



FREEDOM THROUGH INDEPENDENCE

**CDPAANYS 14th Annual Conference
October 27 & 28, 2016
Hilton Garden Inn, Troy**

Sponsorship and Exhibitor Prospectus

October 27 & 28, 2016



Who is CDPAANYS?

The Consumer Directed Personal Assistance Association of New York State (CDPAANYS) is New York's advocacy leader and champion of Consumer Directed Personal Assistance (CDPA), a self-directed long-term care model in which the consumer recruits, hires, trains, supervises and fires his or her own workers. CDPAANYS represents the majority of CDPA providers and program users statewide.

CDPA is one of the fastest-growing parts of the health care system, with growth estimated at 20% each year since it became a mandatory managed care benefit in 2012. CDPA has been identified as the future of community-based long term care by Governor Cuomo's Olmstead Plan, and is the primary mechanism through which New York State will receive federal funding for Community First Choice.

Who Will I Reach At This Conference?

| | | |
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| Senior management, Administrators and other decision makers from fiscal intermediaries, health insurance plans, and home care agencies in search of: insurance, risk management options, home medical supplies, transportation, and more. | IT/Cybersecurity, Communications and Medical Billing Specialists in search of software and systems solutions designed to address CDPA's unique needs for: telephony, medical billing, information security, and accessible communications. | Care Managers, Registered Nurses, Social Workers and individuals with a wide array of medical needs and disabilities who are looking for new products and solutions that cater to the needs of today's independent and self-directing seniors and people with disabilities. |
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PREMIER CONFERENCE SPONSORSHIPS

Premier Conference Sponsorship opportunities are available on a first come first serve basis.

All Premier sponsorships include: prominent recognition of your company on CDPAANYS' website, conference promotional materials and conference registration table; a 6' exhibitor table; and an electronic list of conference attendees.

Champion of Independence - \$5,000

CDPAANYS' Top Sponsorship - Only One Available!

The Champion of Independence receives the following:

- Exclusive opportunity to address the entire conference during the Opening Session for two minutes;
- A banner or sign provided by your company hung in the main conference room during all meals and events;
- Prominent display of your corporate logo and/or name on all conference folders, conference name badges, and online promotional materials;
- Placement of a one page promotional material inside all conference folders as well as on the conference USB drive;
- A full page color advertisement printed on the back cover of the Conference Program;
- Recognition on hotel signage and room cards

Advocate for Independence – \$3,000

Only Three Available!

Advocates for Independence receive:

- Sponsorship of one meal, indicated in the program and on all web promotional materials;
- Display of corporate logo and/or name on a projection screen and on all tables during one meal;
- A full page color advertisement in the conference program, on either the inside front or inside back cover;*
- Placement of promotional material on the Conference USB drive;
- A banner provided by your company hung in the main conference room during all meals and events;

Friend of Independence – \$2,000

Only Two Sponsorships Remaining!

Friends of Independence receive:

- Sponsorship of your choice of: ~~cocktail hour~~, audio/visual technology, ~~breakout sessions~~, or coffee break – to be credited prominently in the conference program and all web promotional materials;*
- Prominent display of corporate logo and/or name (dependent on space) at cocktail hour, audio/visual technology, breakout sessions, or coffee break*;
- A full page advertisement in the Conference program.

CDPAANYS' goal is to create a lasting partnership that works for you. If you would like to customize a sponsorship package to meet your needs or would like to purchase a partial sponsorship, please contact Laura Cardwell at 518-813-9537.

* Where multiple options are available, choice is available on a first come, first serve basis.



SPECIALTY CONFERENCE SPONSORSHIPS

CDPAANYS is pleased that we can provide organizations with additional great ways of supporting CDPAANYS and our mission. As with our premier sponsorships, all opportunities are available on a first come, first serve basis, so please reserve early to maximize your opportunity

Conference Tote - \$1,250

Sponsor the Conference Tote and be seen all over the state! Totes are provided to each participant to easily carry all their Conference materials.

As Conference Tote sponsor, you will have the opportunity to place one promotional item in the Conference Tote.



Conference Pen - \$750

Do the "write" thing - consider sponsoring a pen!



