

HCANYS

Home Care Association of New York State



EXHIBITOR AND SPONSOR PROSPECTUS



This is your opportunity to support HCA programming and highlight your brand and services to New York's premier home care providers.

2026

+518-426-8764 | bwilson@hcanys.org | www.hcanys.org

Who We Are

The Home Care Association of New York State (HCANYS) is a statewide health organization comprised of nearly 100 member providers and organizations delivering home and community-based care to hundreds of thousands of New Yorkers annually. The mission of HCANYS is to promote and enhance the quality and accessibility of health care and support at home. HCA Education and Research is the 501c3 entity of the Association.

Why Sponsor?

“

I had the pleasure of attending the HCA Annual conference and I must say, it was an exceptional experience from start to finish. The HCA had a diverse range of speakers who delivered insightful and thought-provoking presentations. The topics covered were highly relevant and provided valuable insights that I can immediately apply to my work. The networking opportunities were also fantastic, allowing me to connect with industry leaders and like-minded professionals. I'm already looking forward to next year's event!"

Desmond Martinez
Director
RemoteFocus

”



ANNUAL CONFERENCE

MAY 7 & 8, 2026

SARATOGA HILTON | SARATOGA SPRINGS, NY

You can bet that this year's live Annual Conference in Saratoga Springs will be our best yet! With timely programs, unprecedented networking opportunities, and an audience of nearly 150 health agency leaders, frontline support staff and purchasing agents, you won't want to miss out. We have three functions over two days just for you to meet with members. Several sponsorship levels and packages are available; you will find just the right package for you.

“

As annual attendees to the HCA annual conference for over 20 years, it is the gathering that features both high level representatives from key NYS agencies and industry colleagues. We create and cultivate new connections every year and also appreciate the ability to attend education sessions to keep our industry acumen at its highest level. When you ask members of the industry if they plan on attending “The Conference” in May each year, it is clear you are referring to HCA. Finally, the location in Saratoga makes social connections exceptionally easy and fun! 100% to attend each year!

Paul Essner | CFP®, CLU, ChFC
Senior Managing Director
Risk Strategies Company

”

Important Dates

Annual Conference
Marketing Material Deadline:
February 13, 2026

Annual Conference
Program Deadline:
April 10, 2026

ANNUAL CONFERENCE

MAY 7 & 8, 2026
SARATOGA HILTON
SARATOGA SPRINGS, NY

GET
CONNECTED

What You Get

1

Face time with agency decisionmakers

2

Pre and Post-conference participant lists

3

Your organization featured in the directory of exhibitors provided to each attendee with your product/service description and contact information

4

Participation in all group meal and reception events (included with your complimentary registration)

5

Discounted event registration fees for additional attendees (up to three, including any complimentary registrations) from your organization

6

You're an attendee too! You can attend any education session you wish to learn about the latest in home care. This is a terrific way to connect with prospective clients while you interact and engage with them throughout the day.

ANNUAL CONFERENCE MAY 7 & 8, 2026 Saratoga Hilton | Saratoga Springs NY

EXHIBITOR INFORMATION

There will be 36 tabletop exhibit tables available, with 11 premium exhibit tables for top-tier sponsors. For the Annual Conference, please list your top three choices for exhibit space. HCANYS is not responsible if your exhibit table is near a competitor. HCA has the authority to reassign table locations, as necessary. You will receive a confirmation, via email, of your exhibit location and information specific to your exhibit. Further information will be sent prior to the Annual Conference, including setup times, shipping information through Clifton Park Rental (CPR), details on Internet access, and discounted hotel reservation information.

At the event, you will receive a 6' x 30" table, two chairs, signage and electric access. You do need to order electric in advance through CPR. In addition, you will receive the benefits outlined on page 4. Exhibit fees allow for two individuals from your organization to attend and includes all group meal events, and Welcome Reception. Additional representatives (up to three total) from your organization may attend the Annual Conference at \$199 if your organization is an HCANYS member or \$599 as a potential member.

