

Thursday through Sunday, October 4 – 7, 2018
Hilton Albany
40 Lodge Street • Albany, New York
www.nysspa.org



New York State Society of Physician Assistants

NEW YORK STATE SOCIETY OF PHYSICIAN ASSISTANTS

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Abbott
Albany Medical College
American College of Clinicians
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Covidien
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Endo Pharmaceuticals
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KOWA Pharmaceuticals
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Northwell Health System
NYU Langone
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NYS DOH Center for Environmental Health
NYS Smoker's Quitline
Pfizer Inc.
Phadia
Pharmacy Innovations
Physician Assistant Solutions
PriCara
Procter & Gamble
Purdue Pharma
Reckitt Benckiser
Roche Pharmaceuticals
Sanofi-aventis Pharmaceuticals
St. Jude Medical
Stony Brook University
Take Shape for Life
Takeda Pharmaceuticals
Thieme Publishers
U.S. Air Force Health Professionals
U.S. Army
USA Medical Services, P.C.
ViroPharma

Dear Industry Professional,

Glass Door, Forbes, US Bureau of Health Statistics…it doesn't matter the source, wherever you look there is objective evidence that PAs are and will be a formidable presence in healthcare delivery. Competition to get into PA Programs is fierce; applicants can try for two or three years before even achieving an interview! PAs practice in every discipline of medicine and partner across the country with our industry colleagues to ensure we are delivering high quality, patient centric care.

The 2018 New York State Society of PAs Conference in Albany will be an invaluable opportunity for you to support and network with PAs from many clinical disciplines as well as those involved with PA education and healthcare administration. There will be presentations by the Hospital Association of New York State and other stakeholders.

I thank you for your support of the 2018 Conference and I hope you find all of the information you need in this prospectus. You will have the opportunity to engage with leaders in our profession and the leaders of our future. Should you have any questions please e-mail meetings@nysspa.org.

I look forward to seeing you in October~

Warmest regards,

Maureen C. Regan MBA, PA-C, FACHE DFAAPA
2018-2019 NYSSPA President

PARTICIPATION AT THE NYSSPA FALL CME CONFERENCE GETS YOU:

- Targeted branding & advertising opportunities to decision-making PAs throughout New York State
- Unique recognition on the web and on the NYSSPA mobile app
- Recruitment and special event promotion through the NYSSPA website and email lists

SPONSORSHIP PACKAGES:

Presidential Sponsorship: $5,000

Benefits: Exhibit Booth
Advertisement on the NYSSPA mobile app
Half page advertisement in two issues of NYSSPA News (published quarterly)
Two targeted eblast messages sent through the NYSSPA listserv; population and practice segmentation available
Logo and hyperlink posted on supporter section of www.nysspa.org
Two time use of the NYSSPA membership mailing list

Empire Engagement: $3,500

Benefits: Exhibit booth
Advertisement on the NYSSPA mobile app
One targeted eblast message sent through the NYSSPA listserv; population and practice segmentation available
Logo and hyperlink posted on supporter section of www.nysspa.org
One time use of the NYSSPA membership mailing list

Conference Colleague: $2,500

Benefits: Exhibit booth
Advertisement on the NYSSPA mobile app
Logo and hyperlink posted on supporter section of www.nysspa.org

BOOTH SPACE RATES

All booths are sold in 8' x 10' increments.
Exhibitors must be paid in full prior to receiving confirmation of booth space.

	Friday & Saturday
Commercial Exhibit Rate:	$1,250.00 per space
Non-Profit Exhibit Rate:	$750.00 per space
Publisher Rate:	$750.00 per space

REGISTRATION

- All exhibitor personnel must register.
- Four (4) exhibitor registrations per 8' x 10' booth are provided without charge.
- Additional booth personnel may register at a fee of $100.00 each.
- Exhibitor badges entitle admission to the exhibit hall only.

HOUSING

The host hotel for the NYSSPA 2018 CME Conference is the Hilton Albany located at 40 Lodge Street, Albany, NY 12207. NYSSPA has secured a special group rate of $160 per night, single/double occupancy, plus tax. This rate will be available until Thursday, September 6, 2018, or until the block is full, whichever comes first. Please be sure to secure your reservation as early as possible to guarantee rate, availability and your preferred room type. Please use the hotel's reservation site to book your reservation and secure the discounted NYSSPA rate. You can find the link to the hotel's reservation site by visiting the NYSSPA conference page. You can also call 518-462-6611 to reserve a room at the discounted rate.

