

Sponsorship & Exhibitor Prospectus



New York
New York Health Plan Association
2018 Annual Conference
Health Plan Association

NYHPA Sponsor & Exhibitor Prospectus—2018



November 14th & 15th, 2018

Hilton Garden Inn
Hoosick Street, Troy, New York 12180



Who Will Be Attending?

The New York Health Plan Association Annual Conference attracts more than 200 managed care professionals and other high-level executives and key leaders in the health care industry. You will have an opportunity to showcase your products and services to senior management from health plans, hospitals, physician groups, business leaders, state policymakers and other key leaders in health care.

OUR NYHPA MEMBERS

Full

Aetna—Affinity Health Plan—Capital District Physicians' Health Plan— EmblemHealth—Empire BlueCross BlueShield, HealthPlus—Fidelis Care—Healthfirst—HealthNow NY—Independent Health—MetroPlus—Molina Healthcare of NY—MVP Health Care—Oscar Health Insurance—UnitedHealthcare—WellCare

Associate

AgeWell New York—AlphaCare of New York—Centers Plan for Healthy Living—Elderplan/HomeFirst—Elderwood Health Plan—Extended MLTC—Integra MLTC—Nascentia Health (VNA Homecare Options)—Prime Health Choice—RiverSpring Health Plans (ElderServe Health)—Senior Health Partners—Senior Whole Health—VNS CHOICE

Affiliate

Agadia Systems—Beacon Health Options—Brighton Health Plan Solutions (MagnaCare)—CVS Health—DentaQuest—Dialyze Direct—Eli Lilly Oncology—Express Scripts—Health Management Associates—HealthPlex—LIBERTY Dental—Magellan Health Services—MedImpact—Novo Nordisk—ODH, Inc.—PerformRx—Premier Home Health Care Services—Solid Benefit Guidance—Vertex Pharmaceuticals Inc.

Become An Affiliate Member!

By becoming an HPA Affiliate member, you receive a substantial discount on your sponsor/exhibitor fee. Our Affiliate members are invited to attend informal networking opportunities such as receptions, special meetings and educational programs, and get profiled in online member listings and the HPA fact sheet. Affiliate members also receive a copy of our weekly HPA **eNews** containing key action and information items, access to policy and position papers and a copy of HPA's annual Legislative Summary. For more information on becoming a NYHPA Affiliate member, contact Arlene Halpert at ahalpert@nyhpa.org or by calling 518.462.2293.

2018 CONFERENCE SCHEDULE

Wednesday, November 14th

Exhibitor Set-Up (all except Basic level)—1-4 p.m.
NYHPA Committee Meetings—1-3 p.m.
Break—3-3:30 p.m.
NYHPA Annual Meeting—3:30-4:45 p.m.
Exhibitor Areas Open (all except Basic level)—4-8:30 p.m.
Pre-Conference Reception—5-6 p.m.
Pre-Conference Dinner—6-8:30 p.m.

Thursday, November 15th

Exhibitor Set-Up (Basic level)—6:30-7:30 a.m.
Conference Registration & Breakfast—7:30-8:30 a.m.
Conference Program/Exhibitor Hall—7:30 a.m.-3:30 p.m.
Coffee Break—10:15-10:45 a.m.
Lunch—12-12:45 p.m.
Conference Program/Exhibitor Hall—12:45-3:30 p.m.
Exhibitor Break-down—3:30 p.m.

NYHPA Sponsor & Exhibitor Prospectus—2018

Should Your Company Be a Sponsor or Exhibitor?

If your company or organization provides products and services geared toward assisting those involved in the health care industry, then you should be a part of this event. As an exhibitor, you get to showcase your products and services in front of your targeted demographic, and sponsors receive even more opportunities to network with attendees! Space is limited and sponsorships are available on a first-come, first-served basis. Don't miss out on this outstanding opportunity to network with health care professionals from across New York State.

The Reception & Dinner Offer Increased Opportunities to Network!

