



NEW YORK HEALTH PLAN ASSOCIATION 2020 VIRTUAL CONFERENCE

DECISION 2020: WHAT IT MEANS FOR
THE FUTURE OF HEALTH CARE

SPONSOR AND EXHIBITOR PROSPECTUS

VIRTUAL LIVE EVENT
NOVEMBER 17, 18 AND 19

WHAT IS NYHPA?

The New York Health Plan Association (HPA) is an industry voice for health care plans across the state. HPA was established for the purpose of promoting the development of managed health care plans within New York State and is an advocate for quality health care for all New Yorkers.

Currently HPA has 28 member health plans. Our members provide health care coverage to New Yorkers enrolled through their employers, those enrolled through government sponsored programs such as Medicaid and Child Health Plus; Medicare Enrollees; frail elderly and chronically disabled New Yorkers who receive coordinated services through a Managed Long-Term Care (MLTC) plan; and individual New Yorkers who shop for coverage on the New York State of Health, the state's official marketplace, or directly from plans. HPA also has a number of affiliate members that include dental and behavioral health plans, pharmaceutical companies and other companies that contract with health plans. HPA membership represents all types of health plans and includes for-profit and non-profit companies.

WHAT IS THE NYHPA VIRTUAL CONFERENCE?

Due to the COVID-19 pandemic and the uncertainty pertaining to large gatherings, NYHPA will be taking its annual conference online this year! Hosting the conference virtually provides us with an innovative opportunity to be able to provide essential information on some of the most timely and relevant topics in health care in an environment that is safe for all who participate. The conference will take place over three days: November 17, November 18 and November 19.

WHO WILL BE ATTENDING

Each year the New York Health Plan Association's Annual Conference brings together more than 300 managed care professional and other high-level executives and key leaders in the health care industry. One of the major benefits of virtual events is that they offer the possibility of a much larger audience — attendees aren't limited by logistical, financial, or health-related restrictions to travel and we anticipate being able to reach a much larger audience in a virtual format.

CONFERENCE SCHEDULE

TUESDAY, NOVEMBER 17

10am – 1:30pm	Conference Program
10:45am – 11am	Coffee Break
12 – 12:15 pm	Coffee Break

WEDNESDAY, NOVEMBER 18

10am – 2pm	Conference Program
11:15 – 11:30am	Coffee Break
12:30 – 12:45pm	Coffee Break

THURSDAY, NOVEMBER 19

11am – 1:45pm	Conference Program
12:15 – 12:30pm	Coffee Break

WHY SPONSOR?

As a sponsor of the HPA's 2020 Annual Conference, you will have the opportunity to showcase your products and services in front of key decision-makers in the managed care industry, including CEOs, CFOs, COOs, health plan medical, pharmacy and behavioral health directors as well as state policymakers and other key leaders in the health care industry.

If your company or organization provides products and services geared towards assisting those involved in the health care industry, then you should be a part of this event. Benefits include:

- Reach several hundred health plan executives and policymakers
- Highlight your products and services through your own clickable sponsor page
- Spotlight your company with videos, advertising and opportunities to connect to key decision makers during session breaks
- Engage with conference participants in a targeted email that HPA will send for you prior to or after the conference
- Complimentary registrations for staff and clients
- Banner ad that will appear prominently throughout the event
- Promote your company by using your organization's logo as a navigation icon, attendees can easily access your organization's profile with one tap
- Opportunities available for pre-recorded messaging to be visible to all conference participants
- Opportunities available to host a live streaming video
- Sponsored branding with links to your company's website
- Opportunity to chat in real time with conference attendees

BECOME AN HPA 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. Affiliate members also receive a copy of our weekly newsletter, HPA eNews, containing key action and information items about managed care in New York, access to select policy and position papers and a copy of HPA's annual Legislative Summary.

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

AFFILIATE MEMBERS

3M Health Information Systems
AstraZeneca
Beacon Health Options
Brighton Health Plan Solutions (MagnaCare)
Bristol Myers Squibb
DrFirst
HealthCrowd
HealthPlex
HHAeXchange
LIBERTY Dental

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
VillageCare MAX
VNS CHOICE

MAS (Medical Answering Services)
MedImpact
Merck & Co., Inc.
Novo Nordisk
Pacira BioSciences
Paratek Pharmaceuticals
PerformRx
Sage Therapeutics
Sandata Technologies
Vertex Pharmaceuticals Inc.

SUBMITTING MATERIALS

All images, logos, videos, marketing materials, contact information that will be included as part of your exhibitor package must be received by October 1, 2020 and emailed to Arlene Halpert, ahalpert@nyhpa.org. Please refer to these technical specs when submitting your documents. Additional specs for the event app will be provided as needed.

