



EXPANDING TECHNOLOGY
ENGAGEMENT NETWORK

Where Technology Meets Policy

2026 Vendor Prospectus

The ETEN brings together technology vendors, state agency leaders, and health plan partners to navigate the complexities of the rapidly evolving long-term services and supports (LTSS) landscape.

Expanding Technology Engagement Network (ETEN)
www.eten.us



Our Partner Organizations

ADvancing States

Founded in 1964, ADvancing States represents the nation's 56 state and territorial agencies on aging, disabilities, and long-term services and supports. The organization supports visionary leadership, systems innovation, and national policies that strengthen LTSS for older adults and people with disabilities.



NASDDDS

NASDDDS represents the nation's agencies in 50 states, Puerto Rico, American Samoa, and the District of Columbia, providing services to children and adults with I/DD and their families. The association's goal is to promote and assist state agencies in developing effective service delivery systems that furnish high-quality supports.



Health System Transformation, LLC

Health System Transformation (HST) is a specialized consulting firm dedicated exclusively to state healthcare programs and the complexities of Health and Human Services. The organization provides comprehensive support in program design, waiver negotiation, and large-scale system integration.



State of the States in I/DD

A longitudinal research project based at the University of Kansas, tracking public spending and service trends for people with I/DD since 1982. Developed the Technology First Systems Change Framework to guide states in integrating technology into service delivery.



State of the States
In Intellectual and Developmental Disabilities



2026 Membership Prospectus

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Three Stakeholder Groups, One Shared Mission



State Aging & Disability Leaders

State aging, disability, intellectual and developmental disabilities (I/DD), and Medicaid Long-Term Services and Supports (LTSS) directors responsible for policy development, program design, financing, and implementation — representing all 56 states and territories.



Technology Vendors

Companies developing technology solutions — from radar-based fall detection and remote patient monitoring smart home devices — that enable older adults and people with disabilities to remain safely and independently engaged in their homes and communities.



Managed Care Organizations

Health plan partners delivering Medicaid Home and Community-Based Services (HCBS) — collaborating with state policymakers to accelerate innovation and expand access to technology-enabled care.

Is the ETEN Right for You?

If you can answer yes to any of these, your technology solutions are a great fit for the ETEN.

- ✓ Does your technology help people live more independently at home or in the community?
- ✓ Are you looking to enter or expand within the Medicaid LTSS market?
- ✓ Do you need direct access to state agency decision-makers?
- ✓ Would structured feedback from policymakers improve your product-market fit?

Vendor-Policymaker Exchange

Quarterly calls bring members together with state leaders, health plans, and stakeholders to tackle real challenges and share practical insights on technology solutions in LTSS. Members connect directly with decision-makers and help drive the direction of the field.



A Growing Market. A Complex Landscape.

The ETEN, led by ADvancing States and the National Association of State Directors of Developmental Disabilities Services (NASDDDS), brings together state policymakers, health plan partners, and technology vendors to address challenges, accelerate innovation, and open doors to new market opportunities.

For technology vendors, Medicaid LTSS represents a large, stable, and expanding market. At the same time, it is one of the most challenging markets to enter due to state-by-state variation, complex policy environments, and procurement processes that require a deep understanding of public-sector operations. The ETEN is designed to help companies navigate this complexity, address barriers, and increase access to these technologies for individuals who need them most.

What We're Working Toward

- 01 Educate states on the latest technology solutions
- 02 Guide vendors on navigating Medicaid markets
- 03 Bridge knowledge gaps among states, health plans, and vendors
- 04 Foster federal solutions to streamline adoption of new technologies
- 05 Ensure access to technology for all consumers



Why Join the ETEN?

While technology offers significant potential, adoption often lags due to barriers, such as misaligned service definitions, the absence of payment codes, and varying waiver policies across states.



