2018 CONFERENCE PACKAGE

LeadingAge™ New York

Annual Conference & Exposition

Date: May 22 - 24, 2018 **Location:** The Saratoga Hilton & Saratoga Springs City Center, Saratoga Springs

Who Attends: CEOs, administrators, executive directors and other decision-makers from nursing homes, adult care facilities, assisted living, senior housing, home care, community-based service providers, health care specialists, continuing care retirement communities and consultants.

Basic Package: $1,000

- Logo recognition in event promotions;
- Logo/link on event webpage and conference app;
- Onsite signage during event;
- Attendee list.

Opening Reception: $7,500 (exclusive)

Basic Package plus:

- Upgraded enhanced company description on conference app;
- Two-minute sponsor segment at a session;
- :30 second video on conference webpage;
- Banner ad on conference app;
- Exhibit space in Exposition Hall;
- Full-page ad in conference program;
- Full-page ad in one (1) issue of *Adviser*.

Keynote: $5,000 (exclusive)

Basic Package plus:

- Two-minute sponsor segment at Keynote address;
- :15 second video on conference webpage;
- Exhibit space in Exposition Hall;
- Full-page ad in conference program.

Reception for Outgoing Chair Andy Cruikshank, Ft. Hudson Health System: $5,000 (exclusive)

Basic Package plus:

- Two-minute sponsor segment at Chair's Reception;
- :15 second video on conference webpage;
- Exhibit space in Exposition Hall;
- Full-page ad in conference program.

Full-Day Pre-Conference Plus Lunch: $4,000

Basic Package plus:

- Two-minute sponsor segment at session;
- Exhibit space in Exposition Hall;
- Full-page ad in conference program;
- Two (2) attendees at Pre-Conference Lunch.

Half-Day Pre-Conference Intensive: $3,500

Basic Package plus:

- One-minute sponsor segment at session;
- Exhibit space in Exposition Hall;
- Half-page ad in conference program.

Lunch: $3,500

Basic Package plus:

- One-minute sponsor segment at a session;
- Exhibit space in Exposition Hall;
- Half-page ad in conference program.

Kosher Meals: $3,500

Basic Package plus:

- One-minute sponsor segment at a session;
- Exhibit space in Exposition Hall;
- Half-page ad in conference program.

Conference Application (app): $2,500 (exclusive)

Basic Package plus:

- Banner ad on app;
- Upgraded enhanced description on conference app;
- Exhibit space in Exposition Hall;
- Full-page ad in conference program.

(continued)

Do you have great ideas for reaching attendees? To discuss custom sponsorship packages contact Tedi DeMartino at *tdemartino@leadingageny.org* today!

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Breakfast: $2,000

Basic Package plus:

- Exhibit space in Exposition Hall;
- Full-page ad in conference program.

Break: $1,500

Basic Package plus:

- Upgraded enhanced description on conference app;
- Full-page ad in conference program.

Session: $1,000

- Logo recognition in event promotions;
- Logo/link on event webpage and conference app;
- Signage near sponsored session;
- Introduce session speaker(s).

Conference Tote Bag: $750

(plus cost of bags)

- Logo on conference bag given to each attendee.

Conference App Banner Ad: $1,000

- Banner ad that cycles across the bottom of the app.

Promotional Advertising: $300

- Promotional material placement in attendee packets (such as flyers, brochures, note pads, pens or similar items.)

Conference App Enhanced Description: $100

- Provide details about your company and use your web link to direct attendees to your website.

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