- Company Logo
Square 1:1 Ratio
Minimum: 100px by 100px
Recommended: 500 px by 500 px
Maximum: 1000 px by 1000 px
- If your package includes a banner ad, required size is 1024 px by 1024 px
- Additional specs will be made available upon request.

CANCELLATION POLICY

All exhibitor and sponsorship 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 October 15, 2020 will be refunded less a \$300 administrative fee. No refunds will be issued after October 15, 2020.

HAVE QUESTIONS OR NEED ADDITIONAL INFORMATION?

If there are additional questions, you may contact us by calling the NYHPA office at 518-462-2293 or by contacting the following NYHPA staff:

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

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

SPONSOR & EXHIBITOR OPPORTUNITIES FOR HPA 2020 CONFERENCE

DIAMOND LEVEL (5 AVAILABLE) – \$8,500/\$7,500

Coffee Break Sponsorship

- Your own clickable Exhibit Booth space that will include a company profile and can include videos, company description, and downloadable materials
- Attendee Call to Action section in your profile will allow for attendees to request follow-up, schedule a meeting or live chat
- You will have 10 minutes during one of the session breaks to provide live targeted information about your products or services; links to your coffee break session will be available to all conference attendees
- Full banner ad in the event platform and mobile app. One of the most visible ways to promote your company.
- Clickable ad to link directly to your company website, demo video, or direct email. Ad will run on a ten second rotation
- Pre-recorded live stream video to launch 15 minutes prior to a session
- Your logo featured as a sponsor in our event emails and NYHPA website
- We will send one targeted email to HPA member conference attendees on your behalf prior to or after the event
- Game challenges will be offered to encourage conference attendees to interact with exhibitors. Attendees who visit your booth will receive 500 pts.
- 6 Complimentary Registrations for staff or clients

PLATINUM LEVEL – \$7,500/\$6,500

Pre-Recorded Video Sponsorship

- Your own clickable exhibit booth space that will include a company profile and can include videos, company descriptions, and downloadable materials
- Attendee Call to Action section in your profile will allow for attendees to request follow-up, schedule a meeting or live chat
- A 10-minute pre-recorded video located on the event site
- Full Banner Ad in the event platform and mobile app. One of the most visible way to promote your company.
- Clickable ad to link directly to your company website, demo video, or direct email. Ad will run on a 5 second rotation
- Your logo featured as a sponsor in our event emails and NYHPA website
- We will send one targeted email to HPA member conference attendees on your behalf prior to or after the event
- Game challenges will be offered to encourage conference attendees to interact with exhibitors. Attendees who visit your booth will receive 400 pts.
- 5 Complimentary Registrations for staff or clients

SPONSOR & EXHIBITOR OPPORTUNITIES FOR HPA 2020 CONFERENCE

GOLD LEVEL – \$6,500/\$5,500

Game Challenge Prize Sponsorship

- Your own clickable exhibit booth that will include a company profile and can include videos, company descriptions, and downloadable materials
- Attendee Call to Action section in your profile will allow for attendees to request follow-up or schedule a meeting
- Game challenges will be offered to encourage conference attendees to interact with sponsors. Your company will be recognized as donating a prize for the challenge and will receive additional recognition as a game sponsor. Attendees who visit your booth will receive 350 pts.
- Branding as a sponsor in the event platform, mobile app and NYHPA website
- 4 Complimentary Registrations for staff or clients

SILVER LEVEL – \$4,000/\$3,500

- Your own clickable exhibit booth that will include a company profile and can include videos, company descriptions, and downloadable materials
- Branding as a sponsor in the event platform, mobile app and NYHPA website
- Attendee Call to Action section in your profile will allow for attendees to request follow-up information.
- Attendees who visit your booth will receive 200 pts.
- 3 Complimentary Registrations for staff or clients

BRONZE LEVEL – \$3,000/\$2,500

- Your own clickable exhibit booth that will include a company profile and can include videos, company descriptions, and downloadable materials
- Branding as a sponsor in the event platform, mobile app and NYHPA website
- Attendees who visit your booth will receive 100 pts.
- 2 Complimentary Registrations for staff or clients

SPONSOR AND 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: _____

4. Name: _____

Title: _____

Email: _____

5. Name: _____

Title: _____

Email: _____

6. Name: _____

Title: _____

Email: _____

EXHIBITOR/SPONSORSHIP LEVELS

☐ \$8,500/\$7,500* DIAMOND
(5 AVAILABLE)

☐ \$7,500/\$6,500* PLATINUM

☐ \$6,500/\$5,500* GOLD

☐ \$4,000/\$3,500* SILVER

☐ \$3,000/\$2,500* BRONZE

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

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

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 \$_____.

Please note cancellation policy: Cancellations made before October 15, 2020 will be refunded less a \$300 administrative fee. No refunds will be issued after October 15, 2020.

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**