

## *“Blazing New Trails...Reaching New Heights”*

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 “Blazing New Trails...Reaching New Heights” Several outstanding events have been scheduled and continuing education credits will be offered. Please join us for:

### **Nationally-known Speakers**

#### **Chandak Ghosh, M.D., M.P.H.**

A board-certified ophthalmologist, Dr. Ghosh is currently with the U.S. Department of Health and Human Services' Health Resources and Services Administration (HRSA). His work led to the development of HRSA's National Performance Review Protocol, utilized to improve all Federal health grantees, including hospitals, universities, and community health centers. He is also a practicing eye surgeon, seeing patients and training residents in New York City.

Dr. Ghosh stands committed to the health needs of underserved populations and keeps focus on the impact of economic downsizing on quality of care. He has authored numerous landmark publications and research presentations, including the most recent, "A National Health Agenda for Asian Americans and Pacific Islanders"(JAMA), which has garnered national recognition. His articles' findings have been presented before Congress and the White House and have energized collaborations among foundations, community-based groups, government, and academia. Other areas of research concentration include health communication and literacy, uninsured elderly, quality measurement, and ocular disease in diabetes.

After his undergraduate studies at Yale, Dr. Ghosh received his medical degree from the Medical College of Virginia and completed a chief residency in ophthalmology at Long Island Jewish Hospital/Albert Einstein College of Medicine. He served as a Commonwealth Fund Fellow in Minority Health Policy and received a Masters in Public Health from Harvard University, School of Public Health. The U.S. Public Health Service has awarded Dr. Ghosh a rare two Outstanding Service Medals, among its highest honors, for "groundbreaking policy research of national significance."

#### **Nirav Shah M.D., M.P.H.**

Nirav R. Shah, M.D., M.P.H., is the 15<sup>th</sup> New York State Commissioner of Health. His nomination by Governor Andrew M. Cuomo was confirmed by the State Senate on January 24, 2011, making him the first Indian-American to serve as State Commissioner of Health as well as the youngest person named to the post. An expert in the use of systems-based methods to improve patient outcomes, Dr. Shah has been a leading researcher in the use of large-scale clinical laboratories and electronic health records to improve the effectiveness and efficiency of care. He is a nationally recognized thought leader in the methods needed to transition to lower-cost, patient-centered health care for the 21st century. His vision for New York is a state where every resident has access to affordable health insurance coverage, high quality care, and early screening and other services to prevent chronic disease and improve overall health.

As a general internist caring for patients at Bellevue Hospital Center, Dr. Shah observed firsthand the impact of limited resources on the health of vulnerable populations. To improve the health of people in need as well as the general population, he has conducted research and development in the public hospital system of New York City and in the rural, aging population of the Geisinger Health System. Dr. Shah also has conducted research into advancing preventive care for patients with cardiovascular disease and improving cardiovascular disease surveillance and public health.

A native of Buffalo, Dr. Shah is an honors graduate of Harvard College and received his medical degree and master's degree in public health from the Yale School of Medicine. He was a Robert Wood Johnson Clinical Scholar at UCLA and a National Research Service Award Fellow at New York University.

Dr. Shah is a fellow of American College of Physicians and the New York Academy of Medicine. He has served on the editorial boards of medical journals, has published more than 90 peer-reviewed articles, and has received more than \$4.5 million in research funding. He is certified in internal medicine by the American Board of Internal Medicine.

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### **Policy Session- “Getting To The Point-Creating a Unified Advocacy Agenda For Rural New York State”**

After hearing brief presentations from our 3 subject matter experts on the panel, this will be an interactive session involving audience participation. NYSARH wishes to engage its members through this dialogue to help craft the organization's advocacy agenda for use in Albany and Washington. Also, three (3) concurrent events in 2011 have great potential to inform and shape NYSARH's policy priorities in the coming year(s), namely: the 2010 Census; The NYS Medicaid Redesign Team recommendations and; reductions and/or realignments to health services (anticipated) in the federal budget.

### **Educational Tracks**

- Track I: Shared Services-**Strengthening communities by sharing resources and services when available
- Track II. Health Systems Reform-** Preparing for a more austere health care system
- Track III. Clinical-** Implementing policy and system changes for community health and wellness through best practice

### **Networking Opportunities**

**Exhibitor Luncheon:** *Monday, September 19<sup>th</sup>*

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

**Awards Luncheon:** *Tuesday, September 20<sup>th</sup>*

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

**Walk/Jog/Run:** *Tuesday, September 20<sup>th</sup>*

Enjoy the walk around beautiful Mirror Lake and give your body a boost during a jog/walk in support of NYSARH.

