

MACtoberfest 2026

Vendor & Sponsorship Prospectus

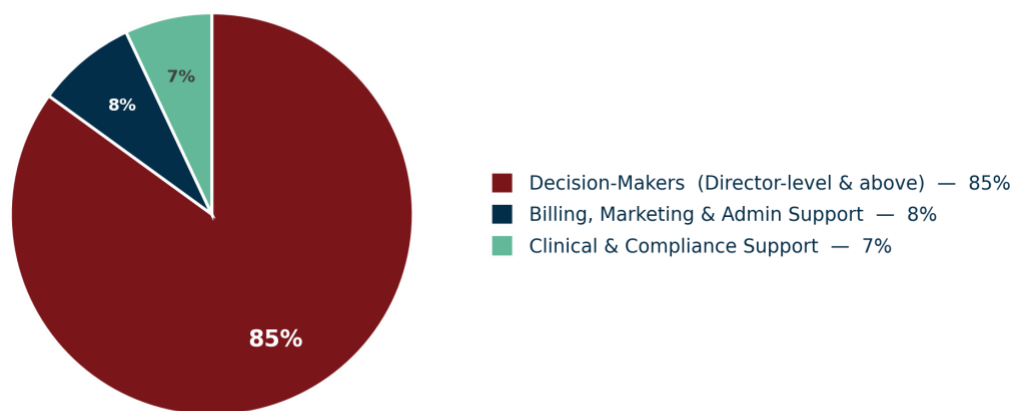
Dates	Thursday, October 22, 2026 (full day) & Friday, October 23, 2026 (half-day)
Location	NYLO Las Colinas — Irving, TX
Format	Day 1: Two concurrent tracks — Billing & Reimbursement and Leadership/Marketing, presented by Palmetto GBA. Day 2: Half-day, presented entirely by Palmetto GBA.
Exhibit Space	Limited to 16 vendor tables
Audience	Hospice & palliative care professionals from Texas & New Mexico — clinical, billing/reimbursement, and executive leadership

Why Partner With Us

TNMHPO is the largest and oldest organization in Texas and New Mexico dedicated exclusively to hospice and palliative care. MACtoberfest is our signature fall conference and one of the few events in the region where Palmetto GBA — the Medicare Administrative Contractor for our states — presents directly to the field. You're not sponsoring a general healthcare crowd; you're in front of the people who run hospice and palliative care organizations across two states.

150	77	13	19
Total Attendees (incl. speakers)	Organizations Represented (TX & NM)	Exhibiting Companies	Expert Speakers

85% of 2025 attendees held Director-level titles or above at their organizations



Excludes 9 registrants (6%) who left their title blank on registration.

This isn't a vendor-only room — 4 of last year's 19 speakers presented directly from hospice & palliative provider agencies (not vendors), and several exhibitors, including JCC, Knight Home Care Financial, and Advanced Revenue Cycle Management, also took the podium as speakers.

Exhibitor Opportunities

Reserve a table in the exhibit hall, open to all attendees throughout the conference.

Exhibit Table	Member Price	Non-Member Price
One 6-ft exhibit table (16 spaces available)	\$1,250	\$1,550

Sponsorship Opportunities

Sponsorships include premium visibility beyond a standard exhibit table.

Sponsorship	Investment
Breakfast – Day 1 (Oct 22)	\$4, 000
Breakfast – Day 2 (Oct 23)	\$4,000
Lunch (Oct 22)	\$6,500
Reception	\$6,500
Coffee Break	\$1,500

Each sponsorship includes:

- Signage at the sponsored meal/break, verbal recognition, recognition in brochure & on event app (please see the form for full details on each sponsorship)
- Featured push notification shout-out via the conference app for Breakfast, Lunch and Receptions sponsorships (new for 2026)

Policies & Standards

MACtoberfest follows TNMHPO's Standards of Exhibition. Full terms are provided upon application approval; key points below.

- Eligibility & Approval: All exhibits and activations must align with the interests of TNMHPO members. Applications are reviewed and approved by management.
- Exhibitor Category Mix: To protect the value of the exhibit hall for attendees, TNMHPO reserves the right to limit the number of tables within a single vendor category (e.g., pharmacy, DME). This cap applies to exhibit tables only – sponsorships remain open to all vendors regardless of exhibit table availability.
- Space Assignment: Best efforts to honor preferences; TNMHPO may relocate booths to optimize traffic and safety.
- Display Guidelines: Stay within assigned footprint; maintain aisle clearance and neighboring sightlines.
- Badge Policy: 2 badges per single booth.
- Refunds/Cancellations: Final policy provided in the 2026 Standards of Exhibition.
- Insurance & Liability: Exhibitors are responsible for insuring their property and complying with venue rules.
- Hospitality/Off-Site Events: Not permitted during official program hours.
- Music/Media Licensing: Exhibitors are responsible for appropriate permissions.

Important Dates

- Commitment deadline: July 31st, 2026
- Payment due: August 30th, 2026
- Logo/artwork deadline: Sept 15th, 2026
- Cancellation policy: Full policy provided in the 2026 Standards of Exhibition

How to Reserve Your Spot

- Complete the online "[Fall Conference Exhibitor & Sponsorship Interest Form](#)"
- Space is assigned on a first-come, first-served basis – 11 of 16 exhibit tables remain

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Questions?

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