



NEW YORK HEALTH PLAN ASSOCIATION **ANNUAL CONFERENCE**

2022 Sponsor & Exhibitor Prospectus

November 16th and 17th Albany Capital Center, Albany, New York

2022 NYHPA Annual Conference

November 16th and 17th

Albany Capital Center, 55 Eagle Street, Albany, New York

The New York Health Plan Association (HPA) Annual Conference attracts more than 250 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.



2022 Conference Schedule

WEDNESDAY, NOVEMBER 16TH

| | |
|----------------|---|
| 1:00 - 4:00 PM | Exhibitor Set-Up (all except Basic level) |
| 1:00 - 3:00 PM | HPA Committee Meetings |
| 3:00 - 3:30 PM | Break |
| 3:30 - 4:45 PM | HPA Annual Meeting |
| 4:00 - 8:30 PM | Exhibitor Areas Open (all except Basic level) |
| 5:00 - 6:00 PM | Pre-Conference Reception |
| 6:00 - 8:00 PM | Pre-Conference Dinner |

THURSDAY, NOVEMBER 17TH

| | |
|------------------|-------------------------------------|
| 6:30 - 7:30 AM | Exhibitor Set-Up (Basic level) |
| 7:30 - 8:30 AM | Conference Registration & Breakfast |
| 7:30 - 2:30 PM | Conference Program/Exhibitor Hall |
| 10:15 - 10:30 AM | Coffee Break |
| 11:30 - 12:00 PM | Lunch |
| 12:00 - 2:30 PM | Conference Program/Exhibitor Hall |
| 2:30 PM | Exhibitor Break-down |



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. Affiliate members also receive a copy of our weekly HPA eNews containing key action and information items, access to select policy and position papers, a copy of HPA's annual Legislative Summary and the opportunity to present webinars or other educational programs to HPA members.

Learn more

For more information on becoming an HPA Affiliate member, contact
Arlene Halpert:

Email:

ahalpert@nyhpa.org

Call:

(518) 462-2293

Online:

www.nyhpa.org/members

Our NYHPA Members

FULL

Aetna
Capital District
Physicians' Health Plan
Cigna
EmblemHealth
Empire BC BS HealthPlus
Fidelis Care
Healthfirst
Highmark BC BS of
Western NY/Highmark
BS of Northeastern NY
Independent Health
MetroPlus
Molina Healthcare of NY
MVP Health Care
Oscar Health Insurance
UnitedHealthcare

ASSOCIATE

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

AFFILIATE

Alkermes
AstraZeneca
Avēsis, a Guardian Co.
Beacon Health Options
Bristol Myers Squibb
(Celgene)
CareAdvisors
Cognosante
DentaQuest
Eli Lilly Oncology
Ferring Pharmaceuticals
HealthCrowd
HealthPlex
HHAeXchange
Lexis/Nexis Risk
Solutions
Liberty Dental
Medical Answering
Services
MedImpact
Merck
Moving Analytics
Novo Nordisk
PerformRx
Renalytix AI
Sandata Technologies
Vertex Pharmaceuticals
Inc.



About Sponsoring & Exhibiting

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.

The Pre-Conference Reception & Dinner Offer Increased Opportunities to Network!

By participating at the 2022 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**) provide 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 Wednesday, November 16th at 4 p.m. for the HPA Annual Meeting followed by the Pre-Conference Reception and Dinner (**for all but Basic level exhibitors**), and runs through the **end of the conference on Thursday, November 17th at 2:30 p.m.** 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.

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 by sponsoring a coffee break, badge lanyards, Conference Program, or registration gift.

General Information

Exhibitor Fees & Table Assignments

No exhibitor tables will be reserved until receipt of a signed Exhibitor Agreement and payment. **ALL AGREEMENTS AND PAYMENTS MUST BE RECEIVED NO LATER THAN OCTOBER 3, 2022, (cancellations will be charged a 10% administrative fee and NO REFUNDS WILL BE ISSUED AFTER OCTOBER 3, 2022).**

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 (Basic level exhibitors are limited to tables 32-39).

