

SPONSOR & EXHIBITOR PROSPECTUS

2019 NYHPA ANNUAL CONFERENCE

NOVEMBER 20-21, 2019 — ALBANY CAPITAL CENTER — ALBANY, NEW YORK

“The Cost Conundrum: What’s Driving Health Care Costs and How Do We Hit the Brakes?”



NYHPA EXHIBITOR PROSPECTUS—2019

November 20th & 21st, 2019

ALBANY CAPITAL CENTER
55 Eagle Street, Albany, New York



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

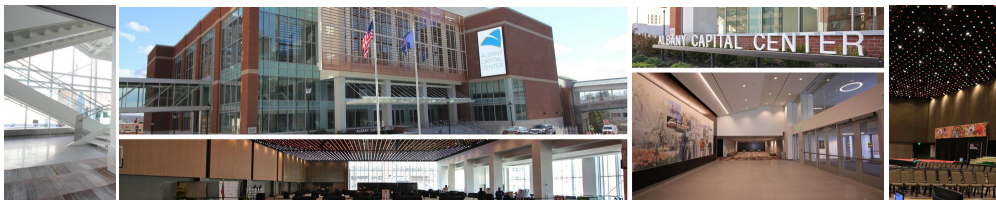
Aetna—Affinity Health Plan—Capital District Physicians' Health Plan—EmblemHealth—Empire BlueCross BlueShield, HealthPlus—Fidelis Care—Healthfirst—HealthNow NY—Independent Health—MetroPlus—Molina Healthcare of NY—MVP Health Care—Oscar Health Insurance—UnitedHealthcare—WellCare of NY

Associate

AgeWell 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—VillageCare MAX—VNS CHOICE

Affiliate

Agadia Systems—AstraZeneca—Beacon Health Options—Brighton Health Plan Solutions (MagnaCare)—Celgene—CVS Health—Eli Lilly Oncology—Harmony Biosciences—Health Management Associates—HealthPlex—LIBERTY Dental—MAS (Medical Answering Services)—Magellan Health Services—MedImpact—Merck & Co., Inc.—Novo Nordisk—ODH, Inc.—PerformRx—Premier Home Health Care Services—Sandata Technologies—Sage Therapeutics—Solid Benefit Guidance—3M Health Information Systems—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 select policy and position papers and a copy of HPA's annual Legislative Summary.

For more information on becoming an NYHPA Affiliate member, contact Arlene Halpert at ahalpert@nyhpa.org or by calling 518-462-2293.

CONFERENCE SCHEDULE—2019

Wednesday, November 20th

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—6-8:00 p.m.

Thursday, November 21st

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.-2:30 p.m.
Coffee Break—10:15-10:30 a.m.
Lunch—11:30-Noon
Conference Program/Exhibitor Hall—Noon-2:30 p.m.
Exhibitor Break-down—2:30 p.m.

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Should Your Company Be a Sponsor or an 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 Pre-Conference Reception & Dinner Offer Increased Opportunities to Network!

By participating at the 2019 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 20th** 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 21st at 2:30 p.m.** Diamond, Platinum and Gold-level exhibitors will be able to sponsor one of seven events including the Clinical 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—and something for the pre-conference dinner!



THANK YOU TO OUR 2018 SPONSORS & EXHIBITORS!

DIAMOND SPONSORS

Beacon Health Options—Dialyze Direct—Zipari

PLATINUM SPONSORS

LIBERTY Dental

GOLD SPONSORS

AstraZeneca Pharmaceuticals—PerformRx

SILVER EXHIBITORS

Agadia—Beacon LBS—3M Health Information Systems—Call9 Emergency Medical—Health Management Associates—HealthPlex, Inc.—NYeHealth Collaborative—Trividia Health

BRONZE EXHIBITORS

Convey Health Solutions—DentaQuest—Happify Health—Magellan Health—Otsuka America Pharmaceutical, Inc.—ProCare RX—Progeny Health—TESARO—United Concierge Medicine

BASIC EXHIBITORS

Altruista Health Inc.—Healthcare Quality Strategies, Inc.—MedHok—MedImpact Healthcare Systems, Inc.—Merck & Co., Inc.—MTM, Inc.—Mom's Meals NourishCare—Navitus Health Solutions—NYSARC Trust Services—Premier Home Health Care Services—Siena College Research Institute—SUN Pharmaceuticals

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, 2019 (cancellations will be charged a 10% administrative fee and NO REFUNDS WILL BE ISSUED AFTER OCTOBER 1, 2019).** 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 32-45).

