

# 2024 HCP Management Conference & Exhibition

## EXHIBITOR PROSPECTUS



**SAGAMORE RESORT,  
BOLTON LANDING, NY**  
**OCTOBER 28 & 29, 2024**

“EMPOWERING THE HOME CARE INDUSTRY WITH  
INNOVATIVE SOLUTIONS AND ABUNDANT OPPORTUNITIES”

[WWW.HCPCONFERENCE.ORG](http://WWW.HCPCONFERENCE.ORG)



# OPPORTUNITIES INCLUDE



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# 2024

## HCP Management Conference & Exhibition

Dear Exhibitors, Sponsors and Advertisers,

We are so happy to welcome you to participate in the 2024 HCP Annual Home Care Management Conference & Exhibition. This pivotal event brings together home care providers from across New York State to learn, network, and access strategies to stay on the cutting edge of providing quality long term care. As we enter a new era of change in the home care industry we hope to bring together agencies with organizations that can enable them to achieve the utmost success.

Within this Prospectus you will find an array of opportunities to display your organization’s products and services. Different opportunities mean you can find a unique way to market your organization in a way that fits your brand and goals.

### Exhibiting

*Provides a space for conversation and demonstration, visual and social.*

### Sponsorships

*Offers immense variety and demonstrates your support for the home care industry.*

### Advertising

*Communicates a clear and direct message to all attendees.*

Please review this Prospectus for all the details on these opportunities, including the Conference schedule and our special events. Information about educational sessions can be found in the Attendee Brochure.

Space is limited; so please reserve your opportunity as soon as possible and take advantage of every minute of exposure! We look forward to seeing you in October!

Sincerely,  
Kathy Febraio  
President/CEO

## CONFERENCE SCHEDULE

# 2024

### Sunday, October 27

11:00 AM - 3:30 PM	Golf Outing
5:00 PM - 8:00 PM	Exhibitor Registration & Booth Setup
5:30 PM - 7:00 PM	HCP PAC Fundraiser

### Monday, October 28

7:30 AM -	Check in opens
6:30 AM - 8:00 AM	<b>Exhibitor load-in and set up</b>
8:00 AM - 9:30 AM	Breakfast with Exhibitors
8:30 AM - 9:30 AM	HCP Annual Membership Meeting - <i>Open to all HCP members in good standing</i>
9:45 AM - 10:45 AM	General Session (Keynote Speaker)
11:00 AM - 12:00 PM	Concurrent Sessions
12:00 PM - 1:15 PM	<b>Networking Lunch &amp; Exhibit Hall</b>
1:30 PM - 2:30 PM	General Session
2:30 PM - 3:00 PM	<b>Afternoon Break in the Exhibit Hall</b>
3:00 PM - 4:00 PM	General Session
4:15 PM - 5:15 PM	<b>Cocktail Reception in the Exhibit Hall</b>
6:00 PM - 10:00 PM	<b>HCPF Fundraiser 70s Disco Live Band, Open Bar (purchase tickets in advance)</b>

### Tuesday, October 29

8:00 AM - 9:00 AM	<b>Breakfast in the Exhibit Hall</b>
9:00 AM - 10:00 AM	General Session
10:15 AM - 11:15 AM	Concurrent or General Sessions
11:15 AM - 11:45 AM	<b>Morning Break in the Exhibit Hall</b>
11:45 AM - 12:45 PM	Concurrent Sessions
1:00 PM - 2:15 PM	HCP Annual Awards Luncheon ( <b>all exhibitors &amp; attendees</b> )
2:15 PM - 3:15 PM	<b>Closing Networking Reception and Raffle Drawings in the Exhibit Hall</b>
3:15 PM -	<b>Exhibitor breakdown</b>



### Exhibit Hall Schedule

#### EXHIBITOR SET UP

October 27, 2024  
5:00 PM - 8:00 PM

October 28, 2024  
6:30 AM - 8:00 AM

#### EXHIBITOR BREAKDOWN

October 29, 2024  
Begins 3:15 PM

Exhibitor information is highlighted on the Conference Schedule (left). Reference the calendar for set-up, orientation and exhibit times.

# Exhibiting



Show off your company's indispensable products and services to home care decision makers at the 2024 HCP Conference.