What Your Exhibitor Fee Includes:

- Complimentary conference registrations (1-3, depending upon exhibitor level).
- 6' or 8' topped/skirted table with two chairs, with preferred placement for sponsors and HPA members.
- Company logo and web link posted in the Conference Program and HPA 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

Please visit the HPA website for up-to-date information:
www.nyhpa.org/events/2022-nyhpa-annual-conference

*Thank you
to our 2021
Sponsors &
Exhibitors!*

PRESENTING

Avēsis
DentaQuest
Cognosante

GOLD

HHaEXchange
FarmBoxRx
HealthPlex

SILVER

Neurocrine BioSciences

BRONZE

Moms Meals
MedImpact
Ferring Pharmaceuticals
Novartis Gene Therapy
New York eHealth
Collaborative
Liberty Dental Plan
God's Love We Deliver



General Information, continued

Exhibitor Space Set-Up & Tear Down

Diamond, Platinum, Gold, Silver and Bronze exhibitors can set up their tables on Wednesday, November 16th between 1 and 4 p.m.; Basic level exhibitors can ONLY set up on Thursday, November 17th between 6:30-7:30 a.m. (any other exhibitors who did not set up on Wednesday may also set up on Thursday morning). Exhibitors **MUST** remain set up until the close of the Conference at approximately 2:30 p.m. on Thursday, November 17th.

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:

HPA 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.

Advertisements

All advertisements (as included in the exhibitor level) must be received in the HPA offices by **NO LATER THAN** October 14th. After that date we cannot guarantee placement in the Conference Program. All advertisements must be sent electronically as a JPG hi-resolution file to Arlene Halpert at ahalpert@nyhpa.org.

Cancellation

Cancellations will be charged a 10% administrative fee and **NO REFUNDS WILL BE ISSUED AFTER OCTOBER 3, 2022.**

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 HPA, 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 HPA staff:

Arlene Halpert, Senior Director, Education,
Conferences and Membership
ahalpert@nyhpa.org

Kathleen Wallace, Executive Assistant
kwallace@nyhpa.org

You can also call the HPA office at (518) 462-2293.

Available Sponsor & Exhibitor Tables

All tables come skirted with two chairs, electricity and Wifi. **Tables 1-25 are 8' long** and reserved for our Diamond, Platinum and Gold sponsors.

Tables 26-39 are 6' long and available to all Silver and Bronze sponsors. Basic level tables are 6' long and assigned.

