EXHIBITOR AND CONFERENCE SPONSORSHIP PROSPECTUS

GET CONNECTED!

LeadingAge™
New York

be the voice

Annual Conference & Exposition

May 18-19, 2015
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.

Build relationships

that generate sales by connecting with our conference attendees eager to learn about products and services that make them more effective and their companies more competitive. Meet CEOs, administrators and other decision makers from our member nursing homes, adult care facilities, assisted living, housing and community-based service providers, health care specialists and consultants.

2015 is a year not to be missed as we roll out exciting events, a new high tech app and many other features to bring you even greater value and to draw attendees to the expo like never before! Partner with us as a conference exhibitor, sponsor and advertiser to interact with buyers one-on-one and get up-to-the-minute feedback on current and future customers’ needs. You’ll also get recognition as a supporter of LeadingAge New York.

2015 is the Year to GET CONNECTED!

Sponsor/Advertiser/Membership Questions?
Contact Noreen Hiltsley-Mosher at 518.867.8383, ext. 133 or nhiltsley@leadingageny.org

Exhibitor Questions?
Contact Tedi DeMartino at 518.867.8385, ext. 117 or tdemartino@leadingageny.org
**CONNECT...Before the conference**

We provide you with attendee mailing lists so you can reach out to attendees to set up meetings, social events, or just to introduce yourself. Give them your booth number before the expo.

Listen to our FREE recorded audio conference to increase your visibility and trade show ROI! In one hour, national speaker Clint Maun gives you the “Seven Keys to Trade Show Success with LeadingAge New York Members.” No matter your level of experience, this talk is loaded with tips that you will want to have walking into the Expo Hall. Exhibition Manager Tedi DeMartino will be on hand to give you her insights on this year’s show and field your questions. You must be a registered exhibitor to join us, so return your contract today! Details will follow soon.

**CONNECT...With more ways to promote your brand**

- Advertise in the conference program
- Enhance your company description on our mobile app or add a banner ad
- Add your promotional marketing materials to attendee conference packets
- Select from several sponsorship platforms to increase your exposure through various marketing approaches

Custom options available: Contact Noreen Hiltsley-Mosher at nhiltsley@leadingageny.org or 518.867.8383, ext. 133.

**CONNECT...On the links**

Don’t miss the LeadingAge New York PAC Golf Tournament on Monday, May 18 at the Ballston Spa Country Club in Ballston Spa. The fun 18-hole tournament is back in addition to the invaluable pro-clinic. Click here for sponsorship details and registration.

**CONNECT...Over the campfire**

This fun-filled reception with open bar and light fare celebrates the spirit of the life-long friendships we made at summer camp. Connect with old friends and meet new ones. Weather permitting, the reception will be held outside the Saratoga Springs City Center’s main entrance on Ellsworth Place on Monday, May 18, 6:30 – 7:30 p.m.

*Supported by: [Morrison Senior Living]*

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**Don’t delay, register today!**

Secure your booth, ad and sponsorship by returning a completed contract now. Members, reserve your booth by April 6 to save $100 with the early bird rate.

**Non-members**, become an associate member now and save up to $230!
**CONNECT...In the expo hall**

The Expo Hall layout has been re-configured, introducing a new floor plan that channels the flow of traffic to all booths. Redesigned meal areas with smaller tables will make meeting and talking with attendees a breeze. And we've added more time to the lunch “hour” in the hall.

We have upgraded our mobile app and it does even more than last year. Your company's information will be right at attendees’ fingertips before, during and even one year after the conference! Use this handy tool for scheduling meetings with clients.

Our new “GET CONNECTED” game will entice attendees to visit every area of the Expo in order to enter the drawing for great prizes.

Ahead of time on request, we will provide you with an invitation for a free exposition hall pass to share with potential clients who may not be attending the conference otherwise.

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**CONNECT...At the keynote**

Exhibitors are invited to join attendees for the Keynote speaker. Sign up at the registration desk – limited space is available.

