

THE 2026 HCP ANNUAL CONFERENCE

# HOME CARE: THE FUTURE AWAKENS

JUNE 15-16, 2026  
Garden City Hotel  
Garden City, NY



Exhibitor,  
Advertising,  
& Sponsorship  
Prospectus

# THE 2026 HCP ANNUAL CONFERENCE

## HOME CARE: THE FUTURE AWAKENS

June 15–16, 2026 | Garden City Hotel | 45 Seventh Street | Garden City, NY 11530  
[www.hcpconference.org](http://www.hcpconference.org)

### WELCOME!

The future of home care isn't coming—it's already here.

We invite you to exhibit at the **2026 HCP Annual Conference**, where New York's home care leaders gather to confront what's changing and define what's next. This year's theme, "**Home Care: The Future Awakens**," reflects a turning point for our industry—where innovation, policy, and operational reality collide.

As providers navigate workforce challenges, financial pressure, and rapid technological advancements, they are actively seeking partners who can help them adapt, compete, and lead.

That's where you come in. This Prospectus outlines a range of opportunities to position your organization at the center of that conversation:

#### **New: Speed Networking**

Our new Speed Networking session pairs vendors with home care providers for a series of quick, focused conversations designed to spark real connections.

#### **Exhibiting**

Create space for real conversations, product demonstrations, and relationship-building.

#### **Advertising**

Deliver a direct, visible message to decision-makers throughout the Conference.

#### **Sponsorships**

Align your brand with the leaders shaping the future of home care.

Space is limited—and attention is valuable. Secure your place early and make your presence count. We look forward to welcoming you.

Hon. Kevin Thomas, President & CEO  
[thomas@nyshcp.org](mailto:thomas@nyshcp.org) | 518. 463.1118

# WHAT'S INSIDE

- P3 New: Speed Networking
- P4 Exhibiting
- P5 Pricing
- P6 Advertising
- P7 Sponsorships
- P 11 Conference Policies

# CONFERENCE SCHEDULE

## **June 15, 2026 (Monday)**

- Speed Networking
- Home Care After Hours Social
- Exhibitor Setup

## **June 16, 2026 (Tuesday)**

- Exhibitor Setup
- Registration
- Breakfast, Lunch, and Snack
- Keynote Address
- Dedicated Exhibit Time
- 4 Concurrent Sessions
- Awards
- 2 Panel Discussions

A detailed schedule will be shared with all registrants and exhibitors prior to Conference.

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# SPEED NETWORKING



**Don't leave your connections to chance.**

Our new Speed Networking session pairs vendors with home care providers for a series of quick, focused conversations designed to spark real connections.

No chasing leads. No hoping the right person walks by your exhibit. Just structured, face-to-face time with agencies actively looking for solutions.

You'll walk away with:

- Direct access to decision-makers
- Multiple targeted conversations in one session
- Stronger, faster connections that actually go somewhere

# WHY EXHIBIT?

HCP Conference attendees are decision-makers—agency owners, executives, clinical leaders, and operational strategists—actively looking for solutions that work now.

Exhibiting puts you directly in front of organizations that are:

- Navigating regulatory and reimbursement complexity
- Investing in workforce and retention strategies
- Exploring AI, automation, and operational efficiency tools
- Seeking partners—not just vendors

Time spent with exhibitors is intentionally built into the Conference experience—because this is where ideas turn into action.

## EXHIBIT SPACE: GRAND SALON

Available Spaces: 29

Your table space includes:

- (1) skirted 6' table
- (2) chairs + wastebasket
- Company listing in Conference Program Guide (50-word description)
- Pre- and post-conference attendee lists
- Complimentary registration for 2 staff
- Access to all educational sessions
- Dedicated networking time



# PRICING



	<u>HCP Provider Members</u>	<u>HCP Associate Members</u>	<u>Non-Member Providers*</u>	<u>Non-Member Vendors</u>
Attend Speed Networking	Free	<b>SOLD</b>	\$250	<b>SOLD</b>
Attend Conference	\$550	\$600	\$600	\$750
Exhibit (includes 2 staff)	NA	<b>SOLD</b>	<b>SOLD</b>	<b>SOLD</b>



Purchase any 2 and get a 20% discount  
Purchase all 3 and get a 25% discount



Exhibit space is limited and available on a first come, first served basis.  
**Priority will be given to those participating in Speed Networking.**

Space is only reserved upon receipt of payment.

