

# 2024 ANNUAL CONFERENCE AND EXPOSITION

*The Saratoga Hilton and  
Saratoga Springs City Center,  
Saratoga Springs*

**PROSPECTUS**



**Conference:  
May 20th–22nd**  
**Expo:  
May 21st**

## ***Aging Services providers find information and solutions they need at the Annual Conference and Exposition***

Innovative information, powerful messages delivered by experts in the field, real tools to solve pressing needs and a forum that facilitates connections among attendees to solve current and future challenges are all delivered at an affordable rate. This invaluable event attracts CEO's, administrators, executive directors, and other decision-makers including Human Resources and Finance professionals from nursing homes, adult care facilities, continue care retirement communities, senior housing, and consultants. Join us and generate sales at this solutions-oriented conference!

### ***Business Attendee Registration***

*Is the traditional exhibition model not meeting your needs?*

As a Business Attendee, you will be in touch with decision-makers throughout the LeadingAge NY Annual Conference. All conference sessions, meals, breaks and the Opening Reception will afford you more time than ever with your clients and prospects. For the price, this alternative offers the BEST VALUE for your investment.

*If the TRADE SHOW model works best for your business...*

You can register for an exhibitor booth as usual and showcase your goods and services in the conference Exposition Hall. Meals, breaks and prize giveaways will all be in there to draw attendees. This option allows for two company representatives at the booth and includes the Opening Reception on Monday evening, and breakfast and lunch on Tuesday.

## Sponsor

Whether a Business Attendee or Exhibitor, why not INCREASE YOUR EXPOSURE BY UPDGRADING TO A CONFERENCE SPONSORSHIP? A wide variety of bundled packages allow you to choose your level of engagement during the conference. Higher level packages allow more booth attendees!

Do you plan to engage with LeadingAge New York for multiple events or conferences during 2024? Consider a CUSTOMIZED SPONSORSHIP PACKAGE that will allow you to choose your value across the entire year.

Questions: Contact Kristen Myers at P. 518-867-8847 or E. [kmyers@leadingageny.org](mailto:kmyers@leadingageny.org)

### Exhibitor/Sponsor Registration

**[Click For Sponsor and/or Exhibitor Registration](#)**

Attendee and Business Attendee Registration Coming Soon

### Key Dates

<b>April 15</b>	Advertisement deadline with conference buildup
<b>April 30</b>	The Saratoga Hilton Hotel reservation deadline.
<b>April 20</b>	Cancellation deadline (less 25 percent administrative fee.)
<b>May 1</b>	Company description and logo for conference mobile app deadline.
<b>May 3</b>	Booth assignment notifications.
<b>May 6</b>	Annual Golf Tournament registration deadline.

*LeadingAge NY is the only organization in the State that puts you directly in touch with the full continuum of not-for-profit and public senior living and services providers.*

## **Maximize Your Experience at the Conference!**

### ***PREPARE...before the conference.***

When you receive the attendee list, connect with attendees to set up meetings, social events or just to introduce yourself. If you are an exhibitor, provide your booth number before the exposition and invite attendees to visit or arrange time to chat during a meal or break.

### ***PROMOTE YOUR BRAND...to gain visibility.***

Select from several sponsorship packages to increase our exposure through a wide range of marketing approaches. See page 8 for all options or create a custom option. Contact Kristen Myers at P. 518-867-8847 or E. [kmyers@leadingageny.org](mailto:kmyers@leadingageny.org)

### ***ATTEND...the conference as a Business Attendee.***

Participate shoulder-to-shoulder with providers of care, housing and services for the aging. Network during sessions, breakfasts, lunches, breaks and the Opening Reception.

### ***MEET...In the Exposition Hall.***

A right-sized floor plan channels the flow of traffic to all booths. Meal and break areas make meeting and talking with attendees a breeze.

### ***BE VISIBLE...On the Conference Mobile App.***

Your company's information will be right at the attendees' fingertips before, during and after the conference!

### ***NETWORK...At the LeadingAge NY Opening Reception.***

Start the conversation experience with a bang. This reception with open bar and light fare is a prime networking opportunity.

