



# NEW YORK HEALTH PLAN ASSOCIATION'S ANNUAL CONFERENCE SPONSOR & EXHIBITOR PROSPECTUS



**NOVEMBER 20 & NOVEMBER 21**

ALBANY, NEW YORK  
ALBANY CAPITAL CENTER

[NYHPA.ORG](http://NYHPA.ORG)

# 2024 HPA ANNUAL CONFERENCE

**NOVEMBER 20 AND 21**

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

The New York Health Plan Association (HPA) Annual Conference attracts more than 300 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.

## 2024 CONFERENCE SCHEDULE



### WEDNESDAY, NOVEMBER 20

- 1:00 PM - 4:00 PM** Exhibitor Set-Up (all except Entry Level)
- 1:00 PM - 3:00 PM** HPA Committee Meetings
- 3:00 PM - 3:30 PM** Break
- 3:30 PM - 4:45 PM** HPA Annual Meeting
- 4:00 PM - 8:30 PM** Exhibitor Area Open (all except Entry Level)
- 5:00 PM - 6:00 PM** Pre-Conference Reception
- 6:00 PM - 8:00 PM** Pre-Conference Dinner



### THURSDAY, NOVEMBER 21

- 6:15 AM - 7:00 AM** Exhibitor Set-up
- 7:00 AM - 8:00 AM** Conference Registration, Breakfast and Exhibitor Area
- 8:00 AM - 10:30 AM** Welcoming Remarks and Panel Discussions
- 10:30 AM - 11:00 AM** Coffee Break in the Exhibit Hall
- 11:00 AM - 12:00 PM** Panel Discussion
- 12:00 PM - 1:00 PM** Lunch in the Exhibit Hall
- 1:00 PM - 2:15 PM** Panel Discussion
- 2:15 PM - 2:30 PM** Closing Remarks
- 2:30 PM** Adjourn

# 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.



## FULL

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Aetna  
Anthem Blue Cross Blue Shield  
Capital District Physicians' Health Plan (CDPHP)  
Cigna  
EmblemHealth  
Fidelis Care  
Healthfirst  
Highmark BlueCross BlueShield of Western New York  
Highmark Blue Shield of Northeastern New York  
Independent Health  
MetroPlus Health Plan  
Molina Healthcare of NY  
MVP Health Care  
Oscar Health Insurance  
UnitedHealthcare

## AFFILIATE

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### Health Plan Partners

Advantmed, LLC  
Avalon Healthcare Solutions  
Benelynk  
Cohere Health  
Command Direct  
Goodroot  
Imagine Pediatrics  
Independent Living Systems  
MedImpact  
MOBE, LLC  
Leap Orbit  
Nokomis Health  
Umoja Food for Health  
ZeOmega

### Dental Partners

DentaQuest  
HealthPlex  
LIBERTY Dental Plan

## OUR NYHPA MEMBERS

### ASSOCIATE

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Centers Plan for Healthy Living  
Elderplan/HomeFirst  
Hamaspik Choice, Inc.  
Nascentia Health (VNA Home-care Options)  
Partners Health Plan  
RiverSpring Health Plans (Elder-Serve Health)  
VillageCareMAX  
VNS CHOICE

### Pharmaceutical Partners

Eli Lilly Oncology  
Eisai Inc.  
Ferring Pharmaceuticals  
Fresenius Kabi  
Ipsen Biopharmaceuticals  
Jazz Pharmaceuticals  
Merck & Co., Inc.  
Novo Nordisk  
Vertex Pharmaceuticals, Inc.

### Corporate Partners

HHaExchange  
Impresiv Health  
MAS (Medical Answering Services, LLC)  
Medline Industries, LP  
Movn Health  
Sandata Technologies

# 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 as a sponsor, you 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 2024 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 (not included for Entry Level exhibitors, unless they are an affiliate member) provide a unique and relaxing atmosphere where you can mingle with our members at one of two bars located in the exhibitor areas and by sharing a table during dinner and dessert.

Exhibiting hours begin on **Wednesday, November 20 at 4:00 PM** followed by the Pre-Conference Reception and Dinner (*not included for Entry Level exhibitors, unless they are an affiliate member*) and runs through the end of the conference on **Thursday, November 21 at 2:30 PM**.