**Keynote Session** - Tues., May 19, 9 – 10:30 a.m.

**Sponsored by:** sodexo

*Changing How We Change: Igniting a Culture for Innovation*

No surgeon would ever enter the operating room without a refined understanding of the relevant anatomy and physiology. Yet, one of the most compelling reasons for the chronically high failure rates of change initiatives is a limited appreciation of the fact that change comes in a variety of shapes and sizes. These variations must profoundly inform both strategy and tactics. Understanding the scope of change initiatives is a prerequisite for making that change happen and to ensuring that it will endure.

At the conclusion of this session, you will be able to begin answering the following question for each of your change initiatives – Where are you on innovation’s curve? – and with this is a smart start to your change plan.

*David Shore, Ph.D., adjunct professor, Harvard University, Boston, MA*
**Schedule of Events:** The following events have been scheduled to maximize your time with conference attendees.

**Mon., May 18**
6:30 – 7:30 p.m.  LeadingAge NY Summer Camp Reception

After 7:30 p.m.  Your opportunity to entertain new or current customers  *(Call us for some ideas!)*

**Tues., May 19**
7:15 – 8:45 a.m.  Continental breakfast in the exposition hall
8:45 – 10:30 a.m.  Welcome/Opening plenary session  *(Exhibitors invited)*
10:30 – 11:15 a.m.  Refreshment break in the exposition hall
1 – 2:45 p.m.  Lunch in the exposition hall  *(Even more time has been set aside this year to network!)*
2:15 p.m.  Prizes awarded in the exposition hall

**Booth Setup:**
Mon., May 18, from 9:30 a.m. to 6:30 p.m.  If you are playing in the Annual PAC Golf Tournament, attending a LeadingAge NY Pre-Conference Intensive session, or would just like to take some extra time to enjoy the sites of beautiful Saratoga Springs, you may set up your booth during this extended time.

**Booth Breakdown:**
Tues., May 19, 2:45 – 5 p.m.

**Exhibit Fee Includes:**
Booth space • Standard electrical current (120 current-up to 20 amps) • Security • Listing in the conference program and mobile app • Name badges • Meals for two (Monday night Summer Camp Reception, Tuesday breakfast and lunch) • Refreshment break

**Exhibit Fees**

<table>
<thead>
<tr>
<th>On or before April 6</th>
<th>After April 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td>Non-member</td>
</tr>
<tr>
<td>$1,069</td>
<td>$1,299</td>
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<tr>
<td>$1,169</td>
<td>$1,299</td>
</tr>
</tbody>
</table>

**Booth Description:**
Booths are 10’ wide x 8’ deep with an 8’ high flameproof draped back wall and 3’ high side rails of the same material. An 8’ skirted table, two chairs and a printed sign with booth number and company name are also provided. Electrical current (120 volt up to 20 amps) is included. A small number of booths are 9’ wide x 8’ deep (booth numbers 31 - 36, 99 - 101, and G109 - G114).

**Booth Location:**
Please provide your three preferences for booth location on the enclosed contract. You will be notified of your booth assignment by May 8. If your preferences are not available, LeadingAge New York reserves the right to assign alternative space.

**Exposition Prizes:**
Exhibitors awarding prizes should select their winners or notify LeadingAge New York staff to add their prize to the “GET CONNECTED” game drawing. Prizes will be awarded in the exposition hall on Tues., May 19 at 2:15 p.m.

**Convention Services:**
After your contract and payment have been received, a packet listing additional services available for purchase from Clifton Park Convention Services will be sent to you via email. Options include additional electrical service, signage, drayage, booth setup and breakdown. Clifton Park Convention Services, 871 Main Street, Clifton Park, NY 12065
Phone: 518.877.7449 | Fax: 518.877.6356

**Phone & Internet Services:**
The provider for the Saratoga Springs City Center is Dom D’Andrea at SPA.NET, who may be reached by email at dom@spa.net, phone at 518.581.0690 or fax at 518.581.583.1190. The provider for The Saratoga Hilton is Jake Revers at PSAV, who may be reached by email at jrevers@psav.com, office phone at 518.226.0219, cell phone at 518.312.7523, or fax at 518.226.0368.

**Hotel Reservations:**
Refer to page 14 for details.
Booths will be assigned in the main exposition hall until it reaches full capacity. Only after that point will overflow booth space outside the exposition hall be used.

