Be the VOICE

- of - advocacy
- of - impact
- of - leadership
- of - change
- of - the future
- of - the aging generation
- of - impact
- of - leadership
- of - change
- of - the future

Nov. 20 - 21, 2014
Directors of Nursing Services/
Directors of Social Work

ANNUAL CONFERENCE & EXPOSITION
The Saratoga Hilton & Saratoga Springs City Center, Saratoga Springs, NY

EXHIBITOR PROSPECTUS AND CONFERENCE SPONSORSHIP
Be the VOICE

Why EXHIBIT?

LeadingAge New York is the only organization in the State that can put you directly in touch with the full not-for-profit and public continuum of senior living and services providers. Meet over 175 directors of nursing, directors of social work and other decision makers from LeadingAge New York member nursing homes, as well as health care specialists and consultants. These leaders gather from across New York State to discuss and share long term care issues, to connect with industry experts and to work to shape quality long term care.

Let LeadingAge New York build your business...

Your contact with LeadingAge New York conference attendees will open the door to profitable new opportunities. By participating as an exhibitor, sponsor and/or advertiser, you will be able to directly market your products and services to buyers, increase sales and get information about current or potential customers’ needs. You do not have to be a LeadingAge New York member to participate.

Don’t delay, REGISTER TODAY!

Secure your booth, ad and sponsorship by returning your payment and completed contract now.
Expand Beyond Your Exhibit Booth
With Sponsorship Opportunities
For Every Budget

Cocktail Reception $2,500
- Exclusive company two-minute partner-sponsor segment during the conference
- Recognition in event promotions including email and social media marketing
- Logo recognition on LeadingAge New York website conference page with a link to sponsor’s website
- Full-page color ad in the conference program
- Signage near sponsored event
- FREE booth space
- Two tickets to cocktail reception for company representatives

Keynote $2,000
- Exclusive company two-minute partner-sponsor segment at Keynote
- Recognition in event promotions including email and social media marketing
- Logo recognition on LeadingAge New York website conference page with a link to sponsor’s website
- Full-page color ad in the conference program
- Signage near sponsored event
- FREE booth space
- Two tickets to cocktail reception for company representatives

Buffet Lunch $1,500
- Exclusive company one-minute sponsor segment during the conference
- Recognition in event promotions including email and social media marketing
- Logo recognition on LeadingAge New York website conference page with a link to sponsor’s website
- Half-page color ad in the conference program
- Signage near sponsored event

Continental Breakfast $1,000
- Recognition in event promotions including email and social media marketing
- Logo recognition on LeadingAge New York website conference page with a link to sponsor’s website
- Half-page color ad in the conference program
- Signage near sponsored event
- Promotional material in attendee packets

(Continued p. 4)
Sponsorship Opportunities (continued)

Pre-Conference $750

• Recognition in event promotions including email and social media marketing
• Logo recognition on LeadingAge New York website conference page with a link to sponsor’s website
• Signage near sponsored session
• Promotional material in attendee packets

Session $500

• Logo recognition on LeadingAge New York website conference page with a link to sponsor’s website
• Signage near sponsored session

Refreshment Breaks – Beverage $500 or Specialty $750

• Logo recognition on LeadingAge New York website conference page with a link to sponsor’s website
• Signage near location

Promotional Advertising $250

• Your company’s promotional material inserted in attendee packets (i.e., flyer, brochure, note pad, pen, or other appropriate item)

Don’t miss your chance! This conference offers many opportunities to network even more with LeadingAge New York members and to promote your brand directly to these decision makers. Choose your sponsorship level before it sells out. Contact Noreen Hiltsley-Mosher at 518.867.8383, ext. 133 or nhiltsley@leadingageny.org.

CONFERENCE PROGRAM ADVERTISING

Ads are due by Nov. 3, 2014. Payment and advertisement must accompany the signed contract. No refunds can be issued once advertising space has been reserved. Your advertisement will be accepted electronically in .eps, .tif, .jpg or .pdf formats. Please embed all fonts and artwork. 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 does not meet the ethical or professional standards of the publication.

You never know who your next important contact is going to be. Stand out among your peers with a custom-designed sponsor or advertising package. Contact Noreen Hiltsley-Mosher at 518.867.8383, ext. 133 or nhiltsley@leadingageny.org.
Still Not Convinced?

Take a look at last year’s exhibitor list below. Odds are your competition exhibited with us.