Diamond, Platinum and Gold-level exhibitors will be able to sponsor one of eight events including:

- **Clinical Directors' Meeting**
- **Government Affairs/Government Programs Meeting**
- **Pre-Conference Lunch**
- **Pre-Conference Beverage and Snack Break**
- **Pre-Conference Reception**
- **Pre-Conference Dinner**
- **Conference Breakfast**
- **Conference Lunch**



## Enhanced Marketing Opportunities!

Enhanced Marketing Opportunities allow you to get your company message out to even more potential clients by sponsoring badge lanyards, a branded charging station, hotel room keys and much more!

# ANNUAL CONFERENCE SPONSORSHIPS



## ELITE

**\$10,000 – Members**  
**\$12,000 – Non-Members**

**(2 Sponsorships Available)**

- **Prominent Company Recognition on:**
  - Session Promotional Screens
  - Event Signage & Marketing Materials (*large*)
  - Website Listing
  - 2 Dedicated Social Media Posts
- **2 Exhibitor booths**  
(*Premier Location*)
- **4 In-Person Event Conference Attendees**
- **4 In-Person Pre-Conference Dinner Attendees on 11/20**  
(*Separate registration of your staff is required*)
- **Preferred seating at dinner**
- **Company information provided by the sponsor will be distributed to all conference attendees at registration**
- **Opportunity to submit a 20-second commercial provided by the sponsor to be shown during the conference**
- **Opportunity to introduce one of the conference panels and 5 minutes of remarks providing conference attendees with information about your company**
- **Verbal recognition at the conference**
- **Rotating banner in the conference mobile app**
- **Conference app profile advertisement**
- **1 Push notification to be sent to all attendees with the mobile app**
- **1 Targeted mailing to HPA member conference attendees prior to or after the event**

# ANNUAL CONFERENCE SPONSORSHIPS

## DIAMOND

**\$9,000 – Members**  
**\$10,000 – Non-Members**

**(5 Remaining Sponsorship Levels)** *Choose one*

**November 20, 2024**

### Level D1

- Sponsor the Clinical Directors' Meeting
- Opportunity for a 15-minute presentation to meeting attendees

### Level D2

- Sponsor the Government Affairs/  
Government Programs Meeting
- Opportunity for a 15-minute presentation to meeting attendees

### Level D3

- Sponsor the HPA Annual Meeting
- Opportunity for a 15-minute presentation to meeting attendees

### Level D4

- Sponsor the Pre-Conference Dinner
- Opportunity for a 10-minute presentation to meeting attendees

**November 21, 2024**

### Levels D5 -D6

- Opportunity to introduce one of the conference panels and 5 minutes of remarks providing conference attendees with information about your company



# ANNUAL CONFERENCE SPONSORSHIPS



## DIAMOND CONTINUED

All Levels Include:

- **Company Recognition on:**
  - Session Promotional Screens
  - Event Signage & Marketing Materials (*large*)
  - Website Listing
  - 1 Dedicated Social Media Post
- **1 Exhibitor booth (Premier Location)**
- **3 In-Person Event Conference Attendees**
- **3 In-Person Pre-Conference Dinner Attendees on 11/20**  
*(Separate registration of your staff is required)*
- **Verbal recognition at the conference**
- **Rotating banner in the conference mobile app**
- **Conference app profile advertisement**
- **1 Push notification to be sent to all attendees with the mobile app**
- **1 Targeted mailing to HPA member conference attendees prior to or after the event**

# ANNUAL CONFERENCE SPONSORSHIPS

## PLATINUM

**\$8,000 – Members**  
**\$9,000 – Non-Members**

**(3 Sponsorship Levels Available)** *Choose one*

**November 20, 2024**

### Level P1

- Sponsor the Pre-Conference Reception

**November 21, 2024**

### Level P2

- Sponsor the Conference Breakfast

### Level P3

- Sponsor the Conference Lunch

All levels Include:

- **Opportunity for 5 minutes of remarks to Conference attendees during designated sponsor time**
- **Company Recognition on:**
  - Session Promotional Materials
  - Event Signage & Marketing Materials (*large*)
  - Website Listing
  - Social Media Post
- **1 Exhibitor booth (Premier Location)**
- **3 In-Person Event Conference Attendees**
- **3 In-Person Pre-Conference Dinner Attendees on 11/20**  
*(Separate registration of your staff is required)*
- **Sponsorship includes sponsor recognition on signage**
- **Verbal recognition at the conference**
- **Rotating banner in the conference mobile app**
- **Conference app profile advertisement**
- **1 targeted mailing to HPA member conference attendees prior to or after the event**
- **1 push notification to be sent to all attendees with the mobile app.**