Is the booth you wanted sold? For next year, submit a registration form and deposit at this conference and take advantage of the advance sale of booths. Receive 2015 pricing and priority for your booth choice(s) in 2016!
LeadingAge NY Summer Camp Reception  
(May 18, 6:30 – 7:30 p.m.) $7,500  
Sponsored by MORRISON SENIOR LIVING  
- Exclusive company two-minute sponsor segment during the conference  
- Premium space on LeadingAge NY website conference page  
- Signage at event  
- Pre-marketing campaigns designed around the reception with e-blasts personalized to conference attendees  
- Free booth space at Annual Conference  
- Collateral advertising in attendee packets and on tables at the summer camp reception  
- Recognition in event promotions including email, print and social media marketing  
- Full-page ad in the conference program/acknowledgement in mobile app  

Keynote  
(May 19, 9 – 10:30 a.m.) $5,000  
Sponsored by Sodexo  
- Exclusive company one-minute sponsor segment at the beginning of keynote introduction  
- Company collateral displayed throughout the session room  
- Premium space on LeadingAge NY website conference page  
- Free booth space at Annual Conference  
- Company collateral displayed throughout the room  
- Recognition in event promotions including email, print and social media marketing  
- Half-page ad in the conference program/acknowledgement in mobile app  
- Signage positioned near session  

Pre-Conference Intensive (Full-day)  
(May 18, 11 a.m. – 5 p.m.) $3,500  
- Company one-minute sponsor segment during lunch  
- Free booth space at Annual Conference  
- Recognition in event promotions including email, print and social media marketing  
- Half-page ad in the conference program/acknowledgement in mobile app  
- Signage near sponsored session  
- Display of promotional materials at registration  

Awards Luncheon  
(May 20, 12:45 – 2 p.m.) $3,500  
Sponsored by COOL SENIOR CARE  
- Free booth space at Annual Conference  
- Recognition in event promotions including email, print and social media marketing  
- Acknowledgement in conference program/mobile app  
- Your logo recognition in audio visual presentation  
- Company collateral displayed throughout the room  
- Logo recognition on LeadingAge NY website conference page with a link to sponsor’s website  
- Signage near sponsored event  

Lunch  
(May 19, 1 – 2:45 p.m.) $3,000  
- Free booth space at Annual Conference  
- Company collateral displayed throughout the room  
- Recognition in event promotions including email, print and social media marketing  
- Acknowledgement in conference program/mobile app  
- Your logo recognition in audio visual presentation  
- Company collateral displayed throughout the room  
- Signage near sponsored event  

Breakfast  
(May 19) $2,000  
- Recognition in event promotions including email, print and social media marketing  
- Acknowledgement in conference program/mobile app  
- Company collateral displayed throughout the room  
- Logo recognition on LeadingAge NY website conference page with a link to sponsor’s website  
- Signage near sponsored event  

Breakfast  
(May 20) $2,000  
- Recognition in event promotions including email, print and social media marketing  
- Acknowledgement in conference program/mobile app  
- Company collateral displayed throughout the room  
- Logo recognition on LeadingAge NY website conference page with a link to sponsor’s website  
- Signage near sponsored event
Pre-Conference Intensive (Half-day)  
(May 18, 9 a.m. – 1 p.m. or 2 – 5:30 p.m.)  $1,750  
- Recognition in event promotions including email, print and social media marketing  
- Acknowledgement in conference program/mobile app  
- Logo recognition on LeadingAge NY website conference page with a link to sponsor’s website  
- Signage near sponsored session

Refreshment  $1,000  
- Recognition in event promotions including email, print and social media marketing  
- Acknowledgement in conference program/mobile app  
- Signage near sponsored event

Session $1,000  
- Recognition in event promotions including email, print and social media marketing  
- Acknowledgement in conference program/mobile app  
- Company collateral displayed throughout the session room  
- Signage near sponsored session

Many still available!  
Promotional Advertising $250  
- Your company’s promotional material inserted in attendee packets (i.e., flyer, brochure, note pad, pen or other appropriate item)

Exhibitors Receive a Free:  
• Company description in the conference program and mobile app  
• Logo displayed in the mobile app

Make sure to submit your company description (on contract) and logo (via email) by April 24. Company logos must be in .jpeg, .gif or .png format. It is recommended that logos are 200 x 200 pixels, otherwise the app will resize it to be square and your image may get cropped.

