

The background of the entire page is a blue-tinted photograph of a busy conference. In the top section, several people are standing at a booth, engaged in conversation. In the middle section, more people are seen at various booths, some looking at displays. In the bottom section, a large crowd of people is walking through the aisles of the conference hall, with a booth for 'nationshearing' visible in the foreground.

**NEW YORK HEALTH
PLAN ASSOCIATION**

2020 ANNUAL CONFERENCE

**NOVEMBER 12-13, 2020
ALBANY CAPITAL CENTER
ALBANY, NEW YORK**

**SPONSOR & EXHIBITOR
PROSPECTUS**

WHO WILL BE ATTENDING?

The New York Health Plan Association Annual Conference attracts more than 300 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 MEMBERS

Aetna
Affinity Health Plan
Capital District Physicians' Health Plan
EmblemHealth
Empire BC BS HealthPlus
Fidelis Care
Healthfirst
HealthNow New York
Independent Health
MetroPlus
Molina Healthcare of NY
MVP Health Care
Oscar Health Insurance
UnitedHealthcare
WellCare of New York

ASSOCIATE MEMBERS

AgeWell New York
Centers Plan for Healthy Living
Elderplan/HomeFirst
Elderwood Health Plan
Extended MLTC
Hamaspik Choices, Inc.
Integra MLTC
Nascentia Health
Prime Health Choice
RiverSpring Health Plans
Senior Health Partners
Senior Whole Health
VillageCare MAX
VNS CHOICE

AFFILIATE MEMBERS

Agadia Systems
Alkermes
AstraZeneca
Beacon Health Options
Brighton Health Plan
Solutions (MagnaCare)
Celgene
DentaQuest
DrFirst
Eli Lilly Oncology
Harmony Biosciences
HealthCrowd
Health Management Associates
HealthPlex
LIBERTY Dental

MAS (Medical Answering Services)
Magellan Health Services
MedImpact
Merck & Co., Inc.
Novo Nordisk
NTT Data
Paratek Pharmaceuticals
PerformRx
Sage Therapeutics
Sandata Technologies
Solid Benefit Guidance
3M Health Information Systems
Vatica Health
Vertex Pharmaceuticals Inc.

CONFERENCE SCHEDULE

THURSDAY, NOVEMBER 12TH

1 – 4 pm	Exhibitor Setup (all except Basic level)
1 – 3 pm	NYHPA Committee Meetings
3 – 3:30 pm	Break
3:30 – 4:45 pm	NYHPA Annual Meeting
4 – 8:30 pm	Exhibitor Areas Open (all except Basic level)
5 – 8 pm	Pre-Conference Reception and Dinner

FRIDAY, NOVEMBER 13TH

6 – 7 am	Exhibitor Set-Up (Basic level)
7 – 8 am	Conference Registration & Breakfast
7 am – 2:30 pm	Conference Program/Exhibitor Hall
9:30 – 9:45 am	Coffee Break
11 – 11:15 am	Coffee Break
Noon – 12:30 pm	Lunch
12:30 – 2:30 pm	Conference Program/Exhibitor Hall
2:30 – 3:30 pm	Happy Hour/Exhibitor Hall

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. 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.

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.

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. Each Enhanced Marketing Opportunity will be acknowledged in the program book, on the NYHPA website and where appropriate, additional signage. **NOTE:** These fees are additional to the Sponsor/Exhibitor fees.



THE PRE-CONFERENCE RECEPTION & DINNER OFFER INCREASED OPPORTUNITIES TO NETWORK!

By participating at the 2020 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 Thursday, November 12th at 4 pm 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 Friday, November 13th at 2:30 pm**

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.

THANK YOU TO OUR 2019 SPONSORS & EXHIBITORS!

