

MAY 7-8 • 2024



EXHIBITOR PROSPECTUS

TURNING STONE RESORT & CASINO | VERONA | NEW YORK

NYSHFA-NYSCAL.ORG



EXHIBIT INFORMATION

NYSHFA | NYSCAL EXPO HELD IN CONJUNCTION WITH OUR ANNUAL CONFERENCE



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

– DATE & TIME –

EXHIBIT HALL
TUESDAY, MAY 7TH
4:45 pm - 6:30 pm



HOSPITALITY ROOM
TUESDAY, MAY 7TH
6:30 pm - 10:00 pm

EXHIBIT HALL
WEDNESDAY, MAY 8TH
11:45 am - 1:45 pm



HOSPITALITY ROOM
WEDNESDAY, MAY 8TH
9:00 pm - 11:00 pm

– WHERE –

Turning Stone Resort & Casino • 5218 Patrick Road • Verona • New York • 13478

– EXHIBIT FEES –

SINGLE SPACE RENTAL: Associate Members: \$1,025.00 | Non-Members: \$1,325.00

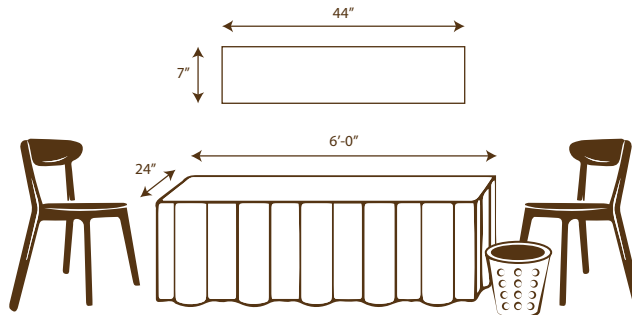
DOUBLE SPACE RENTAL: Associate Members: \$2,050.00 | Non-Members: \$2,650.00

– DESCRIPTION OF STANDARD EXHIBITION SPACES –

ALL SPACES WILL CONSIST OF A 10'W X 10'D X 8'H BACK WALL AND (2) TWO 3'H SIDE RAILS

Each space will receive the following:

1. One 6' draped table (6 L x 24"W x 30"H)
2. A table covering consisting of white flame proof vinyl
3. A table skirt with flame proof fabric covering the 6' side and the (2) two 24" sides
4. Two side chairs and a waste basket
5. One 7" x 44" space identification sign with 2" computer cut vinyl letters



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

– ANNUAL CONFERENCE APP –

Exhibitors will have their company logo, company contact information and website listed on the app.

Please email your high resolution logo to Erin Armstrong at earmstrong@nyshfa-nyscal.org by **April 19, 2024**.

– HOTEL ACCOMMODATIONS –

***THE INN AT TURNING STONE:** \$119.⁰⁰ per night plus tax

***SANDSTONE HOLLOW ROOMS:** \$128.⁰⁰ – \$163.⁰⁰ per night plus tax

HOTEL ROOMS: \$199.⁰⁰ per night plus tax

TOWER ROOMS: \$259.⁰⁰ per night plus tax

***Additional Hotel Options:**

¼ mile from Turning Stone, with complimentary on-demand shuttle service door to door. Includes continental breakfast, fitness center and pool

To secure a guest room, please call the Resort at 1-800-771-7711 and mention you are attending a conference sponsored by the New York State Health Facilities Association.

The cutoff date is April 15, 2024.



EXHIBITOR CONTRACT

PART I



ATTENTION EXHIBITORS! The information you provide will appear on our Conference App

Are you an Associate Member of NYSHFA / NYSCAL: ☐ YES ☐ NO

Company / Organization Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

Brief Company Description* _____

*This information will not be
used for the Conference App

Company Logo: Please email your hi-rez vector EPS, JPEG, or PNG logo to Erin Armstrong at earmstrong@nyshfa-nyscal.org for the conference app

– EXHIBIT REGULATIONS –

- 1. INSTALLATION OF EXHIBITS:** Exhibitors may commence installation of exhibits at 10:00 am on Tuesday, May 7, 2024, and must complete such installation no later than 4:00 pm on Tuesday, May 7, 2024, as the Expo Hall opens at 4:45 pm.
- 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 2024 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: Tracy Cline, Clifton Park Rental Center, 871 Main Street, Clifton Park, NY 12065; Phone 518.877.7449; Email tccline@cliftonparkrental.com.
- 12. FOOD & BEVERAGE:** No outside food or beverage is permitted to be brought into the Exhibit Hall.



