



COVERING NY

HPA ANNUAL CONFERENCE & EXPO

2026

SPONSOR & EXHIBITOR

PROSPECTUS

New York Health Plan Association **Annual Conference**

November 18th and 19th, 2026

Albany Capital Center, Albany, New York

2026

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

Table of Contents

2026 Conference Schedule	4
Benefits of Sponsoring & Exhibiting	5
Sponsorship Levels	7
<i>At a Glance</i>	8
<i>Full Details</i>	9
Enhanced Sponsorships	11
Exhibitor Booth Locations	12
Become an Affiliate Member	13
Frequently Asked Questions & General Information	14



2026 Schedule

Pre-Conference

Wednesday, November 18th

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

Conference

Thursday, November 19th

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



Exhibiting Hours

Exhibiting hours begin on **Wednesday, November 18th at 4:00 PM** during the Pre-Conference Reception and Dinner and run through the end of the conference on **Thursday, November 19th at 1:30 PM.**

Benefits 2026 of Sponsoring & Exhibiting

If your company or organization provides products or services geared towards assisting those involved in the health care industry, Covering NY 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!



“As a healthcare sales executive I have been attending conferences and trade shows for a good 40 years all over the country. It is my opinion the HPA conference was one of the very best I have attended. From the second I hit your welcome desk I felt welcomed by the HPA staff and event staff. The exhibit room was one of the nicest I have seen. Open and a ton of natural light.”

– ANDY FOX Strategic Account Manager, Brooklyn Kitchen

Ready to become a Sponsor or Exhibitor?

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.

[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 pre-conference hours on November 18th and Annual Conference on November 19th
- Tickets to the Pre-Conference Reception and Dinner and the annual conference (quantity varies by exhibitor level)
- A conference name badge identifying your company as a sponsor or exhibitor
- Access to conference attendee list prior to the event
- 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

Increased
Opportunities
to Network!

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.



Sponsorship Levels



Increase your organization's visibility and help your company reach its marketing goals.

HPA offers five (5) sponsorship levels — each providing a prime opportunity to introduce your services and products to new and influential customers.

6/6 AVAILABLE

Diamond
\$12,000

\$11,000
for HPA Members

3/3 AVAILABLE

Platinum
\$10,000

\$9,000
for HPA Members

2/2 AVAILABLE

Gold
\$8,500

\$7,500
for HPA Members

20/20 AVAILABLE

Silver
\$7,000

\$6,500
for HPA Members

10/10 AVAILABLE

Bronze
\$6,500

\$6,000
for HPA Members

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

Sponsor Levels: *At A Glance*

	Diamond	Platinum	Gold	Silver	Bronze
Price	\$12,000	\$10,000	\$8,500	\$7,000	\$6,500
HPA Member Price	\$11,000	\$9,000	\$7,500	\$6,500	\$6,000
Sponsorships Available <i>Visit nyhpa.org for the latest availability.</i>	6	3	2	20	10
Booth Location	<i>Premier</i>	<i>Premier</i>	<i>Premier</i>		
Conference Attendee Registrations	4	3	3	2	1
Pre-Conference Dinner Tickets	4	3	3	2	1
Sponsorship with Speaking Opportunities	●	●			
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	●	●	●		

Quick, Easy Online Registration

Sponsorships fill up quickly so claim your spot today!

REGISTER NOW >

Sponsor Levels: *Full Details*



Diamond, Platinum, and Gold sponsorships include the opportunity to sponsor one of eleven signature events, with Diamond and Platinum levels offering exclusive speaking opportunities.