Enhance your networking with attendees!  
Custom sponsorship levels can easily be designed to meet your company’s goals.

Conference Program & Mobile App Advertising

Exhibitors Receive a Free:  
- Company description in the conference program and mobile app  
- Logo displayed in the mobile app

Make sure to submit your company description (on contract) and logo (via email) by April 24. Company logos must be in .jpeg, .gif or .png format. It is recommended that logos are 200 x 200 pixels, otherwise the app will resize it to be square and your image may get cropped.

More Opportunities to Promote Your Brand

Mobile App Enhanced Description: $50  
Provide more details about your company and direct attendees to your company’s website by including the link in your description in the app.

Mobile App Banner Ad: $500  
Promote your company with a banner that cycles across the top of the app! Banner ads must have a height-to-width ratio of 1:6 and be in .jpeg, .gif or .png format.

Conference Program Ad:  
Conference program ads are four-color process and will be accepted electronically in .eps, .tif, .jpg or .pdf formats. Please embed all fonts and artwork.

<table>
<thead>
<tr>
<th>Space (dimensions)</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (4.875 w x 7.75 h)</td>
<td>$350</td>
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<tr>
<td>Half page (4.875 w x 3.75 h)</td>
<td>$325</td>
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<tr>
<td>Inside front cover (5 w x 8 h)</td>
<td>$450</td>
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<tr>
<td>Inside back cover (4.875 w x 7.75 h)</td>
<td>$425</td>
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<tr>
<td>Outside back (5 w x 8 h)</td>
<td>$495</td>
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Ads are due by April 16. Payment and advertisement must accompany the signed contract. No refunds can be issued once advertising space has been reserved. Ads are sold on a first-come, first-served basis. If preferred space has been sold, LeadingAge New York reserves the right to reassign space. It is understood and agreed that LeadingAge New York has the right to reject or edit any advertisement that is not in agreement with the ethical or professional standing of the publication.

Sponsorship & Advertising Contact:  
Noreen Hiltsley-Mosher: 518.867.8383, ext. 133 or nhiltsley@leadingageny.org
Look at all the value packaged just for you. Call today to reserve your sponsorship!

<table>
<thead>
<tr>
<th>Exclusive company sponsor segment:</th>
<th>LeadingAge NY Summer Camp Reception</th>
<th>Keeneland Break (May 19)</th>
<th>Lunch (May 19)</th>
<th>Breakfast (May 19)</th>
<th>Pre-Conference (half day)</th>
<th>Pre-Conference (full day)</th>
<th>Session</th>
<th>Promotional Advertising</th>
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<tbody>
<tr>
<td>Two-minute presentation</td>
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<td>Presence on LeadingAge NY conference web page</td>
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<td>E-blasts personalized to conference attendees</td>
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<td>Free booth space at conference</td>
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<td>Your company’s promotional material:</td>
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<td>Conference program/mobile app:</td>
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<td>Acknowledgement</td>
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</table>

Non-members, become an associate member now and save up to $230!

**Key Dates**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 6</td>
<td>Early bird registration and payment deadline</td>
</tr>
<tr>
<td>After April 6</td>
<td>Payment in full must be received by <strong>May 1</strong></td>
</tr>
<tr>
<td>April 16</td>
<td>Advertisement deadline</td>
</tr>
<tr>
<td>April 17</td>
<td>Refund deadline (less a 25 percent administrative fee)</td>
</tr>
<tr>
<td>April 24</td>
<td>Company description and logo for conference program/mobile app deadline</td>
</tr>
<tr>
<td>May 8</td>
<td>Booth assignment notifications</td>
</tr>
<tr>
<td>May 18</td>
<td>Annual golf tournament</td>
</tr>
</tbody>
</table>
exhibitor/sponsor/advertiser contract

Print or type. Please use one registration form per company. Be sure to complete all four pages of this contract.