DIAMOND SPONSORS

HealthCrowd
United Concierge
Medicine

PLATINUM SPONSORS

Cognizant Technology
Solutions
LIBERTY Dental Plan

GOLD SPONSORS

PerformRx
Pulse8

SILVER EXHIBITORS

AstraZeneca
CarePort Health
Castlight Health
HealthPlex, Inc.
Mom's Meals
Pulse Mobile
NationsHearing
Neurocrine Biosciences, Inc.
New York eHealth
Collaborative
Sandata Technologies
Trividia Health
Zipari

BRONZE EXHIBITORS

3M Health Information
Systems
DentaQuest
DrFirst
Harmony Biosciences
Magellan Health
MC-Rx
Otsuka
ProgenyHealth
Vatica Health

BASIC EXHIBITORS

Alexion Pharmaceuticals
God's Love We Deliver
MedImpact Healthcare
Systems, Inc.
Medline Industries, Inc.
MTM, Inc.
Paratek Pharmaceuticals
Quest Analytics
Solstice Dental & Vision
Sun Pharmaceuticals
Xeris Pharmaceuticals
WellRight

FEES AND TABLE ASSIGNMENTS:

No tables will be reserved until receipt of a signed Exhibitor Registration Form and payment. Payment in full is due within 30 days of receipt of invoice. Payment in full is due immediately for all exhibitor agreements received after September 1. NYHPA reserves the right to cancel an exhibit space for non-payment. An additional 4% fee will be added to payments made by credit card. All table assignments will be made on a first-come, first-served basis with Diamond, Platinum, and Gold sponsors given preferred table placement; Silver, Bronze and Basic Level exhibitors will be assigned tables.

YOUR EXHIBITOR FEE INCLUDES:

- Complimentary conference registrations (1-3, depending upon exhibitor level).
- 6' topped/skirted table, chairs, and 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 18, 2020 at a special group rate of \$179-\$199. **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 [BIT.LY/3CP1ZC2](https://bit.ly/3CP1ZC2)

EXHIBITOR SPACE SETUP & TEARDOWN

Diamond, Platinum, Gold, Silver and Bronze exhibitors can set up their tables on Thursday, November 12th between 1 and 4 pm; Basic level exhibitors can **ONLY** set up on Friday, November 13th between 6 and 7 am (any other exhibitors who did not set up on Wednesday may also set up on Friday morning). Exhibitors **MUST** remain set up until the close of the Conference at approximately 2:30 pm on Friday, November 13th. **There will be a happy hour from 2:30 – 3:30 pm in the Exhibitor Hall open to all exhibitors and conference participants.**

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 350 copies to the NYHPA office **NO LATER THAN** November 1st 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** September 14. After that date we cannot guarantee placement in the Conference Program Book. All advertisements must be sent electronically as a PDF or hi-resolution JPG to Arlene Halpert: ahalpert@nyhpa.org

CANCELLATION POLICY

All exhibitor and sponsor cancellations must be submitted to NYHPA in writing to ahalpert@nyhpa.org. In the event of a cancellation, the following policy will apply:

- Cancellations made before September 1, 2020 will be refunded subject to a 25% administrative fee.
- No refunds will be issued after September 1, 2020.

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:

Arlene Halpert, ahalpert@nyhpa.org;
Kathleen Wallace, kwallace@nyhpa.org

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



SPONSOR & EXHIBITOR OPPORTUNITIES

EVENT	PRICE MEMBER NON-MEMBER	BOOTH OPTIONS PLUS SETUP & EXHIBITION TIME	PROGRAM AD YOUR AD SIZE IN OUR PROGRAM	SPOTS FOR CONFERENCE & PRE-CONF RECEPTION/ DINNER	FOLDER INCLUSION OF COMPANY MATERIALS IN CONF FOLDER	PRESENTATION SPONSOR PRESENTATION INCLUDED
DIAMOND LEVEL #1						
Clinical Director Meeting	\$8,000 \$9,000	Any choice, Setup Level 1*	Full page, full color	3	Yes	15 minutes
DIAMOND LEVEL #2						
Gov't Affairs Meeting	\$8,000 \$9,000	Any choice, Setup Level 1*	Full page, full color	3	Yes	15 minutes
PLATINUM LEVEL #1						
Pre-Conf Dinner	\$7,000 \$8,000	Any choice, Setup Level 1*	Full page, full color	3	Yes	10 minutes
PLATINUM LEVEL #2						
Pre-Conf Cocktails	\$7,000 \$8,000	Any choice, Setup Level 1*	Full page, full color	3	Yes	5 minutes
PLATINUM LEVEL #3						
Conference Lunch	\$7,000 \$8,000	Any choice, Setup Level 1*	Full page, full color	3	Yes	5 minutes
GOLD LEVEL #1						
Pre-Conf Lunch	\$6,000 \$7,000	Any choice, Setup Level 1*	Full page, full color	3	Yes	None
GOLD LEVEL #2						
Conference Breakfast	\$6,000 \$7,000	Any choice, Setup Level 1*	Full page, full color	3	Yes	None
SILVER LEVEL						
None	\$5,000 \$5,500	#25-50, Setup Level 1*	1/2 page, full color	2	No	None
BRONZE LEVEL						
None	\$4,000 \$4,500	#25-50, Setup Level 1*	1/4 page, full color	1	No	None
BASIC LEVEL						
None	\$1,000 \$1,500	#27-40, Setup Level #2*	1/8 page, full color	1**	No	None

