

38th Annual New York State Perinatal Assoc.  
2024 Perinatal Partnership Conference

Sponsor & Exhibitor Prospectus

*Hot Topics in Perinatal Care:  
Identifying What Birthing Individuals and Mothers  
Want, What's Working, &  
What Needs to be Improved for  
Parents, Babies and Families*

**June 6th - June 7th, 2024**

The Hilton Hotel &  
Conference Center

40 Lodge Street

Albany, NY



New York State Perinatal Association, P.O. Box 1043, Vestal, NY 13851

Phone: (607) 725-4832 | e-mail: [schesna0415@gmail.com](mailto:schesna0415@gmail.com)

[www.nysperinatal.org](http://www.nysperinatal.org)

## WHY SPONSOR AND EXHIBIT?

The annual NYSPA Conference draws an average of 250 perinatal health professionals from across New York State. Attendees include: 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. The 2 day conference is the premier perinatal educational program in NYS, promoting networking with colleagues, interfacing with state health officials, legislators and companies like yours who join us to enhance everyone's educational experience and showcase your products, research and educational resources.

### Conference Sponsorship


- Conference sponsorship provides a forum for your company to share your products, educational materials, services and research.
- Your sponsorship of the 2024 Perinatal Partnership Conference helps us reduce the cost of attendance for allied health professionals across New York State as they come together to discuss perinatal health and its impact on the wellbeing of pregnant individuals, babies and families
- To recognize your investment in NYSPA, we have identified a number of ways we can express our appreciation and provide recognition of your company through print and social media messaging—not just during the conference, but before and after.

***Mark Your Calendar & Please Join Us! We look forward to seeing you June 6-7, 2024***



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



SPONSOR LEVELS & BENEFITS	EXHIBITORS			<u>Exhibitor Schedule</u>
<p><b>Platinum</b> <b>\$ 3,000</b></p> <ul style="list-style-type: none"> <li>• Signage in Registration &amp; Exhibitor Gallery</li> <li>• Material insert in conference bag (option)</li> <li>• Advertisement on back page of conference program</li> <li>• Acknowledgment at Awards Luncheon</li> <li>• Acknowledgment &amp; logo on NYSPA website</li> <li>• Complimentary Exhibitor Table</li> <li>• Conference attendance for 2</li> </ul>	Entity Type	Exhibit Fee	Benefits	<p><u>Thursday, June 6, 2024</u></p> <p>7:30—8:45 Registration &amp; Exhibits</p> <p>10:50 -11:15 Break/Exhibits</p> <p>3:30—3:45 Break/Exhibits</p> <p>5:15—6:00 Reception/Exhibits/Abstracts</p> <p><u>Friday, June 7, 2024</u></p> <p>7:30—8:45 Breakfast/Exhibits</p> <p>10:50—11:10 Break/Exhibits</p>
<p><b>Gold</b> <b>\$ 2,000</b></p> <ul style="list-style-type: none"> <li>• Signage in Registration &amp; Exhibitor Gallery</li> <li>• Material inset in conference bag (option)</li> <li>• Acknowledgement in conference program</li> <li>• Acknowledgement at Awards Luncheon</li> <li>• Acknowledgement &amp; logo on NYSPA website</li> <li>• 30% Discount for Exhibitor Table</li> <li>• Conference attendance for 1</li> </ul>	Hospitals, Government Agencies, Non-profits	\$350	<ul style="list-style-type: none"> <li>• 6' skirted table</li> <li>• Additional table= \$55.</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>	<p><u>HOTEL ACCOMMODATIONS</u></p> <p><i>Overnight room rate (single/double) is \$149/night.</i></p> <p><i>Reservations can be made by calling 1(800)Hilton; use the code "1PA", or book online @ <a href="https://www.hilton.com/en/attend-my-event/nys-perinatal-association-2024/">https://www.hilton.com/en/attend-my-event/nys-perinatal-association-2024/</a></i></p> <p><i>Reservation cut-off date is May 9th, 2024.</i></p>
<p><b>Silver</b> <b>\$ 1,500</b></p> <ul style="list-style-type: none"> <li>• Signage in Break area</li> <li>• Material insert in conference bag (option)</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>• 25% Discount for Exhibitor Table</li> </ul>	<p><b>Personal Items, Other Product Sales</b> <b>\$150+ 20% sales</b></p>	<p><b>Exhibit Set up</b> Wireless internet available</p> <p><b>Placement:</b> Exhibitor locations assigned by NYSPA</p> <hr/> <p><u>Other Sponsor Opportunities</u></p> <p><b>Awards Luncheon Sponsor</b> <b>\$2,500</b> Signage at podium, tent signage on tables &amp; acknowledgement during awards program</p> <p><b>Welcome Reception Sponsor</b> <b>\$1,500</b> Signage in reception area &amp; on appetizer table</p> <p><b>Poster Award Sponsor</b> <b>\$1,500</b></p> <p><b>Friday Breakfast Sponsor</b> <b>\$1,000</b> Signage by buffet table</p> <p><b>Break Sponsor</b> <b>\$ 500</b> Signage by break refreshment table</p> <p><b>Student Scholarship Sponsor</b> <b>\$ 250</b></p>		
<p><b>Bronze</b> <b>\$ 1,000</b></p> <ul style="list-style-type: none"> <li>• Bronze tent signage In Break Area</li> <li>• Material handout at Registration Table</li> <li>• Bronze sponsors listing in participant packet</li> <li>• Acknowledgement on NYSPA website</li> <li>• 20% discount for Exhibitor Table</li> </ul>				
<p><b>Student Sponsor</b> <b>\$ 250</b></p> <p>Help advance a young professional's expertise by sponsoring their attendance at the conference.</p> <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!
- Company name or other 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**  
Shipping to a board member can also be arranged who will then transport your item to the conference for you.

