



“Growing Healthy Communities”

This year’s conference promises to be a rewarding, uplifting event where dedicated individuals and organizations from across New York State come together to learn and share information and ideas on “Growing Healthy Communities.” Several outstanding events have been scheduled and continuing education credits will be offered. We hope you will join us for:

Nationally-known Speakers

James Knickman, PhD

Dr. Knickman is a national expert on health policy and a leading contributor to published literature on assessing the impact of philanthropic and social investments on health care improvement. An active philanthropy executive, scholar, and community leader, Dr. Knickman advocates for improving services for homeless families, elders, and individuals with HIV. He currently serves as the President & CEO of NYS Health Foundation. He previously served as chairman of the Robert Wood Johnson Health System in New Brunswick, New Jersey.

John Ruge, MD

Dr. Ruge, CEO of Hudson Headwaters Health Network, is nationally recognized for his work developing community based systems of health care. Dr. Ruge has served as senior health policy advisor to state and federal government, and is a member of the Health and Human Services Medicaid Commission and Chairman of the Governor’s Health Care Advisory Board. He has also served as President of the Community Health Care Association, and is a member of the New York State Hospital Review and Planning Council.

Richard Daines, MD

Dr. Daines, Commissioner of NYS Department of Health heads one of the nation's leading public health agencies with a budget of approximately \$49 billion. During the past year he helped shape significant health care reforms that were adopted in the state budget, including increased access to health insurance coverage for the uninsured, greater emphasis on primary and preventive care, quality improvement initiatives, and investment in health information technology. He is currently leading an effort to reform health care through more effective local health care planning.

Policy Forum

The rural healthcare delivery system is vital to both the physical and economic well-being of our communities. Our system is faced with dramatic structural changes at all levels. The voices of rural health must be heard in shaping a successful vision for the health of rural New York.

Educational Tracks

Track I. Wellness: *Creating a culture of healthy living.*

Track II. Community Development: *Educating, enabling and empowering to affect community change.*

Track III. Sustainability: *Integrating natural systems with human patterns and celebrating continuity, uniqueness, and place-making.*

Networking Opportunities

Exhibitor Luncheon: *Monday, September 13th*

This is an excellent opportunity to showcase your organization’s role in rural health and to network with other agencies, organizations, and individuals.

Awards Dinner: *Monday, September 13th*

Join us for dinner as we recognize individuals and organizations that have made outstanding contributions to NYSARH and rural New Yorkers

Walk/Jog/Run: *Tuesday, September 14th*

Enjoy the foothills of the Catskills and give your body a boost during a jog/walk in support of NYSARH.



“Growing Healthy Communities”

EXHIBITOR OPPORTUNITIES

The New York State Association for Rural Health invites you to participate as an Exhibitor. With over 100 participants, this is an excellent opportunity to showcase your organization’s role in rural health.

Exhibit Times:

Monday, September 13, 2010

9am to 4:30 p.m. (Attendees will be given three (3) -30 minute breaks between sessions, with refreshments being served in the Exhibitor Hall.)

Exhibitors’ Luncheon:

Monday, September 13, 2010

12:30 p.m. – 1:30 p.m. (Buffett lunch in the Exhibitor Hall.)

Eligibility:

The exhibit area is open to those whose products and services are of interest to rural health providers. NYSARH reserves the right to reject applications of those exhibitors whose products and services do not meet these criteria.

Rates: Space will be charged at the following rates:

NYSARH Member.....\$250*

Non-Member..... \$350*

***Includes breakfast, lunch, and 2 refreshment breaks for two people on Monday, September 13. Additional Exhibitor staff will be welcome to attend for \$75.00/ person.**

Space Assignment:

Space assignment and arrangements will be made on a first come-first served basis. Space assignments will be at the discretion of the Exhibitor committee. A six foot (6’) skirted table and 2 chairs is included with each space. 110V electrical outlets are available by request. Additional electronic needs are the sole responsibility of the exhibitor. Each exhibitor will be confined to the spatial limits of its respective space.

Installation and Dismantling Exhibits:

Exhibitors are responsible for set-up. The set-up time is Monday September 13, from 7:30am to 9:00am. NYSARH requests Exhibitors maintain their booth set-ups until 4:30 p.m.

Exhibit Representative:

Each exhibitor must provide an attendant within the exhibit space during the designated exhibitor time.

Attendance

The exhibit is limited to the companies/organizations that have contracted and paid for space. Attendance will be by badge only.

Exhibitor Promotional Give-away

The NYSARH Conference Committee is requesting that Exhibitors donate a door prize to be given away during the 10:45-11:15am and 2:45 – 3:15 pm Exhibitor Breaks.

Liability and Security

Each exhibitor must make provision for the safe guarding of his/her own goods, materials, equipment and display items at all times. The exhibitor must surrender space occupied by him/her in the same condition it was at the time of occupancy. The exhibitor will be responsible for all damages to the exhibit areas.



“Growing Healthy Communities”

Space is limited; please respond by August 15, 2010 to reserve your booth(s).

Exhibitor Contract

If you wish to reserve your space, please return your company description and signed contract along with payment or payment information. Spaces are sold on a first come, first serve basis.