**Wine Tasting:** *Monday, September 19<sup>th</sup>*

Enjoy wine tasting and catered hors d' oeuvres at a local winery. Cost \$20; limited to 65 people.

**Olympic Complex Tour:** *Monday, September 19<sup>th</sup>*

Enjoy a special NYSARH guided tour of one of the Olympic Complexes. Cost \$20, includes hors d' oeuvres.

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**SPONSORSHIP OPPORTUNITIES**

**Conference Sponsorship:** (Conference Sponsorship is on a first-come basis)

- |  |                        |
|--|------------------------|
| <p>_____ <b>Summit Sponsor</b> will:</p> <p>Receive two Conference Registrations<br/>Introduce NYSARH’s Opening Keynote Speaker, Dr. Chandak Ghosh, HRSA<br/>Present NYSARH’s 2011 <i>Rural Health Worker of the Year</i> Award<br/>Have the company name and logo on the conference program<br/>Have the company name and logo on the banner in main conference area<br/>Have the company name or logo on the Conference USB Flash Drive given to each registrant</p> | <p><b>\$10,000</b></p> |
| <p>_____ <b>High Peaks Sponsor</b> will:</p> <p>Receive one Conference Registration<br/>Introduce Dr. Nirav Shah, Commissioner of the New York State Department of Health<br/>Have the company name and logo on the banner in main conference area<br/>Be recognized in the conference program</p>   | <p><b>\$5,000</b></p>  |
| <p><b>SOLD</b> _____ <b>Foothills Sponsor</b> will:</p> <p>Receive one Conference Registration<br/>Present NYSARH’s 2011 <i>Outstanding Rural Health Program</i> Award<br/>Have the company name and logo on the banner in main conference area<br/>Be recognized in the conference program</p>  |                        |

**Event Sponsorship:** (Sponsorship for Events is on a first-come basis)

- |  |                       |
|--|-----------------------|
| <p>_____ <b>Exhibitor Luncheon (Monday, September 19<sup>th</sup>)</b></p> <p>The sponsor of this event will:<br/>Receive one Conference Registration and Exhibitor Space<br/>Announce the winner of the 2012 Annual Conference Registration Scholarship<br/>Be recognized in the conference program</p> | <p><b>\$3,000</b></p> |
| <p>_____ <b>Annual Awards Luncheon (Tuesday, September 20th)</b></p> <p>The sponsor of this event will:<br/>Receive one Conference Registration<br/>Present NYSARH’s 2011 <i>Senator Patricia K. McGee Award</i><br/>Be recognized in the Awards luncheon Program and in the conference program</p>      | <p><b>\$5,000</b></p> |
| <p>_____ <b>Walk/Jog/Run (Tuesday, September 20th)</b></p> <p>An early morning walk/jog/run around Mirror Lake<br/>The sponsor of this event will:<br/>Have the company name or logo appear on the participants' t-shirts<br/>Be recognized in the conference program</p>                                | <p><b>\$2,000</b></p> |

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**Track Sponsorship:** (Sponsorship for Tracks is on a first-come basis)

**SOLD**

**Health Systems Reform**

The Sponsor of this track will receive:  
One conference registration  
Signage at sessions  
Recognition in the conference program

**Shared Services**

The Sponsor of this track will receive:  
One conference registration  
Signage at sessions  
Recognition in the conference program

**\$1,500**

**Clinical**

The Sponsor of this track will receive:  
One conference registration  
Signage at sessions  
Recognition in the conference program

**\$1,500**

**Other Sponsorship Opportunities** (Sponsorship for promotional items is on a first-come basis)

Stainless Steel Coffee Mug      \$1000.00 (exclusive)

- Your company logo will be placed on the cover of each registrant’s coffee mug.

**SOLD**

- Your company name or logo will be on the front of the tote bag

**SOLD**  
Conference Name Badge

- Your company logo will appear on every registrant’s name badge.