Contact Name: _____________________________________________________________________________
Title: _____________________________________________________________________________________
Company: _________________________________________________________________________________
Address: __________________________________________________________________________________
City/State/Zip: ______________________________________________________________________________
Phone: (____) ______________________________________________________________________________
Email Address (required): ____________________________________________________________________ Website: ______________________________

It is understood that this application becomes a contract when signed by you and accepted by LeadingAge New York, and is acknowledgement that your company has secured liability insurance to cover all accidents or losses which might ensue during the show. Your signature indicates your agreement to comply with the regulations listed on the prospectus. Cancellations received up to April 17, 2015 are refundable, less a 25 percent administrative fee. After that, cancellations are subject to forfeiting the entire exhibit fee. Cancellations must be received in writing by fax at 518.867.8386 or 518.867.8389, attn: Tedi DeMartino, or by email at tdemartino@leadingageny.org. Individuals who register but do not attend the exposition and fail to comply with the cancellation policy will be billed.

Signature: __________________________________________ Date:__________________

Exhibitor Information

There is a maximum of four participants per exhibit space*. Exhibitors must be employees of the company contracting for exhibit space.

<table>
<thead>
<tr>
<th>Exhibitors’ Names (will be used for name badge) and Email Addresses (required)</th>
<th>Meal Tickets</th>
<th>Special Meal Request</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Monday Evening Reception</td>
<td>Tuesday Breakfast &amp; Lunch</td>
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<tr>
<td>1. Name:</td>
<td>Included in exposition fee</td>
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<td>Email:</td>
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<td>2. Name:</td>
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<tr>
<td>Email:</td>
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</table>

* Exposition fee includes meals for two people. All other meal tickets must be purchased (nonrefundable) by circling the fee(s) below. If you have more than two people exhibiting at your booth and fail to order additional meal tickets, you will automatically be charged.

|  |  |  |  |
| 3. Name: | $40 | $60 | K | V | GF |
| Email: |  |  |  |  |  |
| 4. Name: | $40 | $60 | K | V | GF |
| Email: |  |  |  |  |  |

** Extra Meal Ticket Total **

$ _____ + $ _____ = $ __________

Please indicate exhibitor number from above if any require specific aids or services pursuant to the Americans with Disabilities Act. Our staff will contact you to make further arrangements.

(continued on page 11)
Contact Name: ____________________________________________________________

Company: ________________________________________________________________________________

**Exhibit Fees**

**Early bird registration:**
Contract and payment in full must be received on or before **April 6**.

**Registration after April 6:**
Payment in full must be received by **May 1**.

<table>
<thead>
<tr>
<th></th>
<th>On or before April 6</th>
<th>After April 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
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<td>$1,299</td>
<td>$1,299</td>
</tr>
</tbody>
</table>

**Booth Space**

Refer to floor plan on page 6. Please select no more than one space at the end of an aisle. Please note that booths 31 - 36, 99 - 101 and G109 - 114 are slightly smaller at 9’ wide x 8’ deep.

Booth number(s) desired in order of preference: 1st choice: ___________ 2nd choice: ___________ 3rd choice: ___________

LeadingAge New York reserves the right to assign booth space and must approve all booth activities prior to conference. You will be notified of your booth assignment by **May 8**.

Please specify the products or services that your company provides, e.g., pharmacy, software, rehab, etc.

_____________________________________________________________________________________________________

**Electricity**

Do you need standard electrical service? ☐ Yes ☐ No

**Competitors**

Specify company names. Every effort will be made to avoid locating competitors in close proximity.

_____________________________________________________________________________________________________

**Company Description for Free Program Listing**

Provide **25 words or less by April 24** to be listed in the printed conference program and mobile app. LeadingAge New York reserves the right to edit copy.

_____________________________________________________________________________________________________

(continued on page 12)
Conference Sponsorship

My company agrees to sponsor/partially sponsor the following:

☐ LeadingAge NY Summer Camp Reception... $7,500
☐ Keynote......................................................... $5,000
☐ Pre-Conference Intensive (Full-day) ............ $3,500
☐ Awards Luncheon......................................... $3,500
☐ Lunch............................................................. $3,000
☐ Breakfast (May 19).......................................... $2,000
☐ Breakfast (May 20).......................................... $2,000
☐ Pre-Conference Intensive (Half-day: morning) .... $1,750
☐ Pre-Conference Intensive (Half-day: afternoon) ... $1,750
☐ Refreshment.................................................. $1,000
☐ Session........................................................ $1,000
☐ Promotional Advertising................................. $250

Future meal tickets will be assigned after full payment is received.

