



The NEW ENGLAND ALLIANCE

Please join the New England Alliance in conjunction with the American College of Health Care Administrators in Woodstock, Vermont to exhibit your company's products and services. The New England Alliance attendees are long term care administrators and health professionals throughout Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont.

2027 Winter Conference & Annual Meeting

January 13th-15th, 2027

Woodstock Inn & Resort

Sponsor/Exhibitor Prospectus

Vendor Exhibit Dates:

January 14 & 15, 2027



<http://thenealliance.org/>



Dear Partner,

Thank you for your interest in the NEA conferences. For over twenty years, we have worked together to propose opportunities of educational development, networking, and social experience for all attendees. The New England Alliance would like to thank you, and your representatives for all previous support with sincere hopes that this endorsement will continue in the future. Due to your support, our efforts have translated into membership growth, and the renewal of Chapters!

At this time, we are happy to announce that the Winter Conference and Annual Meeting is planned to take place in-person, at the Woodstock Inn & Resort. The hotel is located at 14 The Green, Woodstock, Vermont 05091. The event is scheduled from Wednesday, January 13th through Friday, January 15th, 2027. For those who have previously attended, you will surely recall the timeless elegance of the resort. Set in the heart of Woodstock, the resort is abundant in recreation and adventure in the surrounding Green Mountains. In efforts to maximize attendance, we have maintained an extremely competitive room rate.

Various sponsorship packages are available, from the basic table-top space to entire conference sponsorships, and everything in between. To ensure our conference materials have our sponsors included, we will need to have your package selection, representative names, company logo, check/credit card payment, and signed invoice by Monday, December 14th, 2026. Please make certain that all sponsor arrangements are made with the **New England Alliance** event coordinator. Vendor space is limited to conference sponsors.

We have a terrific program set up for Woodstock, and it is an excellent opportunity to obtain in-person CEU's. All programs are NAB approved therefore, we expect a sell out and your support would be a huge part of this worthwhile experience for our attendees and your company.

Kind regards,

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Julian Rich, Vice President

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Ed Stewart, Secretary/Treasurer

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Christina Richert, Event Coordinator

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<http://thenealliance.org/>

New England Alliance
Woodstock 2026 Exhibitor Agenda

Date	Time 	Function	Location	Setup
Wednesday, January 13th, 2027	4:00 PM	Hotel Check-in	Front Desk	N/A
Wednesday, January 13th, 2027	6:00 PM - 7:30 PM	Welcome Cocktail Reception/ Registration	Garden Terrace/ Pre- assembly area (PAA)	Representatives may set up booth on Wednesday evening prior to cocktail hour. Booth spaces are on a first- come, first-served basis.
Thursday, January 14th, 2027	8:00 AM - 5:00 PM (Representatives may begin booth set up at 7:00 AM/Please com- plete by 7:45 AM)	Sponsor Exhibits	Garden Terrace/ PAA	One 6ft table per vendor, draped, 2 chairs. *Hotel may break down empty tables at the end of the day.
01/14/2027	7:30 AM - 9:30 AM	Breakfast	PAA	N/A
01/14/2027	10:15 AM (15-20min. Break)	Mid-Morning Break	PAA	N/A
01/14/2027	12:00 PM - 1:00 PM	Buffet Lunch	Rockefel- ler Room	N/A
01/14/2027	2:30 PM (15-20min. Break)	Mid-Afternoon Break	PAA	N/A
01/14/2027	5:00 PM - 6:30 PM	Cocktail Reception	PAA	N/A
Friday, Janu- ary 15th, 2027	7:00 AM - 12:00 PM	Sponsor Exhibits	Garden Terrace/ PAA	One 6ft table per vendor, draped, 2 chairs. *Hotel may break down empty tables at the end of the day.
01/15/2027	7:30 AM - 9:30 AM	Breakfast	PAA	N/A
01/15/2027	10:15 AM (15-20min. Break)	Mid-Morning Break	PAA	N/A
01/15/2027	11:00 AM	Hotel Check-out	Front Desk	N/A
01/15/2027	12:00 PM	Conference Adjourns at Noon	Ballroom	N/A

New England Alliance **Sponsor/Exhibitor Contract**

Contract: The signed sponsorship application with the New England Alliance (NEA) constitutes a contract between NEA and the exhibitor. The rules contained herein are part of this contract. Any and all matters not specifically covered in these articles are subject to final decision by NEA.