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**SPONSORSHIP FORM**

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**Please check the level of sponsorship preferred:**

\_\_\_ **Summit**  
(\$10,000)

\_\_\_ **High Peaks**  
(\$5,000)

\_\_\_ **Foothills**  
(\$2,000) **SOLD**

\_\_\_ **Exhibitor Luncheon**  
(\$3,000)

\_\_\_ **Awards Luncheon**  
(\$5,000)

\_\_\_ **Resort Walk**  
(\$2,000)

\_\_\_ **Health Systems Reform Trail**  
(\$1,500) **SOLD**

\_\_\_ **Shared Services Trail**  
(\$1,500)

\_\_\_ **Clinical Trail**  
(\$1,500)

\_\_\_ **Stainless Steel Coffee Mug**  
(\$1,000)

\_\_\_ **Total Bag**  
(\$1,000) **SOLD**

\_\_\_ **Name Badge**  
(\$1,000) **SOLD**

Please email your logo in a jpeg or tif file to [info@nysarh.org](mailto:info@nysarh.org) .

If further information is needed, please contact Kathy Carpenter:

Office Phone: 607-562-2169

Cell Phone: 607-654-3424

Email: [info@nysarh.org](mailto:info@nysarh.org)

Please mail this form and a check or money order made payable to NYSARH to:

2010 NYSARH Conference Sponsors

50 Orchard Drive

Big Flats, NY 14814

Or pay online via PayPal: [www.nysarh.org](http://www.nysarh.org) Sponsorship Page

## ***“Blazing New Trails...Reaching New Heights”***

### **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 19, 2011

**9am to 5:00 p.m.** (Attendees will be given three (3) -15 minute breaks between sessions, with refreshments being served and door prizes awarded in the Exhibitor Hall.)

#### **Exhibitors’ Luncheon:**

Monday, September 19, 2011

**12:30 p.m. – 1:30 p.m.** Buffett lunch in High Peaks Dining Room

#### **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 19. 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 19, between 7:30am to 9:00am. NYSARH requests Exhibitors maintain their booth set-ups until 5:00 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 11:00am, 1:30pm and 4:00pm 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.

**Space is limited; please respond by August 26, 2011 to reserve your booth(s).**

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### 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 9h Annual Conference on Rural Health sponsored by the New York State Association for Rural Health ("NYSARH") and being held at the High Peaks Resort, 2384 Saranac Avenue, Lake Placid, NY, 12946. 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 19, 2011.
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 pay online via PayPal: [www.nysarh.org/conference-exhibitor.htm](http://www.nysarh.org/conference-exhibitor.htm).
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 19, 2011, 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 PayPal.

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

**Please mail this form and a check or money order made payable to NYSARH to:**

2011 NYSARH Conference Sponsors  
50 Orchard Drive  
Big Flats, NY 14814

**Or pay online via PayPal: [www.nysarh.org](http://www.nysarh.org) Sponsorship Page**

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### **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 19, 2011 between 7:30am and 8:30am. The exhibit hall will open from 9am to 5:00 p.m. on September 19, 2011.
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 5:00 p.m. on Monday, September 19, 2011.
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 High Peaks Resort, 1-518-523-4411.
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:**

**Kathy Carpenter, Executive Director**

**NYSARH**

**50 Orchard Drive, Big Flats, NY 14814**

**Phone: (607) 562-2169**

**Fax: (607) 562-2169**

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**Advertisement Opportunities**

Place an advertisement in the Conference Program. All advertisements must be submitted to be print ready no **later than 8/19/11**. A variety of sizes are available for you to promote your organization’s successes. **Please check the size of your advertisement:**

1/2 Page  
\$200.00

1/4 Page  
\$125.00

Business Card  
\$75.00

**Advertiser Form**

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**INSTRUCTIONS:**

- 1. Please mail this form and a check or money order made payable to NYSARH to:**

2011 NYSARH Conference Advertisement  
50 Orchard Drive  
Big Flats, NY 14814

**Or you may pay online via PayPal, [www.nysarh.org](http://www.nysarh.org), Advertiser Page.**

- 2. Send your print ready ad in the form of a jpeg or tif file to [info@nysarh.org](mailto:info@nysarh.org)**

- 3. If further information is needed, please contact:**

Kathy Carpenter, 607-562-2169 / 607-654-3424; Or email to: [info@nysarh.org](mailto:info@nysarh.org)