

HCP MANAGEMENT CONFERENCE & EXHIBITION

2025 EXHIBITOR PROSPECTUS



October 28 & 29, 2025

HILTON PEARL RIVER
500 Veterans Memorial Drive, Pearl River, NY 10965

www.hcpconference.org



We are thrilled to invite you to participate in the 2025 HCP Annual Home Care Management Conference & Exhibition. This landmark event unites home care providers from across New York State, offering a valuable opportunity to learn, network, and explore innovative strategies for delivering high-quality long-term care. As the home care industry navigates a period of transformation, our goal is to connect agencies with organizations that can empower them to achieve exceptional success.

In this Prospectus, you will find a variety of opportunities to showcase your organization's products and services. With diverse options available, you can select the perfect way to market your brand and advance your goals.

Exhibiting

Provides space for conversation and demonstration, visual and social.

Sponsorships

Offers immense variety and demonstrates your support for the home care industry.

Advertising

Communicates a clear and direct message to all attendees.

Please review this Prospectus for all the details on these opportunities, including the Conference schedule and our special events. Information about educational sessions can be found in the Attendee Brochure.

Space is limited; so please reserve your opportunity as soon as possible and take advantage of every minute of exposure! We look forward to seeing you in October!

Sincerely,

Cynthia Pritchard

Director of Education & Events

Conference Schedule

MONDAY, OCTOBER 27

5:00 PM	-	8:00 PM	Exhibitor Registration & Booth Setup
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5:30 PM	-	7:00 PM	HCP PAC Reception Fundraiser
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TUESDAY, OCTOBER 28

6:30 AM	-	7:30 AM	Exhibitor load-in and set up
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7:00 AM	-		Exhibitor Orientation
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7:30 AM	-		Attendee Check-in opens
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7:45 AM	-	9:30 AM	Breakfast with Exhibitors
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8:30 AM	-	9:30 AM	HCP Annual Membership Meeting - Open to all HCP members in good standing
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9:45 AM	-	10:45 AM	General Session (Keynote Speaker)
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11:00 AM	-	12:00 PM	Sessions – in progress
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12:00 PM	-	1:15 PM	Lunch Buffet & Networking with Exhibitors
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1:30 PM	-	2:30 PM	Sessions – in progress
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2:30 PM	-	3:00 PM	Afternoon Break in the Exhibit Hall
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3:00 PM	-	4:00 PM	General Session – in progress
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4:15 PM	-	5:15 PM	Cocktail Reception with Exhibitors
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6:00 PM	-	10:00 PM	HCPF Fundraiser Dinner, Entertainment and Open Bar (purchase tickets in advance)
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WEDNESDAY, OCTOBER 29

8:00 AM	-	9:00 AM	Breakfast with Exhibitors
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9:00 AM	-	10:00 AM	General Session
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10:15 AM	-	11:15 AM	Sessions in progress
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11:15 AM	-	11:45 AM	Morning Break in the Exhibit Hall
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11:45 AM	-	12:45 PM	Sessions in progress
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1:00 PM	-	2:15 PM	HCP Annual Awards Luncheon (attendees & 1 exhibitor per booth)
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2:20 PM	-	3:20 PM	Closing Networking Reception and Raffle Drawings in the Exhibit Hall
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3:20 PM	-	5:00 PM	Exhibitor breakdown
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Exhibit Hall Schedule

EXHIBITOR SET UP

October 27, 2025

5:00 PM - 8:00 PM

October 28, 2025

6:30 AM - 7:30 AM



EXHIBITOR BREAKDOWN

October 29, 2025

3:20 PM - 5:00 PM

Exhibitor information is highlighted on the Conference Schedule. Reference the calendar for set-up, orientation and exhibit times.

EXHIBITING

Show off your company's indispensable products and services to home care decision makers at the 2025 HCP Conference.

Valuable time is spent in the Exhibit Hall at the HCP Conference and this year will be no different. Attendees are able to flow easily from learning in cutting-edge educational sessions to meeting with the industry's leading vendors. For attendees, each moment spent in the exhibit hall means better processes and support for their agency. Don't miss being a part of this lucrative and exciting Exhibit Hall!