EXHIBIT SCHEDULE

(subject to change)

EXHIBIT SET-UP

THURSDAY, OCTOBER 4, 2018
1:00 pm – 5:00 pm

EXHIBIT HOURS

EXHIBIT HALL OPEN

FRIDAY, OCTOBER 5, 2018
8:00 am – 5:00 pm

SATURDAY, OCTOBER 6, 2018
8:00 am – 5:00 pm

EXHIBITOR BREAK-DOWN

SATURDAY, OCTOBER 6, 2018
5:30 pm – 7:00 pm



NYSSPA is offering new and exciting opportunities to give you more exposure to conference attendees. Target your marketing dollars by selecting an option below.

ALA CARTE MARKETING OPPORTUNITIES

Conference Mobile App $5,000
Advertising on NYSSPA Mobile App. You will receive a banner ad with a link to your advertisement, prominent listing on sponsor page and more.

Continental Breakfast or Refreshment Break $1,500
All Continental Breakfasts and Refreshment Breaks will be located in the Exhibit Hall! Your support will be acknowledged with prominent signage and recognition during the break, in the Hall of Honor Acknowledgment and in printed materials.

Badge Holder Lanyards $1,500
Here's your chance to have your company name "on" every attendee. (NYSSPA will produce lanyards with your name and/or logo.)

Insert in Registration Kit $750
Spotlight your product or service with printed material inserted in Attendee Registration Kits (All inserts must be approved by NYSSPA)

Global Website Link. $500
Link from the supporter page on the NYSSPA website to your company website from the time of sponsorship through the end of the conference.

Attendee Invitation $500
Your company can place an invitation to come to your booth (limit 15 words) on the Exhibit Questionnaire provided to all conference attendees to be completed and submitted for a giveaway.

Maximize your support of the NYSSPA conference and your exposure to conference attendees by adding your company name to a special conference activity. Please check the special activities and amenities your company will support.

SPECIAL ACTIVITIES AND AMENITIES

Clara Vanderbilt Gala Dinner $10,000
As the official host of the Clara Vanderbilt Gala Dinner, your company will be recognized with prominent signage and recognition at the dinner, on the NYSSPA mobile app, and in the NYSSPA News. The exclusive supporter will also receive a complimentary Exhibit Booth.

Membership Lunch Supporter $5,000
As the official host of the NYSSPA Membership Lunch, your company will be recognized with prominent signage and recognition at the lunch, in the conference program, and in the NYSSPA News. The exclusive supporter will also receive a complimentary Exhibit Booth.

Breakfast Showcase. $3,500
As the host of a NYSSPA Breakfast, your company will be recognized with prominent signage and recognition in the conference program, and in the NYSSPA News. The supporter will also receive a complimentary Exhibit Booth and the opportunity to provide a non-CME lecturer (topic to be approved by NYSSPA). Please select which day is preferred: Friday (10.5.18), Saturday (10.6.18), or Sunday (10.7.18).

Lunch Supporter $5,000
As the host of a NYSSPA Lunch, your company will be recognized with prominent signage and recognition in the conference program, and in the NYSSPA News. The supporter will also receive a complimentary Exhibit Booth.

Lecture Supporter $2,500
Take the opportunity to support a one hour CME Learner-Listener Session. Your support will be recognized with prominent signage and recognition at the Session, and on the NYSSPA mobile app.

EXHIBITOR TERMS AND CONDITIONS

SHOW MANAGEMENT is NYSSPA, 174 S. New York Avenue, POB 606, Oceanville, NJ 08231. Convention Center or Hotel Facility is printed on the Exhibitor Prospectus front cover.

ELIGIBLE EXHIBITS: SHOW MANAGEMENT reserves the right to determine the eligibility of any Company or Product to exhibit in the Show and further reserves the right to reject any application and/or limit space assigned to any one Company.

INSTALLATION, SHOW AND DISMANTLEMENT: Exhibitor agrees to comply with assigned installation, show and dismantle days and hours as outlined in the Exhibitor Prospectus. Exhibits may not be removed from the Facility until final closing of the show unless special permission is obtained in writing in advance from SHOW MANAGEMENT. Exhibits must be removed from the hotel/facility when specified in the Exhibitor Prospectus. Any displays or materials left in booths, without instructions will be discarded.