# ANNUAL CONFERENCE SPONSORSHIPS



## GOLD

**\$7,000 Members**  
**\$8,000 Non-Members**

**(2 Sponsorship Levels Available)** *Choose one*

**November 20, 2024**

### Level G1

Sponsor the Pre-Conference Lunch

### Level G2

Sponsor the Pre-Conference Beverage and Snack Break

All levels Include:

- **Company Recognition on:**
  - Session Promotional Materials
  - Event Signage & Marketing Materials (*large*)
  - Social Media Post
- **1 Exhibitor booth** (*Premier Level Location*)
- **3 In-Person Event Attendees**
- **3 In-Person Pre-Conference Dinner Attendees on 11/20**  
*(Separate registration of your staff is required)*
- **Verbal recognition at the Conference**
- **Sponsorship includes sponsor recognition on signage at the Pre-Conference Lunch, or Pre-Conference Beverage and Snack Break on 11/20**
- **1 Push notification to be sent to all attendees with the mobile app**
- **1 Targeted mailing to HPA member conference attendees prior to or after the event**
- **Conference app profile advertisement**

# ANNUAL CONFERENCE SPONSORSHIPS



## SILVER

**\$6,000 Members**

**\$6,500 Non-Members**

**(9 Sponsorships Available)**

**1 Exhibitor Booth** (*Mid-Level Location*)

- 2 full conference passes and attendance for 2 at the Pre-Conference Reception/Dinner (*Separate registration of your staff is required*)
- Conference mobile app advertisement

## BRONZE

**\$5,000 Members**

**\$5,500 Non-Members**

**(8 Remaining Sponsorships)**

**1 Exhibitor Booth** (*Mid-Level Location*)

- 1 full conference passes and attendance for 1 at the Pre-Conference Reception/Dinner (*Separate registration of your staff is required*)
- Conference mobile app advertisement

## ENTRY

**\$3,000 Members**

**\$3,500 Non-Members**

**(9 Sponsorships Available)**

- Exhibiting only on **November 21, 7:00 AM - 2:30 PM**
- Conference mobile app advertisement
- 1 attendee at booth

**All Exhibitor Booth Sponsorships come with:**

Early set-up on **November 20 from 1:00 PM - 4:00 PM** and exhibit time from **4:00 PM - 8:30 PM on November 20** and **7:00 AM - 2:30 PM on November 21** except for the entry level exhibiting only on **November 21, 7:00 AM- 2:30 PM**

# ANNUAL CONFERENCE SPONSORSHIPS

Additional enhanced marketing sponsorship opportunities.

Purchasing an exhibitor booth is not a requirement for these enhanced marketing sponsorship opportunities.

**CONFERENCE  
WI-FI SPONSOR  
\$3,500**

**(1 Sponsorship Available)**

Edit the Wi-Fi password to a phrase of your choice

**REGISTRATION  
HOSPITALITY GIFTS  
\$3,500**

**(5 Sponsorship Available)**

Provide merchandise from your company to be given out to registration check-in

**CONFERENCE HOTEL  
KEY SPONSOR  
\$4,000**

**(1 Sponsorship Available)**

Your company logo on the conference hotel room keys given to all conference participants with a hotel reservation

**CONFERENCE BADGE  
LANYARDS SPONSOR  
\$4,500**

**(1 Sponsorship Available)**

Your company logo on the conference badge lanyards given to all attendees

**BRANDED CHARGING  
STATIONS SPONSOR  
\$5,000**

**(1 Sponsorship Available)**

Display your brand on strategically placed charging stations that allow attendees to securely charge their phones in password protected lockers

**MOBILE APP SPONSOR  
\$5,500**

**(1 Sponsorship Available)**

Your company identified as app sponsor on signage and in the conference app

**MEET & MINGLE  
AFTER DINNER**

*Event 11/20*

**\$6,500**

**(1 Sponsorship Available)**

Host a private event at the Renaissance Hotel for conference attendees after the pre-conference dinner on November 20

# THANK YOU TO OUR 2023 SPONSORS & EXHIBITORS!

## DIAMOND

IMAGINE PEDIATRICS

SCENE HEALTH

DENTAQUEST

LIBERTY DENTAL PLAN

UMOJA FOOD FOR HEALTH

TABULA RASA HEALTHCARE

MOBE LLC

## PLATINUM

NOKOMIS

MOM'S MEALS

## GOLD

HHAEXCHANGE

## SILVER

NEUROCRINE BIOSCIENCES

NOVARTIS GENE THERAPIES

MODIVCARE

VARIS

## BRONZE

CERIS

FERRING  
PHARMACEUTICALS, INC

HIXNY

JACOBSON

KARUNA TX

MCG HEALTH

MEDIMPACT HEALTHCARE  
SYSTEMS INC.