What Your Exhibitor Fee Includes:

- Complimentary conference registrations (1-3, depending upon exhibitor level).
- 6' or 8' topped/skirted table with two chairs, with preferred placement for sponsors and NYHPA members.
- Company logo and web link 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 at the Renaissance Albany Hotel (next door to the Albany Capital Center) through October 22, 2019 at a special group rate of \$169-\$189. 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 book online at https://www.marriott.com/meeting-event-hotels/group-corporate-travel/groupCorp.mi?resLinkData=New%20York%20Health%20Plan%20Association%5EALBBR%60HPCHPCA%7CHPCHPCB%7CHPCHPCD%7CHPCHPCE%60169.00-189.00%60USD%60false%603%6011/20/19%6011/21/19%6010/22/2019&app=resvlink&stop_mobi=yes

Exhibitor Space Set-Up & Tear Down

Diamond, Platinum, Gold, Silver and Bronze exhibitors can set up their tables on Wednesday, November 20th between 1 and 4 p.m.; Basic level exhibitors can ONLY set up on Thursday, November 21st 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 2:30 p.m. on Thursday, November 21st.

Shipping of Materials & Displays

Exhibitor materials/displays can be shipped to the Capital Center to the Decorator Service's attention with the show name and booth number clearly written on the label in the following format:

NYHPA Annual Conference / Exhibitor's Name
ATTN: Decorator's Services
Albany Capital Center, Loading Dock
55 Eagle Street, Albany, NY 12206

Return Shipments must be repacked, labeled and called in to the shipper by the exhibitor.

If your sponsorship includes literature placement in attendee packets, please send 250 copies to the NYHPA office **NO LATER THAN** November 11th to NYHPA, 41 State Street, Suite 900, Albany, NY 12207.

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 hi-resolution file to Lori Dorry at ldorry@nyhpa.org.

Cancellation

Cancellations will be charged a 10% administrative fee and **NO REFUNDS WILL BE ISSUED AFTER OCTOBER 1, 2019.**

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?

If there are additional questions, you may contact the following NYHPA staff:

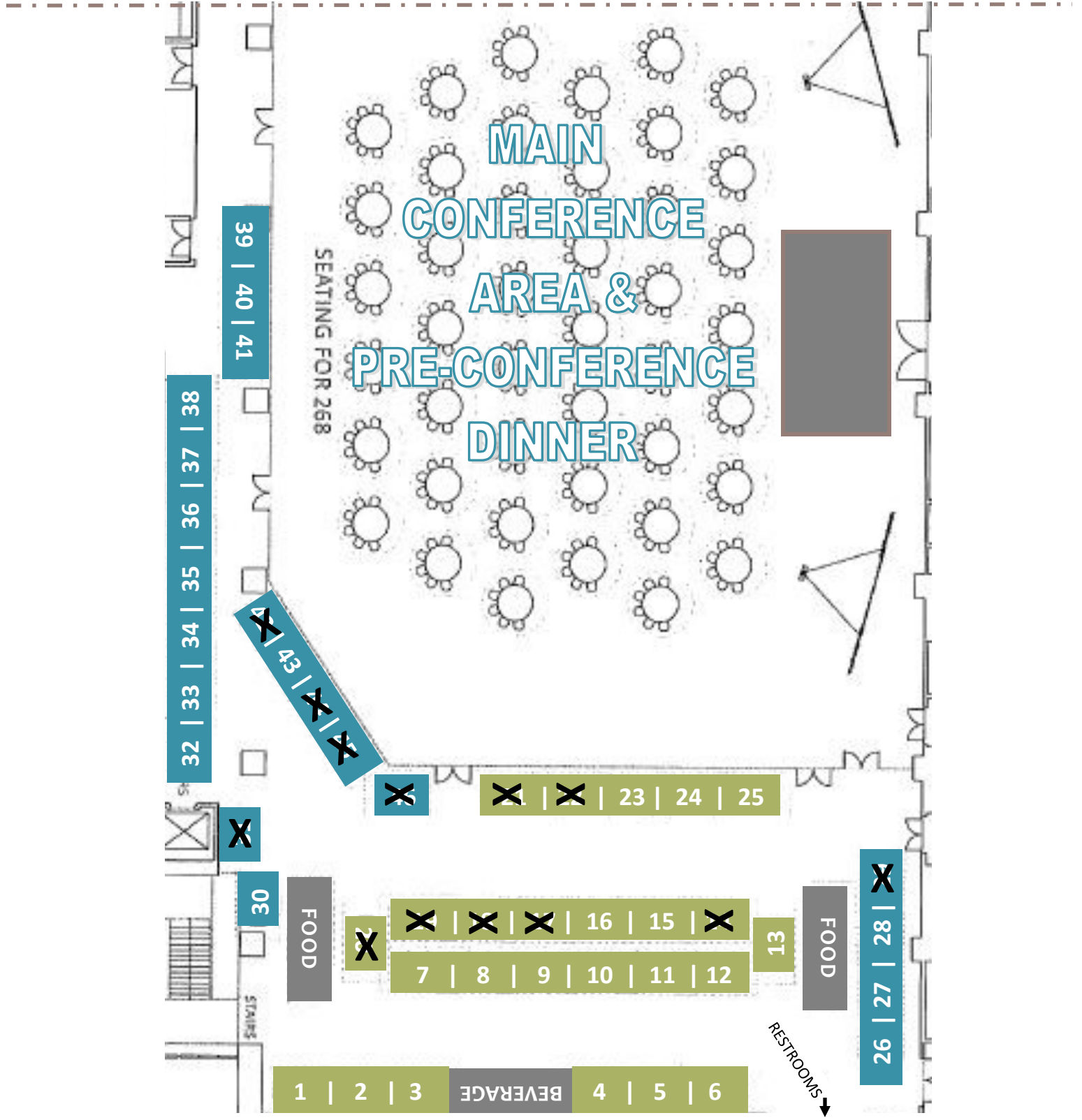
Lori J. Dorry, Project Assistant—ldorry@nyhpa.org;
Arlene Halpert, Conference Director—ahalpert@nyhpa.org;
Kathleen Wallace, Executive Assistant—kwallace@nyhpa.org