### ***CONNECT...At the Keynote Tuesday, May 21***

Join attendees at the conference Keynote Address featuring:



**Extra Value!*****HOST...a relaxing hospitality lounge within the exposition hall.***

Two special lounges will be set up and offered as sponsor packages in the exposition hall during regular exposition hours. Instead of a traditional booth include your company branding and host with your expert staff at either the Hydration or Café Lounge.

***BE THE EXPERT....by presenting a conference session at the conference in one of several face-to-face formats.***

Upgrade to the relevant conference sponsorship package to spotlight your company's expertise. A limited number of these opportunities are available so contact Kris Myers today at P. 518-867-8847 or E. [kmyers@leadingageny.org](mailto:kmyers@leadingageny.org).

**Exhibit Fees**

	<b><u>Associate Member Rate</u></b>	<b><u>Non-Member Rate</u></b>
<b>Exhibitor</b>	<b>\$1,350</b>	<b>\$1,700</b>
<b>Opening Reception Only Ticket</b>	<b>\$300</b>	<b>\$400</b>
<b>Business Attendee</b>	<b>\$850</b>	<b>\$1,250</b>

Note: For Business Attendee registration, register through the regular attendee registration coming soon.

Payment in full must be received by the first day of the conference to occupy the booth reserved. Cancellations received on or before April 20th are refundable, less a 25% administrative fee. Cancellations after April 20th are not refundable.

## **Exposition Information**

Exhibitors will be sent a link each Friday, beginning May 3, until the Friday before the conference. The link will be sent to the person creating the exhibitor order and those registered as booth attendees. This special exhibitor site will include access to resources exhibitors can use to create a successful exhibiting experience include Attendee Lists updated each Friday until the conference, booth assignments, information on accessing available booth and Wi-Fi enhancements, shipping information, floorplans and other key resources.

### **Exhibit Fee Includes:**

Two booth attendees, booth space listing in the mobile app, name badges, meals for two (Monday night Opening Reception, Tuesday breakfast, lunch and refreshments.

### **Booth Description:**

Standard booths are 10' wide x 8' deep with an 8' high flameproof draped back wall and 3' side rails in the same material. An 8' or 6' skirted table OR high-top table, two chairs and a printed sign with booth number and company name are provide. YOU MUST CHOOSE STANDARD TABLE OR HIGH TOP FOR YOUR BOOTH WHEN YOU REGISTER.

*Submit your logo for the Mobile app by May 1. The company logo must be in JPG format, and it is recommended that logos be 200 x 200 pixels to avoid your image getting cropped. Sponsors: Submit your logo in EPS vectored format by April 15 for best quality on print signage.*

**Graphics Contact: Evan Blust at [eblust@leadingageny.org](mailto:eblust@leadingageny.org).**

### **Exposition Prizes:**

Exhibitors awarding prizes may either select their winner for Exposition staff to announce during the drawing at 2:15 pm on Tuesday, May 21 or enter the item into the general prize drawing.

**Convention Services:**

Additional services and booth enhancements are available for purchase from Total Events Convention Services.

**Contact: Total Events, 4021 State Street, Niskayuna, NY 12304 or P. 518.383.8602 and F. 518.383.8603.**

**Audio Visual:**

If you require audio visual services,

**Contact: DJ McKeon of CMIAV located at The Saratoga Hilton. E. [djmckeon@cmiav.com](mailto:djmckeon@cmiav.com), O. 518.226.0219, C. 518.441.2122 or F. 518.226.0368**

Electrical Service: Standard hook up is \$35. Exhibitors must choose this option when they register for their booth and payment will be included in the final order total.

**Wi-Fi:**

Will be available in the Exposition Hall compliments of LeadingAge New York...an extra conference value! If you require upgraded Internet speed,

**Contact: Spa.Net, 112 S. Broadway, #4, Saratoga Springs, NY 12866 P. 518.581.0690**

**Hotel Reservations**

**[\(CLICK HERE\)](#)** to reserve a room at The Saratoga Hilton. Self-parking for overnight hotel guests is \$10 per vehicle per night and there is garage parking for the City Center as well.

**Exhibitor Schedule 2024****Monday, May 20****6:15-7:30pm**

LEADINGAGE NEW YORK ATTENDEE AND EXHIBITOR OPENING RECEPTION

**After 7:30pm**

Your opportunity to entertain prospects or customers.