6/6 AVAILABLE

Diamond
\$12,000
 \$11,000
for HPA Members

 Includes 4 tickets

Pre-Conference Sponsorship Options **November 18, 2026**

- D1** 15-minute presentation to Clinical Director’s Meeting attendees
- D2** 15-minute presentation to Government Affairs/Government Programs Meeting attendees
- D3** 15-minute presentation to the annual meeting attendees
- D4** 10-minute presentation to Pre-Conference Dinner attendees

Conference Sponsorship Options **November 19, 2026**

- D5** Introduce a conference panel and get 5 minutes to introduce your company
- D6** Introduce a conference panel and get 5 minutes to introduce your company

- Event Sponsorship Opportunities – see Diamond number above
- Premier Booth Location
- 4 Conference Attendee Registrations & Pre-Conference Dinner Tickets
- 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

Sponsor Levels: *Full Details, continued*

3/3 AVAILABLE

Platinum
\$10,000

\$9,000
for HPA Members

 *Includes 3 tickets*

Pre-Conference Sponsorship Options *November 18, 2026*

P1 Pre-Conference Reception

Conference Sponsorship Options *November 19, 2026*

P5 Conference Breakfast

P6 Conference Lunch

- Event Sponsorship Opportunities – *see Platinum number above*
- Premier Booth Location
- 3 Conference Attendee Registrations & Pre-Conference Dinner Tickets
- Marketing Materials, Event Signage and Session Promotional Screens
- Push notification sent to all attendees with mobile app
- Verbal Recognition
- Targeted mailing to HPA member conference attendees prior to event

2/2 AVAILABLE

Gold
\$8,500

\$7,500
for HPA Members

 *Includes 3 tickets*

Pre-Conference Sponsorship Options *November 18, 2026*

G1 Pre-Conference Lunch

G2 Pre-Conference Beverage and Snack Break

- Event Sponsorship Opportunities – *see Gold number above*
- Premier Booth Location
- 3 Conference Attendee Registrations & Pre-Conference Dinner Tickets
- Marketing Materials, Event Signage and Session Promotional Screens
- Push notification sent to all attendees with mobile app
- Verbal Recognition
- Targeted mailing to HPA member conference attendees prior to event

20/20 AVAILABLE

Silver
\$7,000

\$6,500
for HPA Members

 *Includes 2 tickets*

- Exhibitor Booth
- 2 Conference Attendee Registrations & Pre-Conference Dinner Tickets

10/10 AVAILABLE

Bronze
\$6,500

\$6,000
for HPA Members

 *Includes 1 ticket*

- Exhibitor Booth
- 1 Conference Attendee Registration & Pre-Conference Dinner Ticket

