

NYSHFA | NYSCAL

*70<sup>th</sup> Annual Conference & Expo*

# EXHIBITOR PROSPECTUS

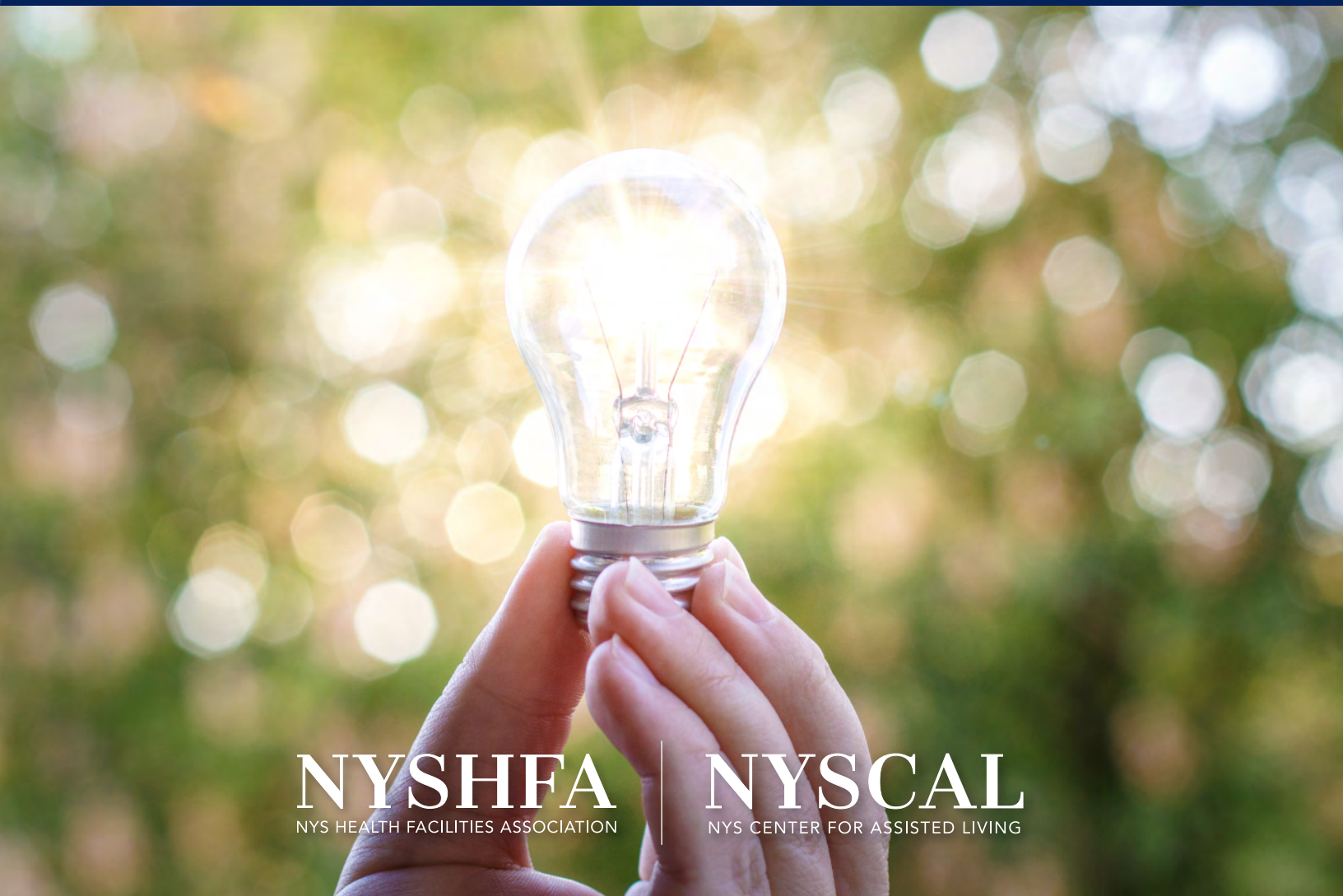
TURNING STONE RESORT & CASINO  
VERONA, NEW YORK

*New Date!*

**MAY 7<sup>th</sup>-8<sup>th</sup>  
2019**

**Target Audience:**

Owners/Operators, Administrators, Executive Directors, Medical Directors, DONs and members of the Clinical Team for SNFs. All staff of Assisted Living Facilities.



