

SPONSORSHIP OPPORTUNITIES

MAY 6-8-2025

A N N U A L

CONFERENCE

& EXPO

NYSHFA
NYS HEALTH FACILITIES ASSOCIATION

NYSCAL
NYS CENTER FOR ASSISTED LIVING

THE SAGAMORE RESORT | BOLTON LANDING | NEW YORK

SPONSORSHIP CATEGORIES

DIAMOND

\$25,000

Opening Keynote

BENEFITS:

(View the Full Benefits Package Below)

- 15-minute company introduction
- Two passes for VIP
- Prominent signage on-site
- Exclusive social media shout out

GOLD

\$7,500 *(Select 1)*

Day 2
Opening Session

Day 3
Opening Session

BENEFITS:

(View the Full Benefits Package Below)

- 5-minute company introduction

SILVER

\$5,000 *(Select 1)*

Awards Banquet

Expo Lunch

EXPAND YOUR REACH WITH NYSHFA | NYSCAL SPONSORSHIPS!

Connect with long-term care leaders across New York and position your organization as a trusted partner in the industry.

BENEFITS	DIAMOND	GOLD	SILVER	BRONZE	SUPPORT
EXHIBIT TABLE	✓	✗	✗	✗	✗
WEBINAR OPPORTUNITY	✓	✗	✗	✗	✗
SPEAKING OPPORTUNITY	✓	✓	✗	✗	✗
2 TICKETS TO AWARDS	✓	✓	✗	✗	✗
AD IN REGISTRATION BROCHURE*	✓	✓	✗	✗	✗
LOGO IN AWARDS BROCHURE	✓	✓	✗	✗	✗
COMP REGISTRATION	2	1	1	✗	✗
LOGO IN REGISTRATION BROCHURE*	✓	✓	✓	✓	✗
ITEM IN CONFERENCE BAG	✓	✓	✓	✓	✗
SOCIAL MEDIA MENTION	✓	✓	✓	✓	✗
ON-SITE SIGNAGE	✓	✓	✓	✓	✓
LINKED LOGO ON CONFERENCE APP	✓	✓	✓	✓	✓
LOGO ON WEBSITE	✓	✓	✓	✓	✓
LOGO ON MATERIALS	✓	✓	✓	✓	✓
REGISTRANT LIST	✓	✓	✓	✓	✓

**Sponsors Received by February 7th - Please Note: Ads to be Provided by Sponsor*

BRONZE

\$3,000 *(Select 1)*

- Expo Reception** (Exclusive)
- Kosher Dinner**
- Kosher Food**
Signage at kosher tables throughout the event
- Wifi Sponsor**

\$2,500

- Conference App**

\$2,000

- Hospitality Suite Entertainment**
Signage on stage
- Hospitality Suite**

SUPPORTING

\$1,800 *(Exclusive Items - Select 1)*

- Awards Banquet Floral Centerpieces**

\$1,500

- Expo Reception Shared** (2 Available)

\$1,250

- Conference Lanyards** Logo on lanyard

\$1,000

- Conference Name Badges** Logo on badge
- Continental Breakfast** Day 1
- Continental Breakfast** Day 2
- Continental Breakfast** Day 3

\$800

- Hotel Key Card*** Logo on card - *plus cost of key cards*
- Boxed Lunch Sponsor** Logo on sticker
- Conference Bag** Logo on bag - *plus cost of bags*

**Sponsors Received by February 7th*

HONORABLE MENTION

- \$500 Bag Stuffer** One branded item or flyer in conference bag



EDUCATION SESSION SPONSORS

See Next Page for Specific Education Details »

\$1,500 SNF Breakout














\$950 AL Breakout

BENEFITS:

- Signage during breakout
- Inclusion on Conference App
- Ability to distribute promotional materials at sponsored session
- 2-minute company introduction

EDUCATION SPONSORSHIP

- Signage during breakout
- Inclusion on Conference App
- Ability to distribute promotional materials at sponsored session
- 2-minute company introduction