By participating at the 2018 Annual Conference, you greatly increase your organization's visibility and help your company reach its marketing goals, as well as provide a prime opportunity to acquaint new and influential customers with your services and products. The Pre-Conference Reception and Dinner (**for all but Basic level exhibitors**) provides a unique and relaxing atmosphere where you can mingle with our members at one of two bars located in the exhibitor areas or by sharing a table during dinner and dessert.

Exhibiting hours begin on Wednesday, November 14th at 4 p.m. for the NYHPA Annual Meeting followed by the Pre-Conference Reception and Dinner (**for all but Basic level exhibitors**), and run through the end of the conference on Thursday, November 15th at 3:30 p.m. Diamond, Platinum and Gold-level exhibitors will be able to sponsor one of seven events including the Pharmacy/Medical Directors' and Government Affairs/Government Programs meetings, as well as the Pre-Conference Lunch, Reception and Dinner, and the Conference Breakfast and Lunch.

Make Use of Enhanced Marketing Opportunities!

As a confirmed exhibitor, you can also add an Enhanced Marketing Opportunity to get your company message out to even more potential clients by sponsoring either the Badge Lanyards, the Conference Folder or the Conference Journals.

2017 NYHPA Sponsors & Exhibitors



2017 Diamond Sponsors

Navitus Health Solutions—Beacon Health Options

2017 Platinum Sponsors

healowInsights—Inovalon—LIBERTY Dental Plan

2017 Gold Sponsors

Alkermes—HealthCrowd



2017 Silver Exhibitors

Agadia—Call9 Emergency Medical—Health Management Associates—Healthplex, Inc.—Magellan Health—New York eHealth Collaborative—Otsuka America Pharmaceutical, Inc.

2017 Bronze Exhibitors

3M Health Information Systems—340B Exchange—Dynamic Healthcare Systems—EnvisionRx—Engolve (Cenetene Corporation)—ForaCare Inc.—Healthify—HMS—MedImpact—Merck & Co., Inc.—MTM, Inc.—National Vision Administrators—NTT DATA Healthcare Staffing Services—PerformRx, LLC—ProCare Rx—Quest Analytics—Sun Pharmaceuticals—TESARO—TransUnion

2017 Basic Exhibitors

Altruista Health Inc.—Avality—Bayer—BioReference Laboratories, Inc.—InSight Telepsychiatry—Mom's Meals/NourishCare—ODH, Inc.—Oncology Analytics—Premier Home Health Care Services—Sunovion Pharmaceuticals, Inc.—Truven Health Analytics, IBM Watson Health

NYHPA Sponsor & Exhibitor Prospectus—2018

General Information

Exhibitor Fees & Table Assignments

No exhibitor tables will be reserved until receipt of a signed Exhibitor Agreement and payment. ALL AGREEMENTS AND PAYMENTS MUST BE RECEIVED NO LATER THAN OCTOBER 1, 2018 (cancellations will be charged a \$25 administrative fee and **NO REFUNDS WILL BE ISSUED AFTER OCTOBER 30, 2018**). An additional 4% fee will be added to payments made by credit card. All table assignments will be made on a first-come, first-serve basis with Diamond, Platinum and Gold sponsors given preferred table placement; Silver, Bronze and Basic Level exhibitors will be assigned tables (Basic level exhibitors are limited to tables #38-50).

What Your Exhibitor Fee Includes:

- Complimentary conference registrations (1-3, depending upon exhibitor level)
- 6' topped/skirted table with two chairs, with preferred placement for sponsors
- Company logo, web link and profile posted in the conference program and NYHPA website
- A special badge identifying you and your company as an exhibitor or sponsor
- A color advertisement in the conference program (size dependent upon exhibitor level)
- Attendance at the Opening Reception and Dinner (for Diamond, Platinum, Gold, Silver and Bronze-level exhibitors only) with speaking and special advertisement opportunities for Diamond and Platinum exhibitors
- Electricity and Wi-Fi.

Hotel Accommodations

A limited number of rooms are being held through October 25, 2018, or until they are sold out. PLEASE BOOK YOUR ROOMS EARLY as we will be expecting conference attendees from out of the area who will need to reserve a room. You can contact the Hilton Garden Inn directly at 518-272-1700 (be sure to identify yourself as a New York Health Plan Association vendor attending the 2018 Annual Conference) or you can book online via their website at <http://hiltongardeninn3.hilton.com/en/hotels/new-york/hilton-garden-inn-troy-ALBTYGI/accommodations/index.html>.