Unmatched Access to State LTSS Leadership

ADvancing States and NASDDDS members include state aging, disability, I/DD, and Medicaid LTSS directors. Together, these associations represent all 56 states and territories, offering unparalleled insight into the full Medicaid LTSS landscape.



Engagement with the Right Decision-Makers

The ETEN connects participating companies with state leaders who influence service requirements, funding decisions, and program implementation. Rather than navigating fragmented entry points across individual states, members gain a single, structured channel to engage decision-makers.



A Trusted, Neutral Convening Environment

ADvancing States and NASDDDS are nonpartisan, state-driven organizations with long-standing credibility. Engagement occurs in a structured, problem-solving forum rather than a sales environment, helping companies build trust and credibility with states.

How Participation Accelerates Market Entry and ROI

● Early, actionable feedback from states

Companies receive structured input from state leaders on operational needs, regulatory considerations, data integration, and implementation challenges, enabling product refinement before formal procurement decisions are made.

● Insight into state variation and scalability

Engaging multiple states simultaneously provides clarity on where flexibility is required and where standardization is possible.

● Alignment with emerging state priorities

Participation allows companies to anticipate where states are heading and position products to meet future demand rather than reacting to past requirements.



2026 Program Calendar

Key dates and milestones for ETEN members in the 2026 program year.



Q1

APRIL 23, 2026

Inaugural Quarterly Collaborative Meeting

Virtual format.



Q2

June 8, 2026

Quarterly Collaborative Meeting

Virtual format.



JULY 8, 2026

Mid-Year Half-Day Working Session

In-depth engagement with state leaders. Virtual format.



Q3

August 12, 2026

Quarterly Collaborative Meeting

Virtual format.



AUGUST 23-27, 2026

Advancing States HCBS Conference

Baltimore, MD - Booth space for half-day technology workroom:
8'x10' with 6ft table + 2 chairs
advancingstates.org/hcbsconference



NOVEMBER 2-5, 2026

NASDDDS Annual Conference

Chicago, IL - Booth space for half-day technology workroom:
10'x6' with 6ft table + 2 chairs



Q4

November 10, 2026

Quarterly Collaborative Meeting

Virtual format.



By the Numbers

COMBINED CONFERENCES — HCBS & NASDDDS

2,575+

CONFERENCE
ATTENDEES

56

STATES &
TERRITORIES

400+

SPEAKERS

180+

SESSIONS

192

SPONSORS &
EXHIBITORS

HCBS CONFERENCE

1,748

ATTENDEES

55

STATES &
TERRITORIES

300+

SPEAKERS

130

SESSIONS

90

SPONSORS &
EXHIBITORS

WHO'S IN THE ROOM - HCBS

40%

FEDERAL, STATE, OR
LOCAL GOVERNMENT

59.8%

EXECUTIVE OR
DIRECTOR-LEVEL TITLES

82.2%

PURCHASING INFLUENCE
OR PROGRAM OVERSIGHT

67.2%

5+ YEARS OF HCBS
EXPERIENCE

NASDDDS ANNUAL CONFERENCE

827

ATTENDEES

53%

STATE STAFF
LEADERSHIP

100+

SPEAKERS

50

SESSIONS

102

SPONSORS &
EXHIBITORS



Membership Tiers

All memberships are annual. Choose the level of engagement that fits your organization's goals.

Strategic Partner

\$20,000/year

Full engagement across both national conferences with maximum visibility and direct access to state leaders year-round.

CONFERENCE ACCESS - HCBS & NASDDDS

- ✓ **HCBS & NASDDDS Conference Booths** - Dedicated Booths (HCBS: 8'x10', NASDDDS: 10'x6') **active during ET Half-Day Workroom***
- ✓ **Vendor Specific Sessions** - One 60-minute State Q&A session per conference
- ✓ **4 Total Full-Conference Registrations** (2 registrations per conference, inclusive of booth staff)
- ✓ **Half-Day Intensive Session Participation** - Full access at both conferences

*Booths are available during the ET Half-Day Workroom session only, not during the general conference exhibit period.