CANCELLATION, WITHDRAWAL OR REDUCTIONS IN SPACE: Cancellation or reductions in space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation. If written notice is received more than 90 days prior to show opening, total money less a 50% cancellation fee will be refunded to Exhibitor; no refunds will be allowed for any cancellation less than 90 days prior to the opening of the Show and SHOW MANAGEMENT reserves the right to re-sell space.

SPACE ASSIGNMENTS AND SUBLEASE

Booth assignments will be made according to the procedures outlined on the contract for space. Exhibitors may not sublease the booth or any equipment provided by SHOW MANAGEMENT, nor shall Exhibitor assign this lease in whole or in part without written approval by SHOW MANAGEMENT in advance of the trade show.

RELOCATION OF EXHIBITS: SHOW MANAGEMENT reserves the right to alter the official floor plan, and/or re-assign any Exhibitor's location as deemed advisable. SHOW MANAGEMENT further reserves the right to make such changes, amendments and additions to these terms and conditions and such further regulations as it considers necessary for the good of the Show.

LIMITATION OF EXHIBITS: SHOW MANAGEMENT reserves the right to stop or remove from the Show any Exhibitor,or his representative,performing an act or practice which in the opinion of SHOW MANAGEMENT is objectionable or detracts from the dignity of the Show or is unethical to the business purpose of the Show. SHOW MANAGEMENT reserves the right to refuse admittance of exhibits or materials to the Show until all dues and fees owed are paid in full. No Exhibitor shall hold any social event, hospitality suite, meeting or demonstration to which attendees are invited that are in conflict with the official Show schedule. In addition, ANY such activities may not take place outside the official Show schedule without the express written permission of the Convening Organization(s).

MUSIC, AUDIO EFFECTS, PHOTOGRAPHY and VIDEOTAPING: Music and audio-visual devices with sound are permitted only in those locations designed by SHOW MANAGEMENT and at such decibel intensity as not to interfere with the activities of other exhibitors. Photography and video taping other than by official SHOW MANAGEMENT photographers is not permitted within the exhibit hall. Only the exhibitor may grant permission to have its exhibit and/or products photographed.

COPYRIGHT LAW: No copyrighted music may be played or sung in the exhibition area in any fashion (including, nor limited to, background music on video or audio presentations) without obtaining appropriate licensing. The exhibitor shall indemnify SHOW MANAGEMENT, the Convening Organization(s) and the facility, their officers, directors, employees, and agents and save them free and harmless from any and all liability whatsoever, for any infringement of or other violation arising out of the use of copyrighted music.

SECURITY: Although security service will be furnished, SHOW MANAGEMENT can not and will not be responsible for damage to, loss and/or theft of property belonging to any exhibitor, its agents,employees, business invitees, visitors or guests. Each exhibitor must carry their own insurance.

APPLICABLE LAWS: This contract shall be governed by the laws of the State of Pennsylvania. Exhibitor agrees to abide by all federal (including but not limited to FDA), state, and city laws, ordinances, and regulations concerning fire safety, health, environment, public safety and hazardous materials and all regulations and restrictions imposed by the Facility. All displays and decorations must be fireproof.

LIMITATION OF LIABILITY: The Exhibitor agrees to make no claim for any reason whatsoever against: SHOW MANAGEMENT, the Convening Organizations, their officers, directors, employees, agents and authorized representatives, the facility/hotel, Official General Service Contractor, for any of the following:

- loss, theft,damage to goods, or injury to himself, his employees, or attendees while in the exhibition area, nor any consequential damage to his business for failure to provide space for the exhibit or for the failure to hold the event as scheduled. The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save harmless all parties from claims, losses, damages to persons or property, governmental charges for fines and attorney's fees related to the use of the exhibition premises or part thereof. In addition, Exhibitor acknowledges that neither SHOW MANAGEMENT nor the Convening Organization(s) maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property insurance covering such losses by Exhibitor.
- THE ABOVE-CITED REGULATIONS as well as all conditions stated in the Exhibitor Prospectus and exhibit application become a part of the contract between the Exhibitor and the Convening Organization(s).

INSURANCE: All property of the Exhibitor is understood to remain under its custody and control in transit to and from or within confines of the Facility. SHOW MANAGEMENT does not maintain insurance covering Exhibitor's property. Exhibitor shall carry Comprehensive General Liability coverage including premises, operations and contractual liability coverage of at least $1,000,000 for Personal Injury Liability and $500,000 for Property, Worker's Compensation with Employer's Liability with applicable statutory coverage. Certificates shall be furnished upon request.

