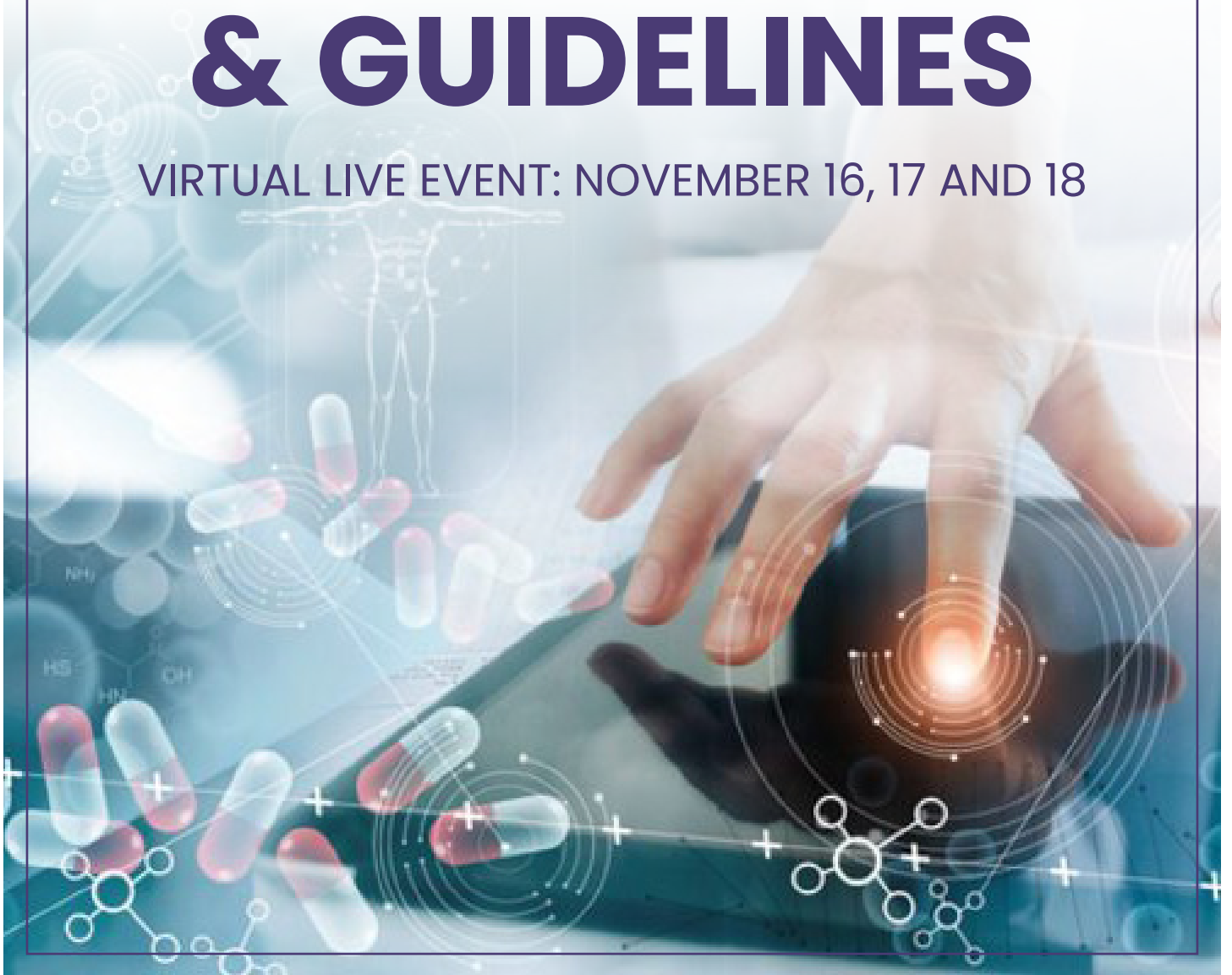


NEW YORK HEALTH PLAN ASSOCIATION 2021 VIRTUAL CONFERENCE:
**HOW DO WE ENSURE INNOVATION IS
ACCESSIBLE TO ALL?**

SPONSOR & EXHIBITOR OPPORTUNITIES & GUIDELINES

VIRTUAL LIVE EVENT: NOVEMBER 16, 17 AND 18



CONFERENCE SCHEDULE

DAY ONE

10 am	Welcome and Introductions
10:15 am	The Health Care Outlook Beyond COVID-19
11:15 am	Break (sponsorship opportunity)
11:30 am	Concurrent Session Sponsorship Opportunity (A) Concurrent Session Sponsorship Opportunity (B)
12:30 pm	Break (sponsorship opportunity with pre-recorded video)
12:45 pm	Turning to Tech Post Pandemic
1:45 pm	Session A and B Replay
2:45 pm	Wrap Up

DAY TWO

10 am	Welcome and Introductions
10:15 am	Building a More Inclusive and Equitable Health Care System
11:15 am	Break (Sponsorship Opportunity)
11:30 am	Concurrent Session Sponsorship Opportunity (C) Concurrent Session Sponsorship Opportunity (D)
12:30 pm	Break (Sponsorship opportunity with prerecorded video)
12:45 pm	Consumer Decision Making in Health Care: The Role of Transparency
1:45 pm	Session C and D Replay
2:45 pm	Wrap-Up

DAY THREE

10 am	Welcome and Introductions
10:15 am	State and Federal Efforts to Address the Drivers of Health Care
11:15 am	Break (Sponsorship Opportunity)
11:30 am	Concurrent Session Sponsorship Opportunity (E) Concurrent Session Sponsorship Opportunity (F)
12:30 pm	Break Sponsorship Opportunity with Prerecorded Video
12:45 pm	A View from the Marketplace
1:45 pm	Session E and F Replay
2:45 pm	Wrap-Up

SPONSORSHIP LEVELS:

PRESENTING SPONSOR + SPLASH PAGE

\$15,000 Non-Member / \$12,000 Member

PRESENTING SPONSOR

\$12,000 Non-Member / \$10,000 Member

DIAMOND SPONSOR

\$8,000 Non-Member / \$7,000 Member

GOLD SPONSOR

\$5,000 Non-Member / \$4,000 Member