## NYSPA Annual Conference 2024



## NYSPA 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 1, 2024** 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 NYSPA with written notice. If an exhibitor cancels a confirmed exhibit space in writing prior to **5/10/2024** a refund will be issued minus a 25% processing fee. No refunds after this date.

**Exhibit Space Regulations:** Pre or Post exhibit storage. The Hotel does not maintain exhibit storage space. Exhibit materials must be scheduled for arrival no earlier than **6/5/2024** and must be removed by end of conference on **6/8/2024**.

**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.

The mailing address of the hotel is :

Hilton Albany  
NYSPA 2023 Conference  
Attn: NYSPA/Sharon Chesna  
40 Lodge Street  
Albany, NY 12211

All deliveries, that are not handled through an approved service contractor must be delivered to the loading dock and arranged through the Event Manager. Any deliveries made more than two (2) days prior to the Event Dates or those delivered without the information required by this section will be refused. The Hotel shall charge receiving charges of \$7.00 per box or \$25.00 per pallet. An additional \$100.00 shall be charged to the Group for packages delivered that are over 150 pounds.

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 Hotel 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 Hotel 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 NYSPA notifies Exhibitor that it has assigned exhibit space. Exhibitor shall only promote, exhibit or display products/services that are approved by NYSPA. By signing the Application, Exhibitor agrees to abide by all of the policies, rules and regulations contained in the Application, and any correspondence from NYSPA or its agent (s) to the Exhibitor, its staff, officers or agents. Together these documents shall comprise the contracts between NYSPA and the Exhibitor. NYSPA shall have the right to shut down any exhibit or bar future exhibition participation if, in NYSPA's opinion, the exhibitor disregards or refuses to observe NYSPA's or Hotel'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 \_\_\_\_\_

## NYSPA ANNUAL CONFERENCE: EXHIBITOR POLICY

Statement/Policy on exhibitors at NYSPA annual conference: NYSPA 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 NYSPA 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.

NYSPA 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 NYSPA board, board members, or membership.

