



COVERINGNY

HPA ANNUAL CONFERENCE & EXPO

2025

SPONSOR & EXHIBITOR

PROSPECTUS

New York Health Plan Association **Annual Conference**

November 19th and 20th, 2025

Albany Capital Center, Albany, New York

2025

HPA Annual Conference

Sponsor & Exhibitor Prospectus

The New York Health Plan Association (HPA) Annual Conference attracts more than 350 managed care professionals, senior executives, and key decision-makers in the health care industry. You will have an opportunity to showcase your products and services to top executives from health plans, hospitals, physician groups, as well as business leaders, state policymakers, and other key leaders in health care.

Welcome

2025

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2025 Schedule

Pre-Conference *

Wednesday, November 19th

1:00 PM - 4:00 PM	Exhibitor Set-Up
1:00 PM - 3:00 PM	HPA Committee Meetings <i>Full and Associate HPA members only</i>
3:00 PM - 3:30 PM	Break
3:30 PM - 4:45 PM	HPA Annual Meeting <i>Full, Associate and Affiliate HPA members only</i>
4:00 PM - 8:30 PM	Exhibitor Area Open
5:00 PM - 6:00 PM	Pre-Conference Reception
6:00 PM - 8:00 PM	Pre-Conference Dinner

* For Diamond, Platinum, Silver, Gold and Bronze levels only.

Conference

Thursday, November 20th

6:15 AM - 7:00 AM	Exhibitor Set-Up
7:00 AM - 8:00 AM	Conference Registration and Breakfast; Exhibitor Area Open
8:00 AM - 10:30 AM	Welcoming Remarks & Panel Discussions
10:00 AM - 10:30 AM	Coffee Break
11:00 AM - 12:00 AM	Panel Discussion
12:00 PM - 12:30 PM	Break
12:30 PM - 1:30 PM	Lunch Keynote Presentation
1:30 PM - 1:45 PM	Wrap Up

Exhibiting Hours

Exhibiting hours begin on **Wednesday, November 19 at 4:00 PM** during the Pre-Conference Reception and Dinner (**not included for Entry Level exhibitors, unless they are an Affiliate member**) and run through the end of the conference on **Thursday, November 20 at 1:30 PM**.



Benefits of Sponsoring & Exhibiting

If your company or organization provides products or services geared towards assisting those involved in the health care industry, CoveringNY is where you need to be! Sponsors and Exhibitors get to showcase their products and services in front of the largest collection of health plan attendees in New York with additional opportunities for sponsors 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.



**Ready to become a
Sponsor or Exhibitor?**

*Space fills up quickly so reserve
your spot today!*

Register Now >

What's Included

for All Sponsors & Exhibitors

- 6' topped/skirted table with two chairs, with preferred placement for Diamond, Platinum and Gold level sponsors
- Exhibiting during main conference hours on November 20th, from 7am - 2:30pm
- Complimentary conference registrations*
- A special badge identifying you and your company as an exhibitor or sponsor
- Company logo and web link posted to the HPA website
- Company profile and representative's contact information in the conference app
- Ability to connect with attendees through the app
- HPA dedicated social media post
- Advertisement(s) in the conference app*
- Opening reception attendance and dinner *included* with Diamond, Platinum, Gold, Silver and Bronze level exhibitors.*
- Electricity and Wi-Fi

** details vary based upon exhibitor level*

The Pre-Conference Reception & Dinner

Attending the exclusive Pre-Conference Reception and Dinner provides a unique opportunity to network and build relationships with key health plan executives. This high level networking experience is only available with Diamond, Platinum, Silver, Gold and Bronze Sponsorships. Separate registration is required.

Details will be sent once you register as a sponsor or exhibitor.

Increased
Opportunities
to Network!



Sponsorship Levels

*Increase your organization's visibility and help your company reach its marketing goals. HPA offers **six (6) different sponsorship levels** that provide a prime opportunity to acquaint new and influential customers with your services and products.*



Continue to the next two pages for full breakdown of sponsor levels.