**Tuesday, May 21***Exposition Hall Events***8:15-9:15am:** Continental Breakfast**9:15-10:30am:** Exhibitors invited to Welcome/Keynote Address**11:30am:** Refreshment break**1:00-2:45pm:** Lunch**2:15pm:** Prizes Awarded**Booth Setup**

Monday, May 20, 3-6pm

**Experience Sponsor Setup**

Monday, May 20, 11am

**Booth Breakdown**

Tuesday May 21, 2:30

**Experience Sponsor Breakdown**

Tuesday, May 21, 4pm

## **LeadingAge NY/FLTC Golf Tournament**

This popular tournament benefits the Foundation for Long Term Care scholarship fund and will be held Monday, May 20, 2023, at the Saratoga Lake Golf Club. Not able to golf? Consider a donation to the FLTC scholarship fund. A portion of your contribution to the FLTC, a 501 (c)(3) organization, is tax-deductible to the extent permitted by law. This fun 18-hole tournament features a scramble with a shotgun start and fun contests. This tournament fills up fast so register today. Deadline for registration is May 8.

**Golf Player and Sponsor REGISTRATION**

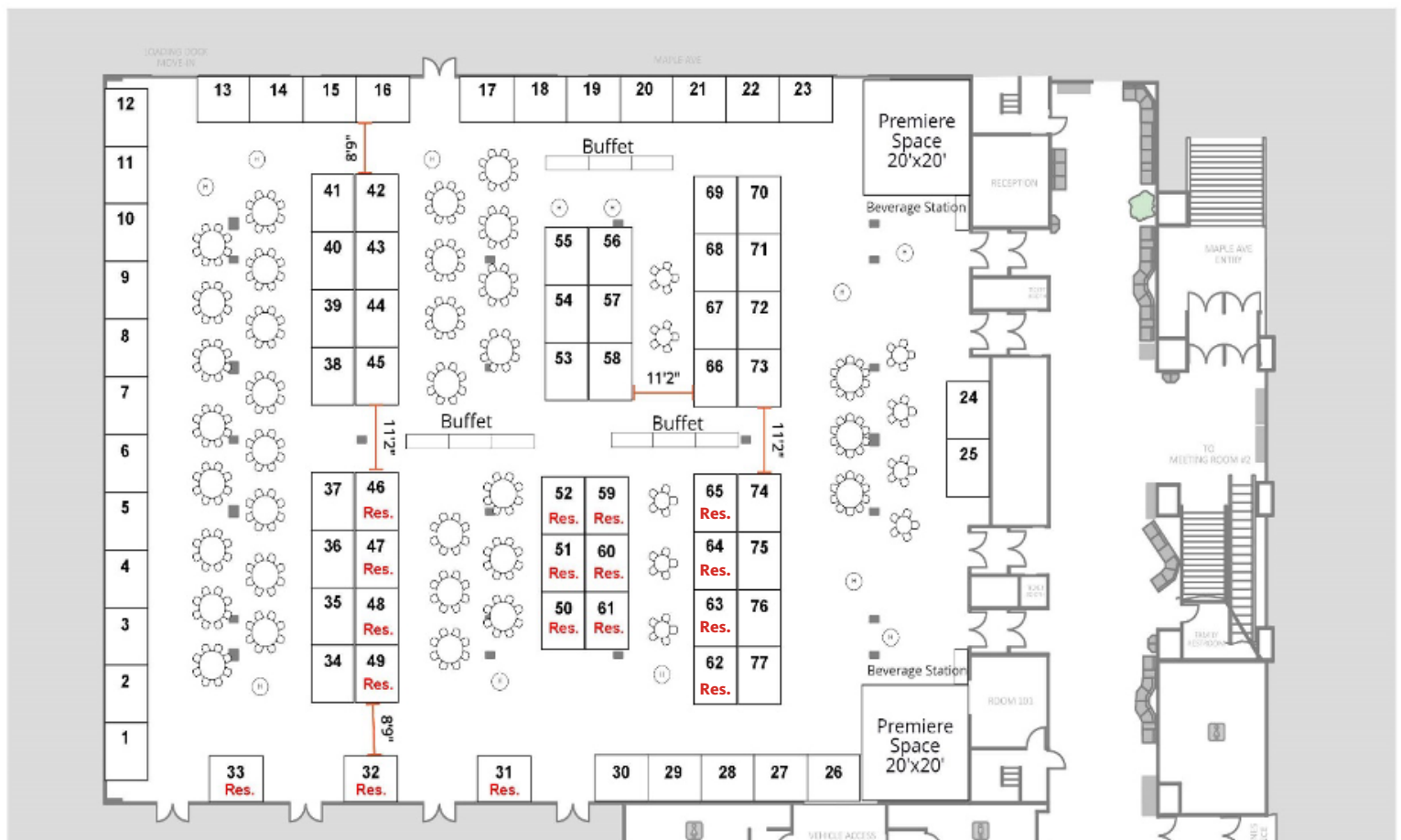
**[CLICK HERE TO REGISTER](#)**



## **Exposition Floor Plan**

Endorsed Vendors and Business Partners will be placed in the reserved section. All other booths will be assigned. You will be notified of your booth assignment beginning on May 3.

Booths marked reserved are for Endorsed Vendors and Business Partners and large conference sponsors as space allows.



***Show management will not accept requests for specific booths. Booths will be assigned.***

## Conference Sponsorship Opportunities

### **PREMIER Sponsorship (\$5,000)**

**Company representative(s) present a one-hour educational session with continuing education credits available to attendees.**

**Limited Spots Available. Act now! Contact [kmyers@leadingagency.org](mailto:kmyers@leadingagency.org)**

- Exhibit space for up to a total of (4) participants OR Business Attendee Registration for up to (2) people. Choose traditional booth or high-top version.
- Complimentary opening night reception tickets for # of people based on category chosen above.
- Sponsorship recognition during first plenary session.
- Unique Value. One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually.)
- Banner ad on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

### **EXPO LOUNGE Sponsorship (\$5,000)**

**Company provided with non-traditional space to offer conference participants a unique and conversational experience in Expo Hall! Opportunity to interact in a new way with leads and spotlight company brand and expertise. Only two spots available!**

- Complimentary opening night reception tickets for # of people based on category chosen above
- Unique space provided in the Expo Hall to create a participatory experience for attendees to enjoy.
- Sponsorship Recognition during first plenary session.
