



# Sponsors & Exhibitor Prospectus

---

## 2026

---

### **NYSPA's Annual Perinatal Partnership Conference**

#### **NYSPA 2026:**

**Striving to Improve Perinatal Systems, Services & Outcomes:  
Showcasing Key Issues, Best Practices, Emerging Research, and  
Brainstorming Transformative Strategies**

**June 11-12, 2026**

**The Hilton Hotel & Conference Center  
40 Lodge St,  
Albany, NY**

New York State Perinatal Association,  
P.O. Box 1043, Vestal, NY 13851  
info@nysperinatal.org/phone: (607) 725-4832  
www.nysperinatal.org

## Who We Are

**NYSPA** is the only multi-disciplinary perinatal health organization in New York. We are a state-wide alliance of health and human service professionals concerned with perinatal health issues from preconception through early childhood. We advocate for optimal perinatal care and parenting and promote education and research, strive to influence state priorities and encourage a multi-cultural and multi-disciplinary approach to maternal and child health with the goal of reducing maternal and infant mortality and morbidity.

### Mission, Vision & Values

Our **Mission** is to improve health outcomes for birthing individuals and infants by reducing health disparities, optimizing patient, birthing persons' partner, and provider experiences, and promoting perinatal education and advocacy throughout the state of New York, utilizing a multicultural and multidisciplinary approach.

Our **Vision** is that all pregnant individuals, infants and children have access to – and receive – equal and unbiased care from caring and highly competent medical and community health providers, institutions and services resulting in optimal outcomes for all women, infants and families.

We **Value**:

- Collaboration and communication among the various health disciplines to improve care
- Utilization of evidence-based practice in perinatal care
- Exploration of improved care and service delivery through research and promising practices
- Providers' commitment to engage the individuals and families in their care and decision-making
- Unbiased and equal care for all individuals regardless of culture, race, gender or sexual identity.

## Our Impact

### ***The 2026 Perinatal Partnership Conference was a great success!***

- We had a record # of attendees @ **271!**
- **100%** of individuals completing evaluations rated the speakers & content as excellent or very good, and **95%** intend to change practice as a result.
- *"Excellent variety of topics and providing support for multi-disciplinary approach which is so important/beneficial for patient outcomes."*
- *"So many great topics this year - healthcare is more complex with a lot of changes. This conference did a great job sharing the workable solutions and what is important for our teams navigating perinatal health."*

# What Comes Next—And How YOU Can Help!

## The 2026 Conference

Building on the success of the 2025 Conference, we are focusing on topics which reflect the current and emerging issues in perinatal health and recommendations from 2025 attendees. With attendee recommendations that we engage the audience to help “brainstorm” solutions to some of the persistent perinatal issues; we are reformatting sessions and challenging presenters to elicit attendee suggestions and engage in discussion to generate potential new solutions. We intend to continue to promote collaboration between clinical/medical and community health to ensure the best outcomes for pregnant individuals, infants and families. Other topics planned for inclusion in 2026 include:

- Innovation & AI: medical transformative care & usage of AI technology
- Hospital maternity, nursery and NICU innovative practices, successes or challenges
- Application of genetic screening & testing in pregnancy
- Addressing rural access and challenges of care for high-risk pregnancies among rural women
- Environmental impacts on pregnancy, fetus & newborn
- Perinatal mental health
- Helping care providers manage personal trauma related to patient care
- Benefits of breastfeeding, lactation education & support
- Perinatal depression.... and more....

***“The exhibits were great, and the reps were so friendly and knowledgeable! I brought home so many great resources for my colleagues and patients.”***

## Why Be a Sponsor or Exhibitor?

The NYSPA Conference draws an average of 250 -275 perinatal health professionals from throughout New York State. Attendees include obstetricians, pediatricians, neonatal and maternal-fetal specialists, midwives, nurse practitioners, nurses, genetic counselors, social workers, nutritionists, lactation consultants, childbirth educators, doulas, public health, community-based and social services workers. The 2+-day conference is the premier perinatal educational program in NYS, promoting networking with colleagues, interfacing with state officials, legislators and companies like yours who join us to enhance everyone's educational experience and showcase your products, research and educational resources.

