

NYSHFA

SKILLED NURSING EXECUTIVE OUTLOOK

SPONSORSHIP OPPORTUNITIES



 **DOUBLETREE**
BY HILTON
NY LaGuardia Airport

OCT 28

DoubleTree by Hilton NY
LaGuardia Airport

A STRATEGIC BRIEFING FOR SKILLED NURSING LEADERS

NYSHFA

NYSCAL

NYSHFA-NYSCAL.ORG

SKILLED NURSING EXECUTIVE OUTLOOK

SPONSORSHIP OPPORTUNITIES

The Skilled Nursing Executive Outlook brings together health care leaders, owners, executives, and administrators for a focused day of insight, strategy, and connection. Sponsorship offers a valuable opportunity to align your company with the conversations that matter most to skilled nursing providers while building visibility with the leaders who make purchasing, partnership, and operational decisions.

Select opportunities are exclusive.

Reserve your sponsorship today and position your organization as a trusted partner to New York's long-term care community.

— PLEASE CHECK YOUR SELECTIONS AND SUBMIT FORMS WITH PAYMENT —



\$5000

LUNCH SPONSOR *(Exclusive)*

- » Provide Five Minute Overview from the Podium During Lunch
- » Conference Signage at Registration + Meeting Room
- » Company Name with Website Link
- » One Comp Conference Registration
- » One Comp Exhibitor Table



\$2500

CONFERENCE SPONSOR *(Exclusive)*

- » Provide One Minute Overview prior to Keynote Opener
- » Conference Signage at Registration + Meeting Room
- » Company Name with Website Link
- » One Comp Conference Registration



\$1500

KOSHER FOOD SPONSOR

- » Conference Signage
- » Company Name with Website Link
- » One Comp Conference Registration

\$1000



VENDOR BREAKFAST *In Exhibit Area*

- » Conference Signage
- » Company Recognition on Website with Link



LANYARD BRANDING

- » Company Name / Logo on Neck Cord
- » Company Recognition on Website with Link

\$800



NAME BADGE

- » Company Name / Logo on all Badges
- » Company Recognition on Website with Link

\$300



COFFEE BREAKS

- » Conference Signage
- » Company Recognition on Website with Link

\$250



EDUCATION SPONSOR *(Fee is Per Session)*

- » Thank You Sponsorship Acknowledgment by Staff Prior to Session
- » Conference Signage
- » Company Name with Website Link
- ☐ SESSION 1: Public Perception—Tim Craig, LTC 100
- ☒ SESSION 2: Clinical Updates—Lisa Volk & Tarrah Quinlan, NYSHFA
- ☒ SESSION 3: PDPM/CON—John Kane, AHCA, Marc Zimmet, Zimmet Healthcare Services Group, Gedalia Klein, Northern Services Group
- ☐ SESSION 4: Budget Discussion—Blake Washington, NYS Budget Director
- ☐ SESSION 5: Reimbursement—Joe Martello & Suzanne Breit, HMM & CO., LLP
- ☐ SESSION 6: Legal, Legislative, Regulatory Discussion—Neil Murray, O'Connell & Aronowitz + Stephen Hanse, NYSHFA
- ☐ SESSION 7: IDRs—Val Deetz, NYSDOH

ALL SPONSORS WILL BE ACKNOWLEDGED AT THE PODIUM BY STAFF FOR THEIR GENEROUS SUPPORT

SKILLED NURSING EXECUTIVE OUTLOOK



HOTEL ACCOMMODATIONS



Doubletree by Hilton New York-LaGuardia Airport

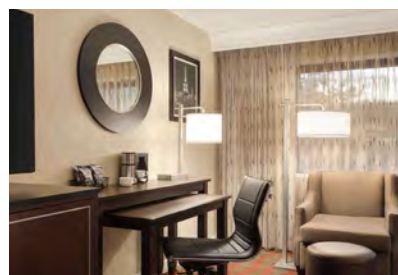
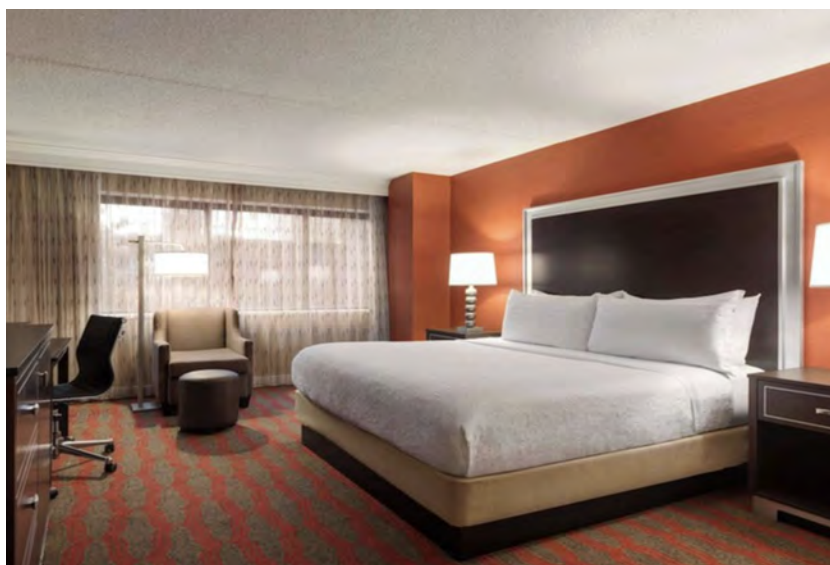
104-04 Ditmars Blvd & 102-40 Ditmars Blvd | East Elmhurst, NY 11369

BOOK YOUR ROOM!

A room block is established for you at a DISCOUNTED RATE of \$229.⁰⁰

Easily make reservations by clicking this link » [Marriott.com](https://www.marriott.com)

Reservations need to be made by September 27, 2026. Hotel Rooms might be sold out prior to the cutoff date.
You are encouraged to book your room well in advance.



REGISTRATION

Company / Organization Name: _____

Contact Person: _____

E-Mail: _____

METHOD OF PAYMENT		Credit Card Number:	Exp. Date:	CW:
☐ Check (Payable to: Foundation for Quality Care) ☐ MasterCard ☐ Visa ☐ AMEX ☐ Discover		Cardholder Name:		
MAIL COMPLETED FORM & CHECK TO:		Authorized Cardholder Signature:		
Foundation for Quality Care 33 Elk Street, Suite 300 Albany, New York 12207		TOTAL AMOUNT:		

I authorize NYSHFA/NYSICAL/FQC to use the above Discover, MasterCard, VISA, or AMEX to charge applicable registration fees. Payment will show on your credit card statement as NYS Health Facilities Association.

Any Questions Regarding Registration Connect with Erin at earmstrong@nyshfa-nyscal.org or 518.462.4800 ext. 22

QUESTIONS? Connect with Laura Lipinski at llipinski@nyshfa-nyscal.org or 518.462.4800, ext. 27