1. GENERAL: This contract and the attached rules and regulations (collectively the "Contract") contain the terms and conditions upon which the company whose name is printed above the heading Company Name at the end hereof (the "Exhibitor") shall have the right and privilege to reserve space and conduct an exhibition space in the exhibit hall at the 9th Annual Conference on Rural Health sponsored by the New York State Association for Rural Health ("NYSARH") and being held at the Villa Roma Resort and Conference Center, Callicoon, NY. Upon execution hereof by a duly authorized representative of the Exhibitor, the Contract shall be binding upon the Exhibitor and NYSARH.

2. DESCRIPTION OF EXHIBITION SPACE/TIMES: The area available for exhibition spaces in the exhibit hall will consist of a six foot (6') skirted table with two (2) chairs. Exhibit hall hours will be 9am to 4:30pm on Monday, September 13, 2010.

3. RENT: An exhibition space may be rented for the Conference in accordance with the following rate schedule: NYSARH **Members: \$250.00 and Non-members: \$350.00**. Double spaces are permitted for twice the amount of a single space. Payment is due with the return of this Contract; no company will be allowed to set up an exhibition space unless full payment has been received prior to the Conference. Make checks payable to NYSARH or complete the credit card information below.

4. RESERVATION OF EXHIBITION SPACE: Reservations for an exhibition space at the Conference may be made by returning a signed contract with the rent payment to NYSARH. NYSARH will accept the reservations in the order in which signed contracts with rental payments are received.

5. USE OF EXHIBITION SPACE: Exhibitor agrees to utilize its exhibition space strictly in accordance with the Rules and Regulations governing Exhibition Spaces which are contained in this brochure and by this reference made a part hereof.

6. FORFEITURE OF EXHIBITION SPACE: An Exhibition Space not occupied by 9:00 a.m. on September 13, 2010, will be subject to forfeiture by the Exhibitor, and this space may be resold or reassigned by NYSARH without refund to the Exhibitor.

7. INDEMNIFICATION: The Exhibitor agrees to indemnify, defend and hold NYSARH and its members, officers, agents and employees harmless from and against any and all claims, causes of action, judgments, liabilities, damages, losses, costs and expenses, including reasonable attorneys' fees, arising as a result of Exhibitor's rental and use of an exhibition space, including, but not limited to liability for loss or damage to property and liability for personal injury or death of any person.

8. ASSIGNMENT: The Exhibitor may not assign its rights under this Contract or sublease its exhibition space without the prior written consent of NYSARH.

Payment Information: check payable to NYSARH or credit card

_____ Member - \$250 _____ Non-member - \$350 (#)_____ Additional Meal Tickets - \$75/each

Total Payment: \$ _____

Log on to www.nysarh.exhibitor page to pay online via Paypal



“Growing Healthy Communities”

ATTENTION EXHIBITORS

Please complete the following information carefully and legibly. The information you provide will appear in our Conference Program:

Company Name: _____

Company Representative: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: () _____ Fax: () _____

E-mail Address: _____

Description of Company (30 words or less): _____

Exhibition Regulations

1. **INSTALLATION OF EXHIBITS:** Exhibitors may commence installation of exhibits on Monday, September 13, 2010 between 7:30am and 8:30am. The exhibit hall will open from 9am to 3:30 p.m. on September 13, 2010.
2. **INAPPROPRIATE EXHIBITS:** NYSARH reserves the right to control or prohibit any exhibit deemed by NYSARH, in its sole discretion, to be inappropriate. Aisle space may NOT be used for exhibit purposes, displays of signs, solicitations or distribution of cards, circulars, samples, or other promotional materials.
3. **PROHIBITIONS:** Exhibits, signs, or displays are prohibited in any public rooms or elsewhere on the premises of the exhibit hall or hotel.
4. **AUDIO/VISUAL DEVICES:** The use of amplification devices (megaphones, loudspeakers) or undignified methods of attracting attention are prohibited. The use of filming, taping (video) or audio recording equipment will be permitted only if prior written permission from NYSARH is obtained.
5. **PRINTED MATERIALS:** Distribution of printed or promotional materials may be done only in the assigned exhibition space.
6. **PERSONNEL AT EXHIBITION SPACE:** At least one representative of the Exhibitor, who is pre-registered for the Conference, must be in attendance at the exhibition space at all times when the exhibit area is open. NYSARH requests Exhibitors maintain their booth set-ups until 3:15 p.m. on Monday, September 13, 2010.
7. **EXHIBIT HALL:** Only exhibitors and persons registered for the conference will be allowed in the exhibit hall.
8. **IDENTIFICATION BADGES:** Admission to the exhibit hall will be by identification badge only. Only NYSARH supplied name badges may be used on the exhibit hall floor. Other badges, name tags, or items that identify a firm/company by name, may not be displayed.
9. **SHIPMENTS:** Please contact the Villa Roma Resort & Conference Center, 1-800-479-7053
10. **AMENDMENTS TO RULES AND REGULATIONS:** All matters and questions not covered by the Contract or these rules and regulations are subject to the decision of NYSARH. NYSARH has sole authority to promulgate, interpret and enforce these rules and regulations and to make any amendments to the regulations as necessary for the orderly conduct of the conference and the exhibit hall.

Return the signed contract & info sheet to:

**Reid Perkins, Executive Director
NYSARH**

**10950 County Road 92 Wayland, NY 14572
Phone: (585) 728-5738 Fax: (585) 219-5713**