Enhanced Sponsorships

Additional Marketing Opportunities



Includes 2 tickets *

Meet & Mingle After Dinner Event

\$7,000

1 AVAILABLE

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



Includes 1 ticket *

Mobile App Sponsor

\$5,000

1 AVAILABLE

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



Includes 1 ticket *

Hotel Key Sponsor

\$4,500

1 AVAILABLE

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



Includes 1 ticket *

Badge Lanyards Sponsor

\$4,500

1 AVAILABLE

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



Includes 1 ticket *

Wi-Fi Sponsor

\$4,000

1 AVAILABLE

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



Includes 1 ticket *

Registration Hospitality Gifts

\$3,500

5 AVAILABLE

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



Includes 1 ticket *

Coat Check Sponsor

\$3,000

1 AVAILABLE

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



Includes 1 ticket *

Coffee Break Sponsor

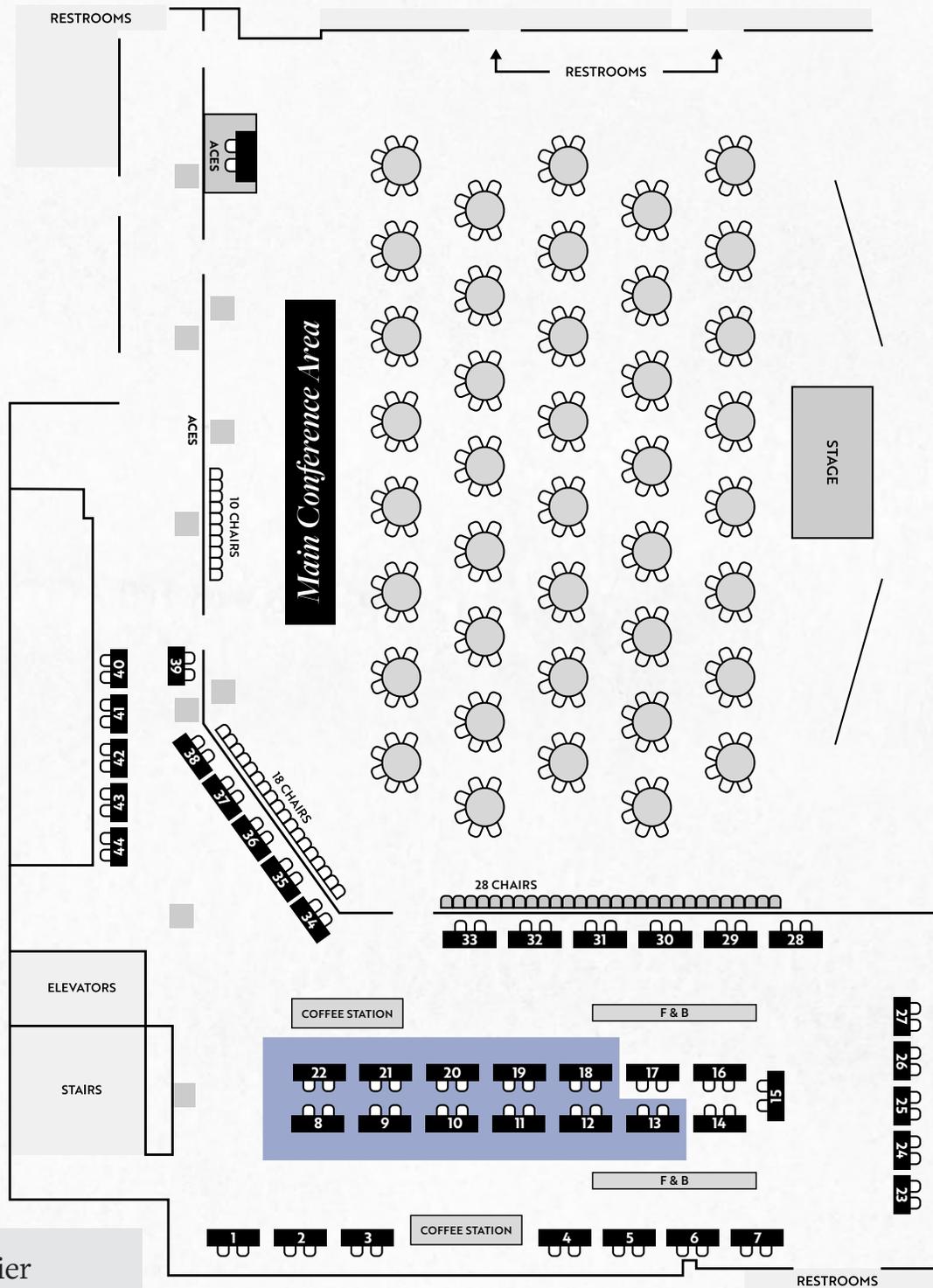
\$3,000

1 AVAILABLE

Your company logo on event signage and marketing for the morning coffee break on November 19th

** Tickets include entry to the Pre-Conference Reception and Dinner and the annual conference. Separate registration for these events is required. Details will be sent once you register as a sponsor or exhibitor.*

Exhibitor Booth Locations



Premier
 Diamond, Platinum & Gold

Our NYHPA Members

Full

- Aetna
- Anthem Blue Cross Blue Shield
- 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

- Brooklyn Kitchen
- Castle Biosciences
- Cohere Health
- Command Direct
- Cozeva
- Eisai
- Epicured
- Ferring Pharmaceuticals
- FinThrive
- Genentech
- Healow
- HealthConnections
- Healthplex, Inc.
- Healthy Alliance
- HHAEExchange
- Imagine Pediatrics
- Liberty Dental Plan of New York
- MAS
- MedImpact Healthcare Systems
- Mother Goose Health
- Nokomis
- Pager
- Parachute Health
- Penstock
- Performant Healthcare Solutions
- Prime Therapeutics
- Prolacta Bioscience
- Sierra Solutions Group
- Tomorrow Health
- Vheda Health
- VSP Vision
- 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 >](#)

General Information

& Frequently Asked Questions

Registration

How many tickets do I receive as a Sponsor or Exhibitor?

This varies depending on your sponsorship level:

Diamond **4** Gold **3** Bronze **1**

Platinum **3** Silver **2**

How do I register my attendees as part of my sponsorship?