Exhibitor Space Set-Up & Tear Down

Diamond, Platinum, Gold, Silver and Bronze exhibitors can set up their tables on Wednesday, November 14th between 1 and 4 p.m.; Basic level exhibitors can ONLY set up on Thursday, November 15th between 6:30-7:30 a.m. (any other exhibitors who did not set up on Wednesday may also set up on

Thursday morning). Exhibitors MUST remain set up until the close of the Conference at approximately 3:30 p.m. on Thursday, November 15th.

Shipping of Materials & Displays

Exhibitor materials/displays can be shipped to the hotel for arrival NO EARLIER THAN NOVEMBER 12th to: **Hilton Garden Inn, Attn: NYHPA Annual Conference 11/14-15/2018, 235 Hoosick Street, Troy, NY 12180—PLEASE MAKE SURE YOUR COMPANY NAME IS FEATURED PROMINENTLY ON THE OUTSIDE OF YOUR PACKAGE(S) ALONG WITH “NYHPA Conference.”**

If your sponsorship includes literature placement in attendee packets, please send 250 copies to the NYHPA office **NO LATER THAN** November 6th to NYHPA, 90 State Street, Suite 825, Albany, NY 12207-1717

Advertisements

All advertisements (as included in the exhibitor level) must be received in the NYHPA offices by **NO LATER THAN** October 15th. After that date we cannot guarantee placement in the Conference Program Book. All advertisements must be sent electronically as a JPG file to Lori Dorry at ldorry@nyhpa.org.

Cancellation

Cancellations will be charged a \$25 administrative fee and **NO REFUNDS WILL BE ISSUED AFTER OCTOBER 30, 2018**.

Liability

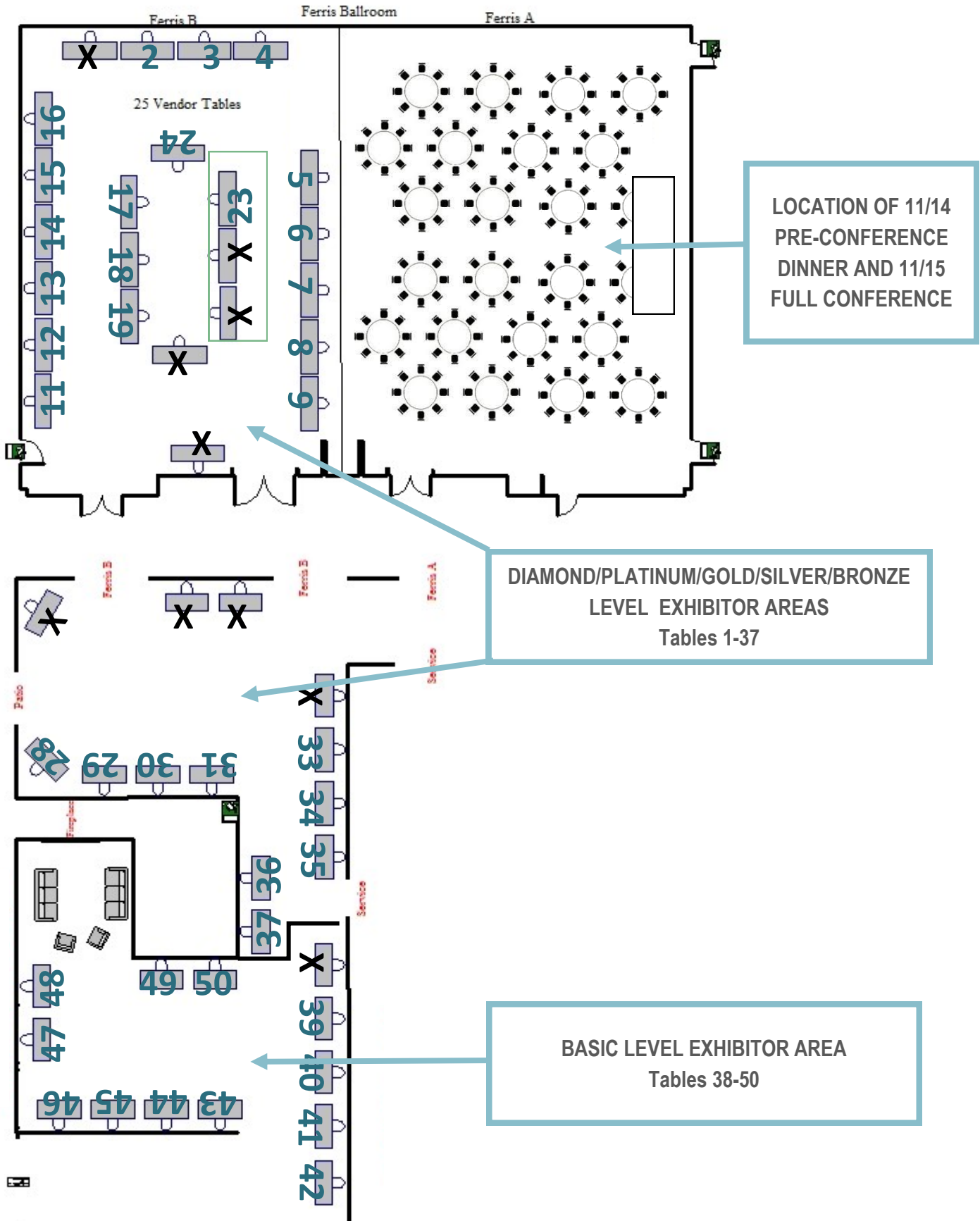
The exhibitor/sponsor assumes the entire responsibility for losses, damages and claims arising out of exhibitor activities on the hotel premises and will indemnify, defend and hold harmless NYHPA, the hotel, their agents, servants and employees from any and all such losses, damages and claims.