You can also contact them by calling the NYHPA office at 518-462-2293.

Available Sponsor & Exhibitor Tables

All tables come skirted with two chairs, electricity and Wifi. **Tables 1-25 are 8' long** and reserved for our Diamond, Platinum and Gold sponsors and NYHPA

member exhibitors. **Tables 26-46 are 6' long** and available to all exhibitors. (Tables marked with an "X" are reserved.)



NYHPA EXHIBITOR PROSPECTUS—2019

Sponsor & Exhibitor Opportunities

All exhibitor levels include:

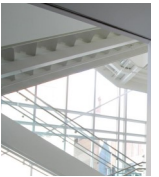
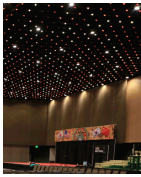
- ✓ **Physical space**—Sponsors and NYHPA member exhibitors get an 8’ table (tables 1-25); non-NYHPA member exhibitors get a 6’ table (tables 26-46). All come with black table drape, two chairs, wastebasket, electricity & WIFI.
- ✓ **Complimentary access** for company representatives to work your exhibit 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).

If you are interested in becoming a Sponsor or an Exhibitor for the 2019 Annual Conference, please complete the form on the last page and email it back to Lori at ldorry@nyhpa.org. **Sponsorships fill up quickly so reserve your spot today!**

Sponsor Opportunities	Benefits
<p>DIAMOND LEVEL #1 Clinical Directors’ Meeting Sponsor November 20, 2019 (includes Beverage & Dessert Center and 15-minute presentation by Sponsor)</p> <p>\$8,000—Member \$9,000—Non-Member</p>	<ul style="list-style-type: none"> ✓ Choice of booth location with early set-up on November 20th from 1-4 pm and exhibit time from 4-8:30 pm on November 20th and 7:30 am-3:30 pm on November 21st. ✓ 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.
<p>DIAMOND LEVEL #2 Government Affairs Meeting Sponsor November 20, 2019 (includes Beverage & Dessert Center and 15-minute presentation by Sponsor)</p> <p>\$8,000—Member \$9,000—Non-Member</p>	<ul style="list-style-type: none"> ✓ Choice of booth location with early set-up on November 20th from 1-4 pm and exhibit time from 4-8:30 pm on November 20th and 7:30 am-3:30 pm on November 21st. ✓ 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.
<p>DIAMOND LEVEL #3 Pre-Conference Dinner November 20, 2019 (includes Dessert Table and 10-minute presentation by the Sponsor)</p> <p>\$8,000—Member \$9,000—Non-Member</p>	<ul style="list-style-type: none"> ✓ Choice of booth location with early set-up on November 20th from 1-4 pm and exhibit time from 4-8:30 pm on November 20th and 7:30 am-3:30 pm on November 21st. ✓ 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.