SANDATA

TENDERHEART HEALTH  
OUTCOMES

WIDER CIRCLE

## BASIC

EPISOURCE

EARGO, INC

MOVN HEALTH

MP CARESOLUTIONS

TELADOC

TRUE HEARING

ZEOMEGA

GOD'S LOVE WE DELIVER

MEDALLION

# GENERAL INFORMATION

## Exhibitor Fees & Table Assignments

No exhibitor tables will be reserved until confirmation of company registration and payment have been received.

**ALL AGREEMENTS AND PAYMENTS MUST BE RECEIVED NO LATER THAN OCTOBER 1, 2024 (all cancellations will be charged a 10% administrative fee and NO REFUNDS WILL BE ISSUED AFTER OCTOBER 1, 2024).** All table assignments will be made based on your level of sponsorship. Elite, Diamond, Platinum and Gold sponsors will be given premium table assignments, Silver and Bronze Level exhibitors will be assigned mid-level table assignments, Entry Level exhibitors will be assigned entry level table assignments.

### What Your Exhibitor Fee Includes:

- Complimentary conference registrations (1, 2, 3, or 4 depending upon exhibitor level)
- 6' topped/skirted table with two chairs, with preferred placement for sponsors
- Company logo and web link posted to the HPA website
  - Company profile in the conference app
  - Company logo
  - Company description
  - Representative's contact information
  - Ability to connect with attendees through the app
- A special badge identifying you and your company as an exhibitor or sponsor
- Advertisement in the conference app (dependent upon exhibitor level)
- Elite, Diamond, Platinum, and Gold: rotating banner ad and app profile ad
- Silver, Bronze, Entry: app profile ad
- Attendance at the Opening Reception and Dinner Included with Elite, Diamond, Platinum, Gold, Silver, and Bronze-level exhibitors only
- Entry Level exhibitors who are HPA Affiliate Members may purchase reception and dinner tickets separately
- Electricity and Wi-Fi

## Hotel Accommodations

The Albany Renaissance will be the official HPA Conference Hotel offering a discounted rate of \$189-\$209 per night. Last day to book a reservation is **October 25, 2024**. Please book early the hotel sells out quickly.

[Click Here to reserve your room now.](#)

## Exhibitor Space Set-Up & Tear Down

**Elite, Diamond, Platinum, Gold, Silver and Bronze exhibitors can set up their tables on Wednesday, November 20 between 1:00 PM and 4:00 PM;** Entry Level exhibitors can ONLY set up on Thursday, November 21 between 6:15 PM -7:00 AM (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 PM on Thursday, November 21.**

# GENERAL INFORMATION (CONTINUED)

## Shipping of Materials & Displays

Exhibitor materials/displays can be shipped to the Capital Center to the Decorator Service's attention with the conference name and booth number clearly written on the label in the following format:

NYHPA Annual Conference / **Your Company NAME**  
ATTN: Caitlin McCormick  
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. The Albany Capital Center does not supply shipping labels and is not responsible for lost, damaged, or stolen boxes. All packages remaining unclaimed after 5 business days will be discarded. **(November 26, 2024)**

## Advertisements

All advertisements (*as included in the exhibitor level*) must be received by **NO LATER THAN COB November 3, 2024**. All advertisements must be sent electronically as a hi-resolution file to **Sherri Staalesen** and **Jill Walsh** [info@hpacoveringny.com](mailto:info@hpacoveringny.com)

## Cancellation

Cancellations will be charged a 10% administrative fee and **NO REFUNDS WILL BE ISSUED AFTER OCTOBER 1, 2024**.

## Terms and Conditions

The exhibitor/sponsor assumes the entire responsibility for losses, damages and claims arising out of exhibitor activities on the Albany Capital Center premises and will indemnify, defend, and hold harmless HPA, the Albany Capital Center, their agents, servants and employees from any and all such losses, damages and claims.