NETWORK ENGAGEMENT

- ✓ **Quarterly Collaborative Meetings** - Full participation in virtual quarterly meetings attended by advisory states, health plans, and vendors
- ✓ **Meeting Summaries & Key Takeaways** - Detailed minutes and insight delivered post-meeting
- ✓ **Logo on ETEN Webpage** - Logo placement on the ETEN Webpage

STRATEGIC BENEFITS

- ✓ **Mid-Year Working Session with State Leaders**
- ✓ **Full Conference Opt-In Registration Lists** - Provided post-conference for both events (subject to Data Usage Policy)
- ✓ **Featured Vendor Spotlight** (150 words + logo) in the ADvancing States Friday Update and NASDDDS newsletter, reaching 15,000+ subscribers
- ✓ **Logo on Event Signage** - Branding recognition at both conferences on ETEN signage



Membership Tiers

All memberships are annual. Choose the level of engagement that fits your organization's goals.

Conference Partner

\$17,000/year

Choose one national conference for on-site engagement while maintaining year-round network access.

CONFERENCE ACCESS - HCBS OR NASDDDS

- ✓ **Conference Booth (Select HCBS -or- NASDDDS)** - Dedicated Booth (HCBS: 8'x10' / NASDDDS: 10'x6') active during **ET Half-Day Workroom*** at SELECTED event
- ✓ **Vendor Specific Sessions** - One 60-minute State Q&A session at selected conference
- ✓ **2 Total Full-Conference Registrations** - Valid for selected event (Inclusive of booth staff)
- ✓ **Half-Day Intensive Session Participation** - Full access at selected conference

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Membership Tiers

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Network Member

\$10,000/year

Year-round engagement with state policymakers through quarterly meetings, direct working sessions, and exclusive network resources.

NETWORK ENGAGEMENT

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Strategic Partner — Startup Rate: \$12,000/year for companies under \$1M annual revenue AND under 4 years old. Contact ExpandingTech@advancingstates.org.



Pricing & Terms

ETEN membership follows a calendar-year cycle with clear, transparent terms.

Membership Period

January 1 - December 31 (calendar year). All benefits are active for the full membership year.

Payment

Invoiced by ADvancing States upon acceptance. Payment is due within 30 days of invoicing.

Cancellation

Membership runs through the end of the calendar year. No refunds for early cancellations.

Tax Status

ADvancing States is a 501 (c)(3) nonprofit organization. Membership fees may be tax-deductible as a business expense.

Mid-Year Enrollment

Please contact us at ExpandingTech@advancingstates.org for mid-year enrollment options and prorated pricing.

Application Review

Applications submitted at least one week prior to the next scheduled quarterly collaborative meeting will be reviewed by the ETEN team prior to that meeting.

Questions about terms?

Contact: ExpandingTech@advancingstates.org



Membership Policies

All ETEN members agree to the following policies upon joining.

1

Antitrust Compliance

No discussions of pricing, market allocation, bid coordination, or competitive strategies during ETEN meetings or events. All participants are expected to comply with federal and state antitrust laws. Members acknowledge this obligation upon joining.

2

Vendor Selection

To ensure balanced representation, vendors are selected based on criteria including technology solutions offered, populations served, company size, and other relevant factors. The ETEN aims to bring together a diverse group of established leaders and emerging innovators.

3

Non-Endorsement

Participation by state agencies does not constitute endorsement of any member's products or services. Members may not represent the ETEN membership, state participation, or advisory involvement as an endorsement in any marketing, sales, or promotional materials.

4

Code of Conduct

ETEN meetings are collaborative, not sales-oriented. Members shall respect the roles and time of state leaders; refrain from direct product solicitation during collaborative sessions; and maintain professional conduct at all ETEN events and in all communications.