RESERVED

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Sponsor Opportunities	Benefits
<p>PLATINUM LEVEL #1 Pre-Conference Reception November 20, 2019 (includes Two Cocktail presentation)</p> <p>RESERVED</p> <p>\$7,000—Member \$8,000—Non-Member</p>	<ul style="list-style-type: none"> ✓ Choice of booth location with early set-up on November 20th from 1-4 pm and exhibit time from 4-8:30 pm on November 20th and 7:30 am-3:30 pm on November 21st. ✓ Attendance of three at the Pre-Conference Reception/Dinner and the ✓ Full page, full color ad in Conference Program with preferred placement. ✓ Inclusion of company materials in the Conference Folder.
<p>PLATINUM LEVEL #2 Conference Lunch November 21, 2019 (includes Two Beverages minute presentation)</p> <p>RESERVED</p> <p>\$7,000—Member \$8,000—Non-Member</p>	<ul style="list-style-type: none"> ✓ Choice of booth location with early set-up on November 20th from 1-4 pm and exhibit time from 4-8:30 pm on November 20th and 7:30 am-3:30 pm on November 21st. ✓ Attendance of three at the Pre-Conference Reception/Dinner and the ✓ Full page, full color ad in Conference Program with preferred placement. ✓ Inclusion of company materials in the Conference Folder.
<p>GOLD LEVEL #1 Pre-Conference Lunch November 20, 2019</p> <p>RESERVED</p> <p>\$6,000—Member \$7,000—Non-Member</p>	<ul style="list-style-type: none"> ✓ Choice of booth location with early set-up on November 20th from 1-4 pm and exhibit time from 4-8:30 pm on November 20th and 7:30 am-3:30 pm on November 21st. ✓ Attendance of three at the Pre-Conference Reception/Dinner and the ✓ Full page, full color ad in Conference Program with preferred placement. ✓ Inclusion of company materials in the Conference Folder.
<p>GOLD LEVEL #2 Conference Lunch November 21, 2019</p> <p>RESERVED</p> <p>\$6,000—Member \$7,000—Non-Member</p>	<ul style="list-style-type: none"> ✓ Choice of booth location with early set-up on November 20th from 1-4 pm and exhibit time from 4-8:30 pm on November 20th and 7:30 am-3:30 pm on November 21st. ✓ Attendance of three at the Pre-Conference Reception/Dinner and the ✓ Full page, full color ad in Conference Program with preferred placement. ✓ Inclusion of company materials in the Conference Folder.

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Exhibitor Opportunities	Benefits
<p>SILVER LEVEL</p> <p>\$5,000—Member \$5,500—Non-Member</p>	<ul style="list-style-type: none"> ✓ Choice of booth location from #25-50 with early set-up on November 20th from 1-4 pm and exhibit time from 4-8:30 pm on November 20th and 7:30 am-3:30 pm on November 21st. ✓ Attendance for two at the Pre-Conference Reception/Dinner and the Conference. ✓ Half page, full color ad in Conference Program .
<p>BRONZE LEVEL</p> <p>\$4,000—Member \$4,500—Non-Member</p>	<ul style="list-style-type: none"> ✓ Choice of booth location from #25-50 with early set-up on November 20th from 1-4 pm and exhibit time from 4-8:30 pm on November 20th and 7:30 am-3:30 pm on November 21st. ✓ Attendance for one at the Pre-Conference Reception/Dinner and the Conference. ✓ Quarter page, full color ad in Conference Program .
<p>BASIC LEVEL</p> <p>\$1,000—Member \$1,500—Non-Member</p>	<ul style="list-style-type: none"> ✓ Choice of booth location from tables 27-40 with set-up from 6:30-7:30 am and exhibit time from 7:30 am-3:30 pm on November 21st. ✓ 1/8 page, full color ad in Conference Program.



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.

Enhanced Marketing	Benefits
<p>CONFERENCE FOLDERS \$1,500</p>	<ul style="list-style-type: none"> ✓ Sponsor our Conference Folder by having your logo printed on the back cover of the Conference Folder which is handed out to every registrant at the Conference.
<p>CONFERENCE JOURNALS \$1,000</p>	<ul style="list-style-type: none"> ✓ Sponsor our Conference Journals which are placed on the attendee tables—your logo will be printed on the back of each journal.
<p>BADGE LANYARDS \$750</p>	<p>Badge Lanyards that every attendee will be wearing.</p>

RESERVED

NYHPA EXHIBITOR REGISTRATION FORM—2019

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, 2019**.*
NOTE: THERE WILL BE A 10% ADMINISTRATIVE FEE FOR CANCELLATIONS AND NO REFUNDS WILL BE ISSUED AFTER OCTOBER 1, 2019.

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

- RESERVED** DIAMOND #1
 \$8,000*/\$9,000 DIAMOND #2
 \$8,000*/\$9,000 DIAMOND #3
 RESERVED PLATINUM #1
 RESERVED PLATINUM #2
 RESERVED GOLD #1
 RESERVED GOLD #2
 \$5,000*/\$5,500 SILVER
 \$4,000*/\$4,500 BRONZE
 \$1,000*/\$1,500 BASIC

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

Preferred Exhibitor Table Placement
(Diamond, Platinum & Gold exhibitors and NYHPA Members ONLY—all others assigned)

Table # _____ (first come basis)

Enhanced Exhibitor Opportunities

- Conference Folder Sponsor—\$1,500
 Conference Journal Sponsor—\$1,000
 Badge Lanyard Sponsor **RESERVED**
 I/We would like information on other sponsorship opportunities, future events and affiliate membership.



New York Health Plan Association

41 State Street—Suite 900
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