*Setup Level 1: Early setup Nov 12, 1-4 pm; exhibit Nov 12, 4-8:30 pm and Nov 13, 7 am – 2:30 pm.

*Setup Level 2: Setup Nov 13th, 6 – 7 am, exhibit 7 am – 2:30 pm.

** Basic Level attendance is for conference day only.

ALL EXHIBITOR LEVELS INCLUDE:

Physical space

Sponsors and exhibitors get a 6' table with black drape, two chairs, wastebasket, electricity & WIFI. Tables 1-25 are 6' long and reserved for Diamond, Platinum and Gold sponsors and Silver and Bronze exhibitors. Tables 26-46 are 6' long and available to Basic exhibitors. Tables marked with an X are reserved.

Complimentary access

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 info).

Additional benefits

Your company logo and link posted on the NYHPA website, your company logo and info in the program (size dependent upon Sponsorship/Exhibitor level, see each level for info), a conference registrant list (name, title, company—no contact info).

If you are interested in becoming a Sponsor or an Exhibitor for the 2020 Annual Conference, please complete the form on the last page and email it back to Arlene at ahalpert@nyhpa.org. Sponsorships fill up quickly so reserve your spot today!



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. Each Enhanced Marketing Opportunity will be acknowledged in the program book, on the NYHPA website and where appropriate, additional signage. NOTE: These fees are additional to the Sponsor/Exhibitor fees.

CONFERENCE PROGRAM—\$1,500

Have your logo printed on the back cover. The Folder is handed out to every registrant at the Conference.

BADGE LANYARDS—\$750

Have your name/logo printed on the Badge Lanyards that every attendee will be wearing.

PRE-CONFERENCE DINNER DESSERT STATION—\$1,000

Have your logo on special signage at the Dessert Station.

PHONE/TABLET CHARGING STATION—\$1,000

Have your company name/logo on special signage at the Charging Station.



BEER TASTING STATION—\$1,500

Have your logo on special signage at the Beer Tasting Station.

