

October 14-16, 2007  
Crowne Plaza Hotel, White Plains, NY

# 2007 Statewide Annual Conference



**Embracing the Challenges:**  
*Solutions for Excellence  
in Primary Care*

For more information, contact  
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**CHC ANYS** | *Defining New Directions*  
Community Health Care Association of New York State



Community Health Care Association  
of New York State

*Defining New Directions*



## What is CHCANYS?

The year was 1971 and the community health care movement was just beginning. In New York, a group of dedicated community health center activists created what was then innovation in health care advocacy—the Community Health Care Association of New York State (CHCANYS).

Established to give a voice to the state’s network of community health centers as leading providers of primary care, CHCANYS is now seen as one of the premiere primary care associations in the country. CHCANYS not only works to increase access for those who would otherwise go without health care through advocacy and education but also creates major new programs and initiatives that showcase community health centers as centers of excellence.

CHCANYS defines new directions in primary care delivery at the more than 50 community health centers with over 425 sites throughout the state. From clinical excellence to health information technology, from emergency preparedness to eliminating health disparities, CHCANYS’ goal is to provide community health centers with the resources needed to provide high quality, community-based primary care to anyone in need regardless of their ability to pay.

## Who attends CHCANYS statewide annual conference?

The Community Health Care Association of New York State’s statewide annual conference is the venue for up-to-date discourse and learning sessions on policy, clinical, fiscal, technological, and administrative issues that impact the day-to-day operations of community health centers.

While the primary function of community health centers is to provide health care, health centers require products and services that *all* businesses need to be effective in serving their patients and communities.

The statewide annual conference provides a unique opportunity to tap an often under-tapped market in New York State. *Community health centers serve more than 1 million patients statewide at 425 health care sites—both urban and rural.* From the boroughs of New York City to the Adirondacks and Western New York, health centers range from single site locations to multiple locations. And, many are expanding services and facilities to meet the ever-changing and growing needs of their patients.

Unlike many industries, a number of health center staffers often play an integral role in making decisions regarding products and services. And, no two health centers are alike in their operations. For example, a major technological purchase often includes the input of CEO, CFO, Medical Directors and clinicians, senior staffers, board members and front-line staffers. Such an investment is examined from various levels including how the purchase will serve the day-to-day operations, clinical services, fiscal billing/reimbursement and the community at-large.

*By taking part in our conferences you gain the knowledge and information about a myriad of issues that are important to achieving success in your marketing efforts. You also have the opportunity to reach these key decision makers in one convenient setting.*

## Why Sponsor CHCANYS statewide annual conference?

By sponsoring CHCANYS statewide annual conference, you gain greater visibility as a supporter of the mission of health centers and the work that the Association does on their behalf. You make a statement that you are a partner in developing the Association's programs and that you have a commitment to high quality health care for all New Yorkers, regardless of their ability to pay.

Sponsorship is great business. Sponsors garner additional benefits based on their level of support including additional conference registration(s) and recognition. Companies that take advantage of conference participation find that they gain valuable insight into the needs and concerns that impact purchasing decisions made by health center executives. They are also able to contribute their ideas and solutions in a non-branded and highly respected manner.

### Sponsorship Opportunities Abound

(note September 8<sup>th</sup> deadline to ensure ad and company listing in program book).

*Choose from any number of opportunities or design your own:*

#### Conference Sponsor .....\$25,000

Become the overall conference sponsor. Take advantage of the benefits listed. Our staff will work with you to create your own special mark and combination of activities to support.

##### Benefits

- Hospitality Suite at Residential Level
- Prominently display your banner
- Ten (10) conference registrations
- Acknowledgment as Conference Sponsor
- Two (2) exhibit tables
- \*Article/Full page ad

#### Movie Night Sponsor.....\$15,000

Become a sponsor of the premiere of CHCANYS' 35th Anniversary film. Last year we celebrated our 35th year as the first primary care association in the nation. And, this year we unveil a film created to honor our work.

##### Benefits

- Prominently display your banner
- Eight (8) conference registrations
- Acknowledgment as Movie Night Sponsor
- Exhibit table
- \*Full page ad

#### Technology Sponsor .....\$15,000

Technology is critical to a smooth running meeting. Your support will enable us to enhance technical features provided for the conference experience.

##### Benefits

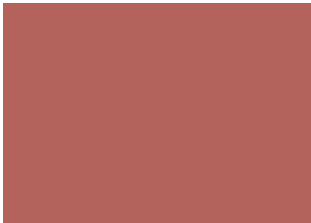
- Prominently display your banner
- Eight (8) conference registrations
- Acknowledgment as Technology Sponsor
- Exhibit table
- \*Full page ad

#### Reception Sponsor.....\$10,000

Make a mark as we welcome all sponsors, exhibitors, and conference attendees during the conference reception. You receive the best exhibitor spot.

##### Benefits

- Prominently display your banner
- Six (6) conference registrations
- Acknowledgment as Reception Sponsor
- Exhibit table
- \*Full page ad



**Awards Luncheon Sponsor .....\$10,000**

Support our best and brightest as you join us in honoring health center board members, staff, and supporters who have made great contributions to the health center movement. Your banner is prominently displayed.