**Your Conference Sponsorship or choosing to be an Exhibitor can help with your company's brand visibility, community involvement, engagement opportunities & lead generation.**

***Mark Your Calendar & Join Us! We look forward to seeing you June 11-12, 2026!***

# Sponsorship Levels

## Platinum - \$3,000

- ★ 1 Conference Registration
- ★ Complimentary Exhibit Table w/ prime visibility
- ★ 1 year Corporate/Organization Membership in NYSPA
- ★ Acknowledgment & logo on NYSPA website
- ★ Listing in Conference program & ½ page advertisement in Event Program
- ★ Address audience for 2-3 minutes at Welcome Reception
- ★ Acknowledgement at Awards Luncheon

## Gold - \$2,000

- ★ Complimentary Exhibit Table
- ★ 1 year Corporate/Organization Membership in NYSPA
- ★ Acknowledgment & logo on NYSPA website
- ★ Listing in Conference program & 1/4-page advertisement in Event Program
- ★ Acknowledgement at Awards Luncheon

## Silver - \$1,500

- ★ Complimentary Exhibit Table
- ★ 1 year Corporate/Organization Membership in NYSPA
- ★ Acknowledgment on NYSPA website
- ★ Listing in Conference program & 1/8-page advertisement in Event Program

## Bronze - \$1,000

- ★ Complimentary Exhibit Table
- ★ 1 year Corporate/Organization Membership in NYSPA
- ★ Acknowledgment on NYSPA website
- ★ Acknowledgement in Conference and Event Programs

- 
- ★ Your sponsorship helps us reduce the cost of attendance for allied health professionals from across New York State as they come together to discuss perinatal health and its impact on the wellbeing of pregnant individuals, babies and families.

**Apply to be a Sponsor @ [nysperinatal.org](https://nysperinatal.org), or Email [schesna0415@gmail.com](mailto:schesna0415@gmail.com) or Call Sharon @ 607-725-4832**

## Additional Sponsorship Opportunities

**Awards Luncheon Sponsor (1)** \$2,500 \*

Complimentary Exhibit Table

2-3-minute welcome & address to audience at luncheon

Acknowledgment & logo on NYSPA website

**Welcome Reception Sponsor (1)** \$2,000\*

Complimentary Exhibit Table

2-3-minute welcome & address to audience

Signage in Reception area \*

**Poster Award Sponsor (1)** \$1,500

Signage in Poster area, joint presentation of poster awards at Welcome Reception

**Breakfast Sponsor (2)** \$1,000

Signage at buffet table

**Student Scholarship Sponsor (10)** \$ 250

\*Award Luncheon and Welcome Reception Sponsors will also receive 1-year complimentary NYSPA corporate membership & acknowledgement in event program

## Exhibit Opportunities

Corporate, Business, Insurers - \$750

Hospitals, Government, Non-profits - \$450

Product Sales - \$500 (or \$200 + 20% of sales)

### Exhibit Benefits:

- ★ 6' Exhibit Table w/ 2 seats, wireless internet access, electric if needed
- ★ 1 year Corporate Membership in NYSPA (@\$750 level)
- ★ Acknowledgment on NYSPA website and Event Program
- ★ Placement: Exhibitor locations assigned by Conference Planners

**Apply to be an Exhibitor @ [nysperinatal.org](http://nysperinatal.org), or email [schesna0415@gmail.com](mailto:schesna0415@gmail.com)**

## Additional Information for Sponsors and Exhibitors

- ★ **Scheduled Exhibit Times:**
  - **Thursday: 7:30 am – 9:00 am, 1/2-hour am and pm breaks, 1 hour Welcome Reception**
- ★ **Friday: 7:30 am – 9:00 am, half-hour am break.** Exhibit hall formally closes after AM break; but can be left until 1:00 pm.
- ★ **Set-up:** Exhibitor Gallery will be available by 4:30 pm Wed. 6/10 for anyone wishing to set up their table displays or signage. [Note: The Hotel does not provide security in Exhibit Galley. All materials/display are at the sole risk of the owner.]
- ★ **Requests for exhibit space are limited and will be reserved on a rolling basis until space is full. Maximum # of Exhibits is 32.**
- ★ **Paperwork must be submitted by April 1, 2026, to assure placement in the conference program.**
- ★ **Incomplete applications, unapproved exhibitor's applications, and applications received without payment will not be processed.** An 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 **5/10/2026** a refund will be issued minus a \$50 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 **6/10/2026** and must be removed by end of conference on **6/12/2026**.
- ★ **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. 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.
- ★ **Hotel mailing address:** Hilton Albany, 40 Lodge Street, Albany, NY 12211
- ★ **Label Shipment:** "NYSPA 2026 Conference", Attn: NYSPA/Sharon Chesna
- ★ **Room Reservations: Discounted Room Rate: \$159/night (single or double) Cutoff date for reservations is May 15, 2026.**
- ★ **Reservations can be made @ 1(800)Hiltons reservation line w/ code: "1PA", or online @ <https://www.hilton.com/en/attend-my-event/nyspa-annual-conference-2026/>**

## ★ Silent Auction

The silent auction helps raise funds for NYSPA and is a popular part of the conference every year! We encourage and welcome our sponsors and exhibitors to donate product or a gift item for inclusion in the Silent Auction. All donors will be acknowledged on the Bid Sheet. Questions, contact Sharon Chesna @ [schesna0415@gmail.com](mailto:schesna0415@gmail.com) or 607-725-4832.