



PRIME SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

HHCANY Annual Conference & Trade Show – 2026

May 4-5, 2026
Saratoga Hilton, Saratoga Springs, NY



EXHIBITOR BOOTH PACKAGE - \$1200

Exhibitor Package Includes:

- One 8' x 10' booth with table on May 4th
- Recognition as Exhibitor Sponsor on all promotional materials
- Includes one company representative with full access to all CE sessions; \$175 for each additional rep
- 1.5 hours of direct, face-to-face interaction with attendees during the Cracker Barrel session to showcase and demonstrate products or services
- 2 hours of personal interaction during lunch and PAC auction
- Monday Exhibit Hall Luncheon, Monday Evening Reception, and morning coffee and snacks

Prime Sponsorship Opportunities

Prime Sponsorships offer companies a unique opportunity to align their brand with New York State's leading hearing health care professionals while supporting HHCANY's mission of education, advocacy, and professional excellence. All Prime Sponsors receive full recognition for their contribution and are acknowledged in Conference communications to 250+ conference attendees.

◆ DIAMOND SPONSOR — \$5,000

Exclusive Primary Conference Sponsor

(*Limited to one sponsor | Deadline: April 10, 2026*)

Diamond Sponsor benefits include:

- Exclusive designation as Primary Conference Sponsor
- Top-tier logo placement on all conference promotional materials (print & digital)
- Premium on-site signage and banner recognition
 - Featured recognition in conference programs, registrant materials, and marquees
- Multiple verbal acknowledgments throughout the Conference
- Two (2) 2026 Associate HHCANY Memberships

◆ GOLD SPONSOR — \$3,000

Premier Conference Sponsor

Gold Sponsor benefits include:

- Recognition as Gold Sponsor on all promotional materials
- Prominent on-site signage and banner placement
- Recognition in conference programs, registrant materials, and marquees
- Verbal recognition during the Conference
- Two (2) 2026 Associate HHCANY Memberships

◆ SILVER SPONSOR — \$2,000

Supporting Conference Sponsor

Silver Sponsorship provides broad exposure while supporting HHCANY's educational mission.

Silver Sponsor benefits include:

- Recognition as Silver Sponsor on all promotional materials
- On-site signage and program recognition
- Inclusion in registrant materials and event marquees
- One (1) 2026 Associate HHCANY Membership



Supporting Sponsorship Opportunities

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For companies that wish to support the HHCANY Conference, including those companies that are unable to send representatives on site, we offer Supporting Sponsorships designed to keep your organization highly visible and closely connected to the event. These options ensure that your brand is featured alongside key conference activities and communications, with or without an exhibit booth or in-person presence. As a supporting sponsor, your company will be prominently acknowledged in conference materials, highlighted to attendees throughout the program, and associated with specific touchpoints such as meals, receptions, and education sessions.

Supporting Sponsor Fee Structure

Program Placement: Align your brand with HHCANY, a trusted NYS professional association, in the official HHCANY Program:

- Full page ad in program - **\$1,500**
- Half page ad in program - **\$1,000**
- Quarter page ad in program - **\$750**
- Placement of logo in the program – **\$500**

Food and Beverage Sponsor: Exclusive signage during peak networking hours, placement in conference program, recognition in conference announcements, and visibility during social events:

- Exhibitor Hall Lunch Sponsor – **\$2,500**
- Monday Evening Reception Sponsor – signage and signature drink branded with your organization's name – **\$1,000**
- Breakfast Sponsor – **\$750**
- Branded cocktail napkins for breakfast, lunch, and evening reception - **\$600**
- Morning Coffee and Snack Sponsor - **\$500**
- Welcome / Registration Sponsor – **\$350**

Educational sponsorships align your brand with professional development, compliance, and leadership. Your logo will appear in agenda materials, signage, and in the conference program.

- Hotel Room Key Card Sponsor - **\$3,000**
- CEU Course Sessions Sponsor – **\$1,500 per session**
- Floor Decals in high traffic areas - **\$400**
- Membership Meeting Sponsor – **\$350**
- PAC Auction Sponsor – **\$250**

PAC Auction Donation: The auction directly benefits our political action committee, which plays a critical role in advocating for policies that support our industry and our members. Donated items will be featured prominently during the auction, with recognition in event materials and announcements. Please [fill out this form](#) with a description and value of your donation. Forms may be emailed to hhcany@hhcany.org or submitted using the online form on our website: www.hhcany.org/store

Please Note: Supporting sponsorships do not include exhibit space or conference registrations.