- Unique Value. One-month virtual ad campaign for pre- and post-conference messaging. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors, and Business Attendees annually).
- Banner ad on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

### **Keynote Sponsorship (\$4,000)**

**Company representative(s) will present a two-minute company introduction (or video) and then introduce keynote speaker. Exclusive!**

- Exhibit space for up to a total of (4) participants OR Business Attendee Registration for up to (2) people. Choose traditional booth or high-top version.
- Complimentary opening night reception tickets for # of people based on category chosen above.
- Sponsorship recognition at keynote.
- Unique Value. One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees).
- Banner ad on conference app.
- Company listing on conference app.
- Logo/Link on all promotional materials.
- Conference attendee list.

### **Breakfast Briefing Sponsor (\$3,000)**

**Company representative(s) will co-host a session with a LANY staff member on a mutually determined topic relevant to members during breakfast on May 22nd during the Annual Conference and Exposition.**

**Limited Spots Available!**

- Exhibit space for up to a total of (2) participants OR Business Attendee Registration for up to (1) people. Choose traditional booth or high-top version.
- Complimentary opening night reception tickets for # of people based on category chosen above.
- Unique Value. One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees).
- Banner ad on conference app.
- Company listing on conference app.
- Logo/Link on all promotional materials.
- Conference attendee list.

### **Chairman's Reception Sponsor (\$3,000)**

**Company representative(s) will present a one-minute congratulatory speech to Outgoing Chair, Stuart Almer, Gurwin Jewish Nursing and Rehabilitation Center.**

**This is not exclusive but will be limited to 4 spots. ACT NOW!**

- Exhibit space for up to a total of (2) participants OR Business Attendee Registration for (1) person. **Choose traditional booth or high top version.**
- Unique value. One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually).
- Banner ad on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

### **Hospitality Sponsor (\$2,000)**

**Company signage near all food offerings during conference.**

- Exhibit space for up to a total of (2) participants OR Business Attendee Registration for (1) person
- Complimentary opening night reception tickets for # of people based on category chosen above.
- Unique value. One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually).
- Banner ad on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

**Session Sponsor (\$1,000)**

- Unique value. One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Banner ad on conference app.
- Two-minute video introduction to play at registration.
- Logo recognition in event promotions.
- Logo/link on conference webpage.
- Conference attendee list.