Exhibit space includes 2 staff registrations for Conference.

Additional exhibit staff:

\$400 member / \$500 non-member per person (includes meals)

Electric: \$85

Group pricing for Conference is available upon request.

\* "Providers" means LHCSA, CHHA, Hospice



# ADVERTISING

## CONFERENCE PROGRAM GUIDE

Your ad becomes part of the most-used resource during the Conference—referenced constantly by attendees navigating sessions, exhibitors, and events.

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!

	<u>HCP Members</u>	<u>Non-Members</u>
Full Page (7.5" x 10")	\$599	\$709
Half Page (7.5" x 4.75")	\$359	\$469
Inside Front Cover (7.5" x 10")	\$859	\$969
Inside Back Cover (7.5" x 10")	\$849	\$959
Back Cover (8.5" x 11")	\$989	\$1,099

### READY TO JOIN US?

The future of home care is being built right now. Make sure your organization is part of it.



Reserve your ad and exhibit space: [www.hcpconference.org](http://www.hcpconference.org)  
 Questions: Laura Ehrich, VP of Operations  
[ehrich@nyshcp.org](mailto:ehrich@nyshcp.org) | 518.463.1118 x806





# SPONSORSHIPS

 Speed Networking Event Sponsor: \$15,000  
Available Sponsorships: 1

 Premier Conference Sponsor: \$15,000  
Available Sponsorships: 1

**SOLD**

Both sponsorships include the following:

- 2 tickets to Conference
- Entry to Speed Networking (1 person)
- 1st Right of Refusal for Exhibit Space (includes 2 staff for exhibit)
- Custom Sponsored Email (~3,000 recipients)
- Logo on all event marketing emails, social media, and website
- Premium logo placement on all event signage
- Logo placement on presentation slides
- Premium *HCP Insider* ad placement
- Ad on HCP website
- Listing on all marketing materials
- Verbal recognition at event
- Corporate promotional item placement in Conference tote
- Attendee List

*We can work with you to create custom sponsorship opportunities.*



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**Entertainment Sponsor: \$5,000**  
Available Sponsorships

**SOLD**

Your sponsorship includes the following:

- 1 ticket to Conference
- 1st Right of Refusal for Exhibit Space (includes 1 staff for exhibit)
- Premium logo placement on all event signage
- Premium *HCP Insider* ad placement
- Listing on all marketing materials
- Verbal recognition at event
- Corporate promotional item placement in Conference tote



**Panel Sponsor: \$5,000**  
Available Sponsorships

**SOLD**

Your sponsorship includes the following:

- Logo placement on all event signage
- *HCP Insider* ad placement
- Listing on all marketing materials
- Verbal recognition at event
- Opening panel remarks (brief)



**Session Sponsor: \$4,000**  
Available Sponsorships: 4

Your sponsorship includes the following:

- Logo placement on all event signage
- *HCP Insider* ad placement
- Listing on all marketing materials
- Verbal recognition at event
- Opening panel remarks (brief)



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**Conference Tote Sponsor: \$2,500**  
Available Sponsorships: 1

**SOLD**

Your sponsorship includes the following:

- Logo on official HCP Conference Tote
- Listing on all marketing materials



**Conference Lanyard Sponsor: \$2,500**  
Available Sponsorships: 1

**SOLD**

Your sponsorship includes the following:

- Logo on official HCP Conference Credentials lanyard
- Listing on all marketing materials



**Conference SWAG Sponsor: TBD**  
Available Sponsorships: 4

Your sponsorship includes the following:

- Choose one of HCP's selected conference swag items
- Logo placement with HCP's logo on item
- Will be included in each Conference Tote
- Price dependent on item selected