Exhibit Booth

YOUR EXHIBIT BOOTH INCLUDES:

- > 8' deep x 10' wide exhibit booth or 6' deep x 8' wide tabletop
- > Pipe & drape (8' high) back wall behind all booths/tabletop
- > One 2' x 6' skirted table
- > Two ballroom chairs and a wastebasket (additional chairs available)
- > One 7" x 44" booth identification sign business name
- > Company listing that includes your company name, contact information and a 50-word description in the HCP Conference Program Guide
- > Over four hours of exhibition time and events in the Exhibit Hall!
- > Complimentary Conference registration for two members per booth with a max of 4 ppl per booth space
- > One booth staff ticket to attend awards lunch
- > Additional booth staff \$400/member/\$500 nonmember per person for event meals (excluding HCPF Dinner/Entertainment)
- > Pre-Conference attendee list sent via email 2 weeks prior to conference. Post Conference attendee list will be sent no longer than 3 days after the conference
- > Opportunity to attend all educational sessions

Booth Rates

[Register Here](#)

	Early Bird Rate (ends 6/13)	Regular Rate (ends 9/1)	Early Bird Rate (ends 6/13)	Regular Rate (ends 9/1)		
	8x10 Booth	8x10 Booth	Table Top	Table Top	Extra Booth Staff	Add Electric
HCP Member	\$2,195	\$2,300	\$1,895	\$2,000	\$400	\$85
Non - Member	\$2,400	\$2,520	\$2,200	\$2,400	\$500	\$85

Exhibitor information in the Program Guide and other exhibitor benefits are not guaranteed after September 22.

Advertising

Build your brand awareness and reach your potential customers by advertising in the HCP Conference Program Guide.

CONFERENCE PROGRAM GUIDE

The Conference Program Guide includes the complete Conference schedule, detailed session information, exhibitor listings with contact information and Conference sponsors. It provides maximum visibility for your advertising message as it is the primary reference used by attendees all through the Conference. This year's conference program guide will be available as a high-quality printed handout for Conference attendees. Reserve your ad now because space is limited!

AWARDS ADS IN THE CONFERENCE PROGRAM GUIDE

The Conference Program Guide will feature a separate Awards section with ads recognizing HCP's 2025 Annual Award winners. This is the perfect place to congratulate and recognize the accomplishments of this year's Award winners!

Acceptable ad files: Press quality pdfs with fonts embedded and high-resolution jpgs with a minimum of 300 dpi (CMYK, RGB or grayscale) are required for advertising in the Conference Program Guide.

DEADLINE FOR AD SUBMISSION

All ads and contracts must be submitted by
September 22, 2025.



Advertising Specs

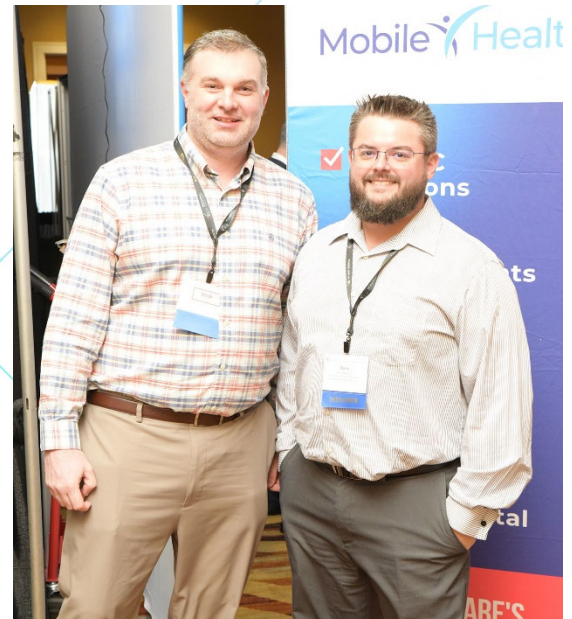
[Register Here](#)

CONFERENCE PROGRAM GUIDE ADVERTISING

	HCP Member	Non Member	Ad specs – <i>note horizontal sizes</i>
Full Page	\$599	\$709	7-1/2" w x 10" h
Half Page	\$359	\$469	7-1/2" w x 4-3/4" h
Inside Front Cover	\$859	\$969	7-1/2 w x 10" h
Inside Back Cover	\$849	\$959	7-1/2 w x 10" h
Back Cover (sold)	\$879	\$989	8-1/2" w x 11" h