Exhibitor Space: Exhibitor space is not assigned and is available on a first-come, first-served basis. Exhibitors must register by the deadline provided on the sponsorship application to participate and reserve a booth. Exhibitor registration is not available on-site. Full responsibility for the protection of exhibit equipment, signs, and all other materials in the booth remains with the exhibitor. Security will not be provided at any time therefore, any items with or without value should not be left unaccompanied. Sponsor registration includes seminar participation, vendor booth, vendor sign, breakfast, and lunch for two representatives. Extra representatives may be included in selected sponsorship package at an additional cost. Non-exhibiting vendor representatives may attend as a conference registrant by purchasing an attendee registration ticket. Please respect Premium Sponsor investments to the New England Alliance during all receptions; each sponsor tier includes a distinct set of benefits (i.e., featured breakfast, lunch, cocktail hour, and major sponsors).

Exhibit Badges: Authorized representative names must be communicated to event coordinator. No one will be permitted in the exhibit area, meeting rooms or other conference areas without a name badge. Badges will be issued under the exhibiting company name only. Representative substitutions are acceptable however, must be made in writing/email preceding the conference and in a timely manner. Please return name badges to the event coordinator prior to departure.

Terms of Payment: Full sponsorship payment is required with the application. No space will be considered definite unless accompanied by payment. Failure to pay in full by the appointed dates specified on the sponsorship invoice will result in cancellation and loss of exhibitor space. Paid sponsorship/conference registration is required for pre-conference attendee list, admission to the conference, exhibit area, and networking events.

Cancellation: NEA is not responsible for airfare, hotel, or other costs incurred by participants in the event of program or registration cancellation. Since sponsors are promoted in pre-conference material, no request for cancellation shall be accepted unless received in writing/email at the New England Alliance Office. Please allow up to two weeks from the end of the conference for any refunds to be processed.

- 90+ days prior to the conference date - 50% of the booth cost will be refunded.
- 60 days or less prior to the conference date - NO refunds will be made.
- No-shows will not receive a refund.

Hotel Reservations: Registrant is responsible for securing hotel reservations. Once you've made your commitment, please secure your accommodations directly with the hotel utilizing the New England Alliance's room block. Your commitment and registration as a sponsor/conference attendee does not guarantee your hotel accommodations. The group rate (plus tax and standard fees) is for NEA contracted nights only and is subject to availability. Hotel reservations that are not associated with a paid sponsorship or conference registration will be removed.

Appropriate Dress: Since the New England Alliance is a professional leadership organization, business casual attire is suitable for all meetings, sessions, and events.

New England Alliance **Attendee Policies**

Attendee Refund and Cancellation Policy: Registration cancellations must be made in writing or via email. The New England Alliance (NEA) will refund your entire registration fee, less a \$25 processing fee until three weeks prior to the event. After that date, no refunds will be issued except in the case of a facility survey. If the survey occurs over the course of the New England Alliance conference, NEA will refund your registration fee upon receipt of verification of the survey. Registrant substitutions are acceptable however, must be made in writing or via email. No-shows will not receive a refund. NEA is not responsible for airfare, hotel, or other costs incurred by participants in the event of program or registration cancellation. Please allow up to two weeks from the end of the conference for any refunds to be processed.

Name Badges: No one will be permitted in the exhibit area, meeting rooms or other conference areas without a name badge. Badges will be issued under the registrant's name and company name. Please return name badges to the event coordinator prior to departure.

Hotel Reservations: Registrant is responsible for securing hotel reservations. Once you've made your commitment, please secure your accommodations directly with the hotel utilizing the New England Alliance's room block. Your commitment and registration as a conference attendee does not guarantee your hotel accommodations. The group rate (plus tax and standard fees) is for NEA contracted nights only and is subject to availability. Hotel reservations that are not associated with a paid conference registration will be removed.

Appropriate Dress: Since the New England Alliance is a professional leadership organization, business casual attire is suitable for all meetings, sessions, and events.

Conference Registration Information: Please view the information below to register as an attendee for the New England Alliance conferences.

- **Online Registrations:** To register online using a credit card payment, go to the New England Alliance website at <http://thenealliance.org/> or, use the conference registration email link to view the event landing page and register online.
- **Mail-in Registrations:** Please email the NEA event coordinator for an updated conference flyer. Complete the flyer application, and remit along with check payment to the below address.

New England Alliance
c/o Christina Richert, Event Coordinator
52 Boyden Road, Suite 209
Holden, MA 01520

<http://thenealliance.org/>



The
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Thank You!

<http://thenealliance.org/>