The Rules

- Exhibitors who do not arrive by deadline will be removed; no refunds will be issued.
- Refunds for canceling, less 25% administrative fee, are allowed up until one month prior to event.
- Exhibitors shall indemnify and hold harmless HCANYS agents and the conference venue from all liability.
- Each exhibitor should secure insurance at their own expense.
- Exhibitors must assume full responsibility for compliance with fire, safety and health ordinances. All materials must be fire resistant.
- All exhibit materials must be contained at your table. Valuables should be stored in your hotel room during non-exhibit hours. HCANYS is not responsible for lost or stolen property.
- No more than three representatives per exhibit table allowed.
- Nothing is to be posted, tacked, nailed or screwed to any parts of the building or furniture at any conference venue.
- No decoration or fixture can interfere or block another exhibit; HCANYS has the right to remove the obstruction.
- No freestanding exhibits will be allowed due to space limitations at the event, excluding standard size pull-up banners. Loud noises or overpowering odors at exhibits will not be permitted.
- All exhibitors and visitors must be registered with the conference and wear name badges,
- No distribution or literature or giveaway items allowed outside the exhibit area.
- Exhibitor drayage and supplies will be handled through Clifton Park Rental for the Annual Conference.
- The Saratoga Hilton cannot accept any shipments from vendors. Shipping of materials must be handled by Clifton Park Rental. Information on shipping will be sent prior to the event.
- No open containers or distribution of alcohol at your exhibit table. This is a direct violation of state liquor laws. If non-compliant, you will be asked to leave.

