agents that automate workflows and support better, faster decision-making.

With 25+ AI-native applications and 250+ bidirectional integrations, Skypoint helps organizations automate complex workflows, reduce administrative burden, and improve operational performance.

Founded in 2020 in Portland, Oregon, Skypoint is deployed across 1,250+ payer, provider, and senior living locations and has been recognized on the Deloitte Technology Fast 500™ in 2024 and 2025 and the Inc. 5000 in 2025.



Find Us: Twinkle Tuesday, Networking

SMARTGIRLDIGITAL.COM

Smart Girl Digital is a boutique digital marketing agency specializing exclusively in senior living. We partner with operators and in-house marketing teams to build smarter digital foundations through strategy, automation, content, SEO, and paid media. Our mission is to empower teams with the systems, tools, and expertise they need to generate qualified leads, strengthen sales alignment, and increase occupancy with measurable results.



Find Us: Expert Roundtable, Networking

SMARTLINX.COM



Find Us: Networking

TRUEDIALOG.COM

TrueDialog is the enterprise SMS, MMS, and RCS platform transforming how organizations connect with customers through text messaging, today's most engaging and responsive channel. Running on its own owned messaging infrastructure and backed by industry-leading security certifications, the platform delivers enterprise-grade reliability with 99.99% uptime while reducing messaging costs by up to 50%. Thousands of brands trust TrueDialog, including Coca-Cola, Hilton, Kansas City Chiefs, Northern Tool, SubjectWell, and Tulane University. Founded in 2008 and based in Austin, Texas, TrueDialog combines enterprise-grade capabilities with simplified implementation to help organizations build stronger relationships through reliable, cost-efficient messaging.



Find Us: Kiosk, Networking

THEVECTRE.COM

The Vectre builds sales enablement technology for senior living. Sales associates use YourTour to personalize each appointment around a detailed interactive community map, then send every prospect their own Personalized Interactive Brochure, which includes reporting on prospect engagement. TourGuide brings that map to your website, and TourGuide AI adds conversational lead capture. Demo YourTour: www.demoyourtour.com.



Find Us: ED Talks: AI, Networking

WAYPOINTCONVERTS.COM

Waypoint Converts is a configurable, affordable AI Website Assistant with multipath conversion that sits on top of your senior living and CCRC website — we don't take it over. It engages prospects in real time through live chat, engagement surveys, and smart forms, with accurate lead-source tracking that shows which channels convert. Result: 20–200% more quality leads, zero added staff cost.



Find Us: Kiosk, Networking

WISEGUIDES.VIDEO

WiseGuides is prospect education for senior living communities: short, professionally produced, white-labeled videos your sales reps share with families. Prospects get expert answers to core questions and concerns about senior living, helping them build the confidence to take the next step. Your team sees who is engaging in real time. Now accepting a handful of communities into our pilot program; pilot partners get a free year of WiseGuides.

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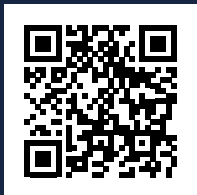
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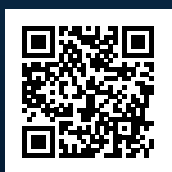
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