Sponsor Levels: *At A Glance*

	Diamond	Platinum	Gold	Silver	Bronze	Entry
Price	\$11,000	\$9,500	\$8,500	\$7,000	\$6,500	\$5,000
HPA Member Price	\$10,000	\$8,500	\$7,500	\$6,500	\$6,000	\$4,000
Sponsorships Available	6	3	2	10	10	9
Sponsorships Remaining	3	3	0	5	9	9
Booth Location <i>See floor plan on page 11.</i>	<i>Premier</i>	<i>Premier</i>	<i>Premier</i>	<i>Mid-Level</i>	<i>Mid-Level</i>	<i>Entry</i>
Pre-Conference Exhibiting <i>November 19th from 4 PM - 8:30 PM</i>	●	●	●	●	●	
Complimentary Conference Attendee Registrations	4	3	3	2	1	1
Complimentary Pre- Conference Dinner Tickets	4	3	3	2	1	0
Event Sponsorship Opportunities*	●	●	●			
Marketing Materials, Event Signage and Session Promotional Screens	●	●	●			
Rotating Banner in conference mobile app	●					
Push notification sent to all attendees with mobile app	●	●	●			
Verbal Recognition	●	●	●			
Targeted mailing to HPA member conference attendees prior to event	●	●	●			

* See next page for complete details.

Sponsor Levels

Event Sponsorship Opportunities



Diamond, Platinum and Gold level exhibitors will be able to sponsor one of eleven events. Our Diamond sponsorships also include speaking opportunities.

Diamond

Platinum

Gold

Pre-Conference - November 19, 2025

D1: 15-minute presentation to Clinical Director's Meeting attendees <i>Sold</i>	P1: Pre-Conference Reception	G1: Pre-Conference Lunch <i>Sold</i>
D2: 15-minute presentation to Government Affairs/Government Programs Meeting attendees		G2: Pre-Conference Beverage and Snack Break <i>Sold</i>
D3: 15-minute presentation to the annual meeting attendees <i>Sold</i>		
D4: D4: 10-minute presentation to Pre-Conference Dinner attendees <i>Sold</i>		

Conference - November 20, 2025

D5: Introduce one of the conference panels and get 5 minutes to introduce your company	P2: Conference Breakfast
D6: Introduce one of the conference panels and get 5 minutes to introduce your company	P3: Conference Lunch

Choose an event to sponsor

Enhanced Sponsorships

Additional Marketing Opportunities

Meet & Mingle After Dinner Event \$8,000

1 AVAILABLE

Host a private event at the Renaissance Hotel for conference attendees after the Pre-Conference Dinner

Mobile App Sponsor \$6,000

1 AVAILABLE

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

Hotel Key Sponsor \$5,000

1 AVAILABLE

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

Badge Lanyards Sponsor \$5,000

1 AVAILABLE

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

The above enhanced sponsorships include 1 comp ticket to Pre-Conference Reception and Dinner on November 19th and 1 comp ticket to the annual conference on November 20th. Separate registration for these events is required.

Details will be sent once you register as a sponsor or exhibitor.