FORCE MAJEURE: In the event the Facility or any part of the exhibit area thereof becomes unavailable,whether for the entire event or a portion of the event, as a result of fire, flood,tempest, inclement weather or other such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or other cause or agency over which SHOW MANAGEMENT has no control or should SHOW MANAGEMENT decide, because of such cause, that it is necessary to cancel, postpone or re-site the exposition or reduce the move-in or installation time, show time or move-out time,SHOW MANAGEMENT shall not be liable to indemnify or reimburse exhibitor in respect to any damages or loss, direct or indirect, arising as a result thereof.

TERMINATION OF RIGHT TO EXHIBIT: SHOW MANAGEMENT reserves the right to terminate without notice an exhibitor's right to exhibit if an exhibitor or any of their representatives fail to observe the conditions of this contract, or in the opinion of SHOW MANAGEMENT,or they conduct themselves in an unethical or unprofessional manner. Such exhibitors will be dismissed without refund.

ADDENDUM: SHOW MANAGEMENT reserves the right to make changes, amendments, and additions to these rules as considered advisable for the proper conduct of the exposition, with the provision that all exhibitors will be notified of such changes.

EXHIBITOR RULES AND REGULATIONS

BOOTH CONSTRUCTION & SHOW SERVICES: Standard booths are limited to 8 foot high background drapes and 3 foot high side drapes. Maximum height of exhibit is 8 feet and may extend only one-half of the booth depth from the back wall. Height in the front half of the exhibit space cannot exceed 4 feet. Booths shall not obstruct other exhibitors or aisles. Booth carpeting (if facility is not carpeted),decorations, furniture, signs and electrical connections are available to the Exhibitor through the Official General Service Contractor, who will bill the Exhibitor directly. SHOW MANAGEMENT is not responsible for any service provided by independent contractors. SHOW MANAGEMENT reserves the right to finish and decorate any unfinished partitions, walls or backs of signs that are exposed to the public and to charge the cost to the Exhibitor. Peninsula Booths are not permitted.

BOUNDARIES: All parts of all exhibits must be exhibited within Exhibitor's assigned space boundaries. Aisle space is under the control of SHOW MANAGEMENT.

GENERAL SHOW POLICIES: Noisy or offensive exhibits are prohibited. Distribution of literature or samples must be related to exhibit and distribution limited to within Exhibitor's space. Canvassing the exhibit hall is strictly prohibited. No food or beverages may be distributed from Exhibitor's space without the pre-show approval of SHOW MANAGEMENT. The Exhibitor may not display signs that are not professionally prepared or that in the opinion of the Show Manager detracts from the appearance of the Show in any manner whatsoever. SHOW MANAGEMENT shall have sole control over all admission policies at all times.

CONFERENCE ACTIVITY APPROVAL

"Any conference activity or demonstration planned before, during or after the meeting by vendors (including but not limited to exhibitors, sponsors) that involve conference invitees, meeting attendees, delegates, officers must be approved by the (Association). Generally such activities may not take place without pre-approval to maintain the educational integrity of the conference or meeting. Certain activities, once approved may warrant premium charges. "

USE OF DISPLAY SPACE: A representative of the exhibiting company must be present at the booth(s) at all times during the posted exhibit hours. With the exception of book publishers, the sale of merchandise or equipment of any kind is prohibited in the exhibit hall. The use of the Convening Organization(s) logo on displays, signs, giveaways,promotional literature or other material is strictly prohibited. In addition, the use of the acronym of the Convening Organization must not be used on pre, at-show and/or post show promotional material unless specific written permission is granted. Use of any Convener, Sponsor or other logos is strictly prohibited unless permission is granted directly from those organizations in writing. Signs or other articles are prohibited from being fastened to the walls, pillars or electrical fixtures. The use of thumbtacks, tape, nails, screws, bolts or any other tool or material which could mar the floor or walls is prohibited. Drip pans must be used under all equipment where there is a possibility of leakage. No helium filled balloons or adhesive backed stickers may be used or given out by exhibitors.