Summary of Charges

Please enter the applicable fees.

Exhibit booth: $ ____________
Sponsorship: $ ____________
Promotional advertising: $ ____________
Program & app advertisements: $ ____________
Extra meal tickets: $ ____________
Total $ ____________
Contact Name: ______________________________________________________________________________________

Company: __________________________________________________________________________________________

Payment Method:

Please check: ☐ Check ☐ MasterCard ☐ Visa ☐ Discover ☐ Amex

Card number: ___________________________ Exp.: ________________

Cardholder’s name (exactly as on card): ________________________________________________________________

Authorized signature: ___________________________ Security code: ________________________

Make check payable to Foundation for Long Term Care

Fax, email or mail your completed contract to Tedi DeMartino.

Mail: LeadingAge New York, 13 British American Blvd., Suite 2, Latham, N.Y. 12110-1431

Email: tdemartino@leadingageny.org | Fax: 518.867.8386 or 518.867.8389 | Phone: 518.867.8385, ext. 117
Supplemental rooms have been reserved at the hotels below. To receive discounted rates, please specify that you are attending LeadingAge New York’s Annual Conference and Exposition. You must be a registered exhibitor to reserve a room at the discounted rate at any of the hotels listed. Lists are provided to LeadingAge New York by the contracted hotels.

**Conference Hotel: The Saratoga Hilton**

Rate: $164 single/double  
Policy: A two-night minimum stay (Monday and Tuesday) is required. A Sunday night stay does not apply towards the minimum.  
How to make your reservation: You must go to: https://resweb.passkey.com/go/LANYAnnual2015  
Cut-off date: April 17, 2015

**The Marriott Courtyard**  
11 Excelsior Avenue, Saratoga Springs, NY, 518.290.9090  
Rate: $164 single/double  
Check-in time: 3 p.m., Check-out time: Noon  
Rooms available: 20 rooms for Sunday, May 17, 35 rooms for Monday, May 18, and 30 rooms for Tuesday, May 19  
Policies: Cancellations must be received 48 hours prior to arrival date. Reservations are on a first-come, first-served basis.  
How to make your reservation: Call 866.210.9325 and identify yourself as part of LeadingAge NY/Foundation for Long Term Care to receive the group rate.  
Cut-off date: April 18, 2015

**Holiday Inn Saratoga**  
Broadway at Circular Street, Saratoga Springs, NY  
Group code: LA9  
Rate: $149 single/double  
Check-in time: 2 p.m., Check-out time: 11 a.m.  
Rooms available: 10 rooms for Monday, May 18, Tuesday, May 19, Wednesday, May 20 and Thursday, May 21  
Policies: Rooms are held until 6 p.m. unless guaranteed by a major credit card or one night deposit. Guaranteed no-shows will be charged for one night’s stay and subsequent night’s reservation will be canceled. Individual reservations may be canceled 48 hours prior to arrival. After this time, deposits will not be refunded.  
How to make your reservation: Call 518.584.4550 or 1.855.592.8367 and indicate the group code, or go to [www.saratogahi.com](http://www.saratogahi.com) and indicate the group code, LA9.  
Cut-off date: April 27, 2015

**The Inn at Saratoga**  
231 Broadway, Saratoga Springs, NY  
Rate: $139 single (breakfast included)  
Check-in time: 3 p.m., Check-out time: 11 a.m.  
Rooms available: 15 rooms for Monday, May 18 and Tuesday, May 19  
Policies: All reservations must be guaranteed with either a one-night rate deposit or credit card. Hotel will charge a fee equivalent to one night’s room and tax for any no-show reservations. Cancellations will be accepted up to 72 hours in advance of arrival. If cancellation is not received at least 72 hours in advance, a charge equal to the last night’s room and tax will be assessed.  
How to make your reservation: Call 518.583.1890 or 800.274.3573 and identify yourself as part of LeadingAge NY to receive the group rate.  
Cut-off date: April 20, 2015

