



# **New York State Perinatal Association Conference Exhibitor & Sponsor Prospectus**

**JUNE  
6TH - 7TH,  
2019**

*Birth Outcomes Matter:  
Updates in Clinical &*

*Community Care, Policies & Research*

*NYSPA Perinatal Partnership Conference—the premier perinatal health conference in NYS.*

*Location: The Desmond, 660 Albany Shaker Rd., Albany, NY*

**NEW YORK STATE  
PERINATAL ASSOCIATION**

457 State Street,  
Binghamton, NY 13901  
Phone: (877)268-5072  
Fax: 607-772-0468  
E-mail: [nyspa@nysperinatal.org](mailto:nyspa@nysperinatal.org)

## WHY SPONSOR AND EXHIBIT?

The annual NYSPA Conference draws an average of 200—250 participants from across New York with a wide cross-discipline representation of Perinatal professionals: obstetricians, pediatricians, neonatal and maternal-fetal specialists, midwives, nurse practitioners, nurses, genetic counselors, social workers, nutritionists, lactation consultants, public health, community-based and social services professionals.

### Sponsorship of conference

- Those choosing to sponsor NYSPA's work are the reason that we can continue to educate and advocate throughout the year!
- Your support is the reason that we continue to be the place where NY comes to discuss regional Perinatal health.
- Your sponsorship of the 2019 NYSPA's Perinatal Partnership Conference helps us reduce cost of attendance for allied health professionals from throughout New York State.
- You are the reason why NYSPA can continue to be the leader for health professional education of Perinatal health practitioners and the place where NY comes to discuss state, regional and local Perinatal health issues.
- Conference sponsorship provides a forum for your company to share your products, educational materials, services and research. In appreciation of your sponsorship NYSPA gratefully acknowledges your support through print and social media messaging.
- Includes an appreciation on brochure & signage during event

**JUNE 6TH-7TH, 2019**



**Join with us to share your services, products and information with the health care professionals that lead and practice to assure optimal maternal and birth outcomes.**

