



COVERING NY

HPA ANNUAL CONFERENCE & EXPO

HPA ANNUAL CONFERENCE
2023 Sponsor & Exhibitor
Prospectus

November 15 and 16, 2023

Albany Capital Center, Albany, New York

2023 HPA Annual Conference

November 15 and 16

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.



2023 Conference Schedule

WEDNESDAY, NOVEMBER 15

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 16

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

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 (CDPHP)
Cigna
EmblemHealth
Empire BlueCross
BlueShield, HealthPlus
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

Centers Plan for Healthy Living
Elderplan/HomeFirst
Elderwood Health Plan
Extended MLTC
Hamaspik Choice, Inc.
Partners Health Plan
Prime Health Choice
RiverSpring Health Plans (ElderServe Health)
Senior Whole Health of NY by Molina Healthcare
VillageCareMAX
VNS CHOICE

AFFILIATE

Avalon Healthcare Solutions
Avesis, a Guardian Co.
Capital Rx
Cognosante
Cohere Health, Inc.
DentaQuest
Eli Lilly Oncology
Ferring Pharmaceuticals
Goodroot
Health Network One
HealthPlex
HealthPro Heritage
HHAeXchange
Jazz Pharmaceuticals
Lexis Nexis Risk Solutions
LIBERTY Dental Plan
MAS (Medical Answering Services, LLC)

MedImpact
Medline Industries, LP
Merck & Co., Inc.
Moving Analytics
mPulse Mobile
Nokomis
Novo Nordisk
Paratek Pharmaceuticals
Perform Rx
Podimetrics
Sandata Technologies
Teladoc Health
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 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 2023 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 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 and by sharing a table during dinner and dessert.

Exhibiting hours begin on Wednesday, November 15 at 4 pm for the HPA Annual Meeting followed by the Pre-Conference Reception and Dinner **(not included for Basic Level exhibitors)** and runs through the end of the conference on **Thursday, November 16 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

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, a branded charging station, and much more!

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 10, 2023** (all cancellations will be charged a 10% administrative fee and NO REFUNDS WILL BE ISSUED AFTER OCTOBER 10, 2023). 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, 2, or 3, 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).
 - Diamond, Platinum, and Gold: rotating banner ad and app profile ad
 - Silver, Bronze, Basic: app profile ad
- Attendance at the Opening Reception and Dinner
 - Included with Diamond, Platinum, Gold, Silver, and Bronze-level exhibitors only
 - Basic 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. A discounted rate of \$184 per night. Last day to book a reservation is October 20, 2023. [Click Here to reserve your room now.](#)

Exhibitor Space Set-Up & Tear Down

Diamond, Platinum, Gold, Silver and Bronze exhibitors can set up their tables on Wednesday, November 15 between 1 and 4 pm; Basic level exhibitors can ONLY set up on Thursday, November 16 between 6:30-7:30 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 16.

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 show 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 23, 2023)

Advertisements

All advertisements (as included in the exhibitor level) must be received by **NO LATER THAN COB November 3, 2023**. All advertisements must be sent electronically as a hi-resolution file to Jalynn Walker at jalynn@sswmeetings.com.

Cancellation

Cancellations will be charged a 10% administrative fee and **NO REFUNDS WILL BE ISSUED AFTER OCTOBER 10, 2023**.

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:

Jalynn Walker, Exhibitor & Sponsor Coordinator
jalynn@sswmeetings.com

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**.

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!

Thank you to our 2022 Sponsors & Exhibitors!

DIAMOND

DentaQuest
Goodroot
Liberty Dental
Moving Analytics

PLATINUM

Capital Rx
Mom's Meals
Sandata

GOLD

HHaEXchange
Nokomis

SILVER

Abbott
Apixio
Birdsong Hearing Benefits
Certify OS
ConcertoCare
HealthSparq
MedPro Systems LLC
Modivcare
Neurocrine Biosciences, Inc.
Novartis
Pyx Health
SafeRide Health
VARIS
WellSky
Zelis

BRONZE

AlayaCare
Emcara Health
Ferring Pharmaceuticals
Healthy.io
Lucina Analytics
Maven Clinic
MedImpact Healthcare Systems, Inc.
Sublimed
Sun Pharma
Wider Circle



Available Sponsor & Exhibitor Tables

All tables come skirted with two chairs, electricity and Wifi. **Tables 1-25 are 6' 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.