**The Hilton Garden Inn**  
125 South Broadway, Saratoga Springs, NY, 518.587.1500  
Rate: $145 single/double  
Check-in time: 4 p.m., Check-out time: 11 a.m.  
Rooms available: Five rooms for Sunday, May 17, 15 rooms for Monday, May 18, 10 rooms for Tuesday, May 19 and five rooms for Wednesday, May 20  
Policies: Cancellations must be received 48 hours prior to arrival date.  
How to make your reservation: Go to [http://goo.gl/Brte1o](http://goo.gl/Brte1o)  
Cut-off date: April 17, 2015

**Embassy Suites**  
86 Congress Street, Saratoga Springs, NY, 518.290.9090  
Rate: $149 single/double/suite  
Check-in time: 3 p.m., Check-out time: noon  
Rooms available: Five rooms for Sunday, May 17, 10 rooms for Monday, May 18, 10 rooms for Tuesday, May 19  
Policies: Cancellations must be received 24 hours prior to arrival date. About the hotel: Guests may enjoy complimentary daily cook-to-order breakfast; evening cocktail reception; high-speed and wireless Internet access in all guest rooms and lobby; and spacious suites, each with modern amenities including a spacious work surface, microwave, refrigerator and two HDTVs.  
Cut-off date: April 17, 2015

**The Saratoga Arms**  
497 Broadway, Saratoga Springs, NY  
Rate: $165 single/$185 double without breakfast  
Check-in time: 3 p.m., Check-out time: Noon  
About the hotel: This is a concierge hotel under the personal supervision of the Smith Family. Across the street from the City Center, this historic building has been recently renovated and decorated as an upscale property. Each room is unique. All rooms have a private bath, cable TV, voice mail, free WI-FI, complimentary Saratoga Water, and most have refrigerators. All rooms are nonsmoking.  
How to make your reservation: Call 518.584.1775 or 888.242.2390. Reservations accepted up to conference dates at above rate are dependent upon availability.

**Hampton Inn and Suites Saratoga Springs Downtown**  
25 Lake Avenue, Saratoga Springs, NY  
Group code: LAN  
Rate: $159 single/double (includes breakfast, parking garage and Internet.)  
Check-in time: 3 p.m., Check-out time: 11 a.m.  
Rooms available: Thirty rooms for Monday, May 18 and Tuesday, May 19, and Wednesday, May 20  
Policies: Cancellations must be received 24 hours prior to arrival date.  
How to make your reservation: Call 518.584.2100 and identify yourself as part of LeadingAge NY to receive the group rate.  
Cut-off date: April 19, 2015

**Union Gables Inn**  
55 Union Avenue, Saratoga Springs, NY 12866  
Rate: $155 king/queen  
Check-in time: 3 – 7 p.m., Check-out time: 11 a.m.  
About the hotel: Union Gables is a historic Victorian mansion inn with elegant, large guest rooms equipped with king beds, flat screen TV’s, gas fireplaces, private bathrooms, mini-refrigerators, desks and seating areas. As part of their experience, guests enjoy complimentary wine, an appetizer and cookies in the evenings; a full, cooked to order breakfast every morning; bikes for their use around Saratoga; and a heated outdoor pool. The Union Gables is a 15 minute walk or three minute drive to The Saratoga Hilton.  
How to make your reservation: Call 518.584.1558 and identify yourself as part of LeadingAge NY to receive the group rate. Reservations accepted up to conference dates at above rate are dependent upon availability.
The following regulations have been developed to ensure that the exposition is conducted in a safe and responsible manner.

1. **Default Occupancy.** Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying the full rental price for that space, and LeadingAge New York has the right to use any space not occupied by 6:30 p.m. on May 18, 2015.

2. **Cancellation of Exhibit Space.** It is understood that there will be no refund of the exhibit fee if the contract is canceled after April 17. Cancellation on or prior to that date requires payment of 25 percent of the exposition fee.

3. **Insurance.** Exhibitor assumes responsibility and agrees to indemnify and defend LeadingAge New York, The Saratoga Springs City Center, The Saratoga Hilton, Hilton Hotels Corporation and the hotel’s owner and their respective owners, managers, subsidiaries, affiliates, employees and agents from all liability for:
   a) Damage or accident which might ensue from any cause resulting from or connected with transportation, placement, removal or display of exhibits, displays or other items relating to this event.
   b) Any injury that may occur to conference attendees, show visitors, exhibitors, their agents, employees or others.
   c) Any claims or expenses arising out of the use of the exposition premises.