Accessible USB Flash Drive - \$1,500

Your sponsorship of the Conference USB ensures accessibility for conference participants, as they are provided to all attendees and help guarantee accessibility and longevity of conference materials.

Sponsorship of the Conference USB also allows for placement of an electronic promotional file on the drive.



Conference Water Bottle - \$1,000

Keep conference attendees well-hydrated with custom water bottles outfitted with your name and brand logo.



Ally of Independence - \$1,000

Allies of Independence receive:

- A half page ad in the Conference program;
- Prominent identification on the Conference website and at the registration table;
- A complimentary 6' exhibit table; and
- An electronic list of all conference attendees.

Exhibitor - \$500

Exhibitors receive a 6' table, a table skirt, two chairs and one electrical outlet. Exhibitor tables will be set up in the general conference area and participants will have numerous opportunities to interact with exhibitors throughout the conference, including the opening lunch, cocktail reception, and breakfast buffet. Vendors will also be recognized in the program.

Program Advertisements

Full-page - \$100

Half-page - \$75

Listing as a "Supporter of Independence" - \$50



Thank you for your interest in partnering with CDPAANYS for our 14th Annual Conference. In order to reserve space, please send an email to Laura Cardwell at laura@cdpaanys.org or call (518) 813-9537. Then, please complete the form below and send it with a check made payable to "CDPAANYS" to:

CDPAANYS

119 Washington Avenue, Suite #3A
Albany, NY 12210

I am interested in (check all that apply):

| Interest | Category | Amount | Amount Due |
|--------------------------|--|---------|------------|
| <input type="checkbox"/> | Champion of Independence | \$5,000 | |
| <input type="checkbox"/> | Advocate for Independence | \$3,500 | |
| <input type="checkbox"/> | Friend of Independence | \$2,000 | |
| <input type="checkbox"/> | Conference USB Sponsorship | \$1,500 | |
| <input type="checkbox"/> | Tote Bag Sponsorship | \$1,250 | |
| <input type="checkbox"/> | Water Bottle Sponsorship | \$1,000 | |
| <input type="checkbox"/> | Conference Pen Sponsorship | \$750 | |
| <input type="checkbox"/> | Ally of Independence | \$1,000 | |
| <input type="checkbox"/> | Exhibitor Table | \$500 | |
| | Program Advertisements | | |
| <input type="checkbox"/> | Full Page Ad | \$100 | |
| <input type="checkbox"/> | Half Page Ad | \$75 | |
| <input type="checkbox"/> | "Supporter of Independence" Listing | \$50 | |

Company/Agency: _____

Address: _____

City: _____ State: _____ Zip: _____

Company Email/Website: _____

Contact Name: _____

Contact Title: _____

Contact Phone: _____

Contact Email: _____

*Please list company name, address, phone, e-mail and website as you want them to appear in the list of exhibitors. **The deadline for exhibitor/sponsor reservations is October 14, 2016.***

EXHIBITOR AGREEMENT FOR CDPAANYS 14TH ANNUAL CONFERENCE: OCT. 27-28, 2016

Assignment of space - CDPAANYS will assign booth space as appropriate and a floor plan will be provided to exhibitors on the day of the conference. CDPAANYS reserves the right to alter the floor plan and reassign booth space at any time if deemed in the best interests of the exhibition.

Exhibit fees and payment - Applications will not be processed nor space assigned without the required payments. All applications must be accompanied by full payment. Checks should be made payable to CDPAANYS and must be mailed to CDPAANYS, 119 Washington Ave #3A, Albany, NY 12210. Receipt of payment does not obligate CDPAANYS to accept a contract as binding. CDPAANYS retains the option of returning funds.

Cancellations - Cancellations of exhibit space must be directed in writing to CDPAANYS, 119 Washington Ave #3A, Albany, NY 12210. All payments are subject to forfeiture, if space is cancelled on or after **October 14, 2016**. In case of fire, natural disaster or any other causes beyond the control of CDPAANYS that interfere with exhibits, this contract will not be binding.