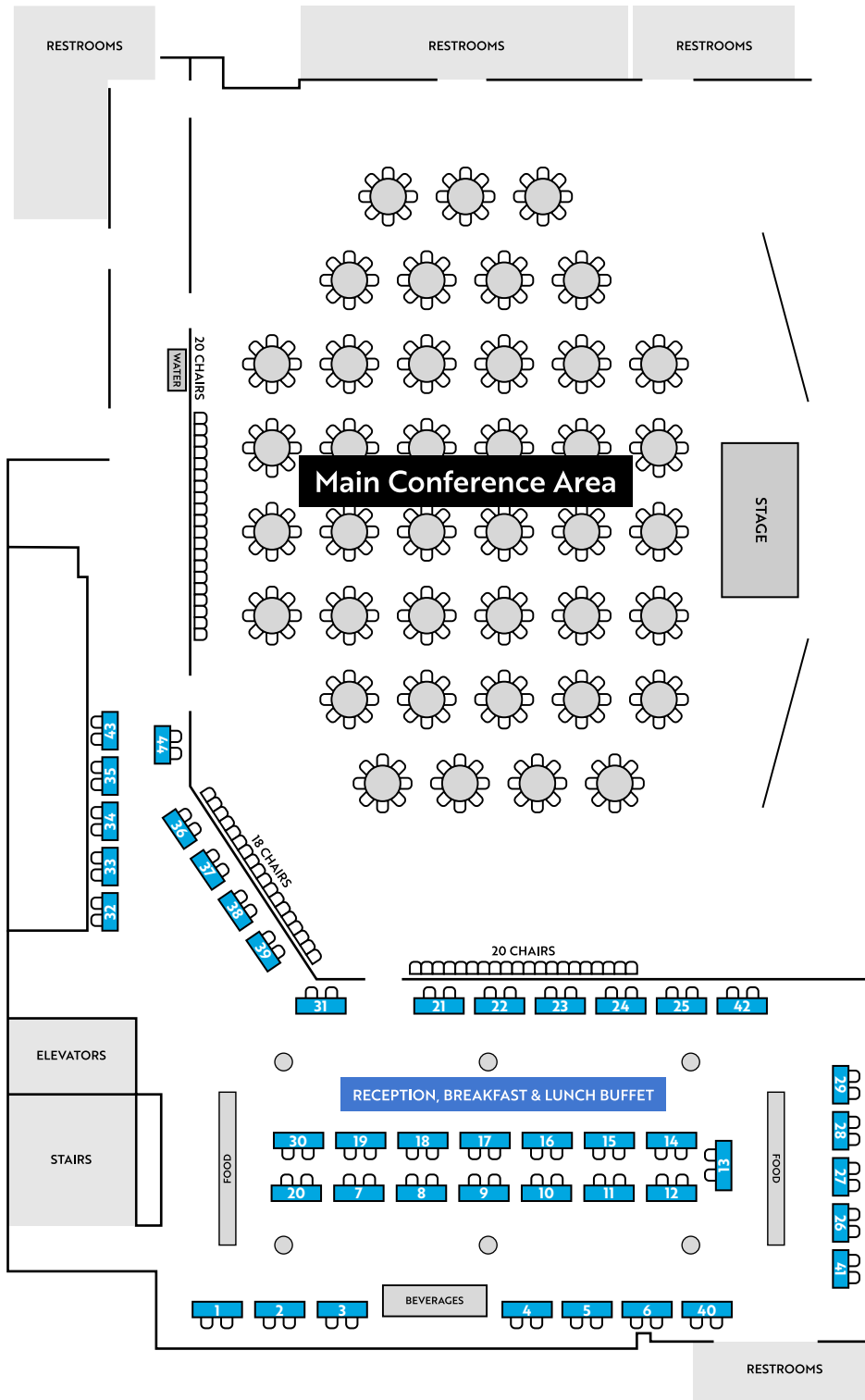


Table Key

AVAILABLE

UNAVAILABLE

- 1 Birdsong Hearing Benefits
- 2 Modivcare
- 3 Sandata
- 4 Lucina Analytics
- 5 Healthsparq
- 6 AlayaCare
- 7 Moving Analytics
- 8 Neurocrine Biosciences
- 9 Abbott
- 10 ConcertoCare
- 11 SafeRide
- 12 Pyx Health
- 13 Maven Clinic
- 14 Capital Rx
- 15 Sublimed
- 16 CertifyOS
- 17 DentaQuest
- 18 VARIS
- 19 HHAeXchange
- 20 MedImpact
- 21 NOKOMIS
- 22 Mom's Meals
- 23 Liberty Dental Plan
- 24 NY eHealth Collaborative
- 25 Goodroot
- 26 Emcara Health
- 27 MedPro Systems LLC
- 28 Ferring Pharmaceuticals
- 29 WellSky
- 30 Zelis
- 31 Teledoc Health
- 32 Apixio
- 33 Evolent Health Services
- 34 Homestyle Direct
- 35 Horman Math
- 36 Avanti Health
- 37 CSL Vifor
- 38 Novartis
- 39 Sun Pharmaceuticals
- 40 Wider Circle
- 41 AMC Health
- 42 Healthy.io
- 43 Valued Relationships Inc. (VRI)
- 44 Podimetrics



Sponsor & Exhibitor Opportunities

All exhibitor levels include:

Physical Space — sponsor and HPA member exhibitor tables are 8' long (tables 1-25); non-HPA member exhibitor tables are 6' long (tables 26-39). All come with black table drape, two chairs, wastebasket, electricity & Wi-Fi.

Complimentary 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 information).

Additional Benefits — your company logo and link posted on the HPA website, your company logo and information in the Conference Program, full color advertisement in the Conference Program (size dependent upon Sponsorship/Exhibitor level—see each level for information), and a conference registrant list (name, title, company—no contact information).

Ready to become a sponsor or an exhibitor?

