



# 2017 Exhibitor and Meeting Sponsor Prospectus

- June 3, 2017 -

Hyatt Regency Hotel • 125 East Main Street • Rochester, New York

## Join Us!

For the 2017 New York Chapter  
ACP Annual Scientific Meeting

- Become one of the dozens of successful exhibitors to sponsor our event!
- Expand your product's reach with over 200 chapter member physicians in attendance!
- Several pricing options for sponsorship and marketing opportunities!



# Why Partner with the New York Chapter American College of Physicians?

NYACP is New York's largest medical specialty organization representing over 12,000 physicians specializing in general and subspecialty Internal Medicine. The mission of the NYACP is to enhance the quality and effectiveness of health care by fostering excellence and professionalism in the practice of medicine.

This exclusive annual event gathers together Doctors of Internal Medicine for one day of educational sessions, knowledge sharing, networking and exhibits. Internists specialize in adult medicine in both general and subspecialty fields and focus on the prevention, detection and treatment of illnesses in adults. The practices reflected by our attendees range from private practice, multi-specialty practice, chief medical officers, medical directors, chief medical information officers, program directors, clerkship directors, hospitalists and academicians.

This event will provide opportunities to reach the 200+ physicians and medical students expected to attend.

## Exhibitor Schedule

*Saturday, June 3, 2017*

Exhibit Setup	7:00 am
Exhibits Open	7:30 am
Exhibit Breakdown	1:00 pm

## Exhibit Location and Host Hotel

Regency Hotel  
125 East Main Street  
Rochester, NY 14604

## NYACP Annual Meeting

### Membership Makeup

*Source: 2015 Annual Scientific Meeting*

Age Group	Attendees %
20's	1%
30's	12%
40's	23%
50's	33%
60's +	28%
Unspecified	8%

Gender	Attendees %
Female	28%
Male	66%
Unspecified	6%

# Extend Your Reach. Collaborate.

The NYACP Annual Conference gives you a unique opportunity to collaborate and meet physicians in practice, as well as market your brand and discuss your services. This interactive environment puts you in close proximity to our educational events where physicians can be informed of your services and you can develop rewarding relationships and fruitful business opportunities!

Please note that full payment must be received with your signed application. The contributions to NYACP are directed to our C-3 Not-For-Profit Corporation. Our tax ID no. is: 52-1289396.

We offer our Basic Exhibit Package that covers the essentials, as well as Silver, Gold, and Platinum options that are more inclusive. A comprehensive package breakdown is on the following page.

## The Basic Exhibit Package - \$1,500:

*All exhibitors and sponsors receive these core benefits:*

- Two (2) complimentary conference registrations to attend all functions
- One (1) exhibit table measuring 6 feet long, two (2) chairs and standard electrical hook-up
- Company logo in on-site final syllabus
- Company logo on sign at registration area recognizing participation
- Company logo included in plenary acknowledgement
- Final list of attendees (names only) at conclusion of conference
- Internet connection available for an extra fee

## The Bronze Level Package - \$2,000

*The Bronze Level Upgrade includes these additional benefits:*

- 1/4 Page Advertisement in the final syllabus
- Exclusive Co-Sponsorship of AM Break

## The Silver Level Package - \$2,750

*The Silver Level Upgrade includes these additional benefits:*

- 1/2 Page Advertisement in the final syllabus
- Exclusive Co-Sponsorship of AM Break
- Exclusive Co-Sponsorship of the Leadership Reception

## The Gold Level Package - \$3,500

*The Silver Level Upgrade includes these additional benefits:*

- Full Page Advertisement in the final syllabus
- Exclusive Co-Sponsorship of the Leadership Reception
- Exclusive Co-Sponsorship of AM Break
- Exclusive Co-Sponsorship of the Abstract Competition

*Full breakdown on following page -->*

## Join the Dozens Who Have Sponsored the Conference Before!

	SPONSORSHIP LEVELS			
	Gold \$3,500	Silver \$2,750	Bronze \$2,000	Basic \$1,500
<b>List of Additional Opportunities</b>				
Exclusive Co-Sponsorship of Abstract Competition	X			
Exclusive Co-Sponsorship of AM Break	X	X	X	
Exclusive Co-Sponsorship of Leadership Reception (Invitation Only - Thurs. February 5, 2015 6pm-8pm)	X	X		
Full Page Advertisement in final syllabus	X			
1/2 Page Advertisement in final syllabus		X		
1/4 Page Advertisement in final syllabus			X	
Two complimentary conference registrations to attend all functions	X	X	X	X
One 6 foot exhibit table, two chairs and electrical hook up	X	X	X	X
Company logo in on-site final syllabus	X	X	X	X
Company logo on sign at registration area recognizing participation	X	X	X	X
Company logo included in PowerPoint slides at plenary and general sessions	X	X	X	X
Final list of attendees at conclusion of conference (name only)	X	X	X	X

## Additional Support and Marketing Opportunities

Maximize your return on investment with these additional support and marketing opportunities before and throughout the conference. Companies are invited to contribute to the meeting as supporters.