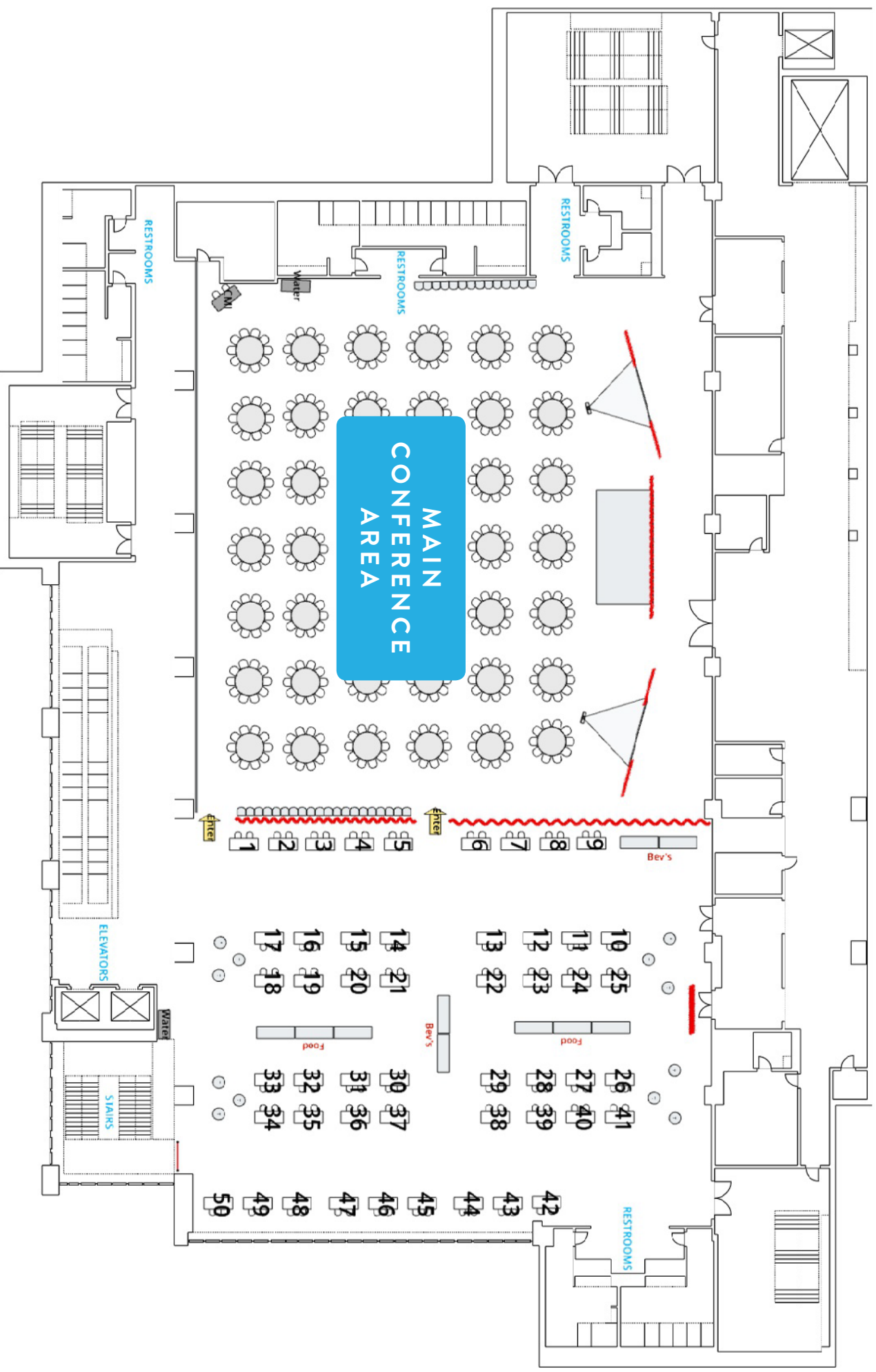
REGISTRATION DESK—\$2,000

Have your logo on special signage at the Conference Registration Desk.

HAPPY HOUR—\$1,500

Have your logo on special signage during the November 13th Happy Hour.

CONFERENCE & EXHIBITOR SPACE



EXHIBITOR REGISTRATION FORM

Organization/Company Name: _____

Contact Name: _____

Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

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: _____

2. Name: _____

Title: _____

Email: _____

3. Name: _____

Title: _____

Email: _____

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 WiFi are included; shipping costs are not. Please make checks payable to **NYHPA Council** and mail to the address below. Please note cancellation policy: Cancellations made before September 1, 2020 will be refunded subject to a 25% administrative fee. No refunds will be issued after September 1, 2020.*

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: _____

EXHIBITOR/SPONSORSHIP LEVELS

☐ \$8,000*/\$9,000 DIAMOND #1

☐ \$8,000*/\$9,000 DIAMOND #2

☐ \$7,000*/\$8,000 PLATINUM #1

☐ \$7,000*/\$8,000 PLATINUM #2

☐ \$7,000*/\$8,000 PLATINUM #3

☐ \$6,000*/\$7,000 GOLD #1

☐ \$6,000*/\$7,000 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 ONLY—all others assigned)

Table #: _____ (first-come basis)

ENHANCED EXHIBITOR OPPORTUNITIES

☐ Conference Program Sponsor—\$1,500

☐ Badge Lanyard Sponsor—\$750

☐ Dessert Station—\$1,000

☐ Phone/Tablet Charging Station—\$1,000

☐ Beer Tasting Station—\$1,500

☐ Registration Desk—\$2,000

☐ Happy Hour—\$1,500

☐ 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 ARLENE HALPERT: ahalpert@nyhpa.org**