**NYSHFA**  
NYS HEALTH FACILITIES ASSOCIATION

**NYSCAL**  
NYS CENTER FOR ASSISTED LIVING

# NYSHFA /NYSCAL 70<sup>th</sup> Annual Conference & Expo

## EXHIBITOR PROSPECTUS

TURNING STONE RESORT & CASINO | VERONA, NY | MAY 7-8, 2019

### Exhibit Dates and Times

NYSHFA/NYSCAL Expo, held in conjunction with our Annual Conference, will be held Tuesday, May 7th from 3:00pm-5:00pm and Wednesday, May 8th from 11:45am-1:45pm

### Description of Standard Exhibition Spaces

All spaces will consist of a 10' wide x 10' deep, with 8' high back wall and (2) 3' high side rails. Each space will receive the following:

- One 6' draped table (6' long x 24" wide x 30" high).
- A table covering consisting of white flame proof vinyl.
- A table skirt with flame proof fabric covering the 6' side and the two 24" sides.
- Two side chairs and a waste basket.
- One 7" x 44" space identification sign with 2" computer cut vinyl letters.

**NOTE:** Electricity will not be supplied on a complimentary basis. Exhibitors will need to order electricity through the decorator.

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### Exhibit Fees

**SINGLE SPACE RENTAL:**      \$975.00 for NYSHFA/NYSCAL Associate Members  
   \$1,275.00 for Non-Members

**DOUBLE SPACE RENTAL:**      Double spaces will be permitted at twice the single space rental.

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### Hotel Accommodations

An exhibitor room block has been established at the Turning Stone Resort & Casino. Hotel information will be sent to you with your confirmation.

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### Conference App

Exhibitors will have their company contact information & company logo listed on the app. Please email your logo to Erin Fitzgerald (efitzgerald@nyshfa.org) by April 12, 2019.

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### Sponsorship Opportunities

Information on Sponsorships will be issued separately. For further information, please contact:

**Scott Jackson**  
(518) 462-4800 ext. 27  
sjackson@nyshfa.org

**OR**      **Erin Fitzgerald**  
(518) 462-4800 ext. 22  
efitzgerald@nyshfa.org

### Attention Exhibitors

Please complete the following information carefully and legibly. The information you provide will appear on our Conference App. Please email your logo to [efitzgerald@nyshfa.org](mailto:efitzgerald@nyshfa.org).

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: (        ) \_\_\_\_\_ Fax: (        ) \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Brief Company Description (*This information will not be used on the Conference App*): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Are you an Associate Member of NYSHFA/NYSCAL?                      Yes                       No

### Exhibition Regulations

1. **INSTALLATION OF EXHIBITS:** Exhibitors may commence installation of exhibits at 10:00 a.m. on Tuesday, May 7, 2019, and must complete such installation no later than 2:00 p.m. on Tuesday, May 7, 2019, as the Expo hall opens at 3:00 p.m.
2. **INAPPROPRIATE EXHIBITS:** NYSHFA/NYSCAL reserve the right to control or prohibit any exhibit deemed by NYSHFA/NYSCAL, in its sole discretion, to be inappropriate. Aisle space may NOT be used for exhibit purposes, displays of signs, solicitations or distribution of cards, circulars, samples, or other promotional materials.
3. **PROHIBITIONS:** Exhibits, signs, or displays are prohibited in any public rooms or elsewhere on the premises of the exhibit hall or Headquarters Hotel.
4. **AUDIO/VISUAL DEVICES:** The use of amplification devices (megaphones, loudspeakers) or undignified methods of attracting attention are prohibited. The use of filming, taping (video) or audio recording equipment will be permitted only if prior written permission from NYSHFA/NYSCAL is obtained.
5. **PRINTED MATERIALS:** Distribution of printed or promotional materials may be done only in the assigned exhibition space. Distribution of materials in all other places without written permission is prohibited.
6. **PERSONNEL AT EXHIBITION SPACE:** At least one representative of the Exhibitor, who is pre-registered for the Expo, must be in attendance at the exhibition space at all times when the exhibit area is open.
7. **EXHIBIT HALL:** Only exhibitors and persons registered for the Expo will be allowed in the exhibit hall. Anyone excluded by this policy, who wishes to visit the exhibit hall, may purchase a ticket at registration.
8. **IDENTIFICATION BADGES:** Admission to the exhibit hall will be by identification badge only. Only NYSHFA/NYSCAL-supplied name badges may be used on the exhibit hall floor. Other badges, name tags, or items that identify a firm/company by name, may not be displayed.
9. **SHIPMENTS:** Turning Stone Resort will **not** accept exhibition shipments. Please contact Clifton Park Rental Center at (518) 877-7449 for a drayage form
10. **AMENDMENTS TO RULES AND REGULATIONS:** All matters and questions not covered by the Contract or these rules and regulations are subject to the decision of NYSHFA/NYSCAL. NYSHFA/NYSCAL have sole authority to promulgate, interpret and enforce these rules and regulations and to make any amendments to the regulations as necessary for the orderly conduct of the Expo and the exhibit hall.
11. **DECORATOR OF EXHIBITS:** The official decorator of the 2019 Expo is Clifton Park Rental Center. Request forms for exhibition space decorating will be emailed to Exhibitors from Clifton Park Rental Center approximately five weeks before the Expo. Requests for information concerning special equipment, electricity, carpeting, labor and drayage should be directed to: Ms. Tracy Cline, Clifton Park Rental Center, 871 Main Street, Clifton Park, NY 12065; Phone (518) 877-7449; Email [tcline@cliftonparkrental.com](mailto:tcline@cliftonparkrental.com).
12. **FOOD & BEVERAGE:** No outside food or beverage is permitted to be brought into the Exhibit Hall.

