

2024 HCAM ANNUAL CONVENTION & EXPO

September 16-18 | Grand Rapids, MI



2024 Annual Convention & Expo

Session Highlights

- Mark Parkinson, National Update
- CMS Regulatory Updates
- Michael Marlow, Recruiting & Retaining Senior Living Employees
- LARA Update with Jennie Belden and Dave Donahue
- Implicit Bias with Lorne Epstein
- AFC/HFA Updates with Jay Calewarts and Andrea Moore
- Political & Economic Outlook
- Ransomware Preparedness & Response
- VBP for SNF and for AL

2024 Details



Registration Status

- 523 registrations
- \$216,270 in registration revenue – 84% of target revenue



Sponsorship / Partnership / Expo Sales

- \$18,300 in direct sponsorship dollars secured
- Secured 10 additional kiosks from Art Craft – 9/10 sold so far
- 2 new VIP Partners in the last two weeks, 10 new partners in the last month



Room Block Almost Full

- Book lodging here: <https://book.passkey.com/e/50802517>