



2024

EXHIBITOR & SPONSOR

PROSPECTUS

Get Connected!



This is your opportunity to support HCA programming and highlight your brand and services to New York's premier home care providers.

In this prospectus you will find:

Opportunities to Access HCA Events, Website, Social Media and More!



The Home Care Event of the Year!

HCA ANNUAL CONFERENCE

MAY 8-9, 2024

Saratoga Hilton, Saratoga Springs, NY
In-Person Event!

OPPORTUNITIES TO SHOWCASE YOUR BUSINESS!

You can bet that this year's live Annual Conference in Saratoga Springs this May will be our best yet. With timely programs, unprecedented networking opportunities, and an audience of nearly 150 executives and clinicians, you won't want to miss out. We have three functions over two days just for you to meet with members. Several sponsorship levels and packages are available; you will find just the right package for you.

SEE DETAILS ON PG 4

Who We Are

The Home Care Association of New York State (HCA NYS) is a statewide health organization comprised of nearly 300 member providers and organizations delivering home and community-based care to hundreds of thousands of New Yorkers annually. The mission of HCA is to promote and enhance the quality and accessibility of health care and support at home. HCA Education and Research is the 501c3 entity of the Association.

What You Get

- Face time with agency decisionmakers
- Pre and Post-conference participant lists
- Your organization featured in the directory of exhibitors provided to each attendee with your product/service description and contact information
- Participation in all group meal and reception events (included with your complimentary registrations)
- Discounted event registration fees for additional attendees (up to four, including any complimentary registrations) from your organization
- You're an attendee too! You can attend any education session you wish to learn about the latest in home care. This is a terrific way to connect with prospective clients while you interact and engage with them throughout the day.



Why Sponsor?

Don't ask us. Our fellow sponsors will tell you why!

“What a great conference, venue, team at HCA and membership of your association. Definitely one of the best overall conferences I have had the honor of attending and speaking at.

Michael Simone
Director, Cost Reports
SimiTree

“We had such a great time. I can honestly say that this was one of the best conference/retreat experiences I have had. Looking forward to the next one!

Erin Masterson
Associate Principal, Senior Vice
President of Post-Acute RCM
SimiTree



When And Where/ Important Deadlines

As soon as we receive your commitment, company description and logo, recognition will begin immediately on the HCA website and in event marketing material. The sooner you commit, the greater the recognition you receive.



HCA Annual Conference

May 8-9, 2024

Saratoga Springs, NY

Nearly 150 health agency leaders, frontline support staff and purchasing agents attend our premier event. Exhibits limited to 52 tabletop displays (premium space available).

Deadlines:

Marketing material 2/23/24

Program 4/19/24

HCA Senior Financial Managers Retreat

September 18, 2024

Virtual

Approximately 100 executive-level leaders and financial decisionmakers attend this event.

Deadlines:

Marketing material 6/19/24

Handouts/Agenda 8/23/24

HCA Emergency Preparedness Conference

October 9, 2024

Our most popular virtual event attracts nearly 200 emergency preparedness specialists and safety coordinators, as well as chief executives.

Deadlines:

Marketing Material 6/28/24

Handouts/Agenda 9/6/24

HCA Corporate Compliance Symposium

November 7, 2024

Virtual

This fan favorite attracts 75-100 executive, financial and clinical supervisory level staff.

Deadlines:

Marketing material 7/26/24

Handouts/Agenda 9/27/24

Exhibitor and Sponsor Commitments

To guarantee recognition in conference materials, the Commitment (pg. 7) must be received and your corporate logos and product service description emailed to bwilson@hcanys.org in either jpg or png format by the assigned sponsorship deadlines, or by the deadlines noted above. Commitments that arrive after the due dates will receive recognition as outlined in the category chosen; however, they may not be listed in conference materials due to printing deadlines. No refunds will be issued for cancellations received one month prior to event opportunity. Cancellation prior to that timeframe will receive a refund less 25%.

Upon receipt of the Commitment (pg. 7) by HCA, a confirmation email of acceptance will be sent. Payment in full must be received one month prior to event opportunity. Conference and hotel registration information will follow. No other opportunities will be negotiated. (Those opportunities that include complimentary registrations will still need to complete the conference registration form. Be sure to write in "exempt" in the payment section so you are not charged the conference fee.)