Advancis Medical USA LLC  
CapTel Captioned Telephone  
Chem Rx Pharmacy Services, LLC  
Dentserv  
DermaRite Industries LLC  
Emerald Resources, Inc.  
EQUIP For Quality  
EZ Way Inc.  
Harbor Medical Inc.  
Harbor Pharmacy, LLC  
Health Direct Institutional Pharmacy Services  
Health System Services, LTD  
K&A Services/Mobile Imaging Ltd  
LCG Community Trust  
LeadingAge New York ProCare  
LeadingAge New York Services Inc.  
MAG Medical Enterprises Inc.  
Med World Pharmacy, Inc.  
Medical Staffing Network  
Medline Healthcare Industries, Inc.  
MobilexUSA  
Mohawk Hospital Equipment, Inc.  
New York State Funeral Directors Association  
Novo Nordisk, Inc.  
Personal Touch Home Care  
Pharmscript LLC  
Precision Health Inc.  
Procare LTC Pharmacy  
R.G. Psychological Services, P.C.  
RainbowCare & Consultants  
Sani-Med Distributors, Inc.  
Sanofi Diabetes  
Shore Pharmaceutical Providers, Inc.  
Stonebridge Medical  
TC Equipment, LLC  
The Nurse Connection Staffing, Inc.  
TotalKare of America, Inc.  
Tunstill Americas  
Winston Resources

Schedule of Events:
The following events have been scheduled to maximize your time with conference attendees:

**Thurs., Nov. 20**
- 2:45 – 3:30 p.m. Refreshment break in the exposition hall
- 5:45 – 7 p.m. You Be the Voice cocktail party
- 7 p.m. Your opportunity to entertain customers and prospects

**Fri., Nov. 21**
- 8 – 9:30 a.m. Exposition/Continental breakfast
- 10:45 – 11:30 a.m. Break and raffle drawings in exposition hall

Exhibitor registration and booth setup: Thurs., Nov. 20, 10:30 a.m. – 2 p.m.
Booth breakdown: Fri., Nov. 21, 11:30 a.m. – 2:30 p.m.
Hotel Accommodations

The Hilton has provided reduced room rates for conference attendees and exhibitors:

**Single/double per night:**
- Hotel room: $129
- The Signature suite: $199
- The Luxury suite: $299

**Hotel Reservation Deadline:** Oct. 19, 2014

**To make reservations:** [Click here](#)

For questions regarding the hotel, call 518.584.4000.

After Oct. 19, rooms reserved are subject to space and rate availability.

The Saratoga Hilton

Situated in the heart of downtown Saratoga, The Saratoga Hilton is just steps away from over 50 restaurants, distinctive shops, sidewalk cafes and thriving nightlife. The Saratoga Hilton offers numerous amenities including complimentary WiFi Internet access, heated indoor swimming pool and fitness center, full-service gift shop and a business center.

For information about Saratoga events and attractions, visit [www.discoversaratoga.org](http://www.discoversaratoga.org).

Exposition Floor Plan
Exposition Fee

LeadingAge New York Member: $835  
Non-member: $935  
Full payment is due by Thurs., Oct. 23

Exposition Fee Includes:

✓ Booth space
✓ Standard electrical current (120 current-up to 20 amps)
✓ Listing in the conference program
✓ Name badges
✓ Meals/events for two
  - Thursday afternoon refreshment break and cocktail reception
  - Friday continental breakfast and specialty refreshment break

Exposition Details

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. A 6’ or 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.

Booth Location

Please provide your two preferences for booth location on the enclosed contract. You will be notified of your booth assignment by Nov. 6.

Prizes

Bring a prize to the exposition to attract attendees to your booth. Participate in the LeadingAge New York raffle or select a winner yourself. Prizes will be awarded on Fri. at 11 a.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 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.

Internet Services

For WiFi Internet service in the Saratoga Springs City Center, please contact Dominic at Spa.Net (dom@spa.net). WiFi is available in the public areas at the Hilton Hotel. If you would like to order audio visual equipment, please contact Jake Revers at PSAV JRevers@PSAV.COM located at The Saratoga Hilton.
Exhibitor/Sponsor/Advertiser Contract (page 1 of 2)

Please use one registration form per company and complete both pages. Print or type.