EXHIBITOR CONTRACT

PART II



If you wish to reserve your space, please return your company information and signed contract along with payment. 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 74th 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, wastepaper basket and a 7" x 44" identification sign will be provided. Exhibit hall hours and dates will be 4:45 pm–6:30 pm on May 7, 2024 and 11:45 am–1:45 pm on May 8, 2024.
- 3. RENT:** An exhibition space may be rented for the Expo in accordance with the following rate schedule: NYSHFA/NYSCAL Associate Members -- \$1025.00 and Non-Members -- \$1325.00. 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 4:00 pm on the first day of the EXPO (May 7, 2024), 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 Armstrong (earmstrong@nyshfa-nyscal.org) by April 19, 2024.

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

Authorized Signature

Name (Please Print)

Company Name (Please Print)

Date



PAYMENT INFORMATION

PLEASE FILL OUT THE FORM BELOW



ARE YOU AN ASSOCIATE MEMBER OF NYSHFA | NYSCAL » ☐ YES ☐ NO

BOOTH SPACE	ASSOCIATE MEMBERS	NON-MEMBERS
SINGLE (10' X 10')	<input type="checkbox"/> \$1,025.00	<input type="checkbox"/> \$1,325.00
DOUBLE (10' X 20')	<input type="checkbox"/> \$2,050.00	<input type="checkbox"/> \$2,650.00

Company / Organization Name: _____

Contact Person: _____

E-Mail: _____

METHOD OF PAYMENT <input type="checkbox"/> Check (Make Payable to NYSHFA) <input type="checkbox"/> AMEX <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> Visa	Credit Card Number:	Exp. Date:
	Cardholder Name:	
	Billing Address:	
	Authorized Cardholder Signature:	

MAIL COMPLETED FORM & CHECK TO:	NYSHFA / NYSCAL 33 Elk Street, Suite 300 Albany, New York 12207
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*I authorize NYSHFA/NYSCAL/FQC to use the above AMEX, Discover, MasterCard or Visa to charge applicable registration fees.
Payment will show on your credit card statement as coming from NYS Health Facilities Association.*

RETURN CONTRACT & PAYMENT TO

NYSHFA | NYSCAL, 33 Elk Street, Suite 300, Albany, NY 12207

PH: 518-462-4800 | FX: 518-426-4051

earmstrong@nyshfa-nyscal.org or sjackson@nyshfa.org

OTHER MARKETING OPPORTUNITIES

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

ERIN ARMSTRONG

518.462.4800 ext. 22
earmstrong@nyshfa-nyscal.org

SCOTT JACKSON

518.462.4800 ext. 27
sjackson@nyshfa.org

2023 EXHIBITOR LISTING

Accushield	Kchecks
Aculabs	Law Office of Pullano & Farrow
Acute Care Gases	Marquis Home Care
Capital Regional Pharmacy Services	MatrixCare, Inc.
Capsid Consulting	McKesson Medical - Surgical
Care Stat Staffing LLC	MDS Consultants
The Caring Gene - Presented by Iroquois Healthcare Association	Medline Industries
CCI Systems	The MedServ Group
Celtic Consulting LLC	MeetCaregivers
Census Track	Murata Vios
Centers Business Office	Navigator Group Purchasing, Inc.
Centers Laboratory	Net Health
Cintas-Healthcare	New York Chapter ACHCA
Clinical Staffing Resources	Nurse Connection Staffing
Clipboard Health	OneGroup
Community Care Rx	Optum Home & Community Care
connectRN	Pandion Optimization Alliance
Coretactics Healthcare Consulting	PointClickCare
Dentserv Dental Services P.C.	Precision Health Inc./Medfax
ElderPlan	Procare LTC Pharmacy
EZ Way Inc.	Project FirstLine New York
FiveBoro Printing, LLC	Reliant Rehabilitation
FOREWORK LLC	Reverence Care
Friedlander Group Inc.	Senior Housing Crime Prevention Foundation
Greenwood Roof Services	SGA H.Care Staffing LLC
H&R Healthcare	Shoppers Service Inc.
HANYS Benefit Services	SK Life Science
Health Direct Pharmacy Services	Skilled Wound Care
Healthcare Services Group Inc.	Special Care Systems LLC
Innovative Rx Solutions, LLC	Specialty Rx
IntelyCare	Staff Genius LLC
Jogan Health	Strategic Tax Planning
KARE	Tallavera Medical Staffing
	Tapestry Health
	Teva
	Theradynamics Rehab Mgmt., LLC
	TotalKare of America Inc.
	Unitex Textiles
	Visit Health
	Visualize LTC Eye Care
	Vohra Wound Physicians
	Woodmark Pharmacy of New York
	Zimmet Healthcare Services Group LLC

NYSHFA
NYS HEALTH FACILITIES ASSOCIATION

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