HCA Annual Conference

May 8-9, 2024

Saratoga Hilton

534 Broadway, Saratoga Springs, NY 12866



New for 2024! There will be 11 premium exhibit tables for top tier sponsors and HCA members only. For the Annual Conference, please list your top three choices for exhibit space. HCA is not responsible if your exhibit table is near a competitor. HCA has the authority to reassign table locations, as necessary. You will receive a confirmation, via email, of your exhibit location and information specific to your exhibit. Further information will be sent prior to each show, including setup times, shipping information through Clifton Park Rental, details on Internet access, and discounted hotel reservation information.

At each event, you will receive a 6' x 30" table, two chairs, signage and electric access. In addition, you will receive the benefits outlined on page 2. Exhibit fees allow for two individuals from your organization to attend and includes all group meal events, and Welcome Reception. Additional representatives (up to four total) from your organization may attend the Annual Conference at \$350 if your organization is an HCA member or \$550 as a potential member.

The Rules

- Exhibitors who do not arrive by deadline will be removed; no refunds will be issued.
- Refunds for canceling, less 25% administrative fee, are allowed up until one month prior to event.
- Exhibitors shall indemnify and hold harmless HCA agents and the conference venue from all liability.
- Each exhibitor should secure insurance at their own expense.
- Exhibitors must assume full responsibility for compliance with fire, safety and health ordinances. All materials must be fire resistant.
- All exhibit materials must be contained at your table. Valuables should be stored in your hotel room during non-exhibit hours. HCA is not responsible for lost or stolen property.
- No more than four representatives per exhibit table allowed.
- Nothing is to be posted, tacked, nailed or screwed to any parts of the building or furniture at any conference venue.
- No decoration or fixture can interfere or block another exhibit; HCA has the right to remove the obstruction.
- No freestanding exhibits will be allowed due to space limitations at any event, excluding standard size pull-up banners. Loud noises or overpowering odors at exhibits will not be permitted.
- All exhibitors and visitors must be registered with the conference and wear name badges,
- No distribution or literature or giveaway items allowed outside the exhibit area.
- Exhibitor drayage and supplied will be handled through Clifton Park Rental for the Annual Conference.
- The Saratoga Hilton cannot accept any shipments from vendors. Shipping of materials must be handled by Clifton Park Rental. Information on shipping will be sent prior to the event.
- No open containers or distribution of alcohol at your exhibit table. This is a direct violation of state liquor laws. If non-compliant, you will be asked to leave.