Have Questions or Need Additional Information?

All registered and paid exhibitors will receive a confirmation email as well as an exhibitor packet prior to the conference. If there are additional questions, you may contact the following NYHPA staff: Lori J. Dorry, Project Assistant—ldorry@nyhpa.org or 518.462.2293; Arlene Halpert, Conference Director—ahalpert@nyhpa.org or 518.462.2293; Kathleen Wallace, Executive Assistant—kwallace@nyhpa.org or 518.462.2293

NYHPA Sponsor & Exhibitor Prospectus—2018

Available Sponsorship & Exhibitor Tables (“X” = reserved)



NYHPA Sponsor & Exhibitor Prospectus—2018

Sponsorship & Exhibitor Opportunities

All exhibitor levels include:

- **Physical space**—6' table with black table drape, two chairs, wastebasket, electricity & WIFI.
- **Complimentary access** for company representatives to work your exhibit booth, attend the conference session and represent your company at the Pre-Conference Reception & Dinner (**for all but Basic level exhibitors**—number of representatives allowed is dependent on Sponsorship/Exhibitor level—see each level for information).
- **Additional benefits**—your company logo and link posted on the NYHPA website, your company logo and information in conference program, full color advertisement in the conference program (size dependent upon Sponsorship/Exhibitor level—see each level for information), a conference registrant list (name, title, company—no contact information).

Sponsorship Levels

DIAMOND LEVEL #1 | Directors' Meeting Sponsor \$8,000—Member/\$9,000—Non-Member

- Sponsor of the Medical and Pharmacy Directors' Meeting and the meeting Beverage & Dessert Center on November 14, including a 15-minute presentation by the sponsor.
- Choice of booth location with early set-up on November 14 from 1-4 pm and exhibit time from 4-8:30 pm on November 14 and 7:30 am-3:30 pm on November 15.
- Attendance for three at the Pre-Conference Reception/Dinner and the Conference.
- Full page, full color ad in Conference Program with preferred placement.
- Inclusion of company materials in the Conference Folder.