**Virtual Ad Campaign (\$700)**

- One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Logo on registration site.
- Logo/link on all promotional materials.
- Conference attendee list.

**Basic Sponsor (\$500)**

- Logo on registration site.
- Logo/link on all promotional materials.
- Conference attendee list.

For more information on sponsorship packages contact Kristen Myers:  
T. 518-867-8383 ext. 149, or E. [kmyers@leadingageny.org](mailto:kmyers@leadingageny.org)



## **Exhibitor Regulations**

When registering, exhibitors attest to compliance with the following regulations reflecting Saratoga Springs City Center/The Saratoga Hilton and LeadingAge NY requirements to ensure that the exposition is conducted in a safe and responsible manner.

**THERE WILL BE NO ONE UNDER THE AGE OF 21 ALLOWED ON THE EXPOSITION FLOOR, IN SESSIONS OR AT THE OPENING RECEPTION. NO EXCEPTIONS. SERVICE DOGS ARE WELCOME, ALL OTHER ANIMALS ARE PROHIBITED WITHOUT PRIOR APPROVAL OF CITY CENTER REPRESENTATIVE.**

1. Default Occupancy. Any exhibitor failing to occupy space contracted for is not relieved of the obligation to pay the full rental price for the space. LeadingAge NY has the right to use any space not occupied by 6:00 pm on May 20, 2024.
2. Cancellation of Exhibit Space. It is understood that there will be no refund of the exhibit fee if the contract is cancelled after April 20, 2024. 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 arise from any cause resulting from or connected with transportation, placing, 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 NY, 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.

## **Exhibitor Regulations Continued**

- 4) Fire, Safety, Health. Exhibitors must assume full responsibility for compliance with local, city and state and federal ordinance 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 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. No open flame candles or compressed gas will be allowed.
  - c) Exhibits that produce high noise levels or produce offensive odors will not be permitted.
  - e) Glitter and helium balloons are strictly prohibited.
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. Total Events Convention Services, 4021 State Street, Niskayuna, NY 12304, P. 518.383.8602 and F.518.383.8603 has been selected as the contractor for booth furnishings, electricity and other services. Show management assumes no responsibility for any contractual arrangements with Total Events Convention Services. All exposition materials and booth items must be shipped through Total Events.
2. Shipping. All drayage/shipping needs to go through Total Events, they will receive, bring to the show and reverse ship for any vendors that use this option.
3. Installation Date. Exhibitors may start installing displays on Monday, May 20, 2024, at 3 pm. And must be completed with installation before 6 pm.
4. Dismantling Date. Dismantling of the exposition will begin on Tuesday, May 21, 2024, immediately after the prizes awards drawing. All exhibits in the trade show must be packed at the close of the show and removed from the Saratoga Springs City Center/The Saratoga Hilton no later than 4 pm on Tuesday, May 21, 2024. Freight not removed by the deadline will be transferred out of the Saratoga Springs 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.
3. The use of silicone products is strictly forbidden (commonly used to shine vehicle tires). If a vendor violates this policy, they will be charged \$1,000 for the stripping and rewaxing of the floor.

## **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 furnished on all sides and is visible to the public.
2. Obstructions. In no case may any decoration, sign or fixture interfere with another exhibit or block aisles, or fire exits.
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. Only licensed and City Center approved vendors are approved to serve in the facility for alcoholic beverages, catering, audio visual, and drayage.
2. Registration. Only show management may set and enforce admission policies. All people visiting the conference and exposition, as well as exposition personnel, shall be required to register and wear an appropriate badge while in attendance. Only registered booth exhibitors are allowed in the 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 calculated to achieve this purpose. No signs of any nature may be displayed on or near any equipment or supplies or any part of an exhibitor 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 a product or service.
4. Booth Attendees. A maximum of two (2) exhibitors per standard exhibitor registration allowed at any given time at any given event. NOTE: Top sponsor packages may receive up to two (2) additional attendees. Exhibitors must be employees of the company contracting with LeadingAge NY for booth space.
6. No Minors. No persons on the trade show floor, in sessions or at the networking reception may be under the age of 21.