Exhibit Hall Dates and Hours

Set Up

Thursday, May 7, 10:30AM - 1:30PM

Exhibit Hall Open

Thursday, May 7, 2PM - 5:30PM
Friday, May 8, 8AM - 2PM

Dessert in Exhibit Hall

Thursday, May 7, 2PM - 3PM

Exhibit Hall Welcome Reception
Thursday, May 7, 4PM - 5:30PM

Breakfast in Exhibit Hall

Friday, May 8, 8AM - 9:30AM

Lunch in Exhibit Hall

Friday, May 8, 11:50AM - 1:15PM

Dismantle

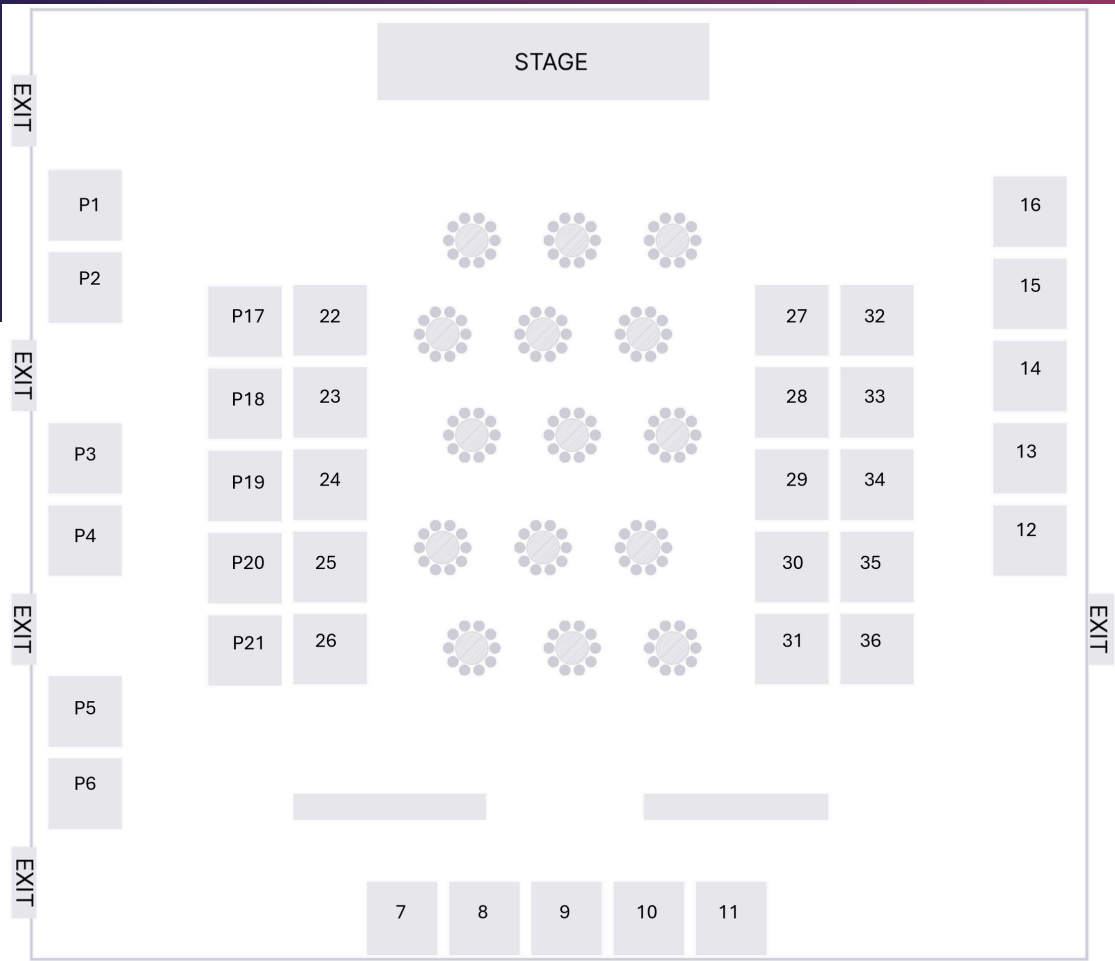
Friday, May 8, 1:30PM - 2:30PM

Exhibit Hall

Saratoga City Center - Room D

With more space available, premier exhibit tables (those marked with a “P”) are reserved for top tier sponsors. Premier space is limited and is given on a first come/first-served basis.

City Center Room D - Exhibit Floor Plan



Exhibitor and Sponsor Commitments

To guarantee recognition in conference materials, the Commitment (pg. 10) must be received and your corporate logos and product service description emailed to bwilson@hcanys.org in either jpg or png format by the assigned sponsorship deadlines. Commitments that arrive after the due dates will receive recognition as outlined in the category chosen; however, they may not be listed in conference materials due to printing deadlines. No refunds will be issued for cancellations received one month prior to event opportunity. Cancellation prior to that timeframe will receive a refund less 25%.

Upon receipt of the Commitment (pg. 10) by HCANYS, a confirmation email of acceptance will be sent. Payment in full must be received one month prior to event opportunity. Conference and hotel registration information will follow. No other opportunities will be negotiated.

ANNUAL CONFERENCE

May 7 & 8, 2026

Saratoga Hilton | Saratoga Springs NY

SPONSORSHIP LEVELS

Titanium = \$11,000

Limit to 4 Sponsors

Sponsor Annual Conference, and ALL Signature Events with two complimentary registrations to each event

Premium table space to ensure high visibility and optimal flow.

Monthly content in the top tier of the Situation Report Newsletter

Ad in Situation Report newsletter twice a year

Sponsor HCANYS' Annual Conference Awards Luncheon

Social media shout-outs at all events

Full page ad in the Annual Conference program book (7 1/2"w x 10"h – full color)

Logo on Annual Conference padfolio

Opportunity to send two emails to the full HCA membership. (HCANYS will disseminate your communication; timeframe and content subject to HCANYS approval.)

Platinum = \$8,000

Limit to 4 Sponsors

Sponsor Annual Conference, and choice of 2 Signature Events with two complimentary registrations to each event

Premium table space to ensure high visibility and optimal flow.

Half page ad in the Annual Conference program book (7 1/2"w x 5"h – full color)

Quarterly content in the top tier of the Situation Report newsletter

Social media shout-outs during sponsored events

Ad in Situation Report newsletter twice a year

Opportunity to send one email to the full HCANYS membership. (HCANYS will disseminate your communication; timeframe and content subject to HCANYS approval.)

Gold = \$6,000

Limit to 3 Sponsors

Sponsor Annual Conference, and choice of 1 Signature Event with two complimentary registrations to each event

Premium table space to ensure high visibility and optimal flow

Quarter page ad in the Annual Conference program book (3 1/2"w x 5"h – full color)

Social media shout-outs during sponsored events

Twice a year content in the top tier of the Situation Report newsletter

Ad in Situation Report newsletter quarterly

Opportunity to send one email to the full HCANYS membership. (HCANYS will disseminate your communication; timeframe and content subject to HCANYS approval)

OTHER ANNUAL CONFERENCE **SPONSORSHIP LEVELS**

Silver = 4,000

- Sponsor the Annual Conference with two complimentary registrations to the event
- Sponsor the Annual Conference Welcome Reception
- Ability to place one page (8 ½ W x 11'h – full color) company marketing piece in annual conference marketing padfolio
- Logo displayed in the Annual Conference program book next to the Welcome Reception
- Logo on the food and beverage displays during the Welcome Reception

Bronze = \$2,500

- Sponsor the Annual Conference with one complimentary registration to the event
- Sponsor the Annual Conference Breakfast
- Ability to place one page (8 ½ W x 11'h – full color) company marketing piece in annual conference padfolio.
- Logo displayed in the Annual Conference program book next to the Breakfast
- Logo on the food and beverage displays during the breakfast

Friend of HCANYS = \$1,500

- Sponsor the Annual Conference with one complimentary registration to the event
- Sponsor the refreshment breaks throughout the Annual Conference
- Signage showing our organization throughout the Conference

A la Carte Options

No two sponsors are the same. We are pleased to offer you opportunities that fit our organization and budget. Our custom options will help you find the perfect fit. First come, first served, so don't wait! (See Registration Form for available options.)