SPONSOR LEVELS & BENEFITS	EXHIBITORS			<u>Exhibitor Schedule</u> <b>Thursday, June 6th, 2019</b>
<b>Platinum \$ 3,000</b> <ul style="list-style-type: none"> <li>Signage at Registration Desk and in Main Conference area</li> <li>Logo on conference bag</li> <li>Material insert in conference bag</li> <li>Advertisement on Back page of conference program</li> <li>Acknowledgement at Awards Luncheon</li> <li>Acknowledgement &amp; logo on NYSPA website</li> <li>40% Discount for Exhibitor Table</li> <li>Conference attendance for 2</li> </ul>	<b>Entity Type</b>	<b>Exhibit Fee</b>	<b>Benefits</b>	7:30—8:15 Registration & Exhibits  10:30—11:00 Break/Exhibits/Abstracts  3:00—3:30 Break/Exhibits/Abstracts  5:45—6:30 Reception/Exhibits/Abstracts  <b>Friday, June 7th, 2019</b>  7:30—8:45 Breakfast/Abstracts/Exhibits & Networking  11:00—11:10 Break/Exhibits
<b>Gold \$ 2,000</b> <ul style="list-style-type: none"> <li>Signage at Registration Desk</li> <li>Material inset in conference bag</li> <li>Acknowledgement in conference program</li> <li>Acknowledgement at Awards Luncheon</li> <li>Acknowledgement &amp; logo on NYSPA website</li> <li>25% Discount for Exhibitor Table</li> <li>Conference attendance for 1</li> </ul>	<b>Hospitals, Government Agencies, Non-profits</b>	<b>\$300</b>	<ul style="list-style-type: none"> <li>6' skirted table</li> <li>Seating for 2</li> <li>Refreshments at all breaks</li> <li>2 seats at Awards Luncheon</li> <li>Recognition on conference program and on NYSPA website</li> </ul>	<b>HOTEL ACCOMMODATIONS</b> You can overnight reservations by calling the Desmond at (518) 869-8100 (24-hours a day). Please reserve rooms under <b>Group ID# 12V827</b> in order to book under the agreed-upon group rate. The block of rooms will be held until <b>5/22/19</b>  <b>The following rates are to be offered: \$139/night</b> for single/double room
<b>Silver \$ 1,500</b> <ul style="list-style-type: none"> <li>Signage at Registration Desk</li> <li>Material insert in conference bag</li> <li>Silver tent signage on tables at awards luncheon</li> <li>Silver sponsors listing in conference program</li> <li>Acknowledgement on NYSPA website</li> <li>15% Discount for Exhibitor Table</li> </ul>	<b>Other Sponsor Opportunities</b>  <b>Awards Luncheon Sponsor \$2,500</b> Signage at podium, tent signage on all tables & acknowledgement during awards program.  <b>Poster Award Sponsor \$1,500</b>  <b>Named Lecture Sponsor \$1,000</b> Company will be acknowledged as host of speaker at beginning & end of session. ( 5 plenary options)  <b>Welcome Reception Sponsor \$1,000</b> Company signage in reception area and on appetizer table.  <b>Friday Breakfast Sponsor \$1,000</b> Company tent signage on all tables.  <b>Workshop Sponsor \$ 500</b> Company will be acknowledged as host of session at beginning & end (8 workshop options.)  <b>Break Sponsor \$300</b>  <b>Notepads for attendees \$500</b> Sponsor name & logo w/ 2019 NYSPA			
<b>Bronze \$ 1,000</b> <ul style="list-style-type: none"> <li>Bronze tent signage at Registration Desk</li> <li>Material handout at Registration Table</li> <li>Bronze sponsors listing in conference program</li> <li>Acknowledgement on NYSPA website</li> <li>10% discount for Exhibitor Table</li> </ul>				<u>Options</u> <ul style="list-style-type: none"> <li>Additional table Tops may be rented at a rate of \$65.00. This includes the labor, one six foot skirted table, two chairs, and access to one 110 volt outlet.</li> <li>Poster boards may be rented for \$125.00 per 4 X 8 poster board</li> </ul>
<b>Student Sponsor \$ 250</b> Help advance a young professional's expertise by sponsoring their attendance at the conference. <ul style="list-style-type: none"> <li>Sponsors will be acknowledged in program and on website</li> </ul>				



# NYSPA ANNUAL CONFERENCE: SILENT AUCTION

## Silent Auction

- The silent auction is a major fund raiser for NYSPA and a popular and exciting part of the conference every year!
- Donors will be recognized in the prospectus, and with award of each item
- Company, donating organization or individual will be displayed with each item
- All donations are tax deductible to the full extent allowable by law
- Jewelry, wine, and electronics (portable items) are especially popular, but any goods or services are welcome!

If you would like to receive a tax deduction, please complete the following:

PLEASE PRINT OR TYPE :

Donating individual or organization: \_\_\_\_\_

How you would like your name or company name to appear with item for auction:

\_\_\_\_\_

(This name will appear with the item and prospectus)

Donated Item(s): \_\_\_\_\_ Retail Value of donation: \_\_\_\_\_

Description of item(s): (please be specific). \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- For retail items include a receipt when possible.
- Only the paid value of the item can be deducted.
- For handmade or unique items, a picture should be included if possible for tax receipt purposes.
- For those items valued at or below \$25 NYSPA reserves the right to combine into a single lot.
- Items may also be used for door prizes at the discretion of the conference committee

Please plan to have items on site at the conference by **Thursday June 6 @ 7:30 am**  
Items can also be brought to the NYSPA office in Binghamton at any point in the year.  
Shipping to a board member can also be arranged who will then transport your item to the conference for you.