Liability and Insurance - Upon receipt of payment, the exhibitor releases and agrees to indemnify CDPAANYS, its officers, managers, members, sponsors or contracted staff, and agents and render them harmless from any suit or claim for property loss or damage or personal injury by whomsoever sustained, including exhibitors and its agents or employees, on or about the exhibitor's display space or arising out of exhibitor's participation in the expositions, including such damage or injury resulting in part from the negligence of one or more of the aforementioned indemnities. CDPAANYS will not be held responsible for damage by fire, theft, accidents or other causes. It is recommended that each exhibitor carry insurance against damage or theft of the property exhibited since goods and property remain in the sole possession and custody of each exhibitor at all times.

Fire Regulations - Materials to be used in the Exhibit Area shall conform to the Fire Regulations of Troy, New York. All door openings and aisles must be kept clear by order of the Fire Marshal. Storage of material of any type is not allowed behind or between booths. Exit signs, fire alarms and fire extinguishers must be visible and accessible at all times.

Exhibitor Registration & Lodging - Exhibitor registrations are good for admission to the Exhibit Area. Exhibitors are responsible for their own travel and hotel arrangements. A discounted rate is available through the Hilton Garden Inn for \$121/night under event code "CDPA." Reservations can be made by calling 1-877-782-9444.

Conference Registration Information - Exhibitors are welcome to attend the general session presentations. Exhibitors who wish to attend the educational component of the conference (i.e. breakouts, workshops) must register as a conference attendee. Awards Dinner tickets are available for individual purchase (see registration form).

Staffing - Each Exhibitor is required to have at least one person monitoring its booth during open hours.

Installation/Dismantling - All exhibits should be completely installed by 12:00 PM on October 27th if prior notice is not given. Exhibitors are responsible for the breakdown and shipment of their own materials after show closing.

Security - The exhibitor agrees to retain the sole responsibility at all times for the security of all exhibit materials.

I agree to the terms and guidelines stated above.

Signature

Print Name & Company

Date



PROGRAM AD SPECIFICATIONS:

AD SIZES: All ad sizes are exact image area.
No ads may bleed except for ads running on back cover and inside front and back cover.

Full Page
5.5 w
by
8.5 h

Full Page: 5.5 inches wide by 8.5 inches tall
Half Page: 5.5 inches wide by 4.25 inches tall

Digital Media Delivery: Email (preferred) or hosted online.

Delivery: PDF files up to 8MB can be emailed to:
laura@cdpaanys.org

Half Page
5.5 w
by
4.25 h

Digital media can be mailed to:

CDPAANYS
119 Washington Ave, Suite 3A
Albany, NY 12210

Note:
MEDIA CAN NOT BE RETURNED.

Software Supported:

Acceptable Files: High-res PDF files - Preferred.
Other File Formats: Native format files, include all screen and printer fonts, and high-resolution images as EPS or TIFF files. Photos must be of adequate resolution (300 dpi).

Use imported, high-resolution images at actual (100%) size or smaller.
Enlarging images will reduce their resolution, possibly rendering the image unacceptable.

DEADLINE: Friday October 14, 2016
***Please make every effort to turn in your ad prior to 10/14/16! Any ads received after this date cannot be guaranteed for placement within the event program.**

Questions: **Contact Laura Cardwell at CDPAANYS**
Email: laura@cdpaanys.org or 518-813-9537



Preliminary Conference Schedule*

October 27, 2016

12:00 - 1:00 – Registration and Lunch with Exhibitors

1:00 – 2:00 – Opening Plenary

2:15 – 2:30 – Break

2:15 – 3:30 – Breakout Sessions A

3:30 – 3:45 – Break

3:45 – 5:00 – Breakout Sessions B

5:00 – 6:00 – Cocktail Hour and Raffle/Auction with Exhibitors

6:00 – 8:00 – Awards Dinner

October 28, 2016

8:00 – 9:30 – Breakfast Buffet with Exhibitors

9:30 – 10:30 – Breakfast Keynote Address

10:30 – 10:45 – Break

10:45 – 12:00 – Breakout Sessions C

12:15 – 1:30 – Breakout Sessions D

**Schedule is subject to change.*

