



LeadingAge[®]
New York

Virtual

**CONFERENCE SPONSORSHIP
& GRATITUDE GALLERY
PROSPECTUS**

**Nursing & Social Work Professionals
Annual Conference**

Expo December 9, 2020

GRATITUDE GALLERY

NEW!

Nurses and social workers who have been providing long term care services during the pandemic are truly our frontline heroes. Stress, anxiety, grief, fear, exhaustion and despair are their daily reality, but the nature of their job requires that they focus on helping others, putting their own needs aside. They provide care, counsel and support to residents, families and staff while handling similar stressors within their own families and social groups. The toll has been heavy!

It's time to show our gratitude to these heroes. The Virtual Expo at the LeadingAge New York Nursing and Social Workers Professionals Conference will therefore be a little different from the those offered so far during 2020.

The Virtual Expo Hall at the 2020 Nursing and Social Workers Professionals Conference will be called the **Gratitude Gallery** and the Live Expo Day will be Dec. 9th.

Exhibitors should plan to add booth resources and activities related to wellness. Games, contests, promotions and other options that are fun or serve to pamper attendees will be appreciated. It is important to recognize this group's dedication and selflessness during the crisis but also please realize with the ongoing daily demands of their jobs it will be difficult to get their attention by simply conducting business as usual. Think strategically about how you set up your booth. Make it fun, relaxing and stress-free. Make your booth and offerings a "want to visit" destination and you will be supporting your current clients as well as making new friends for future business.

You will also notice that there is a different engagement structure for businesses for Gratitude Gallery Expo. There are three levels. All include an exhibit booth in the **Gratitude Gallery** and all are considered a sponsor.

For a complete description of ways you can show your gratitude, go to page 4.

Questions? Contact Kristen Myers at 518.701.1041 | 518.867.8847 or kmyers@leadingageny.org.

REGISTRATION



NOW OPEN!

To secure your sponsorship, register online at the conference website [here](#).

LeadingAge New York is the only organization in the state that puts you directly in touch with the full spectrum of not-for-profit and public senior living and services providers.

NEW!

GRATITUDE GALLERY

NOTICE HOW THIS IS BEING ADVERTISED TO ATTENDEES...
align your gallery presence to engage attendees!

ATTENDEES

INTERACTIVE VIRTUAL EXPO: The Gratitude Gallery EXPERIENCE
The Virtual Expo Hall will be transformed into the Gratitude Gallery.

It's time to show our gratitude to you – our heroes. The Virtual Expo at the conference will be different this year, building in activities, contests and special promotions that are fun and wellness oriented. This is our vendors' way of acknowledging your commitment, dedication and selflessness during the COVID-19 crisis.

As an additional bonus, providers who complete the Gallery Challenge will receive a \$100 registration refund!

Sponsorships Are Selling Fast! See who has already signed on:

alzheimer's association
New York State Coalition

COOL SeniorCare
INSURANCE PROGRAM
INSURANCE MADE SIMPLE

DentServ
DENTAL SERVICES

Harmony
Healthcare
INTERNATIONAL

HEALTHPRO[®] HERITAGE

LeadingAge[®]
New York

PROCARESM

LeadingAge[®]
New York Services Inc.
SOLUTIONS

PROCARE^{LTC}
LONG TERM CARE PHARMACY

QUALITY APEX

THE
MedServ
GROUP
Optometric Service Professionals

VALUE **st**
Choices ■ Solutions ■ Savings

Sponsorship

Champion Sponsor..... \$2,400

Limited Spots Available
Company representative(s) may present a one-hour educational session with continuing education credits available to attendees; plus

- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and associate members);
- Virtual booth and registration for up to a total of (4) participants;
- Full access to all conference sessions each day except the Live Expo Day Dec. 9th for booth attendees only;
- Space at virtual booth to link unlimited company resources including written, video, and more;
- Ability to hold live chat within virtual booth during live event and extended show times;
- Ability to schedule appointments within virtual booth during live event;
- Continuous option for visitors to contact company staff via text, email, and social media;
- Broadcast message to attendees sent at a time during the event;
- Logo in email confirmations sent with log in information;
- Logo on registration site;
- Logo/link on all promotional materials;
- Logo/link in virtual lobby signage;
- Logos on banner on bottom banner of entire virtual conference;
- Conference attendee list.

Ally Sponsor..... \$1,200

Introduce speaker(s) for one session (can choose session based on availability); plus

- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and associate members);
- Virtual booth and registration for up to a total of (3) participants;
- Full access to all conference sessions each day except the Live Expo Day Dec. 9th for booth attendees only;
- Space at virtual booth to link unlimited company resources including written, video, and more;
- Ability to hold live chat within virtual booth during live event and extended show times;
- Ability to schedule appointments within virtual booth during live event;
- Continuous option for visitors to contact company staff via text, email, and social media;
- Broadcast message to attendees sent at a time during the event;
- Logo in email confirmations sent with log in information;
- Logo on registration site;
- Logo/link on all promotional materials;
- Logo/link in virtual lobby signage;
- Logos on banner on bottom banner of entire virtual conference;
- Conference attendee list.

Friend Sponsor.....\$600

- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and associate members);
- Virtual booth and registration for up to a total of (2) participants;
- Full access to all conference sessions each day except the Live Expo Day Dec. 9th for booth attendees only;
- Space at virtual booth to link unlimited company resources including written, video, and more;
- Ability to hold live chat within virtual booth during live event and extended show times;
- Ability to schedule appointments within virtual booth during live event;
- Continuous option for visitors to contact company staff via text, email, and social media;
- Logo in email confirmations sent with log in information;
- Logo on registration site;
- Logo/link on all promotional materials;
- Logo/link in virtual lobby signage;
- Logos on banner on bottom banner of entire virtual conference;
- Conference attendee list.

Sponsor Logo

Please send your logo to kkane@leadingageny.org in EPS vector format immediately after submitting your registration to be used for marketing and event signage. Logos submitted late will not be included and refunds will not be issued.

Exhibitor Regulations

The following regulations have been developed to ensure that the Expo is conducted in a safe and responsible manner.

- 1. Cancellation of Sponsorship.** It is understood that there will be no refund of the sponsorship fee if the contract is canceled after **Nov. 20**. Cancellation on or prior to that date requires payment of 25 percent of the fee.
- 2. Registration.** Only show management may set and enforce admission policies. Only registered users are permitted to staff the virtual booth.
- 3. Sales Signs.** The virtual Expo is not a specific sales venue for individual exhibitors. Its purpose is the promotion and stimulation of interest in, and demand for, the industry's products and services in general, and it is conducted in a manner reasonably calculated to achieve that purpose. No literature of any nature may be displayed or distributed, that indicates any sales were made during the Expo. The right to exhibit does not constitute an endorsement of product or service.
- 4. Exhibitors must be employees** of the company contracting with LeadingAge New York for booth space.

Questions? Contact Kristen Myers at 518.701.1041 | 518.867.8847 or kmyers@leadingageny.org.

LeadingAge New York Mission Statement:

To create the future of aging and continuing care services in New York State.

Sponsored by:

The Foundation for Long Term Care (FLTC), educational affiliate of LeadingAge New York.

Our national partner, LeadingAge:

Is an association of 6,000 not-for-profit organizations dedicated to expanding the possibilities for aging. Together, we advance policies, promote practices and conduct research that supports, enables and empowers people to live fully as they age.