## NYSPA Annual Conference 2019



# NYSPA ANNUAL CONFERENCE: EXHIBITOR/ SPONSOR AGREEMENT

PLEASE PRINT OR TYPE

(Name for exhibitor badge) \_\_\_\_\_

Company or Organization Name (This name will appear in the Exhibit Guide) \_\_\_\_\_

Name for exhibitor badge) \_\_\_\_\_

Mailing Address (No P.O. Boxes, please.) \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Exhibitor:

- Corporate
- Commercial
- Company
- Insurers
- Hospitals
- Government Agencies
- Non-profits
- Government Agencies
- Non-profits
- Personal Items
- Other:

Telephone Number \_\_\_\_\_ Fax Number \_\_\_\_\_ Email Address \_\_\_\_\_

Organization description (please check all that apply) Are you a new exhibitor?  Yes  No

<p><b>Major Sponsorships (check those desired)</b></p> <p><input type="checkbox"/> Platinum Sponsorship \$3,000</p> <p><input type="checkbox"/> Gold Sponsorship \$2,000</p> <p><input type="checkbox"/> Silver Sponsorship \$1,500</p> <p><input type="checkbox"/> Bronze Sponsorship \$1,000</p> <p style="text-align: right;"><b>Total Sponsorships _____ (A)</b></p> <p><small>Purchase of options above totaling to these levels also qualifies. Sponsors at this level can discuss naming and recognition options directly with board.</small></p>	<p><b>Sponsorship Options</b></p> <p><input type="checkbox"/> Awards Luncheon Sponsor \$ 2500</p> <p><input type="checkbox"/> Poster Award Sponsor \$1500</p> <p><input type="checkbox"/> Named Lecture Sponsor \$1000</p> <p><input type="checkbox"/> Welcome Reception Sponsor \$1000</p> <p><input type="checkbox"/> Friday Breakfast Sponsor \$ 1000</p> <p><input type="checkbox"/> Workshop Sponsor \$500</p> <p><input type="checkbox"/> Break \$300</p> <p><input type="checkbox"/> Sponsorship of a student \$250</p> <p style="text-align: right;"><b>Total Options Fee _____ (B)</b></p>	<p><b>Additional Options</b></p> <p><input type="checkbox"/> Additional Table \$ 65</p> <p><input type="checkbox"/> Electrical Outlet \$ 40</p> <p><input type="checkbox"/> Notepad \$500</p> <p style="text-align: right;"><b>Total Additional Options Fee _____ (C)</b></p>
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<p><b>Exhibition Options</b></p> <p><input type="checkbox"/> Corporate, Commercial, Company, Insurers \$600</p> <p><input type="checkbox"/> Hospitals, Government Agencies, Non-Profits \$300</p> <p><input type="checkbox"/> Personal Items, Other Products, Sales \$150 + 10% sales or \$225</p> <p style="text-align: right;"><b>Total Exhibition Options Fee: _____ (D)</b></p>	<p><b>Total Sponsorships _____ (A)</b></p> <p><b>Total Options Fee _____ (B)</b></p> <p><b>Additional Options _____ (C)</b></p> <p><b>Exhibition Options _____ (D)</b></p> <p><b>Total: _____ (A+B+C+D)</b></p> <p><b>Making Silent Auction Donation?</b>  <input type="checkbox"/> No <input type="checkbox"/> Yes (please complete form)</p>
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**If paying by check:**

Please make payable to **NYSPA**.  
Indicate: **Sponsor** (& level), **Exhibitor** (& type)

**If paying by credit card:**

Please complete all of the information below to ensure that your credit card is accepted and your payment is approved.  
Credit Card Type:  Visa  MasterCard  American Express

Amount to charge: \$ \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVN: \_\_\_\_\_

Printed Name on Card (as it appears): \_\_\_\_\_

Payment Authorized by: \_\_\_\_\_ (signature)

Submissions to: **NYSPA, 457 State Street, Binghamton, NY 13901** or email: [nyspa@nysperinatal.org](mailto:nyspa@nysperinatal.org)  
Question: contact Enid Jones, Conference Coordinator @ 607-772-0517 x 135



## NYS PA ANNUAL CONFERENCE: EXHIBITOR AGREEMENT

**Requests for exhibit space is limited and will be reserved on a rolling basis until space is full. Paperwork must be submitted by April 15, 2019 to assure placement in the conference brochure.**

Incomplete applications, unapproved exhibitor's applications, and applications received without deposits will not be processed. This application and contract may be cancelled at any time by NYS PA with written notice. If an exhibitor cancels a confirmed exhibit space in writing prior to **May 15, 2019** a refund will be issued minus a 25% processing fee. No refunds after this date.