Exhibit Hall Dates and Hours

Set Up

Wednesday, May 8, 10:30-11:30 AM

Exhibit Hall Open

Wednesday, May 8, 11:30 AM – 6:00 PM
Thursday, May 9, 8:00 AM – 2:00 PM

Dessert in Exhibit Hall

Wednesday, May 8, 1:45 - 2:45PM

Exhibit Hall Welcome Reception

Wednesday, May 8, 4:30 -6:00 PM

Breakfast in Exhibit Hall

Thursday, May 9, 8:00 AM – 9:00 AM

Lunch in Exhibit Hall

Thursday, May 9, 12:30 - 1:45PM

Dismantle

Thursday, May 9, 2:00 – 3:00 PM

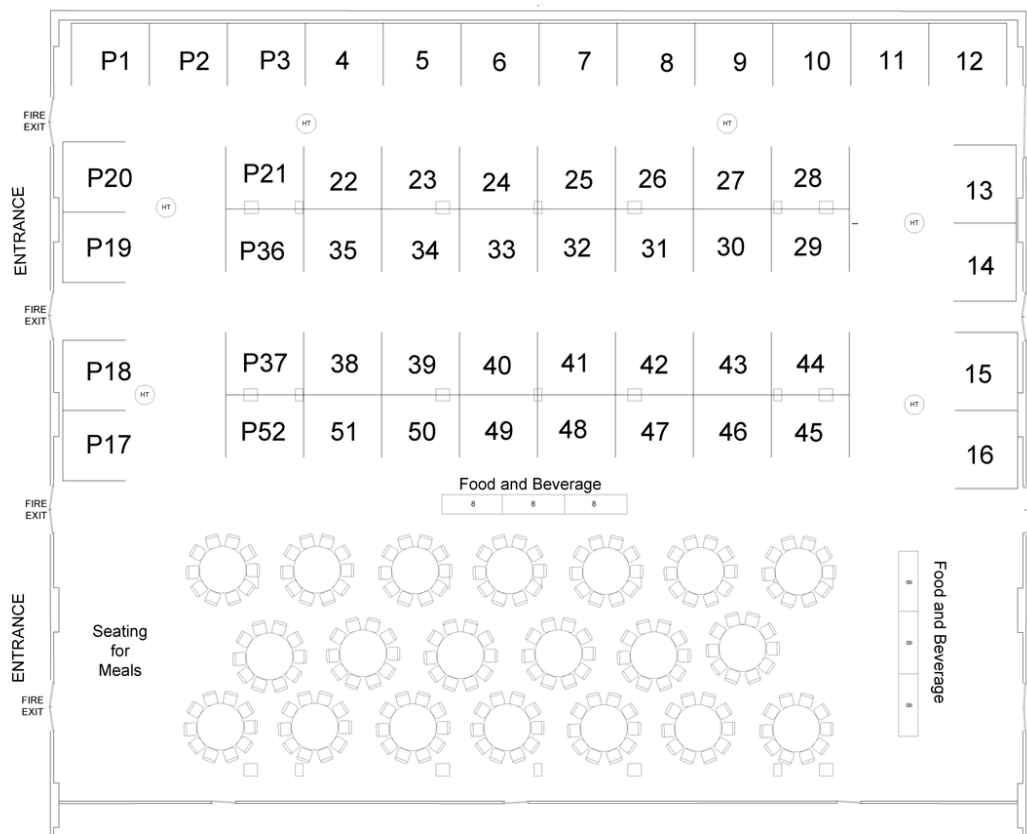
SEE EXHIBIT FLOOR PLAN

New Exhibit Location!

Saratoga City Center - Room D

With more space available, premier exhibit tables (those marked with a "P") are reserved for top tier sponsors and HCA Members Only. Premier space is limited and is given on a first come/first-served basis.

City Center Room D - Exhibit Floor Plan



Winners Circle

SPONSOR LEVELS

Titanium = \$10,000

Limit to 2 Sponsors

Sponsor Annual Conference, and ALL virtual events with two complimentary registrations to each event

Premium table space to ensure high visibility and optimal flow.

Monthly content in the top tier of the Situation Report Newsletter

Ad in Situation Report newsletter twice a year

Sponsor HCA's Annual Conference Awards Luncheon

Social media shout-outs at all events

Full page ad in the Annual Conference program book (7 1/2" w x 10" h – full color)

Logo on Annual Conference tote bag

Opportunity to send two emails to the full HCA membership. (HCA will disseminate your communication; timeframe and content subject to HCA approval.)

Platinum = \$8,000

Limit to 4 Sponsors

Sponsor Annual Conference, and choice of 2 events with two complimentary registrations to each event

Premium table space to ensure high visibility and optimal flow.

Half page ad in the Annual Conference program book (7 1/2" w x 5" h – full color)

Quarterly content in the top tier of the Situation Report newsletter

Social media shout-outs during sponsored events

Ad in Situation Report newsletter twice a year

Opportunity to send one email to the full HCA membership. (HCA will disseminate your communication; timeframe and content subject to HCA approval.)

Gold = \$6,000

Limit to 2 Sponsors

Sponsor Annual Conference, and choice of 1 event with two complimentary registrations to each event

Premium table space to ensure high visibility and optimal flow

Quarter page ad in the Annual Conference program book (3 1/2" w x 5" h – full color)

Social media shout-outs during sponsored events

Twice a year content in the top tier of the Situation Report newsletter

Ad in Situation Report newsletter quarterly

Opportunity to send one email to the full HCA membership. (HCA will disseminate your communication; timeframe and content subject to HCA approval)

OTHER SPONSOR LEVELS

(Unlimited Sponsorships Available)

Silver = 4,000

- Sponsor the Annual Conference and one virtual event of HCA's choice, with two complimentary registrations to the events
- Sponsor the Annual Conference Welcome Reception
- Ability to place one page (8 1/2 W x 11" h – full color) company marketing piece in annual conference marketing tote bag
- Logo displayed in the Annual Conference program book next to the Welcome Reception
- Logo on the food and beverage displays during the Welcome Reception

