



# 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?

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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?

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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

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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

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## 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?

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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

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## 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](mailto: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](mailto: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](mailto:ahalpert@nyhpa.org)  
**Kathleen Wallace**, [kwallace@nyhpa.org](mailto: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

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## 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

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## 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](http://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](mailto:ahalpert@nyhpa.org)**