Wi-Fi Sponsor \$4,500

1 AVAILABLE

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

Registration Hospitality Gifts \$4,000

5 AVAILABLE

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

Coat Check Sponsor \$3,500

1 AVAILABLE

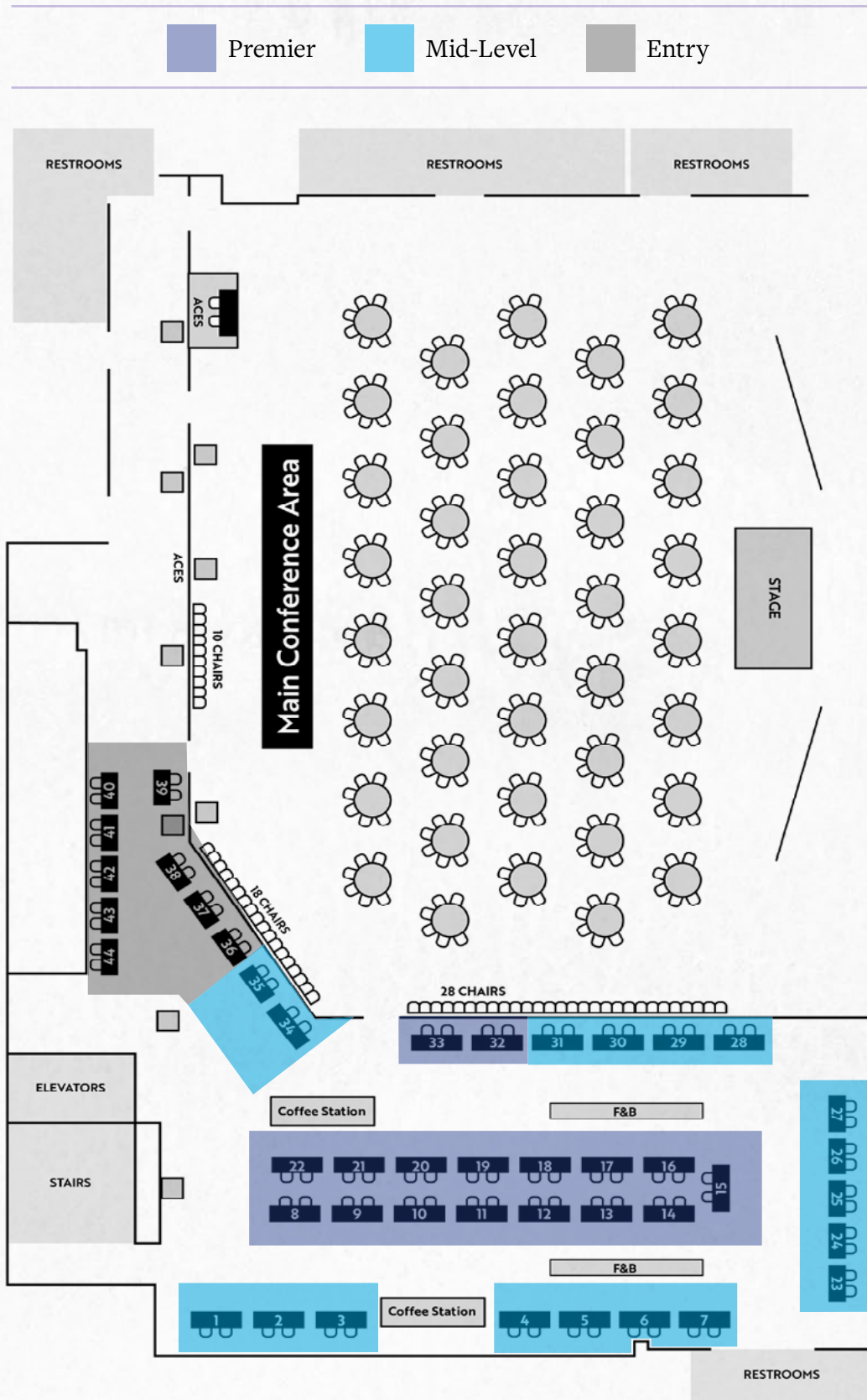
Your logo and branding will be featured on signage and prominently displayed in this high-traffic area.

Coffee Break Sponsor \$3,500

1 AVAILABLE

Your company logo on event signage and marketing for the morning coffee break on November 20th

Exhibitor Booth Locations



Our NYHPA Members

Full

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
Northeastern New York
Independent Health
MetroPlus Health Plan
Molina Healthcare of NY
MVP Health Care
Oscar Health Insurance
UnitedHealthcare

Associate

Elderplan/HomeFirst
Hamaspik Choice, Inc.
Nascentia Health
(VNA HomeCare Options)
RiverSpring Health Plans
(ElderServe Health)
VillageCareMAX
VNS CHOICE