SILVER SPONSOR

\$4,000 Non-Member / \$3,000 Member

BRONZE SPONSOR

\$3,500 Non-Member / \$2,500 Member

SPONSORSHIP BENEFITS

PRESENT A 45-MINUTE LIVE PRESENTATION



Presenting Sponsors will have the opportunity to present a 45-minute live session as part of the conference agenda. This is an opportunity for you to showcase your organization's unique approach to a current challenge faced by New York plans. Topic and Speakers must be reviewed by HPA prior to the event. You may choose to have one speaker or a panel of speakers.

PRESENT A 10-MINUTE VIDEO



Diamond level sponsors will have the opportunity to present a 10-minute video to all attendees. These 10-minute videos can be pre-recorded.

GAMING CHALLENGE



All of the exhibitors are encouraged to participate in the gaming challenge. These challenges increase attendee interaction with your organization. Hidden codes embedded in your company description, scavenger hunts to find hidden items in your booth and trivia questions etc. are all examples of possible game challenges. HPA staff will work with you to create your own unique challenges.

BANNER AD



Presenting and Diamond sponsors will also have a banner ad that will appear throughout the event on the bottom of the main screen or lower left of the event app. This banner ad can also include a link to the sponsor page so attendees need only tap the banner to go right to the sponsor page.

Banner ads must be 950 pixels wide by 380 pixels tall and the text should be no less than 32 pt to ensure it can be read.

ANNOUNCEMENTS



Presenting, Diamond, Gold and Silver sponsors will have the opportunity to have a pre-approved sponsor message which can be sent to all attendees at a prescheduled time during the event.