DIAMOND LEVEL #2 | Government Affairs Meeting Sponsor \$8,000—Member/\$9,000—Non-Member

- Sponsor of the Government Affairs Meeting and the meeting Beverage & Dessert Center on November 14, including a 15-minute presentation by the sponsor.
- Choice of booth location with early set-up on November 14 from 1-4 pm and exhibit time from 4-8:30 pm on November 14 and 7:30 am-3:30 pm on November 15.
- Attendance for three at the Pre-Conference Reception/Dinner and the Conference.
- Full page, full color ad in Conference Program with preferred placement.
- Inclusion of company materials in the Conference Folder.

DIAMOND LEVEL #3 | Pre-Conference Dinner \$8,000—Member/\$9,000—Non-Member

- Sponsor of the Pre-Conference Dinner and the Affairs Dinner Dessert Table on November 14, including 10-minute presentation by the sponsor at the Dinner.
- Choice of booth location with early set-up on November 14 from 1-4 pm and exhibit time from 4-8:30 pm on November 14 and 7:30 am-3:30 pm on November 15.
- Attendance for three at the Pre-Conference Reception/Dinner and the Conference.
- Full page, full color ad in Conference Program with preferred placement.
- Inclusion of company materials in the Conference Folder.

NYHPA Sponsor & Exhibitor Prospectus—2018

Sponsorship Levels (cont'd.)

PLATINUM LEVEL #1 | Pre-Conference Reception

\$7,000—Member/\$8,000—Non-Member

- Sponsor of the Pre-Conference Reception and two Cocktail Bars on November 14, including a 5-minute presentation by the sponsor prior to the dinner.
- Choice of booth location with early set-up on November 14 from 1-4 pm and exhibit time from 4-8:30 pm on November 14 and 7:30 am-3:30 pm on November 15.
- Attendance for three at the Pre-Conference Reception/Dinner and the Conference.
- Full page, full color ad in Conference Program with preferred placement.
- Inclusion of company materials in the Conference Folder.

PLATINUM LEVEL #2 | Conference Lunch

\$7,000—Member/\$8,000—Non-Member

- Sponsor of the Conference Lunch and two Beverage Centers on November 15, including a 5-minute presentation by the sponsor prior to the dinner.
- Choice of booth location with early set-up on November 14 from 1-4 pm and exhibit time from 4-8:30 pm on November 14 and 7:30 am-3:30 pm on November 15.
- Attendance for three at the Pre-Conference Reception/Dinner and the Conference.
- Full page, full color ad in Conference Program with preferred placement.
- Inclusion of company materials in the Conference Folder.

GOLD LEVEL #1 | Pre-Conference Lunch

\$6,000—Member/\$7,000—Non-Member

- Sponsor of the Pre-Conference Lunch on November 14.
- Choice of booth location with early set-up on November 14 from 1-4 pm and exhibit time from 4-8:30 pm on November 14 and 7:30 am-3:30 pm on November 15.
- Attendance for three at the Pre-Conference Reception/Dinner and the Conference.
- Full page, full color ad in Conference Program with preferred placement.
- Inclusion of company materials in the Conference Folder.

GOLD LEVEL #2 | Conference Breakfast

\$6,000—Member/\$7,000—Non-Member

- Sponsor of the Conference Breakfast on November 15.
- Choice of booth location with early set-up on November 14 from 1-4 pm and exhibit time from 4-8:30 pm on November 14 and 7:30 am-3:30 pm on November 15.
- Attendance for three at the Pre-Conference Reception/Dinner and the Conference.
- Full page, full color ad in Conference Program with preferred placement.
- Inclusion of company materials in the Conference Folder.



NYHPA Sponsor & Exhibitor Prospectus—2018

Exhibitor Levels

SILVER LEVEL

\$4,500—Member/\$5,000—Non-Member

- Choice of booth location from #25-50 with early set-up on November 14 from 1-4 pm and exhibit time from 4-8:30 pm on November 14 and 7:30 am-3:30 pm on November 15.
- Attendance for two at the Pre-Conference Reception/Dinner and the Conference.
- Half page, full color ad in Conference Program .