Bronze = \$2,500

- Sponsor the Annual Conference with one complimentary registration to the event
- Sponsor the Annual Conference Breakfast
- Ability to place one page (8 1/2 W x 11" h – full color) company marketing piece in annual conference marketing tote bag.
- Logo displayed in the Annual Conference program book next to the Breakfast
- Logo on the food and beverage displays during the breakfast

Friend of HCA= \$1,000

- Sponsor the Annual Conference with one complimentary registration to the event
- Sponsor the refreshment breaks throughout the Annual Conference
- Signage showing our organization throughout the Conference

A la Carte Options

No two sponsors are the same. We are pleased to offer you opportunities that fit our organization and budget. Our custom options will help you find the perfect fit. First come, first served, so don't wait! (See Registration Form for available options.)

HCANYS 2024 Marketing Prospectus

Sponsor and Exhibitor Fee Schedule



SPONSORSHIP FEE SCHEDULE

Please choose from the following Sponsorship Levels:

<input type="checkbox"/> Titanium Sponsor	\$10,000
<input type="checkbox"/> Platinum Sponsor	\$ 8,000
<input type="checkbox"/> Gold Sponsor	\$ 6,000
<input type="checkbox"/> Silver Sponsor	\$ 4,000
<input type="checkbox"/> Bronze Sponsor	\$ 2,500
<input type="checkbox"/> Friend Sponsor	\$ 1,000

SUB TOTAL = \$ _____

A LA CARTE SPONSORSHIP FEE SCHEDULE

Please choose from the following Sponsorship opportunities:

Annual Conference (see deadlines)

___ Charging Stations	\$ 800
___ Conference Badge Lanyard	\$ 2,500
___ Conference Name Badge	\$ 1,000
___ Awards Luncheon Sponsor	\$ 800
___ Welcome Tote Bag Stuffer	\$ 500
___ Hotel Key Card	\$ 3,000
___ Promotional Banner	\$ 500
___ WiFi Sponsor	\$ 3,000
___ Welcome Reception Entertainment	\$ 800
___ Awards Luncheon Centerpieces	\$ 1,500
___ Kosher Meal Sponsor	\$ 2,000
___ Kosher Wine Sponsor	\$ 600
___ Networking Lunch (May 9th)	\$ 2,000
___ Conference Program Printing	\$ 2,500
___ Full Page Ad Conference Program	\$ 800
___ Half Page Ad Conference Program	\$ 500
___ Quarter Page Ad Conference Program	\$ 300

Situation Report

___ 4-week Qtr. Page Content Ad Placement	\$ 1,000
___ 4-week Hyperlinked Banner Ad Placement	\$ 500

___ General Sponsorship of Virtual Sessions	\$ 750
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SUB TOTAL = \$ _____

ANNUAL CONFERENCE EXHIBITOR FEE SCHEDULE

___ HCA Member	\$ 1,000
___ Potential Member	\$ 1,500

After reviewing the Annual Conference Exhibit Hall floorplan please indicate your top 3 table choices.

1st Choice: Table # _____

2nd Choice: Table # _____

3rd Choice: Table # _____

Additional Exhibitor Attendees

Additional HCA Members: _____ @ \$350 ea = \$ _____

Additional Potential Members: _____ @ \$550 ea = \$ _____

SUB TOTAL = \$ _____

GRAND TOTAL: \$ _____

EXHIBITOR COMMITMENT (See details pg.3)

We wish to participate in HCA's 2024 educational events. We understand that this commitment becomes a contract when signed by us and accepted by HCA Education and Research. Please comply with the deadlines detailed in this brochure to maximize recognition opportunities.

Corporation Name

Contact Person

Corporation Address

City, State, Zip

Corporation Website

Phone#

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PAYMENT INFORMATION

___ VISA ___ MasterCard ___ American Express

Pay by Check: Made payable to HCA Education & Research
Mail to: 388 Broadway, 4th Floor, Albany, NY 12207
Check must be received one month prior to event.

Organization Name

Name on Credit Card

Card Number

Expiration Date

Security Code

Billing Address for Card

City, State, Zip

Authorized Signature

(for Grand Total Payment)