**Exhibit Space Regulations:** Pre or Post exhibit storage. The Desmond does not maintain exhibit storage space. Exhibit materials must be scheduled for arrival no earlier than **6/5/19** and must be removed by end of conference on **6/7/19**.

**Shipping Instructions: Deliveries/Freight Handling:** Exhibitor shipments and any shipments to be handled by the Approved Service Contractor should be shipped to their attention with the conference name clearly written on the label. Shipments for meetings and other events without an Approved Service Contractor should be clearly labeled to show the manager with the show name and location in the building that the shipment is to go to. The mailing address of the Desmond Albany is:

NYS PA 2019 Conference  
Enid Jones  
Event Manager Name  
Desmond Hotel  
660 Albany Shaker rd.  
Albany, NY, 12211

Any deliveries made more than 2 days prior to contacted event date or without information regarding their event will be refused. Receiving charges are \$7.00 per box or \$25.00 per pallet. Any package over 150 pounds will be charged an additional \$100.00 for delivery. The shipper will be responsible for all associated costs.

Return shipment labels must be re-packed, labeled and called in by the shipper. When the box is ready to be shipped, please contact your Event Manager. All packages are held on an unsecured dock for shipping and receiving. The Convention Center is not responsible for lost, damaged, or stolen boxes. All packages remaining after 5 days will be discarded.

**Damage Responsibility:** In the event that any damage occurs to the Hilton Albany furniture, fixtures, building, or equipment caused by installation, presence and/or removal of exhibits and exhibit materials, the Hilton Albany shall be reimbursed for the cost of such repairs or replacement as may be necessary. The Application shall constitute a non-revocable offer by Exhibitor until such time as NYS PA notifies Exhibitor that it has assigned exhibit space. Exhibitor shall only promote, exhibit or display products/services that are approved by NYS PA. By signing the Application, Exhibitor agrees to abide by all of the policies, rules and regulations contained in the Application, and any correspondence from NYS PA or its agent(s) to the Exhibitor, its staff, officers or agents. Together these documents shall comprise the contracts between NYS PA and the Exhibitor. NYS PA shall have the right to shut down any exhibit or bar future exhibition participation if, in NYS PA's opinion, the exhibitor disregards or refuses to observe NYS PA's or convention center's requirements and rules, or it is determined that the exhibit is offensive or not in keeping with the professionalism or standards or standard of the practice of care, or written or verbal instructions.

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Date \_\_\_\_\_

## NYS PA ANNUAL CONFERENCE: EXHIBITOR POLICY

Statement/Policy on exhibitors at NYS PA annual conference: NYS PA strives to accept a wide variety of exhibitors and vendors to the conference to present all aspects of Perinatal care and health, and support women in all their options and choices.

While NYS PA understands that there are legitimate disagreements about the best practices in many aspects of Perinatal care and strives to represent many viewpoints, we also attempt to limit exhibitors to those practicing with the best available science, and those that refrain from methods or practices that results in shaming, blaming or marginalizing of viewpoints, providers, or women who make other choices or disagree with their recommendations. NYS PA strives to have this wide representation within the conference exhibitors to allow attendees to benefit from the broad exposure as they help women make the best choices for themselves and their families, and to leave room for personal opinions within the care of women and families to improve Perinatal care for all of NY State.

For those exhibitors that may be particularly controversial or are likely to challenge viewpoints of attendees, the conference committee has the option to request and review proposed exhibit materials prior to acceptance, and to present and review the exhibitor/exhibitor materials with the board prior to acceptance as an exhibitor. In keeping with the points above however, presence at the conference does not necessary imply that an exhibitor represents the opinions or viewpoints of the NYS PA board, board members, or membership.