Affiliate

Advantmed, LLC
Benelynk
Castle BioSciences
Cohere Health
Command Direct
DentaQuest
Eisai Inc.
Ferring Pharmaceuticals
FinThrive
Fresenius Kabi
Healthix
HealthPlex
HHAeXchange
Imagine Pediatrics
Impresiv Health
Inovalon
Ipsen Biopharmaceuticals
LIBERTY Dental Plan
Machinify
MAS (Medical Answering
Services, LLC)
MedImpact
Medline Industries, LP
Moving Analytics
Nokomis
Novo Nordisk
Pair Team
Penstock
Prolacta Biosciences
Sumitomo Pharma America
Umoja Food for Health
Vertex Pharmaceuticals, Inc.
VSP Vision
Wellfleet Group
ZeOmega

Membership

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 HPA eNews containing key action and information items and the opportunity to provide an article, 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.

To learn more or apply, visit the [Membership page on our website](#) or contact Arlene

Halpert at ahalpert@nyhpa.org.



Learn More >

Frequently Asked Questions

Registration

How many complimentary passes do I receive as an Exhibitor/Sponsor?

This varies depending on your sponsorship level:

Diamond	4	Silver	2
Platinum	3	Bronze	1
Gold	3	Entry	1*

* Entry level exhibitors who are also HPA Affiliate members may register to attend the Pre-Conference Reception and Dinner.

How do I register my comp attendees?

After your registration is confirmed and payment is made you will receive a separate registration form to register your comp attendees. This form needs to be completed and returned to HPA no later than October 15.

Can I register additional people?

You may register additional people to attend the conference on November 20th only. There will be a separate registration fee for this event. You cannot register additional people for the reception

or dinner. This does not apply to HPA Affiliate members (see below). Registration for the annual conference will be live in July.

Pre-Conference Reception and Dinner

Who attends the reception and dinner?

The Pre-Conference Reception and Dinner are open to Diamond, Platinum, Gold, Silver and Bronze sponsors. If you are an HPA Affiliate member you may also attend the dinner.

Can I purchase additional tickets?

Only HPA Affiliate members can purchase additional reception and dinner tickets.

Exhibiting

What are the times for Exhibitor set up and take down?

When checking into the conference, bring your exhibitor confirmation email with you. We will provide a name tag for all pre-registered exhibitors identifying you and your company as an exhibitor.

Diamond, Platinum, Gold, Silver and Bronze exhibitors can set up their tables on Wednesday, November 19 between 1 PM and 4 PM.

Entry Level Exhibitors can ONLY set up on Thursday, November 20 between 6:15 AM and 7 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 Conference at approximately 1:30 PM on Thursday, November 20.



Frequently Asked Questions, continued

What is the shipping information for my materials and booth display?

Materials can be shipped to the Albany Capital Center to the Decorator Services attention with the conference name and booth number clearly written on the label in the following format:

*NYHPA Annual Conference / Company Name /
Booth Number*

ATTN: Caitlin McCormick

*Albany Capital Center Loading Dock
55 Eagle Street
Albany, NY 12206*

HPA will place your boxes at your exhibitor table for you ahead of your arrival at the Albany Capital Center.

What about return shipments?

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 4 business days will be discarded (November 25, 2025).

For complete terms and conditions, please see General Information on page 16.

Mobile App and Ads

When will the conference mobile app be available?

The conference app will be made available one week before the conference. The app will include all conference information, agenda, speaker information, exhibitor information and advertisements. The chat function will allow you

to connect and schedule meetings with fellow conference attendees. In addition, we will be using a game challenge to encourage conference participants to engage with exhibitors at the conference. HPA will provide each exhibitor with two codes to give out to participants when visiting their booths.

What are the deadlines and specs needed for submission of ads and other material for the conference app?

Once you register you will receive a welcome packet with the information. These specs will vary based upon your sponsorship level.

Accommodations and Parking

Is there a hotel you recommend?

A block of rooms has been reserved at the **Albany Renaissance Hotel**. [Click here to reserve a room](#). The hotel does sell out so please book early.