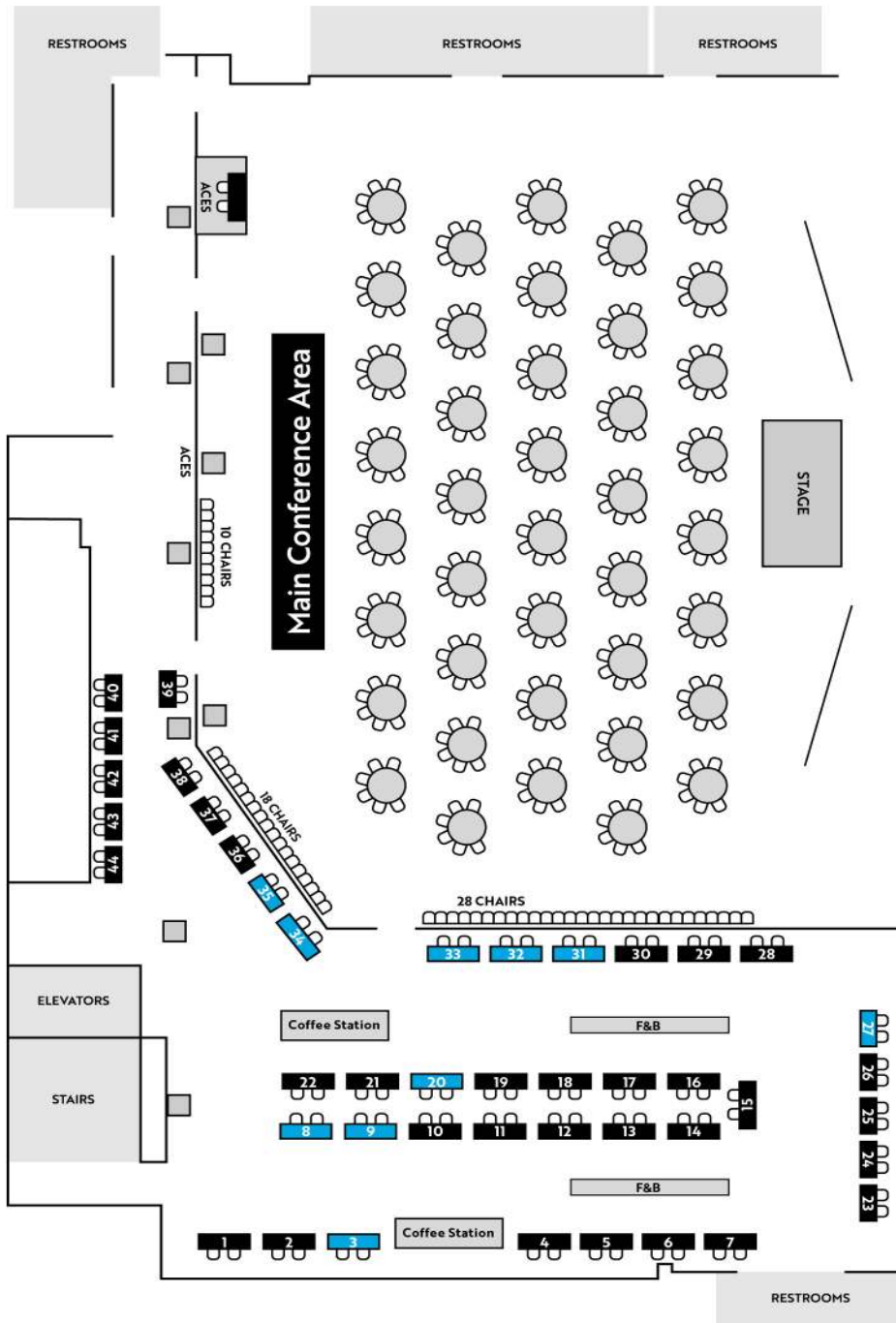


Table Key

AVAILABLE
 UNAVAILABLE

- 1
- 2
- 3 HHAExchange
- 4
- 5
- 6
- 7
- 8 Varis
- 9 DentaQuest
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- 20 Mom's Meals
- 21
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- 27 Neurocrine Biosciences
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- 29
- 30
- 31 Novartis Gene Therapies
- 32 Jacobson
- 33 NOKOMIS
- 34 MedImpact Healthcare Systems Inc.
- 35 FarmboxRx
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Sponsor & Exhibitor Opportunities

All exhibitor levels include:

Physical Space — All exhibit tables are 6' long and come with black table drape, two chairs, wastebasket, electricity and 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 and Dinner (for all but Basic level exhibitors—the number of representatives allowed is dependent on Sponsorship/Exhibitor level—see each level for more information).

***Please note a separate registration is required for company representatives attending the event. ***

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

● 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!

Sponsor Opportunities

Diamond Level Sponsorship

DIAMOND LEVEL #1

- Sponsoring the Clinical Directors' Meeting, November 15, 2023
- Opportunity for a 15-minute presentation to meeting attendees

DIAMOND LEVEL #3

- Sponsoring the HPA Annual Meeting, November 15, 2023
- Opportunity for a 15-minute presentation to meeting attendees

DIAMOND LEVEL #5

- November 16, 2023
- Opportunity to introduce one of the conference panels and 5 minutes of remarks providing conference attendees information about your company.

DIAMOND LEVEL #7

- November 16, 2023
- Opportunity to introduce one of the conference panels and 5 minutes of remarks providing conference attendees information about your company.

DIAMOND LEVEL #2

- Sponsoring the Government Affairs/ Government Programs Meetings November 15, 2023
- Opportunity for a 15-minute presentation to meeting attendees

DIAMOND LEVEL #4

- Sponsoring the Conference Dinner, November 15, 2023
- Opportunity for a 10-minute presentation to meeting attendees

DIAMOND LEVEL #6

- November 16, 2023
- Opportunity to introduce one of the conference panels and 5 minutes of remarks providing conference attendees information about your company.