Please note that, in accordance with ACCME guidelines, exhibit space is separate from educational sessions.

### ATTENDEE REGISTRATION TOTE BAG

**BAG** : \$2,500 *Exclusive Opportunity*

Each attendee receives a bag at registration with their conference materials. This item will commemorate the NYACP 2017 Annual Conference and feature both the sponsor and NYACP logos. Item is selected by NYACP.

### CONFERENCE SEAT DROP \$485

Your company brochure or marketing flier will be placed on all seats during a General Session. Sponsor to provide item and ship directly to conference site. Item must be pre-approved by NYACP.

Abbott Laboratories	Morgan Stanley
American College of Physicians	Mount Sinai School of Medicine
American Journal of Case Reports	Nixon Uniform Service and Medical Wear
AtCor Medical	New York City REACH
Bassett Healthcare	New York eHealth Collaborative
Bayer HealthCare	New York State Health Foundation Diabetes Campaign
BMIQ	New York State Office for the Aging
Bristol Myers-Squibb	Nextgen Healthcare
Cadasil	Novartis
Cardiodynamics	Novo-Nordisk
Collection Bureau of Hudson Valley	NYSDOH Bureau of Narcotic Enforcement
CompuGroup Medical	NYS Older Adult Fall Prevention Program
Datel Solutions	Oppenheimer and Company, Inc.
DrFirst	Otsuka America Pharmaceutical, Inc.
Eclipsys Corporation	Paragon Private Health
Eli - Lilly and Company	Pfizer Pharmaceuticals
Empire Blue Cross Blue Shield	Physicians for a National Health Program
Epocrates	Procter & Gamble
GE Healthcare	Purdue Pharmaceuticals Inc.
Greenway	Roche Pharmaceuticals
Healthcare Information & Management Systems	Sanofi-Aventis
Society Healthlink New York	Shiel Medical Laboratory
Hispanic Community Health Study/ Study of Latinos	Smoker's Quitline
Hokason	SPYRAL HTN Global Clinical Trial Program
IM Research and Service Corp.	Takeda
Iroquois Healthcare Association	United States Air Force
Janssen Pharmaceuticals	Upstate NY Physician Recruiters
Kern, Augustine, Conroy and Schoppman, P.C.	US Army Healthcare Recruiting Team
Medical Liability Mutual Insurance Company	Virtual Officeware, Inc.
Merck Pharmaceuticals	Wyeth Pharmaceuticals
Mid Atlantic Resource Group	

### NYACP Exhibit Policies

Exhibits are limited to those whose products and services are of interest to physicians in internal medicine.

Full payment is required with your signed application to reserve booth space. Upon receipt of payment, exhibitors will receive an exhibitor kit outlining instructions for shipment and any special needs, such as internet access and electricity. (*fees may apply*)

It is the responsibility of the exhibitor if the exhibit requires additional services from a decorating company.

### Things to Remember:

The fee for the exhibit space in 2017 is \$1,500 for one six-foot table in the exhibit hall at the hotel on the same floor as our meeting rooms.

You will be centrally located in the registration area, between the breakout sessions and the general session, which will ensure a good flow of traffic.

In addition, the morning and afternoon breaks will be placed in the exhibit area.

Questions? Please contact Karen Tucker LaBello at [klabello@nyacp.org](mailto:klabello@nyacp.org)

# 2017 Annual Conference Sponsorship and Exhibitor Application Form

NYACP Annual Scientific Meeting - June 3, 2017 - Hyatt Regency Hotel-Rochester, NY

To reserve your exhibit space and sponsorship, complete this application form and submit with your full payment to Karen Tucker LaBello, CMP, NYACP Director of Education by fax (518) 427-1991 or by mail to: NYACP, 744 Broadway, Albany, New York 12207  
You may also apply online at: <https://www.nyacp.org/sponsorship>

### Sponsorship Levels

- Basic Level - \$1,500       Silver Level - \$2,750  
 Bronze Level - \$2,000       Gold Level - \$3,500

### Additional Opportunities

- Registration Bag - \$2500  
 Seat Drop - \$485

Company Name

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Address

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City State Zip Code

Phone Fax

Company Representative Title Email

Company Representative Title Email

### Method of Payment

- Check — Payable to New York Chapter ACP  
 Visa  
 MasterCard  
 American Express  
 Discover

Name on Credit Card

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Credit Card Number

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Signature

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V Code - Card Verification

Expiration Date

\$

GRAND TOTAL

Questions? Please Contact: Karen Tucker, CMP, NYACP Director of Education Phone: (518) 427-0366 Fax: (518) 427-1991 Email: [ktucker@nyacp.org](mailto:ktucker@nyacp.org)

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