Other HCANYS Sponsorship Opportunities

HCANYS Senior Financial Managers Retreat

Date (TBD)

Approximately 100 executive-level leaders and financial decisionmakers attend this event.

Deadlines:

Marketing Material: June 15, 2026
Handouts/Agenda: August 14, 2026

HCANYS Emergency Preparedness Conference

Date (TBD)

Our most popular virtual event attracts nearly 200 emergency preparedness specialists and safety coordinators, as well as chief executives.

Deadlines:

Marketing Material: June 19, 2026
Handouts/Agenda: August 28, 2026

HCANYS Corporate Compliance Symposium

Date (TBD)

This fan favorite attracts 75-100 executive, financial and clinical supervisory level staff.

Deadlines:

Marketing Material: July 17, 2026
Handouts/Agenda: September 18, 2026



HCANYS 2026 Marketing Prospectus

Sponsor and Exhibitor Fee Schedule

***Contact Billi Wilson for more details at:
Bwilson@hcanys.org or at +518-810-0666.**

SPONSORSHIP FEE SCHEDULE

Please choose from the following Sponsorship Levels:

Titanium Sponsor	\$11,000
Platinum Sponsor	\$ 8,000
Gold Sponsor	\$ 6,000
Silver Sponsor	\$ 4,000
Bronze Sponsor	\$ 2,500
Friend Sponsor	\$ 1,500

SUB TOTAL = \$_____

A LA CARTE SPONSORSHIP FEE SCHEDULE

Please choose from the following Sponsorship opportunities:

Annual Conference (see deadlines)

___ Charging Stations	\$ 800
___ Conference Badge Lanyard	\$ 2,500
___ Conference Name Badge	\$ 2,000
___ Awards Luncheon Sponsor	\$ 800
___ Hotel Key Card	\$ 3,500
___ Promotional Banner	\$ 500
___ WiFi Sponsor	\$ 3,500
___ Welcome Reception Entertainment	\$ 1,000
___ Signature Drink at Welcome Reception	\$ 1,000
___ Awards Luncheon Centerpieces	\$ 1,500
___ Kosher Meal Sponsor	\$ 2,500
___ Kosher Wine Sponsor	\$ 1,000
___ Networking Lunch (May 8th)	\$ 2,000
___ Conference Program Printing	\$ 2,500
___ Full Page Ad Conference Program	\$ 800
___ Half Page Ad Conference Program	\$ 500
___ Quarter Page Ad Conference Program	\$ 300

Situation Report

___ 4-week Qtr. Page Content Ad Placement	\$ 1,000
___ 4-week Hyperlinked Banner Ad Placement	\$ 500

___ **General Sponsorship of Virtual Sessions** \$ 1,000

SUB TOTAL = \$_____

ANNUAL CONFERENCE EXHIBITOR FEE SCHEDULE*

___ HCANYS Member	\$ 1,200
___ Potential Member	\$ 1,700

After reviewing the Annual Conference Exhibit Hall floorplan please indicate your top 3 table choices.

1st Choice: Table # _____

2nd Choice: Table # _____

3rd Choice: Table # _____

Additional Exhibitor Attendees

Additional HCA Members: _____ @ \$199 ea = \$_____

Additional Potential Members: _____ @ \$599 ea = \$_____

SUB TOTAL = \$_____

GRAND TOTAL: \$_____

EXHIBITOR COMMITMENT

We wish to participate in HCA's 2026 educational events. We understand that this commitment becomes a contract when signed by us and accepted by HCA Education and Research. Please comply with the deadlines detailed in this brochure to maximize recognition opportunities.

Corporation Name Website

Contact Person

Corporation Address

City, State, Zip

Contact Email Phone#

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PAYMENT INFORMATION

___ VISA ___ MasterCard ___ American Express

Pay by Check: Made payable to HCA Education & Research
Mail to: 260 Washington Ave Ext, Suite 100, Albany, NY 12203
Check must be received one month prior to event.

Organization Name

Name on Credit Card

Card Number Exp. Date CVV#

Billing Address for Card

City, State, Zip

Authorized Signature (for Grand Total Payment)

**Send completed form to: info@hcanys.org
or Fax (518) 426-8788.**