FDA APPROVAL/CLEARANCE: If an exhibitor intends to display, introduce or feature an article whose pre-market approval or clearance is pending from the US Food & Drug Administration, the exhibitor's materials, and the exhibitor's personnel must disclose that such article has not received final FDA approval/clearance and clearly conveyed the status of such article consistent with such laws, rules and regulations administrated by the FDA. The exhibit and any associated materials also must adequately and completely disclose that the article is not currently available for sale or commercial distribution in the US. Exhibitors shall indemnify and hold harmless SHOW MANAGEMENT and the Convening Organization(s) from and against any and all costs, fees, expenses, penalties, damages and claims arising from exhibitor's failure to comply with all laws, rules and regulations (including those of FDA) applicable to such article (including any law, rule or regulation governing the display, introduction, or advertising of such article prior to final FDA approval/clearance).

EXHIBIT HALL BADGES: All exhibitor personnel must be registered. Instructions for this process will be provided to exhibitor when confirmation of booth assignment is made.

UNION LABOR: Exhibitors are required to observe all union contracts in effect among SHOW MANAGEMENT, official contractors, facilities and various labor organizations represented. Any labor required for installation or dismantle, decoration or use of equipment must be ordered through the general service contractor. Tipping is strictly forbidden for any personnel providing any services.

APPLICATION/CONTRACT FOR EXHIBIT SPACE

New York State Society of Physician Assistants

HILTON ALBANY - ALBANY, NY

OCTOBER 4 – 7, 2018

Rules and regulations for exhibitors included in the prospectus are an integral part of this contract. It is understood by the undersigned that the New York State Society of Physician Assistants rules and regulations for the Hilton Albany govern all exhibit activities.

1. Please reserve exhibit space for the company listed below at the NYSSPA 2018 CME Conference to be held at the Hilton Albany. This application becomes valid only after being signed by Exhibitor and a confirmation of space has been issued with a receipt of deposit acknowledged by Exhibit Management.

EXHIBITING COMPANY NAME _____

ADDRESS _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ (please provide area code) FAX _____ (please provide area code)

WEBSITE ADDRESS _____

CONTACT PERSON _____

E-MAIL _____

EXHIBIT BADGE INFO

#1 _____

#2 _____

#3 _____

#4 _____

2. BOOTH PRICING:

	Friday & Saturday
For each Commercial space	____ $1250.00
For each Non-Profit space	____ $750.00
For each Publisher space	____ $750.00

No booths will be assigned without the **required 50% deposit, paid by check or credit card**. Each exhibit space will be furnished with a 6' draped table, 2 chairs, wastebasket, and ID sign. Each space will also be provided with four Exhibit Hall Only badges. Additional Exhibit Hall Only badges may be purchased for $100.00 each.

3. DEPOSIT/PAYMENT

Important: A deposit of 50% of the total booth price for each booth requested must accompany this form. The balance must be paid **before Tuesday, September 18, 2018**. Any request for space received after Tuesday, September 18, 2018 must be accompanied by full payment.

4. To further promote your company as an Exhibitor, check one box below that best represents your company's products/services:

- ❑ Medical Equipment
- ❑ Medical Information
- ❑ Medical Practice
- ❑ Pharmaceuticals
- ❑ Business Management
- ❑ Other_____

Cancellation Policy No refunds unless space is resold.

5. SPONSORSHIP PACKAGE/PRICING :

(Sponsorships must be paid in full)

Presidential Sponsorship	❑ $5,000
Empire Engagement	❑ $3,500
Conference Colleague	❑ $2,550

Special Event (please list): _____ $ _____

or A La Carte Options _____ $ _____

6. PLEASE MAKE CHECKS PAYABLE IN U.S. FUNDS, DRAWN ON A U.S. BANK TO:

New York State Society of Physician Assistants

And forward to: NYSSPA
174 S. New York Avenue, POB 606
Oceanville, NJ 08231

For Credit Card Payment:

❑ Visa ❑ MasterCard ❑ American Express

Account No. _____

Exp. Date: _____/_____ Security Code _____

Amount $ _____

Authorized Signature _____

7. Please note for credit card payments: Your signature on this form allows NYSSPA to retain your credit card number in the file for an automatic debit in the amount of the balance due on Tuesday, Sept. 18, 2018. If you do not want this credit card to be charged, your check for the balance due must be received before Tuesday, Sept. 18, 2018.

8. Signed and accepted by AUTHORIZED AGENT of Exhibitor:

_____ Date _____

Accepted by / Exhibit Management:

_____ Date _____

9. Please address all communications regarding exhibits to:

NYSSPA
174 S. New York Avenue, POB 606
Oceanville, NJ 08231
TEL: 917-679-4005
EMAIL: meetings@nysspa.org