Once your registration and payment are confirmed, you will receive a separate form to register attendees. The completed form must be returned to HPA by **October 15**.

Can I register additional people?

Additional attendees may be registered for the November 19th conference only and are subject to a separate registration fee.

Pre-Conference Reception and Dinner

Who attends the reception and dinner?

HPA members, including senior health plan executives, along with state policymakers and conference sponsors and exhibitors.

Can I purchase additional tickets?

Only HPA members can purchase additional tickets.

Exhibiting

What are the times for set up and take down?

All sponsors are able to set up on Wednesday, November 18th between 1pm and 4pm. Exhibit hall will be open between 4pm and 8pm.

Sponsors and Exhibitors who did not set up on Wednesday are able to set up Thursday, November 19th, from 6:15pm-7pm; Exhibiting hours will run from 7am to 1:30pm. Only registered individuals will be able to enter the exhibit hall.

Exhibitors must remain set up until the close of the Conference at approximately 1:30pm on Thursday, November 19th.



General Information & Frequently Asked Questions

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

Materials can be shipped to the Albany Capital Center to the Decorator Service's attention, no sooner than 3 days prior to the event. Include the conference name and booth number clearly written on the label in the following format:

NYHPA Annual Conference / Company / Booth #
ATTN: Caitlin McCormick

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

HPA will place 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.

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

Mobile App and Ads

When will the conference 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 materials for the conference app?

Once you register you will receive a welcome packet with this information. 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 include:

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

Is there parking at the Albany Capital Center?

The Albany Capital Center's (ACC) parking garage is located beneath the facility at 7 Wendell Street, Albany, NY. In addition, the following garages connect to the ACC via enclosed walkways:

Renaissance Albany Parking Garage, located at 49 Howard Street and **Empire State Plaza Visitor Parking** lot, located at S Mall Arterial, V Lot.

There is additional parking located across the street and at the MVP Arena, located at 100 Beaver Street.

General Information & Frequently Asked Questions

Meals

Are meals provided the day of the conference?

Yes, breakfast and lunch will be provided for all conference attendees.

Can you accommodate special diets?

Yes. If you have special dietary needs, please contact Victoria Filim at vfylim@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. Any requests for tables can be sent to info@hpacoveringny.com.

Payment Policy

Payment in full is due within 30 days of receipt of invoice up until September 1, 2026. After September 1, payment is due immediately upon receipt of invoice.

ALL AGREEMENTS AND PAYMENTS MUST BE RECEIVED NO LATER THAN OCTOBER 1, 2026 (all cancellations will be charged a 10% administrative fee and NO REFUNDS WILL BE ISSUED AFTER September 1, 2026). 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, 2026 will receive a full refund minus a 10% administrative fee.

Cancellations made after July 1, 2026 will receive a 50% refund minus a 10% administrative fee.

No refunds will be issued after September 1, 2026.

Marketing Materials

All marketing materials (as included in the exhibitor level) must be received NO LATER THAN COB November 2, 2026. All files must be sent in high resolution format to info@hpacoveringny.com.

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? Visit nyhpa.org,
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

vfilm@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 >](#)



2026

Thank You

2025 Sponsors & Exhibitors

Diamond

e123
HealthConnections &
Point Click Care
HealthHelp
Home Clean Home
Management
Liberty Dental
MD Live by Evernorth

Platinum

bioMérieux
Hello Heart
Prime Therapeutics

Gold

EyeMed
HHAeXchange

Silver

Chordline Health
Complement 1
Epicured
Healow
Hinge Health
Performant Healthcare
Solutions
Ferring
Pharmaceuticals, Inc.
Hixny
Modivcare
Mom's Meals
Neurocrine Biosciences,
Inc.
Ovia Health by Labcorp
Public Partnerships
LLC (PPL)
Smart Data Solutions
Spectrum Business
WellSky
ZeOmega

Bronze

Brooklyn Kitchen
HealthEdge
MedScope
ModifyHealth
Siren
SKYGEN
Wider Circle

Entry

Bristol Myers Squibb
NeuroFlow
Persivia

Enhanced Sponsorship

League

thank
you