Exhibitor understands that neither LeadingAge New York, The Saratoga Springs City Center or The Saratoga Hilton maintain insurance covering the exhibitor’s property and it is the sole responsibility of the exhibitor to obtain such insurance.

4. **Fire, Safety, Health.** Exhibitors must assume full responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health.
   a) Table coverings and other exhibit items must be non-flammable material. All decorative materials must be fire-resistant and in accordance with the standards established by the National Board of Fire Underwriters. Certificates attesting that all materials referred to have been flame-proofed must be notarized and submitted upon request. Flame-proofing not in accordance with the applicable codes is a violation and unacceptable.
   b) All exhibit equipment and materials must be contained within the booth and protected with adequate safeguards to pose no danger to other exhibitors, conference attendees, show visitors or others.
   c) Exhibits that produce high noise levels or produce offensive odors will not be permitted.

5. **Housekeeping.** Each exhibitor is responsible for the cleanliness of his/her exhibit and shall properly dispose of any garbage or waste resulting from the exhibit.

**Set Up and Dismantling**

1. **Official Service Contractor.** Clifton Park Convention Services, DK and S Enterprises Inc., 871 Main Street, Clifton Park, New York 12065, phone: 518.877.7449, fax: 518.877.6356 has been selected as the contractor for booth furnishings, electricity, and other services. Show management assumes no responsibility for any contractual arrangements with Clifton Park Convention Services.

2. **Shipping.** The Saratoga Hilton will accept prepaid shipment (total weight not to exceed 50 lbs.) 72 hours prior to exposition dates. This is for show materials only, not for exposition booths. The following information must be on the package: LeadingAge New York, May 18-19, 2015, number of packages, your company name, Attn: Sales and Catering.

3. **Installation Date.** Exhibitors may start installing displays on Monday, May 18, 2015 at 9:30 a.m. and must be completed by 6:30 p.m.

4. **Dismantling Date.** Dismantling of the exposition will begin on Tuesday, May 19, 2015 after the prizes are awarded (approximately 2:45 p.m.). All exhibits must be packed at the close of the show and removed from the Saratoga City Center/The Saratoga Hilton no later than 5 p.m. on Tuesday, May 19, 2015. Freight not removed by 5 p.m. will be transferred out of the Saratoga City Center/The Saratoga Hilton at the expense of the exhibitor.

**Damage Control**

1. **Protection of Building.** Nothing should be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. Whatever is necessary to properly protect the building, equipment or furniture will be at the expense of the exhibitors. Exhibitors are liable for any damage they cause.

2. **Plastic for Floor Surfaces.** Plastic sheeting must be placed under all machinery or displays containing oil or other substances that may leak onto the floor surface. Please bring this with you.

**Security**

1. **Guard Service.** Security guards will be in attendance Monday, May 18 and Tuesday, May 19, 2015.

**Aesthetic Aspects**

1. **Backgrounds** may not exceed the height of the rear curtain (8’). The sides of the display must not exceed the height of the side curtain (3’) except in those instances where side support is deemed necessary for support of the back of the display. It will be the responsibility of the exhibitor to ensure that his/her display is aesthetically finished on all sides visible to the public.

2. **Obstructions.** In no case may any decoration or fixtures interfere with another exhibit.

3. **Appearance.** All displays should be professional looking so as not to detract from the overall appearance of the exposition.

**Miscellaneous**

1. **Food/Beverages.** No food or beverages may be served in the exposition area unless written permission has been obtained prior to the event.

2. **Registration.** Show management shall have sole control over admission policies at all times. All persons visiting the conference and exposition, as well as exhibition personnel, shall be required to register and wear an appropriate badge while in attendance. Only registered conference attendees and registered booth exhibitors are allowed in exposition area.

3. **Sales Signs.** The exposition is not a specific sales facility 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 signs of any nature may be displayed on or near any equipment or supplies or any part of an exhibit booth, nor may any printed information be distributed that any sales were made during the exposition. The right to exhibit does not constitute an endorsement of product or service.

4. **A maximum of four exhibitors per booth,** per event will be allowed at any given time to any given event.

5. **Exhibitors must be employees** of the company contracting with LeadingAge New York for booth space.