Claim your sponsorship: [www.hcpconference.org](http://www.hcpconference.org)  
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**Lunch Sponsor: \$5,000**  
**Available Sponsorships: 1**

**Your sponsorship includes the following:**

- Logo placement on all event signage
- *HCP Insider* ad placement
- Ad on HCP website
- Listing on all marketing materials
- Verbal recognition at event



**Breakfast Sponsor: \$2,500**  
**Available Sponsorships: 1**



**Kosher Sponsor: \$2,500**  
**Available Sponsorships: 1**

**SOLD**



**Snack Sponsor: \$2,500**  
**Available Sponsorships: 1**

**SOLD**



**WiFi Sponsor: \$2,500**  
**Available Sponsorships: 1**



**These 4 sponsorships include the following:**

- Logo placement on all event signage
- *HCP Insider* ad placement
- Listing on all marketing materials
- Verbal recognition at event



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# 2026 CONFERENCE POLICIES

## EXHIBITORS

### Registration

- All exhibitors must check in at the Exhibitor Registration Desk before setting up. Every individual staffing an exhibit space must be registered and wear an official conference badge at all times.

### Exhibit Space Specifications

- A detailed Exhibitor Kit—including booth specifications, logistics, and ordering information—will be provided upon receipt of a signed Exhibitor Contract and full payment.

### Installation & Dismantling

- Setup and breakdown schedules will be outlined in the Exhibitor Kit. Exhibitors are expected to adhere strictly to these times. Early dismantling is not permitted and may impact eligibility for future events.

### Payment

- Exhibit space is not confirmed until both a signed contract and full payment are received. All fees must be paid in advance of the event—no exceptions.
- Exhibitors are responsible for any additional costs beyond exhibit space rental, including (but not limited to) internet, carpeting, furnishings, and additional staff. By participating, exhibitors agree to comply with all HCP event policies and payment terms.

### Use of Space

- Exhibit space must be staffed during all scheduled exhibiting hours.
- Subletting, sharing, or assigning exhibit space is not permitted without prior written approval from HCP.





# 2026 CONFERENCE POLICIES

## EXHIBITORS, CONT.

### Liability

- HCP and HCPF are not responsible for loss, theft, or damage to exhibitor property. Exhibitors are strongly encouraged to secure or remove valuable items when exhibit space is unattended.

### Safety & Compliance

- Exhibitors must comply with all applicable laws, codes, and regulations, including those related to health, fire safety, and public safety.

### Cancellation Policy

- Cancellations must be submitted in writing and received by May 15, 2026 to qualify for a refund, less a \$350 administrative fee.
- No refunds will be issued for cancellations received after May 15, 2026.

## SPONSORSHIPS

### Payment

- Sponsorships are not confirmed until both a signed contract and full payment are received. Contracts submitted without payment are not binding.
- All sponsorship fees must be paid in full in advance of the event. By participating, sponsors agree to comply with all HCP policies related to payment and event participation.

### Cancellation Policy

- Sponsorships are non-refundable and non-transferable under all circumstances.



# 2026 CONFERENCE POLICIES

## ADVERTISING

### Payment

- Advertising placements are not confirmed until both a signed contract and full payment are received. Contracts submitted without payment are not binding.
- All advertising fees must be paid in full in advance of the event. Advertising is non-refundable and non-transferable.
- HCP reserves the right to reject any advertisement deemed unsuitable at its sole discretion.
- By participating, advertisers agree to comply with all HCP policies related to payment and event participation.

### Acceptable Files

- Advertisements must be submitted as press-quality PDFs (with all fonts embedded) or high-resolution JPG files at a minimum of 300 dpi. Files may be in CMYK, RGB, or grayscale format and must meet specifications for the Conference Program Guide.

### Cancellation Policy & Deadline

- Advertising placements are non-refundable and non-transferable under all circumstances.
- All ads and contracts must be submitted by May 22, 2026.

## HEALTH, SAFETY, other GUIDELINES

- Our 2026 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 reserves the right to refuse exhibitors, sponsors, or advertisers at its 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.



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*for home care providers*



Exceptional Education | Knowledgeable Vendors | Intentional Networking

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



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