Contact Name: ______________________________________________________________________________________________________________

Title: ______________________________________________________________________________________________________________________

Company: _________________________________________________________________________________________________________________

Address: __________________________________________________________________________________________________________________

City/State/Zip: ______________________________________________________________________________________________________________

Phone: (____) ________________________________________ Website:  _____________________________________________________________

Email address (required): _____________________________________________________________________________________________________

It is understood that: 1) This application becomes a contract when signed by you and accepted by LeadingAge New York; 2) Your company has secured liability insurance to cover all accidents or losses that might ensue during the show; 3) Your signature indicates your agreement to comply with the regulations listed on the prospectus; and 4) Cancellations received up to Oct. 23, 2014 are refundable, less a 25 percent administrative fee. After that, cancellations are subject to forfeiting the entire exposition fee. Cancellations must be received in writing, by fax 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. In addition, I have read and agree to the regulations (click here) that have been put in place to ensure that the exposition is conducted in a safe and responsible manner.

Signature: _______________________________________________________________________ Date: ____________________________________

☐ Please check here if you require specific aids or services pursuant to the Americans with Disabilities Act. Our staff will contact you to make further arrangements.

Exposition Fee: Member $835/Non-member $935

Exhibitor Information

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

Exhibitors’ Names (will be used for name badge) and Email Addresses (required):

<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: (Circle, if any)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Thursday Cocktail Reception</td>
<td>Specialty Breaks and Continental Breakfast</td>
</tr>
<tr>
<td>1) Name:</td>
<td>Included in exposition fee</td>
<td>K</td>
</tr>
<tr>
<td>Email:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2) Name:</td>
<td>Included in exposition fee</td>
<td>K</td>
</tr>
<tr>
<td>Email:</td>
<td></td>
<td></td>
</tr>
</tbody>
</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: 
Email: 

| Name: | $35 | $35 | K | V | GF |

4) Name: 
Email: 

| Name: | $35 | $35 | K | V | GF |

Extra Meal Ticket Total

$ ______ + $ ______ = $ ______

□ Please check here if you require specific aids or services pursuant to the Americans with Disabilities Act. Our staff will contact you to make further arrangements.

Exposition Fee: Member $835/Non-member $935

Booth space desired: 1st choice _______ 2nd choice _______

Refer to floor plan on page 6. Please select no more than one space at the end of an aisle. LeadingAge New York management reserves the right to assign booth location.

Electric: Do you need standard electric service? Yes _______ No _______

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

(continued page 9)
Contact Name: ___________________________________  Company: ________________________________________________

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 Oct. 17, 2014 to be listed in the printed conference program. LeadingAge New York reserves the right to edit descriptions. _________________________________________________________________________
__________________________________________________________________________________________________________________________
__________________________________________________________________________________________________________________________

Conference sponsorship: We agree to sponsor the following event(s):
______________________________________________________________________________________Sponsorship amount: $ __________________

Conference program advertising: LeadingAge New York is hereby authorized to publish the advertisement of:
__________________________________________________________________________________________________________________________
__________________________________________________________________________________________________________________________

(Company name) in the 2014 LeadingAge New York Directors of Nursing Services and Directors of Social Work Annual Conference program. Ads are due by Nov. 3.

Summary of Charges

<table>
<thead>
<tr>
<th>Service</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth space</td>
<td>$ ________________</td>
</tr>
<tr>
<td>Extra meal ticket(s)</td>
<td>$ ________________</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>$ ________________</td>
</tr>
<tr>
<td>Program advertisement</td>
<td>$ ________________</td>
</tr>
<tr>
<td>Promotional advertising</td>
<td>$ ________________</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$ ________________</td>
</tr>
</tbody>
</table>

Payment method (Please check):

- [ ] Full page (5 x 7 ½) ................................................. $350
- [ ] Inside front cover (5 x 7 ½) ................................... $450
- [ ] Inside back cover (5 x 7 ½) .................................... $425
- [ ] Outside back cover (5 x 7 ½) .................................. $495
- [ ] Half page (5 x 3 ¾) .............................................. $325
- [ ] Promotional advertising ....................................... $250

Credit card number: ________________________________________________  Expiration date: _________________________________
Cardholder’s name (Exactly as on card): _______________________________________________________________________________
Authorized signature: ___________________________________________________________  Security code: __________________

Total payment is due by Thurs., Oct. 23.

Make check payable to Foundation for Long Term Care
Fax, email or mail your completed contract to Tedi DeMartino at LeadingAge New York
Mail: 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