Valuable time is spent in the Exhibit Hall at the HCP Conference and this year will be no different. Attendees are able to flow easily from learning in cutting-edge educational sessions to meeting with the industry's leading vendors. For attendees, each moment spent in the exhibit hall means better processes and support for their agency. Don't miss being a part of this lucrative and exciting exhibit hall!

## Your Exhibit Booth Includes:

- 8' deep x 10' wide exhibit booth or 6' deep x 8' wide tabletop
- Pipe & drape (8' high) back wall behind all booths/tabletop
- One 2' x 6' skirted table
- Two ballroom chairs and a wastebasket (additional chairs available)
- One 7" x 44" booth identification sign business name
- Company listing that includes your company name, contact information and a 50-word description in the HCP Conference Program Guide.
- Over four hours of exhibition time and events in the Exhibit Hall!
- Complimentary Conference registration for two members per booth with a max of 4 ppl per booth space.
- Additional booth staff \$385/\$395/495 per person for event meals (excluding HCPF Dinner/Entertainment).
- Pre-and Post-Conference attendee lists sent via email 2 weeks prior to conference.
- Opportunity to attend all educational sessions.

# Booth Rates

	Early Bird Rate (ends 7/10)	Regular Rate (ends 9/10)	Early Bird Rate (ends 7/10)	Regular Rate (ends 9/10)	Extra Booth Staff
	8x10 Booth	8x10 Booth	Table Top	Table Top	
HCP Chapter Member	\$1,705	\$1,830	\$1,595	\$1,705	\$385
HCP Member	\$1,715	\$1,840	\$1,605	\$1,715	\$395
Non-Member	\$2,055	\$2,180	\$1,910	\$2,040	\$495

# Register Here

Exhibitor information in the Program Guide and other exhibitor benefits are not guaranteed after September 20.



# Advertising

Build your brand awareness and reach your potential customer by advertising in the HCP Conference Program Guide.

## Conference Program Guide

The Conference Program Guide includes the complete Conference schedule, detailed session information, exhibitor listings with contact information and Conference sponsors. It provides maximum visibility for your advertising message as it is the primary reference used by attendees all through the Conference. This year's conference program guide will be available as a high-quality printed handout for Conference attendees. Reserve your ad now because space is limited!

## Awards Ads in the Conference Program Guide

The center pages of the Conference Program Guide will feature a separate Awards section with ads recognizing HCP's 2024 Annual Award winners. This is the perfect place to congratulate and recognize the accomplishments of this year's Award winners! Ad design can be requested for congratulatory ads if needed.

**Acceptable ad files:** Press quality pdfs with fonts embedded and high-resolution jpgs with a minimum of 300 dpi (CMYK, RGB or grayscale) is required for advertising in the Conference Program Guide.

**DEADLINE FOR AD SUBMISSION**  
All ads and contracts must be submitted by  
September 23, 2024.



## AD SPECS

### ON-LINE BOOKING

### CONFERENCE PROGRAM GUIDE ADVERTISING

	Chapter Member	HCP Member	Non Member	Ad specs - <i>note horizontal sizes</i>
Full Page	\$589	\$599	\$709	7-1/2" w x 10" h
Half Page	\$349	\$359	\$469	7-1/2" w x 4-3/4" h
Inside Front Cover	\$849	\$859	\$969	7-1/2 w x 10" h
Inside Back Cover	\$839	\$849	\$959	7-1/2 w x 10" h
<b>Back Cover (sold)</b>	<b>\$869</b>	<b>\$879</b>	<b>\$989</b>	<b>8-1/2" w x 11" h</b>

## Awards Section Advertising

	Chapter Member	HCP Member	Non Member	Ad Specs - <i>note horizontal sizes</i>
Full Page	\$539	\$549	\$649	7-1/2" w x 10" h
Half Page	\$319	\$329	\$429	7-1/2" w x 4-3/4" h
Quarter Page <i>Awards Section Only</i>	\$199	\$209	\$309	3-1/2" w x 4-3/4" h



# SPECIAL EVENTS SPONSORSHIP OPPORTUNITIES

## HCP PAC FUNDRAISER SPONSORSHIP: \$750-\$500-\$250

**Sunday, October 27 | 5:30 PM - 7:00 PM**

**Bay View Terrace**

The HCP PAC works throughout the year to ensure home care remains visible at the state level. Your sponsorship helps ensure the HCP PAC can continue to build and maintain critical relationships with State Legislators on both sides of the aisle.