5

Brand Usage

Members may reference their ETEN membership status with prior approval from ADvancing States. Use of the ETEN, ADvancing States, or NASDDDS names, logos, or trademarks requires written permission. No member may imply a partnership, joint venture, or endorsement relationship beyond their membership.

6

Member Removal

The ETEN reserves the right to revoke membership for violations of these policies, non-payment, or conduct detrimental to the network's mission or participants. No refund will be issued upon removal for cause.

7

Data Usage

Conference opt-in registration lists are provided exclusively for professional outreach related to ETEN activities. Members may not sell, transfer, or share this data with third parties, nor use it for mass unsolicited marketing. All use must comply with the CAN-SPAM Act and applicable state privacy laws.

8

Confidentiality & Intellectual Property

Discussions during ETEN meetings are confidential. Members may not attribute, quote, or use statements made by state officials or other participants in marketing materials without prior written consent. Materials and resources produced by the ETEN are the property of ADvancing States and NASDDDS.



Legal Terms

By joining the ETEN, members agree to the following terms and conditions.

1

Force Majeure

If any ETEN event is cancelled, postponed, or converted to a virtual format due to circumstances beyond the control of ADvancing States or NASDDDS — including but not limited to pandemic, epidemic, public health emergency, government order, natural disaster, acts of war, terrorism, or severe weather — ADvancing States shall not be liable for any damages or losses. Year-round network benefits remain in effect regardless of conference status.

2

No Guarantee of Attendance or Results

Attendance figures, statistics, and demographic data presented in this prospectus reflect prior-year actuals and are not guarantees of future attendance, booth traffic, or business outcomes. ADvancing States makes no express or implied warranty regarding the number or type of attendees at any event.

3

Government Procurement & Ethics

ETEN membership does not confer any preferential treatment, advantage, or consideration in state or federal procurement processes. Members are solely responsible for understanding and complying with all applicable state and federal ethics rules, gift restrictions, and lobbying disclosure requirements.

4

Accessibility

The ETEN is committed to accessible, inclusive events. Members receiving booth space must ensure their exhibits are accessible to individuals with disabilities in accordance with the ADA. Given the ETEN's mission, members are expected to demonstrate accessibility in their event presence.

5

Non-Transferability

Membership is held by the member organization and is non-transferable. Members may not assign, sell, or transfer membership rights or benefits to any other company or entity without prior written consent. Personnel may be substituted with advance notice.

6

Indemnification & Hold Harmless

Members agree to indemnify, defend, and hold harmless ADvancing States, NASDDDS, their respective officers, directors, employees, agents, and event venues from and against any and all claims, damages, losses, costs, and expenses arising out of or related to the member's participation in ETEN activities.

7

Limitation of Liability

In no event shall ADvancing States or NASDDDS be liable for any indirect, incidental, consequential, special, or punitive damages. Total liability shall not exceed the membership fees paid by the member in the current membership year.

8

On-Site & Exhibitor Requirements

Members receiving booth space must comply with all venue rules, fire marshal regulations, and event contractor requirements. Members are responsible for their own shipping, drayage, insurance, booth setup, and teardown. ADvancing States does not maintain insurance covering member property at conference venues.

9

Governing Law

This membership and all related terms shall be governed by and construed in accordance with the laws of the Commonwealth of Virginia, without regard to conflict-of-law provisions. Any disputes shall be subject to the exclusive jurisdiction of the state and federal courts located in the Commonwealth of Virginia.

10

Photography, Recording & Media

Participation in ETEN events constitutes consent to be photographed, filmed, or otherwise recorded. ADvancing States and NASDDDS may use such recordings for promotional, educational, or archival purposes. Members may photograph or record only within their own booth space.



Get in Touch

Interested in learning more about the ETEN or exploring membership opportunities? Connect with our team.

[General Email - ExpandingTech@advancingstates.org](mailto:ExpandingTech@advancingstates.org)

[Vendor Application - Click Here](#)

Membership Inquiries

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