# NYSHFA /NYSCAL 70<sup>th</sup> Annual Conference & Expo

## EXHIBITOR PROSPECTUS

EXHIBITOR CONTRACT | PAGE 2

If you wish to reserve your space, please return your company description and signed contract along with payment or payment information. Spaces are sold on a first come, first serve basis.

1. **GENERAL:** This contract and the attached rules and regulations (collectively the "Contract") contain the terms and conditions upon which the company whose name is printed above the heading Company Name at the end hereof (the "Exhibitor") shall have the right and privilege to reserve space and conduct an exhibition space in the exhibit hall at the 70th Annual Conference and Expo (the "Expo") sponsored by the New York State Health Facilities Association, Inc., and the New York State Center for Assisted Living ("NYSHFA" , "NYSCAL") and being held at the Turning Stone Resort & Casino, Verona, NY. Upon execution hereof by a duly authorized representative of the Exhibitor, the Contract shall be binding upon the Exhibitor, NYSHFA/NYSCAL.
2. **DESCRIPTION OF EXHIBITION SPACE/TIMES:** The area available for exhibition spaces in the exhibit hall will consist of 10' wide x 10' deep pipe and drape with 8' high back wall and two (2) 3' high side rails. In addition, one (1) 6' draped table, two (2) chairs, waste paper basket and a 7" x 44" identification sign will be provided. Exhibit hall hours and dates will be 3:00pm—5:00pm on May 7, 2019 and 11:45am—1:45pm on May 8, 2019.
3. **RENT:** An exhibition space may be rented for the Expo in accordance with the following rate schedule: **NYSHFA/NYSCAL Associate Members -- \$975.00 and Non-Members -- \$1,275.00**. Double spaces are permitted for twice the amount of a single space. Payment is due with the return of this Contract; no company will be allowed to set up an exhibition space unless full payment has been received. Make checks payable to NYSHFA or complete the credit card information.
4. **RESERVATION OF EXHIBITION SPACE:** Reservations for an exhibition space at the Expo may be made by returning a signed contract with the rent payment to NYSHFA. NYSHFA/NYSCAL will accept the reservations in the order in which signed contracts with rental payments are received.
5. **USE OF EXHIBITION SPACE:** Exhibitor agrees to utilize its exhibition space strictly in accordance with the Rules and Regulations governing Exhibition Spaces which are contained in this brochure and by this reference made a part hereof.
6. **CANCELLATION POLICY:** For cancellations received by NYSHFA/NYSCAL prior to sixty (60) days before the Expo, a full refund will be made minus a \$100.00 administration charge. There will be no refunds for cancellations made less than sixty (60) days before the Expo.
7. **FORFEITURE OF EXHIBITION SPACE:** An Exhibition Space not occupied by 3:00 p.m. on the first day of the Expo (May 7, 2019), will be subject to forfeiture by the Exhibitor, and this space may be resold or reassigned by NYSHFA/NYSCAL without refund to the Exhibitor.
8. **INDEMNIFICATION:** The Exhibitor agrees to indemnify, defend and hold NYSHFA/NYSCAL and its members, officers, agents and employees harmless from and against any and all claims, causes of action, judgments, liabilities, damages, losses, costs and expenses, including reasonable attorneys' fees, arising as a result of Exhibitor's rental and use of an exhibition space, including, but not limited to liability for loss or damage to property and liability for personal injury or death of any person.
9. **ASSIGNMENT:** The Exhibitor may not assign its rights under this Contract or sublease its exhibition space without the prior written consent of NYSHFA/NYSCAL.
10. **CHANGE OF THE EXPO DATE:** NYSHFA/NYSCAL reserves the right to change the Expo dates and site upon not less than ninety (90) days prior written notice to Exhibitors. In the event Exhibitor thereafter notifies NYSHFA/NYSCAL in writing that it cannot use the exhibition space on the new date or at the new site, Exhibitor shall be entitled to a full refund of its rental payment.
11. **CONFERENCE APP:** Exhibitors will have their company logo, company contact information and website listed on the app. Please email your company logo to Erin Fitzgerald (efitzgerald@nyshfa.org) by April 12, 2019.

