



## 2010 EXHIBITOR PROSPECTUS

# 30



HPCANYS 30<sup>th</sup> Annual  
Interdisciplinary Seminar  
& Meeting  
May 13-14, 2010  
Marriott Hotel & Conference Center  
Albany, NY

*Mission, Vision, Reality*  
Celebrating 30 years....

# May 13•14, 2010

Marriott Hotel and Conference Center, Albany, NY

Hospice & Palliative Care Association of New York State  
2 Computer Drive West, Suite 105 ■ Albany, NY 12205  
518-446-1483 ■ [www.hpcanys.org](http://www.hpcanys.org)

## General Information

### The Meeting

The Hospice and Palliative Care Association of New York State (HPCANYS) will host its 30<sup>th</sup> Annual Interdisciplinary Seminar and Meeting, **May 13-14, 2010 at the Marriott Hotel and Conference Center in Albany, NY.** Our 2010 theme is: *Mission, Vision, Reality...Celebrating 30 Years.*

### 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 2010 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.

<b>Exhibit Days:</b>	<b>Exhibit Hours:</b>	<b>Focused Events:</b>
<b>Thursday, May 13, 2010</b>	<b>1:00 pm – 6:30 pm</b>	<i>Includes luncheon, dessert and cocktail reception</i>
<b>Friday, May 14, 2010</b>	<b>7:30 am – 10:30 am</b>	<i>Includes breakfast and midmorning break</i>

*Exhibit hours may be subject to change prior to March 31, 2010  
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](mailto:bmahar@hpcanys.org).

### Hotel

The Marriott is offering \$132 single or double occupancy for rooms reserved before April 22, 2010. Call 800-443-8952 for reservations and indicate that you are with HPCANYS when making reservations.

### RESERVE YOUR SPONSORSHIP TODAY!!!

2 Computer Drive West, Suite 105, Albany, NY 12205  
Phone: (518) 446-1483 Fax: (518) 446-1484  
[www.hpcanys.org](http://www.hpcanys.org) [info@hpcanys.org](mailto: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 registration brochure (*if registered by 02/01/10*)
- ❖ Name and description of services in conference program (*if registered by 04/15/10*)

**Advertising:**

- ❖ Full Page Ad (8.5 X 11) in Conference Program \$375
- ❖ Half Page Ad (7.5 X 5) in Conference Program \$250
- ❖ Quarter Page Ad (3.5 X 5) in Conference Program \$150

## 30<sup>th</sup> Anniversary Gala Celebration!

In honor of our 30<sup>th</sup> Anniversary, we will be holding a Gala event on the evening of Thursday, May 13. This event will include:

- ❖ Banquet dinner for all educational attendees, plus community supporters
- ❖ Off Broadway performance "180 Days" by actor and comedienne Taren Sterry
- ❖ Live and Silent Auctions
- ❖ And much more!

Watch for more information about how YOU can become involved!

Hospice and Palliative Care  
Association of New York State, Inc.  
2 Computer Drive West, Suite 105  
Albany, NY 12205-1622  
Phone: 518-446-1483  
Fax: 518-446-1484  
E-Mail: [info@hpcanys.org](mailto:info@hpcanys.org)  
Web: [www.hpcanys.org](http://www.hpcanys.org)

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

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# Exhibit/Sponsorship/Advertising Form

REGISTER BY: February 1, 2010 to be listed in the Registration Brochure  
April 15, 2010 to be listed in the FINAL Conference Program

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:

\_\_\_\_\_ \$375 Full Page Ad  
\_\_\_\_\_ \$250 Half Page Ad  
\_\_\_\_\_ \$150 Quarter Page Ad

Mail completed form and payment to:

**Hospice & Palliative Care Association of NYS  
2 Computer Drive West, Suite 105  
Albany, New York 12205**

- ❖ **All advertisements must be received by April 15, 2010 to be included in the Final 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](mailto:iferrandino@hpcanys.org) or mailed on a CD to:**

**HPCANYS ❖ 2 Computer Drive West, Suite 105 ❖ Albany, NY 12205**

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