SELECT	DAY	SESSION TITLE	AUDIENCE	AMOUNT
	TUES·MAY 6TH 9:00 am – 10:30 am	 Jerald Cosey J.Cosey Speaks • Author & Speaker Becoming a Five Star Leader	SNF/AL	\$25000. ⁰⁰
	TUES·MAY 6TH 10:45 am – 11:45 am	Adaptive Change: Operational Strategies for RoP Changes, Compliance Issues & Enforcement Trends AMY E. LEE • CORETACTICS HEALTHCARE CONSULTING & JANE BELLO BURKE, ESQ. • HODGSON RUSS	SNF	\$1500. ⁰⁰
	TUES·MAY 6TH 10:45 am – 11:45 am	Building a Strong Foundation: Developing Effective Policies & Procedures MARIANNE SHERLOCK • CORETACTICS HEALTHCARE CONSULTING	AL	\$950. ⁰⁰
	TUES·MAY 6TH 1:15 pm – 2:15 pm	Patient Driven Payment Model (PDPM) GRANT BEEBE • AHCA	SNF	\$1500. ⁰⁰
	TUES·MAY 6TH 1:15 pm – 2:15 pm	Staying Compliant: Essential OSHA Updates & What You Need to Know SAL PUCCIO, ESQ. • GARFUNKEL WILD, P.C.	AL	\$950. ⁰⁰
	TUES·MAY 6TH 2:15 pm – 3:15 pm	OMIG Self-Disclosure Requirements Overview: Best Practices & Insights Updates & Guidance on the Abbreviated Self-Disclosure Process AMANDA SUSSER • OMIG	SNF	\$1500. ⁰⁰
	TUES·MAY 6TH 2:15 pm – 3:15 pm	Advocacy in Action: Navigating Politics, Policy & Process in NYS for Assisted Living Leaders KRISTIN DEVRIES • NYSHFA NYSICAL	AL	\$950. ⁰⁰
	TUES·MAY 6TH 3:30 pm – 4:30 pm	Maximizing Your PRD Budget: Smart Strategies for Waste Management & Cost Savings in Senior Care Dining ELAINE FARLEY-ZOUCHA • DiningRD	SNF/AL	\$2000. ⁰⁰
	WEDS·MAY 7TH 8:30 am — 9:30 am	 Chirag Mehta NuAig • Vice President, Education & Resource AI in Action: Transforming Senior Care & Unlocking Efficiencies	SNF/AL	\$7500. ⁰⁰
	WEDS·MAY 7TH 9:45 am – 10:45 am	The Magnet Advantage: Becoming a Team of Retention Champions ALAYNA THOMAS • MAGNET CULTURE	SNF/AL	\$2000. ⁰⁰
	WEDS·MAY 7TH 10:45 am – 11:45 am	Survey Trends & Tips LINDA ELIZAITIS & BRANDIE ELIZAITIS • CMS COMPLIANCE GROUP	SNF	\$950. ⁰⁰
	WEDS·MAY 7TH 10:45 am – 11:45 am	eFINDS in Action: Interactive Training for Effective Emergency Response VALERIE SHUBA • NYS DOH	AL	\$1500. ⁰⁰
	WEDS·MAY 7TH 1:15 pm – 2:15 pm	The Pursuit of Prevention: Safeguarding Medications & Confronting Drug Diversion in Skilled Nursing & Assisted Living Communities DR. WILLIAM C. HALLETT • GUARDIAN CONSULTING SERVICES, INC.	SNF/AL	\$2000. ⁰⁰
	WEDS·MAY 7TH 2:30 pm – 3:30 pm	Election of Officers Skilled Nursing Legal Update STEPHEN B. HANSE, ESQ. • NYSHFA NYSICAL & NEIL MURRAY, ESQ. • O'CONNELL & ARONOWITZ	SNF	\$1500. ⁰⁰
	WEDS·MAY 7TH 2:30 pm – 3:30 pm	Staying Ahead: Key Legal Updates & Compliance Trends for Assisted Living Providers KURT BRATTEN, ESQ. • O'CONNELL & ARONOWITZ	AL	\$950. ⁰⁰
	WEDS·MAY 7TH 3:30 pm – 4:30 pm	CMS Priorities for Skilled Nursing Facility Surveys COLLEEN PIERSON, ESQ. • GARFUNKEL WILD, P.C.	SNF	\$1500. ⁰⁰
	WEDS·MAY 7TH 3:30 pm – 4:30 pm	Maximizing Workforce Success: Applying Lifecycle Metrics to Staffing CHRIS KINCAID • TRUNORTH MANAGEMENT	AL	\$950. ⁰⁰
	THURS·MAY 8TH 8:30 am — 9:30 am	   Ross Brouse Continuous Networks • Vice President, Education & Resource Joey Bottitta One Group • Vice President, Education & Resource Lisa Volk Foundation for Quality Care • Vice President, Education & Resource	SNF/AL	\$7500. ⁰⁰
	THURS·MAY 8TH 9:45 am – 10:45 am	Skilled Nursing Facility NYS Department of Health Update VALERIE DEETZ • NYS DOH	SNF	\$1500. ⁰⁰
	THURS·MAY 8TH 9:45 am – 10:45 am	Assisted Living Facility NYS Department of Health Update KELLYANN ANDERSON • NYS DOH	AL	\$950. ⁰⁰
	THURS·MAY 8TH 10:45 am – 11:45 am	Integrating Brain Health & Care Innovation: The Future of Senior Care AMY ALOYSI MD • ICAHN SCHOOL OF MEDICINE AT MOUNT SINAI DR. MARTIN GOLDSTEIN MD • COGNITIVE MEDICINE P.C.	SNF/AL	\$2000. ⁰⁰

