

**NEW YORK HEALTH PLAN ASSOCIATION  
2021 VIRTUAL CONFERENCE**

SPONSOR AND EXHIBITOR PROSPECTUS

**HOW DO WE ENSURE  
INNOVATION IS  
ACCESSIBLE TO ALL?**

VIRTUAL LIVE EVENT: NOVEMBER 16, 17 AND 18



## WHAT IS NYHPA?

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The New York Health Plan Association (HPA) is the industry voice for health 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; 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 HPA VIRTUAL CONFERENCE?

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Due to the continued uncertainty pertaining to large gatherings as a result of the COVID-19 pandemic, HPA will once again hold its annual conference virtually 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 16, 17 and 18.

## 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 professionals and other high-level executives and key leaders in the health care industry. One of the major benefits of our virtual event is that it offers 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 – 3pm Conference Program

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10:45am – 11am Coffee Break

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12 – 12:15 pm Coffee Break

### WEDNESDAY, NOVEMBER 18

10am – 3pm Conference Program

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11:15 – 11:30am Coffee Break

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12:30 – 12:45pm Coffee Break

### THURSDAY, NOVEMBER 19

11am – 3pm Conference Program

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12:15 – 12:30pm Coffee Break

# WHY SPONSOR?

As a sponsor of the HPA's 2021 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, HPA President's weekly letter, access to select policy and position papers.

# 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  
Highmark New York  
Independent Health  
MetroPlus  
Molina Healthcare of NY  
MVP Health Care  
Oscar Health Insurance  
UnitedHealthcare

## AFFILIATE MEMBERS

Alkermes  
AstraZeneca  
Beacon Health Options  
Brighton Health Plan Solutions  
Bristol Myers Squibb  
DentaQuest  
DrFirst  
Eli Lilly  
HealthPlex  
HHAeXchange  
Lexis \ Nexis Solutions

## ASSOCIATE MEMBERS

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

LIBERTY Dental  
MedFlyt LLC  
MedImpact  
Merck & Co  
Novo Nordisk  
Pacira Bio Sciences  
Paratek Pharmaceuticals  
PerformRx  
Renalytix AI  
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, 2021 and emailed to Arlene Halpert, [ahalpert@nyhpa.org](mailto:ahalpert@nyhpa.org). Please refer to these technical specs when submitting your documents. Additional specs and training on exhibitor booth development will be provided.

- Company Logo  
Square 1:1 Ratio  
Minimum: 300px by 300px  
Recommended: Vector format or the highest resolution possible
- If your package includes a banner ad, required size is 1024px by 1024px
- 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, 2021 will be refunded less a \$300 administrative fee. No refunds will be issued after October 15, 2021.

## HAVE QUESTIONS OR NEED ADDITIONAL INFORMATION?

If there are additional questions, you may call the NYHPA office at 518-462-2293 or email the following NYHPA staff:

**Arlene Halpert**, [ahalpert@nyhpa.org](mailto:ahalpert@nyhpa.org)

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

## 2020 SPONSORS & EXHIBITORS:

### DIAMOND SPONSORS

Pondera

### PLATINUM SPONSORS

Envolve  
Liberty Dental  
Omada

### SILVER EXHIBITORS

DrFirst  
Mom's Meals  
HealthPlex  
HHAeXchange  
SunPharma  
Neurocine Biosciences, Inc.

### BRONZE EXHIBITORS

Alexion Pharmaceuticals  
Astra Zeneca  
Denta Quest  
God's Love We Deliver  
New York eHealth Collaborative  
PerformRx  
MedImpact  
AveXis  
Zelis