AWARDS SECTION ADVERTISING

	HCP Member	Non Member	Ad specs – <i>note horizontal sizes</i>
Full Page	\$549	\$649	7-1/2" w x 10" h
Half Page	\$329	\$429	7-1/2" w x 4-3/4" h
Quarter Page <i>Awards Section Only</i>	\$209	\$309	3-1/2" w x 4-3/4" h



Special Events Sponsorship Opportunities

HCP PAC RECEPTION FUNDRAISER SPONSORSHIP: \$750 | \$500 | \$250

Monday, October 27 | 5:30 PM - 7:00 PM Hilton Pearl River (Le Jardin)

The HCP PAC works throughout the year to ensure home care remains visible at the state level. Your sponsorship helps ensure the HCP PAC can continue to build and maintain critical relationships with State Legislators on both sides of the aisle. (Contract pg. 12)

Sponsorship Benefits \$750 Gold

- > Logo on all HCP PAC event marketing emails and website
- > Verbal recognition at the PAC event
- > Four HCP Insider Banner Ads
- > Logo prominently displayed on event signage
- > One ticket to attend

Sponsorship Benefits \$500 Silver

- > Logo on all HCP PAC event marketing emails, social media, and website
- > Verbal recognition at the PAC event
- > Logo prominently displayed on event signage
- > One ticket to attend

Sponsorship Benefits \$250 Bronze

- > Logo on all HCP PAC event marketing emails and social media
- > Verbal recognition at the PAC event
- > Logo prominently displayed on event signage



Corporations are limited to \$5,000 in political contributions in any single year, which includes sponsorship of PAC events. Not-for-profits cannot make political donations, but individuals may contribute up to \$150,000 annually.

Show your support!

Special Events Sponsorship Opportunities (ctd.)

HOME CARE PROVIDERS FOUNDATION | HCPF FUNDRAISER

Tuesday, October 28 | 6:00 PM - 10:00 PM

Get ready for the HCPF Fundraiser, the star of our annual Conference!

Don't miss our highly anticipated event, a time spent with colleagues enjoying great food, relaxing, and laughter. Your support of the NYS Home Care Providers Foundation, Inc. (HCPF), fuels our top-notch educational programs.

Plus, your sponsorship isn't just generous, it is tax deductible!

Join us for a night of fun, all for a great cause!

Dinner & Entertainment Sponsorship: \$3,000 (2 available)

- > Two tickets to the event
- > Logo prominently displayed on event signage
- > List on marketing materials
- > Verbal recognition at event



Open Bar Sponsorship: \$2,000 (SOLD)

- > One ticket to the event
- > Logo prominently displayed on event signage
- > Create a signature cocktail & name
- > Verbal recognition at event



HCP Conference Policies & Procedures

EXHIBITING

> Registration

Exhibitors must sign-in at the exhibitor registration desk prior to unpacking. All people staffing an exhibit booth must be registered and wear a conference badge.

> Booth Specifications

An Exhibitor Kit detailing booth specifications and other information will be emailed upon receipt of Exhibitor Contract and payment.

> Booth Installation & Dismantling

Exhibitor set up: October 27, 2025 | 5:00 PM - 8:00 PM

Exhibitor breakdown: October 29, 2025 | Begins 3:20 pm

Any exhibitor breaking down prior to the set time will not be welcome for future events.

> Payment

Only exhibitor contracts received with payment will be binding. All payments for exhibition and related fees must be received by HCP prior to the event for exhibit benefits to become effective and admission to be granted with no exceptions. Additional charges incurred for optional items over and above the exhibit booth rental such as, internet, carpet, decorating, group meals, etc. are the responsibility of the exhibitor. Exhibitors agree to abide by all HCP policies relating to event procedures and payment of monies due.

> Use of Space

Exhibitors agree to have their booths staffed for the entire duration of Exhibit Hall events. Exhibitors may not sublet, assign, or share any part of their allocated space without the consent of HCP.

