



2009 EXHIBITOR PROSPECTUS

embracing
change...
transforming
the future

HPCANYS 29th Annual Interdisciplinary Seminar and Meeting • May 28-29, 2009

May 28●29, 2009

Saratoga Hotel and Conference Center, Saratoga Springs, NY

Hospice & Palliative Care Association of New York State
21 Aviation Road, Suite 9 ■ Albany, NY 12205
518-446-1483 ■ www.hpcanys.org

General Information

The Meeting

The Hospice and Palliative Care Association of New York State (HPCANYS) will host its 29th Annual Interdisciplinary Seminar and Meeting, **May 28-29, 2009 at the Saratoga Hotel in Saratoga Springs, NY**. Our 2009 theme is: *Embracing Change... Transforming the Future*.

HPCANYS

HPCANYS represents Hospice and palliative care programs, allied organizations and individuals that are interested in the development and growth of comprehensive end-of-life care services. Vendors who support HPCANYS' mission "to promote the availability and accessibility of quality Hospice and palliative care for all persons in New York State confronted with life-limiting illness" are invited to participate. This meeting brings together over 375 professionals from interdisciplinary teams and collaborating entities throughout New York and its neighboring states.

Who Attends This Conference?

- Administrators/Executive Directors
- Medical Directors/Physicians
- Nurses
- Social Workers
- Spiritual/Bereavement/Pastoral Caregivers
- Volunteers and Volunteer Coordinators
- Long Term Care Professionals
- Patient Care Coordinators
- Palliative Care Coordinators
- Home Care and Residential Care Professionals
- Hospice Board Members

Sponsors

Sponsors are listed in the conference program materials and on display easels in appropriate spaces during the meeting. **Exhibit space is complimentary for all Sponsors.**

Exhibitors

Exhibiting vendors will receive official name badges, admittance to workshops/plenary sessions, and recognition in conference program materials. The 2009 meeting will feature a cocktail reception and breakfast break specifically designed for interaction between attendees and exhibitors. Once again, we will be distributing "Exhibitor Passports" to all attendees to encourage traffic flow to your booth.

Exhibit Days:	Exhibit Hours:	Focused Events:
Thursday, May 28, 2009	1:00 pm – 6:30 pm	<i>Includes luncheon dessert and cocktail reception</i>
Friday, May 29, 2009	7:30 am – 10:30 am	<i>Includes breakfast and midmorning break</i>

*Exhibit hours may be subject to change prior to March 31, 2009
Specifics of set-up and breakdown will be provided in advance to all registered vendors*

Contact Information

Questions should be directed to Beth Mahar, Director of Member Services, by calling 518-446-1483 or by e-mail to bmahar@hpcanys.org.

Hotel

The Saratoga Hilton is offering \$142 single or double occupancy for rooms reserved before April 27, 2009. Call 888-866-3596 for reservations. Use group code ABDV or indicate that you are with HPCANYS when making reservations

RESERVE YOUR SPONSORSHIP TODAY!!!

21 Aviation Road, Suite 9, Albany, NY 12205
Phone: (518) 446-1483 Fax: (518) 446-1484
www.hpcanys.org info@hpcanys.org

Exhibitor/Sponsor Opportunities and Benefits

Hospice & Palliative Care Champion: \$2,000

- ❖ Signage at the event with your company name
- ❖ Advertisement in the conference program: full page (8 ½" x 11")
- ❖ Allied membership in HPCANYS
- ❖ Standard Exhibitor benefits

Hospice & Palliative Care Friend: \$1,500

- ❖ Signage at the event with your company name
- ❖ Advertisement in conference program: 1/2 page (7 ½" x 5")
- ❖ Allied membership in HPCANYS
- ❖ Standard Exhibitor benefits

Hospice & Palliative Care Supporter: \$1,000

- ❖ Signage at the event with your company name
- ❖ Advertisement in conference program: 1/4 page (3 ½ x 5)
- ❖ Allied membership in HPCANYS
- ❖ Standard Exhibitor benefits

Standard Exhibitor: \$700 Non-Member/ \$600 Member

- ❖ Eight-foot draped exhibit table
- ❖ 2 chairs
- ❖ Signage
- ❖ Registration for 2 representatives
- ❖ Admittance to workshop/plenary sessions
- ❖ Name in invitation brochure (*if registered by 02/01/09*)
- ❖ Name and description of services in program (*if registered by 4/15/09*)

Advertising:

- ❖ Full Page Ad (8.5 X 11) in Conference Program \$300
- ❖ Half Page Ad (7.5 X 5) in Conference Program \$200
- ❖ Quarter Page Ad (3.5 X 5) in Conference Program \$125

Want to do something different?

- *Sponsor a luncheon*
- *Lanyards with your company name*
- *Tote bags with your company logo*

Call 518-446-1483 to discuss how we can customize a sponsorship for your needs!



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Association of New York State, Inc.
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Albany, NY 12205-1141
Phone: 518-446-1483
Fax: 518-446-1484
E-Mail: info@hpcanys.org
Web: www.hpcanys.org

Non-Profit Org.
U.S. Postage
PAID
Albany, NY
Permit No. 280

Mark your calendar...for this unparalleled marketing opportunity!

Exhibit/Sponsorship/Advertising Form

REGISTER BY: February 1, 2009 to be listed in the Preliminary Program Brochure
April 15, 2009 to be listed in the FINAL Program Brochure

Company Name: _____

Contact Name: _____

On-site Representative: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Website: _____

Sponsorship:

_____ \$2,000 Hospice & Palliative Care Champion
_____ \$1,500 Hospice & Palliative Care Friend
_____ \$1,000 Hospice & Palliative Care Supporter

Exhibitor Fee: _____ \$ 700 Non-Member _____ \$600 Member

Advertising:

_____ \$300 Full Page Ad
_____ \$200 Half Page Ad
_____ \$125 Quarter Page Ad

Mail completed form and payment to:

**Hospice & Palliative Care Association of NYS
21 Aviation Road, Suite 9
Albany, New York 12205**

- ❖ **All advertisements must be received by April 15, 2009 to be included in the Conference Program.**
- ❖ **Advertisements may be submitted via mail (i.e. camera ready) or electronically. See "benefits" page for dimensions.**
- ❖ **Artwork such as advertisements and/or logos should be set up as tif, gif, jpg, pdf, or Word documents and transmitted electronically to iferrandino@hpcanys.org or mailed on a CD/floppy disk/zip disk to:**

HPCANYS ❖ 21 Aviation Rd., Suite 9 ❖ Albany, NY 12205

Questions? Call Beth Mahar, Director of Member Services (518) 446-1483
or e-mail me at bmahar@hpcanys.org