**Benefits**

- Prominently display your banner
- Six (6) conference registrations
- Acknowledgment as Awards Luncheon Sponsor
- Exhibit table
- \*Full page ad



**Luncheon Sponsor .....\$10,000**

**Benefits**

- Prominently display your banner
- Six (6) conference registrations
- Acknowledgment as Luncheon Sponsor
- Exhibit table
- \*Full page ad



**Tote Bag & Pen Sponsor .....\$7,500**

Attendees love our bags. And, while they write their notes they will see your name prominently displayed again and again during the conference and throughout the year.

**Benefits**

- Four (4) conference registrations
- Acknowledgment as Tote Bag & Pen Sponsor
- Exhibit table
- \*1/2 page ad

**Educational Workshop Sponsor.....\$7,500**

**Benefits**

- Four (4) conference registrations
- Acknowledgment as Workshop Sponsor
- Exhibit table
- \*1/2 page ad



**Continental Breakfast Sponsor .....\$5,000**

**Benefits**

- Two (2) conference registrations
- Acknowledgment
- \*1/2 page ad

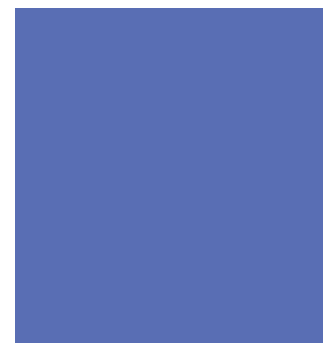


**Break Sponsor .....\$3,500**

Enhance our breaks through your sponsorship support. Everyone will enjoy the extra special treats that you provide.

**Benefits**

- One (1) conference registration
- Acknowledgment
- \*1/2 page ad



## Many opportunities are provided for networking

You are invited to showcase your products and services in an intimate setting in which you can have in-depth conversations with potential clients throughout the entire state.

Conference attendees are highly encouraged to spend time with you throughout the conference breaks and group meals to which you are invited. A special reception is given in your honor.

You also have the opportunity to hold demonstrations or make a presentation of your products and services by hosting a *Hospitality Suite* during the conference. Our staff will work with you to provide you with the optimal time(s) for hosting such a venue. Consider offering a unique service as part of your *Hospitality Suite* such as massage services or a wine and cheese reception. By hosting a *Hospitality Suite* you are able to maximize your exhibit experience.

### Exhibit Opportunities

**Exhibit Package (For-profit) ..... \$2,000**

Take advantage of 2.5 days of networking; two (2) registrations

**Stop in for 1.5 days of networking; one (1) registration ..... \$1,500**

**Exhibit Package (Non-profit) ..... \$1,000**

Take advantage of 2.5 days of networking; two (2) registration

**Stop in for 1.5 days of networking; one (1) registration ..... \$750**

**\* Add an ad (full page) ..... \$500**

**\* Add an ad (half page) ..... \$350**

*\* Ads must be submitted to [rwynn@chcanys.org](mailto:rwynn@chcanys.org) before or by September 8<sup>th</sup>; see below for format and size.*

**Hospitality Suite Host: Workshops Level (additional new benefits for 2007) .. \$7,500\***

Enhance your networking by hosting a reception along with a demonstration or presentation of your products and services.

*\* Food, Beverage, and AV up to \$2,000 are included in this fee. You also receive four (4) conference registrations and a full page ad.*

**Hospitality Suite Host: Residential Level (additional new benefits for 2007)... \$5,000\***

*\* Food, Beverage, and AV up to \$1,000 are included in this fee. You also receive two (2) conference registrations and a half page ad.*

### Hospitality Suite and Exhibit Benefits

- Cost effective opportunity to meet with hundreds of decision-makers and those staff who influence purchases at health centers.
- Recognition as a supporter of the work of CHCANYS. Your presence at CHCANYS conference means a great deal in the eyes of our members.
- A special reception in the exhibit hall in your honor.
- Conference exhibit (6 or 8 foot tables provided, but you bring the exhibit booth). Two individuals may staff your table. Please review criteria for registration(s).
- Recognition listing in the conference program (note September 8<sup>th</sup> deadline to ensure inclusion in program book). Hospitality Suite and Exhibit space may be purchased based on availability after September 8<sup>th</sup>.
- A listing of conference attendees to assist you in your marketing and follow-up.

### Just want to take out an ad?

**Full Page: 7 1/2 x 10 ..... \$1000**

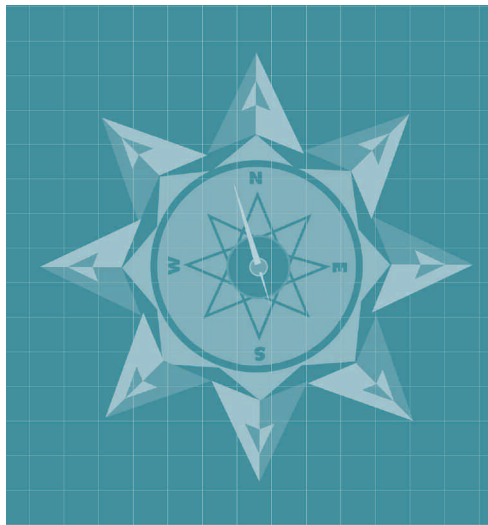
**Half Page: 7 1/2 x 4 3/4 ..... \$750**

**Quarter Page: 3 1/2 x 4 3/4 ..... \$500**

*All ads must be 300 dpi or higher.  
Please e-mail pdf, tiff or jpg files to  
[rwynn@chcanys.org](mailto:rwynn@chcanys.org) by September 8<sup>th</sup>*



**Community Health Care Association of New York State**



For additional information regarding CHCANYS contact us at:

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