> Liability

HCP and HCPF are not responsible for damages, loss or theft of exhibitor property. HCP encourages exhibitors to remove valuable items from the Exhibit Hall, such as laptops, when they leave.

> Safety

Exhibitors must abide by all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety affecting participation in the exhibition.

> Cancellation Policy

Written notification by an exhibitor must be received by HCP no later than September 10, 2025 in order to receive a refund, less a \$350 administrative fee. Cancellations received after September 11, 2025 will not receive a refund.

HCP Conference Policies & Procedures (ctd.)

SPONSORSHIPS

> Payment

Only sponsorship contracts received with payment will be binding. Sponsorships are not refundable or transferable. Sponsors agree to abide by all HCP policies relating to payment of monies due.

> Cancellation Policy

Sponsorship is not refundable or transferable.

ADVERTISING

> Payment

Only advertising contracts received with payment will be binding. Advertising is not refundable or transferable. HCP reserves the right to reject any advertisement it does not deem suitable. Advertisers agree to abide by all HCP policies relating to payment of monies due.

> Acceptable Files

Press quality pdfs with fonts embedded and high-resolution jpgs with a minimum of 300 dpi (CMYK, RGB or grayscale) are required for advertising in the Conference Program Guide.

> Cancellation Policy

Advertising is not refundable or transferable.

HEALTH AND SAFETY POLICIES AND GUIDELINES

Our 2025 policies and procedures are aimed at keeping attendees comfortable, safe, and healthy as we come together. They will be updated periodically, as needed, and made available on our website.

HCP and HCPF reserve the right to refuse exhibitors, sponsors or advertisers at their discretion.

Exhibitors agree to allow HCP to use photos/videos taken of the Exhibits and booths as part of this Conference and in future marketing efforts.



CONVENIENT WAYS TO REGISTER

MAIL registration and payment to:
HCP PAC, 20 Corporate Woods Blvd., 2nd Floor,
Albany, NY 12211

SCAN/EMAIL/CALL registration and credit card
hcp@nyshcp.org | 518.463.1118

*Invest in Your Profession...
Support the Home Care Political Action Committee!*

HCP PAC Fundraiser Monday, October 27, 2025 5:30 PM - 7:00 PM

Join us at this year's HCP PAC Fundraiser, Monday night from 5:30 – 7:00 pm at Hilton Pearl River, meet and reconnect with home care industry colleagues from across New York State. Don't miss the chance to attend this fun event and support the essential work of the HCP PAC!

HCP PAC Fundraiser cancellations received by October 10, 2025 will be issued a refund, less a \$50 administrative fee. **Cancellations made after October 10, 2025 are liable for the entire fee without exception.** Substitutions may be made within the same organization upon notifying HCP.

Corporations are limited to \$5,000 in political contributions in any single year, which includes sponsorship of PAC events. Not for-profits cannot make political donations, but individuals may contribute up to \$150,000 per year.

HCP PAC FUNDRAISER REGISTRATION FORM

Please print clearly. Please indicate if you are registering as an ☐ LLC ☐ PLLC ☐ INC

REGISTRATION

Organization Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Attendee

Name: _____

Email/Dietary/Accessibility needs: _____

Additional Attendee

Name: _____

Email/Dietary/Accessibility needs: _____

Sponsorship Opportunity

☐ \$750 Gold ☐ \$500 Silver ☐ \$250 Bronze

EVENT PAYMENT

Payment in full is required at the time of registration.

Number attending __ x \$145 per person : \$

Sponsorship Total: \$

TOTAL AMOUNT DUE: \$

☐ Check enclosed (Payable to HCP PAC)

☐ Personal Credit Card Payment: **only use form or call in - do not pay in portal**

Choose one: ☐ Visa ☐ MasterCard ☐ Discover ☐ Call for credit card info

(American Express is not accepted by the HCP PAC)

Credit Card Information:

Billing Address (please print): _____

Card #: _____ Security Code: _____ Exp. Date: _____

Cardholder Signature _____

Cardholder Name (PRINT) _____



NYS Association of
Health Care Providers
Representing Home & Community-Based Care

HCP MANAGEMENT CONFERENCE & EXHIBITION

for home care providers

Exceptional Education | Knowledgeable Vendors | Networking Opportunities

www.hcpconference.org