IN WITNESS WHEREOF, the Exhibitor has caused this Contract to be signed and dated by its authorized representative.

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Authorized Signature

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Name (Please Print)

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Company (Please Print)

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Date

# NYSHFA /NYSCAL 70<sup>th</sup> Annual Conference & Expo

## EXHIBITOR PROSPECTUS

EXHIBITOR CONTRACT | PAGE 3

### Payment Information

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Booth Rate: Member **\$975.00** Non-Member **\$1,275.00**

Booth Space: Single Space \_\_\_\_\_ Double Space \_\_\_\_\_ \* (\*Billed at twice the listed fee)

Method of Payment:  Check (payable to NYSHFA)  AMEX  Discover  MasterCard  Visa

Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card: \_\_\_\_\_

Cardholder Signature:

I authorize NYSHFA/NYSCAL to use the above credit card to charge the applicable registration fees.

**NOTE:** Payment must be received in full prior to the event. A confirmation will be mailed upon receipt of payment.

#### Mail Completed Form & Check To:

NYSHFA  
33 Elk Street | Suite 300  
Albany, NY 12207

#### Contact Information:

Phone: (518) 462-4800, ext. 22  
Fax: (518) 462-4370  
Email: [efitzgerald@nyshfa.org](mailto:efitzgerald@nyshfa.org)



## List of 2018 Exhibitors

3bReferral / Bit by Bit  
ACADIA Pharmaceuticals  
Accelerated Care Plus  
Acute Care Gases  
Advanced Lifeline Respiratory Services  
All State Pest Management & Thermarid  
All Systems Cogeneration Inc.  
Alzheimer's Association, New York State Coalition  
AMBULZN  
Arrow Exterminating Co., Inc.  
Atlantic Tomorrows Office  
BPA  
Cantata Health  
Carstens, Inc.  
Case Management Solutions  
CCI Systems  
Centers Business Office  
CityWide Pharmacy  
Community Care Rx  
Compu Care ALP, Inc.  
Coretactics  
Crown Products  
Dentserv Dental Services P.C.  
Essity/Tena  
EZ Way Inc.  
FiveBoro Printing, LLC  
Gentell  
GridMarket  
Harmony Healthcare International  
hc1.com  
Healthcare Services Group Inc.  
Integra Scripts  
IPPC Pharmacy  
John W. Baumgarten Architect, P.C.  
The JonesZylon Company, LLC  
Kronos Incorporated  
Language Fundamentals, Inc.  
Law Offices of Pullano & Farrow PLLC  
LI Script Pharmacy  
M&T Bank  
Marquis Home Care  
MatrixCare  
McKesson Medical - Surgical  
Med-Mizer, Inc.  
The Metro Group, Inc.  
National Grid Energy Management, LLC  
National Health Rehabilitation  
New York Chapter ACHCA  
New York eHealth Collaborative  
New York State Health Facilities Assoc.  
NRC Health  
ONEGROUP  
Optumcare  
OraBrite  
Paxxon Healthcare Services  
PharMerica  
PharmScript  
Point Click Care  
PORT (RehabCare)  
Power House Generators, Inc.  
Precision Health Inc.  
Preferred Therapy Solutions LLC  
Preventive Diagnostics  
PRIME Services Inc.  
Procure LTC Pharmacy  
Rehab Services PT, OT, SLP LLC  
Reliant Rehabilitation  
RISE Engineering  
Rochester Mobile X-Ray Service Inc.  
SAFE, LLC  
Securitas  
Select Rehabilitation LLC  
Shoppers Service Inc.  
Siemens Industry Inc.  
SMD Inc.  
Special Care Systems LLC  
Specialty Rx  
STARPRO  
STAT Portable X-Ray Inc.  
Theradynamics Rehab Mgmt., LLC  
TotalKare of America Inc.  
Towne Nursing Staff  
Unitex Textiles  
Visiting Eyecare Service  
Woodmark Pharmacy of New York  
Wound Care Education Institute  
Wound Healing Solutions  
Zimmet Healthcare Services Group LLC