Other hotels within walking distance of the Albany Capital Center include:

- [Hilton Albany](#) - (518) 462-6611
- [Hampton Inn and Suites Albany Downtown](#) - (518) 432-7000
- [Fairfield Inn and Suites Albany Downtown](#) - (518) 434-7410

Is parking available at the Albany Capital Center?

The Albany Capital Center's (ACC) parking garage is located beneath the facility at 7 Wendell Street, Albany, New York. In addition to the dedicated ACC garage, the following garages all connected

Frequently Asked Questions, continued

to the ACC via enclosed walkways: There is also a parking garage located across the street and parking located at the MVP Arena. Located at 100 Beaver Street. Renaissance Albany Parking Garage, located at 49 Howard Street and Empire State Plaza Visitor Parking lot located at S Mall Arterial, V Lot.

Meals

Are meals provided the day of the conference?

Yes, breakfast and lunch will be provided for all conference attendees on Thursday, November 20th.

Can you accommodate special diets?

Yes. If you have special dietary needs, please contact Victoria Filim at vfilm@nyhpa.org.

Other

Do you provide a list of attendees prior to the conference?

Yes, a list of conference registrants will be available to all sponsors and exhibitors one week prior to the conference. Name, company and title will be provided.



General Information

Table Assignments

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

All table assignments will be made based on your level of sponsorship. 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.

Payment Policy

Payment in full is due within 30 days of receipt of invoice up until September 1, 2025. After September 1, payment is due immediately upon receipt of invoice.

ALL AGREEMENTS AND PAYMENTS MUST BE RECEIVED NO LATER THAN OCTOBER 1, 2025 (all cancellations will be charged a 10% administrative fee and NO REFUNDS WILL BE ISSUED AFTER September 1, 2025). See **Cancellation** information below for more details.

Cancellation

All cancellations must be submitted in writing to Arlene Halpert at ahalpert@nyhpa.org. All cancellations will be charged a 10% administrative fee. Refund schedule is as follows:

Cancellations made prior to July 1, 2025 will receive a full refund minus a 10% administrative fee.

Cancellations made after July 1, 2025 will receive a 50% refund minus a 10% administrative fee.

No refunds will be issued after September 1, 2025.

Advertisements

All advertisements (as included in the exhibitor level) must be received NO LATER THAN COB November 2, 2025. All advertisements must be sent electronically as a hi-resolution file to Sherri Staalesen, info@hpacoveringny.com.

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 / Company Name / Booth Number

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 (November 25, 2025) will be discarded.

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.

Questions?

Have more questions or need additional information? Send an email to

info@hpacoveringny.com, call the HPA office at (518) 462-2293

or contact any of the following individuals:

Sherri Staalesen

*Exhibitor & Sponsor
Coordinator*

info@hpacoveringny.com

Arlene Halpert

*Senior Director, Education,
Conferences and Membership*

ahalpert@nyhpa.org

Victoria Filim

Office Manager

vfilim@nyhpa.org

Don't Wait. Register today!

Space is limited and sponsorships are available on a first-come, first-served basis. Don't miss out! Join us and network with health care professionals from across New York State.

Register Now >



2025

Thank You 2024 Sponsors & Exhibitors

Diamond

Noom
Smart Data Solutions
LIBERTY Dental Plan
Machinify
Hixny

Platinum

Modivcare

Gold

NTT DATA
Mom's Meals

Silver

Ferring Pharmaceuticals
Neurocrine BioSciences
Imagine Pediatrics
Homestyle Direct
Juke Box Health
JustCQ Inc.
Healthix
Stellar Health
TenderHeart Health
Outcomes

Bronze

Wider Circle
6 Degrees Health
SUN Pharma
Supernus
Pharmaceuticals
ZeOmega
Optum
Sandata
MyndYou
Brooklyn Kitchen

Entry

Karuna Therapeutics
Certify
Movn Health
Carelton Behavioral
Health
MedScope America
bioMérieux
HealthEdge
Spectrum Enterprise

Enhanced Sponsorship

Impresiv Health
FinThrive
Gainwell Technologies
SS&C Health

Thank You



www.nyhpa.org