### Sponsorship Benefits \$750 Gold

- Logo on all HCP PAC event marketing emails, social media, and website
- Four HCP Insider Banner Ads
- Logo prominently displayed on event signage
- One ticket to attend

### Sponsorship Benefits \$500 Silver

- Logo on all HCP PAC event marketing emails, social media, and website
- Verbal recognition at the PAC event
- Logo prominently displayed on event signage
- One ticket to attend

### Sponsorship Benefits \$250 Bronze

- Logo on all HCP PAC event marketing emails and social media
- Verbal recognition at the PAC event
- Logo prominently displayed on event signage

*Corporations are limited to \$5,000 in political contributions in any single year, which includes sponsorship of PAC events. Not-for-profits cannot make political donations, but individuals may contribute up to \$150,000 annually.*



# Show your support!

## SPECIAL EVENTS SPONSORSHIP OPPORTUNITIES

### HCPF FUNDRAISER SPONSORSHIP: \$2,200

*Monday, October 28 | 6:00 PM - 10:00 PM*

Get ready for the HCPF Fundraiser, the star of our annual Conference!

This exciting event supports the NYS Home Care Providers Foundation, Inc. (HCPF), fueling amazing educational programs.

Plus, your sponsorship isn't just generous—it's tax deductible!

Join us for a night of fun, all for a great cause!

#### Open Bar Sponsorship Benefits \$2,200

- One ticket to the event
- Logo prominently displayed on event signage
- Create a signature cocktail
- Verbal recognition at event

#### Photo Booth Sponsor Benefits \$1,900

- One ticket to the event
- Listing in the registration brochure;
- Program guide;
- Conference marketing MailChimp.
- Logo featured on signage
- Logo on images given to providers
- Verbal recognition during the event

HCP'S FUNDRAISING DINNER & ENTERTAINMENT

*live*  
**MUSIC EVENT**

OCTOBER 28, 2024  
SHELVING ROCK TERRACE  
@ THE SAGAMORE  
TIME: 6:00-10:00 PM

COME CELEBRATE  
OUR 50TH!  
BAND WITH SPECIAL GUEST.  
BUFFET DINNER, OPEN BAR, DANCING,  
PHOTOS/THEME PROPS

Best male and female 70's outfit wins a prize!

TICKETS AVAILABLE

NY BEST MEDICAL | HHAexchange

# Show your support!

## EXHIBITING

### Registration

Exhibitors must sign-in at the exhibitor registration desk prior to unpacking. All persons staffing an exhibit booth must be registered.

### Booth Specifications

An Exhibitor Kit detailing booth specifications and other information will be emailed upon receipt of Exhibitor Contract and payment.

### Booth Installation & Dismantling

#### Exhibitor set up:

October 27, 2024 | 5:30 PM - 8:00 PM

#### Exhibitor breakdown:

October 29, 2024 | Begins 3:15 pm

***Any exhibitor breaking down prior to the set time will not be welcome for future events.***

### Payment

Only exhibitor contracts received with payment will be binding. All payments for exhibition and related fees must be received by HCP prior to the event for exhibit benefits to become effective and admission to be granted with no exceptions. Additional charges incurred for optional items over and above the exhibit booth rental such as, internet, carpet, decorating, group meals, etc. are the responsibility of the exhibitor. Exhibitors agree to abide by all HCP policies relating to event procedures and payment of monies due.

### Use of Space

Exhibitors agree to have their booths staffed for the entire duration of Exhibit Hall events. Exhibitors may not sublet, assign, or share any part of their allocated space without consent of HCP.

### Liability

HCP and HCPF are not responsible for damages, loss or theft of exhibitor property. HCP encourages exhibitors to remove valuable items from the Exhibit Hall, such as laptops, when they leave.

### Safety

Exhibitors must abide by all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety affecting participation in the exhibition.