EXHIBITOR BOOTHS

LARGE SIZE BOOTH: PRESENTING, DIAMOND

- Embedded videos, company profile, downloadable materials and up to 5 external links (i.e. social media or additional website)
- Attendee call to action section to allow attendees to request follow-up, schedule a meeting or live chat
- Game challenge participation
- Enhanced analytics

MEDIUM SIZE BOOTH: GOLD, SILVER

- Embedded videos, company profile, downloadable materials and up to 3 external links (i.e. social media or additional website)
- Attendee call to action section to allow attendees to request follow-up, schedule a meeting or live chat (Gold level members only)
- Game challenge participation
- Enhanced analytics

SMALL BOOTH: BRONZE

- Embedded videos, company profile, downloadable materials and up to 2 external links (i.e. social media or additional website)
- Game challenge participation
- Enhanced analytics

BUILDING YOUR BOOTH

You will be able to access your booth throughout the design process so you can see how the booth looks and operates and make revisions as necessary.

There will be a sponsor training webinar and a Q&A session designed to review the details of how to build your booth. This will be recorded so if you miss it or want to review again later it will be available.

Content forms will be made available to you so you can easily download your booth information to the platform.

MOBILE APP

Attendees can view the virtual conference in the Web App or on the Mobile App. The Web App for computers is a great option to let attendees view the event and engage in app features in a single window. The Mobile App is perfect when attendees are on the go. Mobile attendees can engage in chat, send Connection requests, and view Web App users shared screens, just like the Web App users can.

ENHANCED ANALYTICS

HPA will be able to provide all exhibitors with data on who clicked on your booth, who looked at your videos/ads and for how long. You will receive a list of the contact information for all the people who visited your booth.

SPLASH PAGE

The presenting sponsor with splash screen will have a unique branding opportunity to have their logo or other branding information incorporated into the Splash Screen which will be seen by every attendee when they open the event app. This is a great opportunity for increased visibility.

TARGETED MAILING

For Presenting Sponsors, HPA will send two targeted emails to HPA member conference attendees on your behalf prior to or after the conference. For Diamond Level sponsors, HPA will send one targeted email to HPA member conference attendees on your behalf prior to or after the conference.

**FOR MORE INFORMATION OR TO SET UP A CALL
TO DISCUSS SPONSORSHIP AND EXHIBITOR
OPPORTUNITIES PLEASE CONTACT ARLENE HALPERT AT
ahalpert@nyhpa.org OR CALL 518-462-2293.**

This year we will have a newly designed Sponsors and Exhibitor Grid view! This view will have different sized “booths” that will make it easier for attendees to explore and provide more options for the exhibitors to include in their booths.

There are three sizes of booths available, small, medium and large. Large and Medium booths will have a booth cover image and an icon \logo while the small booth will just have an icon \logo. Large and Medium booths will also have Request Follow-

up and schedule a meeting buttons or you can change either of these buttons to be a direct link to your company website, a webinar or demo video.

With a quick click on visit, the attendee can see a wealth of information for that sponsor, including:

- Request for follow-up/Schedule Meeting
- PDF Files/Videos/link to company website
- Chat
- Full Description

The screenshot displays the 'Sponsors' section of the 'ETT Virtual Conference' website, which runs from Dec 28, 2020, to Dec 30, 2021. A left-hand navigation menu lists various conference features, with 'Sponsors' highlighted. The main content area is titled 'Sponsors' and includes a search bar. Three booth sizes are demonstrated with callout lines:

- LARGE:** A large booth for Mercedes-Benz featuring a large black cover image with the Mercedes-Benz logo and tagline 'The best or nothing.', a smaller logo/icon, and a 'Visit' button.
- MEDIUM:** A medium booth for Spotify featuring a blue cover image with the text 'Listening Together', the Spotify logo/icon, and a 'Visit' button. The booth also includes a description of Spotify as a digital music service and its status as a Silver Sponsor.
- SMALL:** A small booth for Cisco featuring a blue cover image with the Cisco logo, the Cisco logo/icon, and a 'Visit' button. The booth also includes a description of Cisco as a data authority for hybrid cloud and its status as a Platinum Sponsor.

Other visible booths include Asana (Gold Sponsor), NetApp (Gold Sponsor), Adobe (Silver Sponsor), and Box (Silver Sponsor), each with their respective logos, descriptions, and 'Visit' buttons.

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

Visit us on Facebook!

DON'T MISS OUT...REGISTER TODAY!

**FOR SPONSOR OR EXHIBITING QUESTIONS AND/OR OPPORTUNITIES,
CONTACT ARLENE HALPERT: ahalpert@nyhpa.org**