SPONSORSHIP FORM:

Gain Visibility and Show Your Commitment & Dedication to the Long Term Care Community

(\$25,000) DIAMOND**

Opening Keynote

(\$7,500) GOLD**

Day 2 - Opening Session

Day 3 - Opening Session

(\$5,000) SILVER

Awards Banquet

Expo Lunch

(\$3,000) BRONZE

Expo Reception

Kosher Dinner

Kosher Food

Wifi Sponsor

(\$2,500)

Conference App

(\$2,000)

Hospitality Suite Entertainment

Hospitality Suite

SUPPORTING SPONSORSHIPS

(\$1,800)

Awards Banquet
Floral Centerpieces

(\$1,500)

Expo Reception Shared
(2 Available)

(\$1,250)

Conference Lanyards

(\$1,000)

Conference Name Badges

Continental Breakfast Day 1

Continental Breakfast Day 2

Continental Breakfast Day 3

(\$800)

Hotel Key Card*

Boxed Lunch Sponsor

Conference Bag

(\$500) HONORABLE MENTION

Bag Stuffer

EDUCATION SESSIONS

Exact Schedule to be Announced Soon

(\$1,500)

SNF Breakout (11 Available)

(\$950)

AL Breakout (11 Available)

**Sponsors Received by February 7th*

***Ad Submission Due February 14th*

TOTAL: \$ _____

SEND YOUR SPONSORSHIP FORMS VIA:

EMAIL » earmstrong@nyshfa-nyscal.org or lgreenaway@nyshfa-nyscal.org • FAX » 518.426.4051

Organization Name: _____

Street: _____ City: _____ State: _____ Zip Code: _____

Phone: _____ Website: _____

Contact Name: _____ Email: _____

METHOD OF PAYMENT: <input type="checkbox"/> Check <input type="checkbox"/> AMEX <input type="checkbox"/> MasterCard		Credit Card Number: _____ Exp. Date: _____
<input type="checkbox"/> Discover <input type="checkbox"/> Visa		Cardholder Name: _____
MAIL CHECK PAYMENTS TO	New York State Health Facilities Association 33 Elk Street, Suite 300 Albany, New York 12207	Authorized Cardholder Signature: _____

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.

NYSHFA-NYSCAL.ORG

STAY CONNECTED!



QUESTIONS? Laura Greenaway | 518.462.4800 ext. 27 | lgreenaway@nyshfa-nyscal.org

NYSHFA
NYS HEALTH FACILITIES ASSOCIATION

NYSCAL
NYS CENTER FOR ASSISTED LIVING