DIAMOND LEVEL #8

- November 16, 2023
- Opportunity to introduce one of the conference panels and 5 minutes of remarks providing conference attendees information

Diamond Level Benefits & Pricing

- Choice of booth location with early set-up on November 15 from 1-4 pm and exhibit time from 4-7 pm on November 15 and 7:30 am -2:30 pm on November 16
- Three (3) full conference passes and attendance for three (3) at the Pre-Conference Reception/Dinner
Separate registration of your staff is required
- Rotating banner in the conference mobile app
- Conference app profile advertisement
- One (1) Push notification to be sent to all attendees with the mobile app (Time can be chosen)
- One targeted mailing to HPA member conference attendees prior to or after the event
- Signage listing your company as a sponsor

\$9,000

Members

\$10,000

Non-Members

[Click here](#) to submit your sponsor or exhibitor application!

Sponsor Opportunities

Platinum Level Sponsorship

PLATINUM LEVEL #1

- Sponsoring of the Pre-Conference Reception, November 15, 2023
- Opportunity for 5 minutes of remarks to conference attendees at the pre-conference event

SOLD

PLATINUM LEVEL #2

- Sponsoring of the Conference Breakfast, November 16, 2023
- Opportunity for 5 minutes of remarks to conference attendees prior to the morning break

SOLD

PLATINUM LEVEL #3

- Sponsoring of the Conference Lunch, November 16, 2023
- Opportunity for 5 minutes of remarks to conference attendees prior to the lunch break

Platinum Level Benefits & Pricing

- Choice of booth location with early set-up on November 15 from 1-4 pm and exhibit time from 4-7 pm on November 15 and 7:30 am -2:30 pm on November 16
- Three (3) full conference passes and attendance for three (3) at the Pre-Conference Reception/Dinner. **Separate registration of your staff is required**
- Rotating banner in the conference mobile app
- Conference app profile advertisement
- One (1) targeted mailing to HPA member conference attendees prior to or after the event.
- Signage listing your company as a sponsor

\$8,000

Members

\$9,000

Non-Members

[Click here](#) to submit your sponsor or exhibitor application!



Sponsor Opportunities

Gold Level Sponsorship

~~GOLD LEVEL #1~~

Sponsoring the Pre-Conference Lunch,
November 15, 2023

SOLD

GOLD LEVEL #2

Sponsoring of the Pre-Conference Beverage and
Snack Break, November 15, 2023

Gold Level Benefits & Pricing

- Choice of booth location with early set-up on November 15 from 1-4 pm and exhibit time from 4-8:30 pm on November 15 and 7:30 am - 2:30 pm on November 16
- Three (3) full conference passes and attendance for three (3) at the Pre-Conference Reception/Dinner
Separate registration of your staff is required
- Conference app profile advertisement
- One (1) Push notification to be sent to all attendees with the mobile app
- One (1) targeted mailing to HPA member conference attendees prior to or after the event
- Signage listing your company as a sponsor

\$7,000

Members

\$8,000

Non-Members

[Click here](#) to submit your sponsor or exhibitor application!



Exhibitor Opportunities

Exhibitors Level Options

SILVER LEVEL

- Choice of booth location from #26-39 with early set-up on November 15 from 1-4 pm and exhibit time from 4-8:30 pm on November 15 and 7:30 am - 2:30 pm on November 16
- Two (2) full conference passes and attendance for two (2) at the Pre-Conference Reception/Dinner - **Separate registration of your staff is required**
- Conference mobile app advertisement

\$6,000
Members

\$6,500
Non-Members

BRONZE LEVEL

- Choice of booth location from #26-39 with early set-up on November 15 from 1-4 pm and exhibit time from 4-8:30 pm on November 15 and 7:30 am - 2:30 pm on November 16
- One (1) full conference pass and attendance for one (1) at the Pre-Conference Reception/Dinner - **Separate registration of your staff is required**
- Conference mobile app advertisement

\$5,000
Members

\$5,500
Non-Members

BASIC LEVEL

- Preassigned booth location with set up and exhibiting only on November 16, 7 am - 2:30 pm
- Conference mobile app advertisement

\$3,000
Members

\$3,500
Non-Members

[Click here](#) to submit your sponsor or exhibitor application!



Enhanced Marketing Opportunities

If you are one of our **confirmed** exhibitors or sponsors, 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 WI-FI SPONSOR

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

\$2,500

BADGE LANYARDS

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

\$3,000

SPONSOR A SPECIAL CULINARY AND BEVERAGE EVENT WITH GUEST SPEAKER AT THE PRE-CONFERENCE DINNER

- Event detail TBD.
- Signage listing your company as the special event sponsor.

\$3,000

REGISTRATION HOSPITALITY GIFTS

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

\$3,500

MOBILE APP SPONSOR

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

\$5,000

BRANDED CHARGING STATION SPONSOR

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

\$5,000



[Click here](#) to submit your sponsor or exhibitor application!