# THANK YOU!





# SPONSORSHIP OPPORTUNITIES

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## DIAMOND SPONSOR

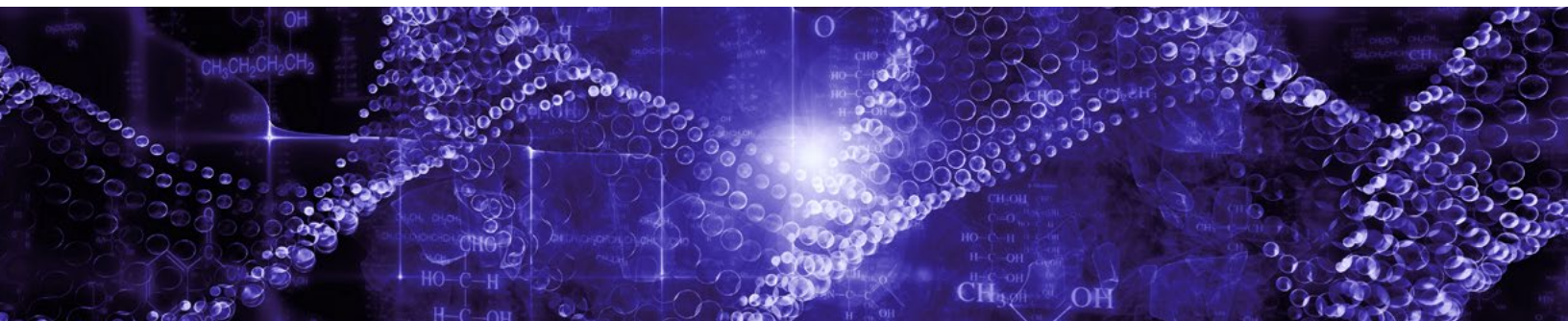
**\$8,000 NON-MEMBER, \$7,000 HPA MEMBER (5 AVAILABLE)**

- Present an educational video to all conference attendees as part of the conference program, video can be up to 10 minutes
- Large Interactive Virtual Booth this can include embedded video, company profile, downloadable materials and up to 5 external links (ie. social media or additional websites)
- Attendee Call to Action section in your profile will allow for attendees to request follow-up, schedule a meeting or live chat
- HPA will provide a contact list of attendees visiting your booth
- Opportunity to provide your branded information to all virtual conference participants
- Acknowledgement on marketing materials, HPA website and live during session introductions
- Banner Ad
- Branding as a sponsor in the event platform, mobile app and NYHPA website
- Game challenges will be offered to encourage conference attendees to interact with sponsors
- HPA will send one targeted email to all member conference attendees prior to or after the event
- Branding as a sponsor in the event platform, mobile app and NYHPA website
- 4 Complimentary registrations

## GOLD SPONSOR

**\$5,000 NON-MEMBER/\$4,000 HPA MEMBER**

- Medium Interactive Virtual Booth this can include embedded video, company profile, downloadable materials and up to 3 external links (ie. social media or additional websites)
- Attendee Call to Action section in your profile will allow for attendees to request follow-up, schedule a meeting or live chat
- HPA will provide a contact list of attendees visiting your booth
- Opportunity to provide your branded information to all virtual conference participants
- Acknowledgement on marketing materials, HPA website and live during session introductions
- Branding as a sponsor in the event platform, mobile app and NYHPA website
- Acknowledgement on marketing materials and HPA website
- Game challenges will be offered to encourage conference attendees to interact with sponsors
- 3 Complimentary registrations





# SPONSORSHIP OPPORTUNITIES

## SILVER SPONSOR

**\$4,000 NON-MEMBER/\$3,000 HPA MEMBER**

- Medium Interactive Virtual Booth this can include embedded video, company profile, downloadable materials and up to 3 external links (ie. social media or additional websites)
- HPA will provide a contact list of attendees visiting your booth
- Opportunity to provide your branded information to all virtual conference participants
- Branding as a sponsor in the event platform, mobile app and NYHPA website
- Acknowledgement on marketing materials and HPA website
- Game challenges will be offered to encourage conference attendees to interact with sponsors
- 2 Complimentary registrations

## BRONZE SPONSOR

**\$3,500 NON-MEMBER/\$2,500 HPA MEMBER**

- Small Interactive Virtual Booth this can include embedded video, company profile, downloadable materials and up to 2 external links (ie. social media or additional websites)
- HPA will provide a contact list of attendees visiting your booth
- Opportunity to provide your branded information to all virtual conference participants
- Branding as a sponsor in the event platform, mobile app and NYHPA website
- Acknowledgement on marketing materials and HPA website
- Game challenges will be offered to encourage conference attendees to interact with sponsors
- 1 Complimentary registration





# 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 AND SPONSORSHIP LEVELS

### NON-MEMBER / HPA MEMBER PRICES

Presenting Sponsor with Splash: \$15,000 / \$12,000\* (1 Available)

Presenting Sponsor: \$12,000 / \$10,000\* (6 Available)

Diamond Sponsor: \$8,000 / \$7,000\* (5 available)

Gold Sponsor: \$5,000 / \$4,000\*

Silver Sponsor: \$4,000 / \$3,000\*

Bronze Sponsor: \$3,500 / \$2,500\*

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

I 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, 2021 will be refunded less a \$300 administrative fee. No refunds will be issued after October 15, 2021.

### 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)**