## Have Questions or Need Additional Information?

Reach out to the following staff:

**Sherri Staalesen**, Exhibitor & Sponsor Coordinator  
[info@hpacoveringny.com](mailto:info@hpacoveringny.com)

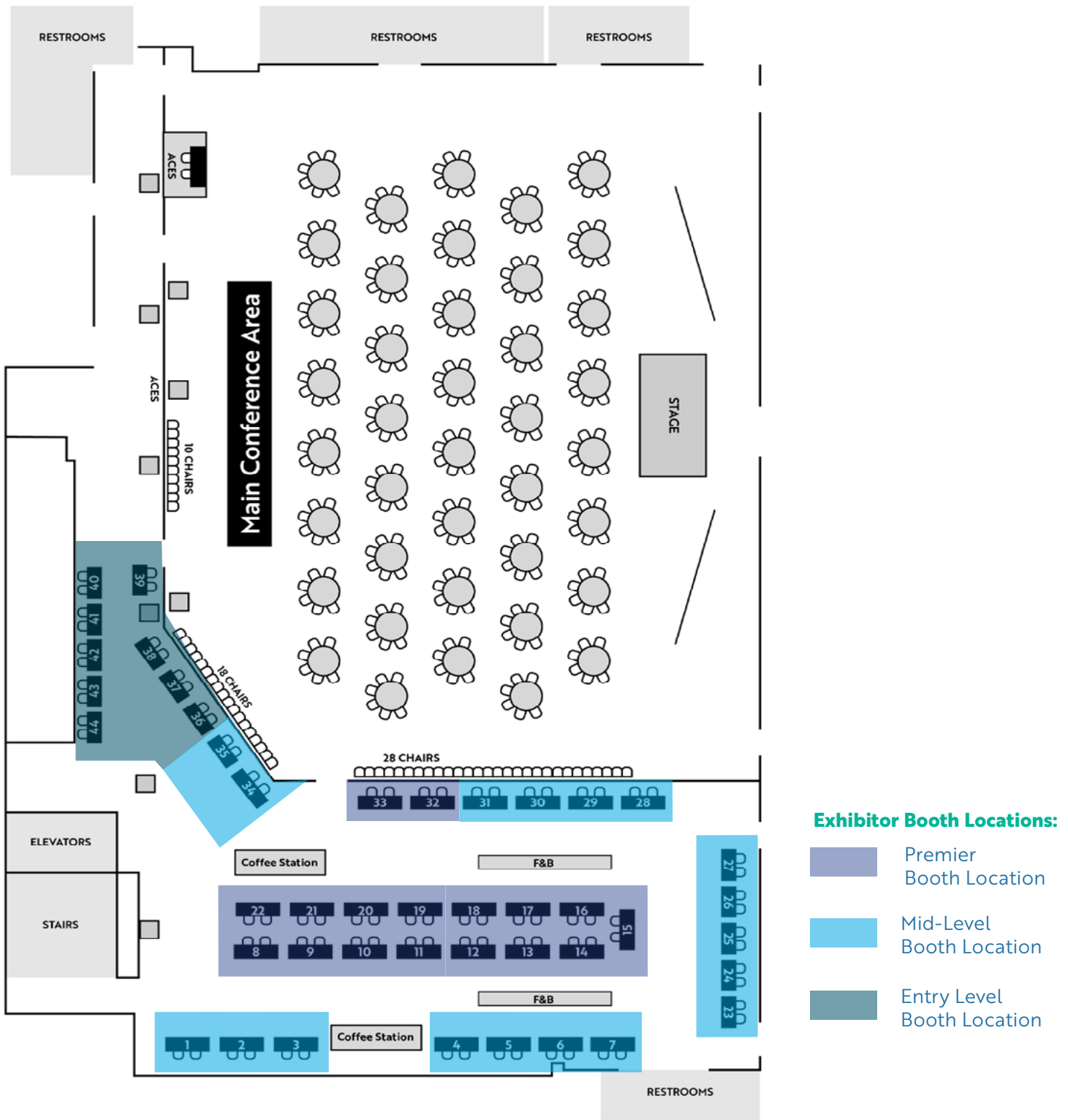
**Arlene Halpert**, Senior Director, Education, Conferences and Membership [ahalpert@nyhpa.org](mailto:ahalpert@nyhpa.org)

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

# READY TO BECOME A SPONSOR OR AN EXHIBITOR?

Follow [this link](#) to be directed to the exhibitor/sponsor application website.  
Space fills up quickly so reserve your spot today!

# AVAILABLE SPONSOR & EXHIBITOR TABLES



Elite level exhibitors will receive 2 tables, all other exhibitor levels will receive 1 table. Each table comes with linen, two chairs, electricity and Wifi. Tables are 6' long.



[NYHPA.ORG](http://NYHPA.ORG)