BRONZE LEVEL

\$3,500—Member/\$4,000—Non-Member

- Choice of booth location from #25-50 with early set-up on November 14 from 1-4 pm and exhibit time from 4-8:30 pm on November 14 and 7:30 am-3:30 pm on November 15.
- Attendance for one at the Pre-Conference Reception/Dinner and the Conference.
- Quarter page, full color ad in Conference Program .

BASIC LEVEL

\$1,000—Member/\$1,500—Non-Member

- Choice of booth location from #38-#50 with set-up from 6:30-7:30 am and exhibit time from 7:30 am-3:30 pm on November 15.



Enhanced Marketing Opportunities

If you are one of our **confirmed** exhibitors, you can get your company message out to even more potential clients by adding one of these **Enhanced Marketing Opportunities!** These items are available on a first come-first served basis.

CONFERENCE FOLDER

\$1,500

Sponsor our Conference Folder by being the only company to have your logo and brand information on the back cover of the Conference Folder which is handed out to every registrant at the Conference.

CONFERENCE JOURNALS

\$1,000

Sponsor our Conference Journals which are placed on the attendee tables—your logo will be printed on the back of each journal.

BADGE LANYARDS

\$500

Sponsor the Badge Lanyards that every attendee will be wearing—your company name will be printed on each lanyard.

NYHPA Sponsor & Exhibitor Prospectus—2018

Organization/Company Name: _____

Contact Name: _____

Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

Fax: _____

Web Address: _____

Exhibiting representative(s)/sponsor(s) in attendance and email address(es): *(please see the exhibitor level listings for the number of attendees allowed for your level)*

1. Name _____

Title _____

Email address _____

2. Name _____

Title _____

Email Address _____

3. Name _____

Title _____

Email Address _____

Payment Information

Credit Card payments are accepted with an additional 4% processing fee. To pay by credit card, please contact Kathleen Wallace at (518) 462-2293.

Enclosed is our check in the amount of \$ _____

NOTE: *Electricity and Wi-Fi are included in the Exhibitor package; shipping costs are not.*

*Please make checks payable to **NYHPA Council** and mail to the address below*

by October 1, 2018. NOTE: THERE WILL BE A \$25 ADMINISTRATIVE FEE FOR CANCELLATIONS AND NO REFUNDS WILL BE ISSUED AFTER OCTOBER 30, 2018

Exhibiting Terms and Conditions

The exhibitor/sponsor assumes the entire responsibility for losses, damages and claims arising out of exhibitor activities on the hotel premises and will indemnify, defend and hold harmless NYHPA, the hotel, their agents, servants and employees from any and all such losses, damages and claims. **Please note** — your signature signifies acceptance of all terms and conditions of exhibiting.

Signature _____ Date _____

Please check the appropriate box(es):

Exhibitor/Sponsorship Levels

\$8,000*/\$9,000 DIAMOND #1

\$8,000*/\$9,000 DIAMOND #2 — SOLD!

\$8,000*/\$9,000 DIAMOND #3 — SOLD!

\$7,000*/\$8,000 PLATINUM #1

\$7,000*/\$8,000 PLATINUM #2

\$6,000*/\$7,000 GOLD #1

\$6,000*/\$7,000 GOLD #2

\$4,500*/\$5,000 SILVER

\$3,500*/\$4,000 BRONZE

\$1,000*/\$1,500 BASIC

*** NYHPA Affiliate Members receive a discount on exhibitor fees.**

Preferred Exhibitor Table Placement

(Diamond, Platinum & Gold exhibitors ONLY — all others assigned)

Table # _____ (first come basis)

Enhanced Exhibitor Opportunities

Conference Folder Sponsor — \$1,500

Conference Journal Sponsor — \$1,000

Badge Lanyard Sponsor — \$500

I/We would like information on other sponsorship opportunities, future events and affiliate membership.



New York Health Plan Association

90 State Street—Suite 825

Albany, NY 12207

518-462-2293

www.nyhpa.org

Visit us on Facebook!

Don't miss out...register TODAY!

For sponsor or exhibiting questions and/or opportunities,
contact Lori Dorry at ldorry@nyhpa.org