Please complete the form on the last page and email it to Arlene at ahalpert@nyhpa.org. Sponsorships fill up quickly so reserve your spot today!

Sponsor Opportunities

Diamond Level Sponsorship

~~DIAMOND LEVEL #1~~

~~Clinical Directors' Meeting, Nov. 16, 2022~~

~~Includes Beverage & Dessert Center and 15-minute presentation.~~

~~DIAMOND LEVEL #2~~

~~Government Affairs/ Government Programs Meeting, Nov. 16, 2022~~

~~Includes Beverage & Dessert Center and 15-minute presentation.~~

~~DIAMOND LEVEL #3~~

~~Pre-Conference Dinner, Nov. 16, 2022~~

~~Includes Dessert Table and 10-minute presentation.~~

~~DIAMOND LEVEL #4~~

~~Annual Meeting, November 16, 2022~~

~~Includes 15-minute presentation.~~

Diamond Level Benefits & Pricing

- ▶ Choice of booth location with early set-up on November 16th from 1-4 pm and exhibit time from 4-8:30 pm on November 16th and 7:30 am-2:30 pm on November 17th.
- ▶ Attendance for three at the Pre-Conference Reception/Dinner and the Conference.
- ▶ Full page, full color ad in Conference Program with preferred placement.
- ▶ One targeted mailing to HPA member conference attendees prior to or after the event.
- ▶ Signage listing your company as dinner, lunch, reception or coffee break sponsor.

\$8,000
Members

\$9,000
Non-Members

Platinum Level Sponsorship

~~PLATINUM LEVEL #1~~

~~Pre-Conference Reception, November 16, 2022~~

~~Includes Two Cocktail Servers and 5-minute presentation.~~

~~PLATINUM LEVEL #2~~

~~Conference Lunch, November 17, 2022~~

~~Includes Two Beverage Servers and 5-minute presentation.~~

~~PLATINUM LEVEL #3~~

~~Pre-Conference Beverage and Snack Break, November 17, 2022~~

~~Includes Two Beverage Servers and 5-minute presentation.~~

Platinum Level Benefits & Pricing

- ▶ Choice of booth location with early set-up on November 16th from 1-4 pm and exhibit time from 4-8:30 pm on November 16th and 7:30 am-2:30 pm on November 17th.
- ▶ Attendance for three at the Pre-Conference Reception/Dinner and the Conference.
- ▶ Full page, full color ad in Conference Program with preferred placement.
- ▶ One targeted mailing to HPA member conference attendees prior to or after the event.
- ▶ Signage listing your company as dinner, lunch, reception or coffee break sponsor.

\$7,000
Members

\$8,000
Non-Members

Sponsor Opportunities

Gold Level Sponsorship

LEVEL #1

Pre-Conference
November 16, 2022

SOLD

LEVEL #2

Conference Day
November 17, 2022

SOLD



Gold Level Benefits & Pricing

- ▶ Choice of booth location with early set-up on November 16th from 1-4 pm and exhibit time from 4-8:30 pm on November 16th and 7:30 am-2:30 pm on November 17th.
- ▶ Attendance for three at the Pre-Conference Reception/Dinner and the Conference.
- ▶ Full page, full color ad in Conference Program with preferred placement.
- ▶ One targeted mailing to HPA member conference attendees prior to or after the event.
- ▶ Signage listing your company as dinner, lunch, reception or coffee break sponsor.

\$6,000
Members

\$7,000
Non-Members



Exhibitor Opportunities

Exhibitors Level Options

SILVER LEVEL

- ▶ Choice of booth location from #26-39 with early set-up on November 16th from 1-4 pm and exhibit time from 4-8:30 pm on November 16th and 7:30 am-2:30 pm on November 17th.
- ▶ Attendance for two at the Pre-Conference Reception/Dinner and the Conference.
- ▶ Half page, full color ad in the Conference Program.

\$5,000
Members

\$5,500
Non-Members

BRONZE LEVEL

- ▶ Choice of booth location from #26-39 with early set-up on November 16th from 1-4 pm and exhibit time from 4-8:30 pm on November 16th and 7:30 am-2:30 pm on November 17th.
- ▶ Attendance for one at the Pre-Conference Reception/Dinner and the Conference.
- ▶ Quarter page, full color ad in the Conference Program.