### Cancellation Policy

**Written notification by an exhibitor must be received by HCP no later than September 10, 2024** in order to receive a refund, less a \$250 administrative fee. **Cancellations received after September 11, 2024 will not receive a refund.**

## SPONSORSHIPS

### Payment

Only sponsorship contracts received with payment will be binding. Sponsorships are not refundable or transferable. Sponsors agree to abide by all HCP policies relating to payment of monies due.

### Cancellation Policy

Only FULLY COMPLETED, signed contracts received with payment will be binding. Sponsorship is not refundable or transferable.

## ADVERTISING

### Payment

Only advertising contracts received with payment will be binding. Advertising is not refundable or transferable. HCP reserves the right to reject any advertisement it does not deem suitable. Advertisers agree to abide by all HCP policies relating to payment of monies due.

### Acceptable Files

Press quality pdfs with fonts embedded and high-resolution jpgs with a minimum of 300 dpi (CMYK, RGB or grayscale) are required for advertising in the Conference Program Guide.

### Cancellation Policy

Only FULLY COMPLETED, signed contracts received with payment will be binding. Advertising is not refundable or transferable.

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### HEALTH AND SAFETY POLICIES AND GUIDELINES

*Our 2024 policies and procedures are aimed at keeping attendees comfortable, safe, and healthy as we come together. They will be updated periodically, as needed, and made available on our website.*

*HCP and HCPF reserve the right to refuse exhibitors, sponsors or advertisers at their discretion.*

*Exhibitors agree to allow HCP to use photos/videos taken of the Exhibits and booths as part of this Conference and in future marketing efforts.*







**CONVENIENT WAYS TO REGISTER**

**MAIL** registration and payment to:  
 HCP PAC, 20 Corporate Woods Blvd., 2nd Floor,  
 Albany, NY 12211

**FAX** registration and credit card payment to 518.463.1606

**SCAN & EMAIL** registration and credit card payment to  
 hcp@nyshcp.org

**PAC FUNDRAISER**  
**Sunday, October 27, 2024**  
**5:30 - 7:00 PM**

Enjoy the gorgeous Sagamore Bayview Terrace, meet and reconnect with home care industry colleagues from across New York State. Don't miss the chance to attend this networking event and support the essential work of the HCP PAC!

HCP PAC Fundraiser cancellations received by October 18, 2024 will be issued a refund, less a \$50 administrative fee.

**Cancellations made after October 18, 2024 are liable for the entire fee without exception.** Substitutions may be made within the same organization upon notifying HCP.

Corporations are limited to \$5,000 in political contributions in any single year, which includes sponsorship of PAC events. Not-for-profits cannot make political donations, but individuals may contribute up to \$150,000 per year.

# HCP PAC FUNDRAISER REGISTRATION FORM

Please print clearly. Please indicate if you are registering as an  LLC  PLLC  INC

**REGISTRATION**

Organization Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Attendee**

Name: \_\_\_\_\_

Email/Dietary/Accessibility needs: \_\_\_\_\_

**Additional Attendee**

Name: \_\_\_\_\_

Email/Dietary/Accessibility needs: \_\_\_\_\_

**Sponsorship Opportunity**

\$750 Gold       \$500 Silver       \$250 Bronze

**EVENT PAYMENT**

Payment in full is required at the time of registration .

NUMBER ATTENDING  X \$130 PER PERSON: \$

SPONSORSHIP TOTAL: \$

TOTAL AMOUNT DUE: \$

- Is your agency an LLC/PLLC
- Check enclosed (*Payable to HCP PAC*)
- Personal Credit Card Payment (*Corporate credit cards are not accepted by the HCP PAC*):  
 Choose one:  Visa     MasterCard     Discover  
*(American Express is not accepted by the HCP PAC)*  
 Personal Credit Card Information:

Cardholder Name (please print): \_\_\_\_\_

Billing Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Card #: \_\_\_\_\_ Security Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

# 2024 HCP Management Conference & Exhibition

*for home care providers*



Exceptional Education | Knowledgeable Vendors | Networking Opportunities

[www.hcpconference.org](http://www.hcpconference.org)



NYS Association of  
Health Care Providers

Representing Home & Community-Based Care

Celebrating **50** Years