\$4,000
Members

\$4,500
Non-Members

BASIC LEVEL

- ▶ Booth location to be assigned with set-up on November 17th beginning at 7 am and exhibit time from 7:30 am-2:30 pm.
- ▶ 1/8 page, full color ad in the Conference Program.

\$1,000
Members

\$1,500
Non-Members



Enhanced Marketing Opportunities

If you are one of our **confirmed** exhibitors, you can get your company message out to even more potential clients by adding one of these **Enhanced Marketing Opportunities!** These items are available on a first come-first served basis.

CONFERENCE PROGRAM QR SPONSORSHIP

- ▶ Your company identified as program sponsor in the Conference Program

\$5,000

PRE-CONFERENCE DINNER - BEVERAGE TASTING SPONSORSHIP

- ▶ Sponsor a beer, wine or whiskey tasting event as part of the preconference dinner
- ▶ Signage listing your company as sponsor

SOLD

FACE MASK SPONSORSHIP

- ▶ Your company logo on KN 95 face masks made available to all conference participants

SOLD

PRE-CONFERENCE COFFEE BREAK

- ▶ Signage listing your company as coffee break sponsor

SOLD

CONFERENCE COFFEE-BREAK SPONSOR

- ▶ Signage listing your company as coffee break sponsor

\$2,500

REGISTRATION HOSPITALITY GIFTS

- ▶ Provide a gift with your company logo for attendees to receive upon registration

\$3,500

BADGE LANYARDS

- ▶ Your company logo on badge lanyards all attendees will be wearing

SOLD



Sponsor & Exhibitor Registration Form

PAGE 1 Don't miss out... register today!

2022
ANNUAL CONFERENCE

Organization/Company Name

Contact Name

Title

Email Address

Mailing Address

Phone

Fax

City

State

Zip

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

2 Name

3 Name

Title

Title

Title

Email Address

Email Address

Email Address

Exhibitor/Sponsorship Levels

* HPA Affiliate Members receive a discount on exhibitor fees.

☐ **Diamond #1**
(\$8,000*/9,000)

☐ **Platinum #3**
(\$7,000*/8,000)

☐ **Diamond #2**
(\$8,000*/9,000)

☐ **Gold #1**
(\$6,000*/7,000)

☐ **Diamond #3**
(\$8,000*/9,000)

☐ **Gold #2**
(\$6,000*/7,000)

☐ **Diamond #4**
(\$8,000*/9,000)

☐ **Silver**
(\$5,000*/\$5,500)

☐ **Platinum #1**
(\$7,000*/8,000)

☐ **Bronze**
(\$4,000*/\$4,500)

☐ **Platinum #2**
(\$7,000*/8,000)

☐ **Basic**
(\$1,000*/\$1,500)

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

Enhanced Exhibitor Opportunities

Preferred Exhibitor Table Placement

Diamond, Platinum, Gold, Silver and Bronze exhibitors and HPA Members ONLY—Basic Level assigned.

Table Number
(first come basis)

- ☐ Conference Program QR Sponsorship (\$5,000)
- ☐ Pre-Conference Dinner - Beverage Tasting Sponsorship (\$3,000)
- ☐ Pre-Conference Coffee Break Sponsor (\$2,000)
- ☐ Conference Coffee-Break Sponsor (\$2,500)
- ☐ Registration Hospitality Gifts (\$3,500)
- ☐ Badge Lanyards (\$2,000)

Sponsor & Exhibitor Registration Form

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2022
ANNUAL CONFERENCE

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 Wi-Fi are included in the Exhibitor package; shipping costs are not. Please make checks payable to NYHPA Council and mail to the address below by **October 3, 2022**. **NOTE: THERE WILL BE A 10% ADMINISTRATIVE FEE FOR CANCELLATIONS AND NO REFUNDS WILL BE ISSUED AFTER OCTOBER 3, 2022.**

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 HPA, 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

For sponsor or exhibiting questions and/or opportunities, contact Arlene Halpert at ahalpert@nyhpa.org.