



# EXHIBITOR AND CONFERENCE SPONSORSHIP PROSPECTUS

## ANNUAL CONFERENCE & EXPOSITION

May 22 - 23, 2018

## 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.

2018 is the year we expect record attendance at the Expo to get you in **REACH** of new prospects!

**PRICE  
ROLLBACK**  
still in effect  
**FOR ATTENDEES**  
Registration fees  
holding at  
2006 prices!

In 2016 we rolled back registration fees which meant new attendees and a lot more of them flocked to the Expo to bring you even greater value than ever before. In 2018 we have frozen those prices for another year! Partner with us as a conference exhibitor, sponsor or 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.

Build relationships with our conference attendees eager to learn about products and services that make them more effective and their organizations more competitive. Meet 400 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. Generate sales here!

**Members,** reserve your booth by April 10 to **save \$150** with the early bird rate.

**Non-members,** become an associate member now and **save up to \$350!**

## Membership Questions?

Contact Kristen Myers at 518.867.8383, ext. 153 or [kmyers@leadingageny.org](mailto:kmyers@leadingageny.org)

## Advertiser/Sponsor/Exhibitor Questions?

Contact Tedi DeMartino at 518.867.8385, ext. 117 or [tdemartino@leadingageny.org](mailto:tdemartino@leadingageny.org)

### REGISTRATION

Secure your booth, ad and sponsorship by registering online at the conference website at [leadingageny.org](http://leadingageny.org).

#### Key Dates

**April 10**  
Early bird registration deadline

**April 20**  
The Saratoga Hilton  
reservation deadline

**April 25**  
Company description and logo  
for conference program/mobile  
app deadline

**May 22**  
Annual golf tournament

**April 14**  
Refund deadline (less a 25 percent  
administrative fee)

**April 20**  
Advertisement deadline

**May 11**  
Booth assignment notifications



## ... Before the conference

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



## ... With more ways to promote your brand

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

**See page 8 for all the possibilities or create a custom option:**


Contact Tedi DeMartino at [tdemartino@leadingageny.org](mailto:tdemartino@leadingageny.org) or 518.867.8383, ext. 117.



## ... On the links



Don't miss the LeadingAge New York Golf Tournament on Tuesday, May 22

at the Ballston Spa Country Club  This fun, 18-hole tournament fills up fast so register today. In changing the beneficiary to the Foundation for Long Term Care scholarship fund, a tax-deductible charity, we are drawing new and more players. Registration deadline is May 16. Click [here](#) for sponsorship details and registration.



## ... In the Expo Hall

The Expo Hall's floor plan channels the flow of traffic to all booths. Meal and break areas with tables make meeting and talking with attendees a breeze.

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

On request, we will provide you with an invitation for a free Expo Hall pass to share with potential clients who may not be attending the conference.



## ... With our mobile app

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



## ... At LeadingAge New York's Block Party

Join our attendees as we start off the conference with a bang. This reception with open bar and light fare will be held outside (weather permitting) the Saratoga Springs City Center's main entrance on Ellsworth Place on Tuesday evening.



## ... At the Keynote

**Wednesday, May 23, 9:30 – 10:30 a.m.**

Join attendees at the LeadingAge NY 2018 Keynote Address "The Case for Change: Critical Workforce Insights for the C-Suite" to discover the current and projected employment landscape and its impact on business practices; gain insight on why today's workforce has incredibly different expectations of their leaders and determine ways to achieve productivity, profitability and customer satisfaction with a short-term workforce.



## ... Through Coffee and Conversation in the Expo Hall

**Wednesday, May 23, 7:30 – 8:30 a.m.**

### **Expanding Possibilities**

Ten years from now the future will be here – are you in the picture? What are the challenges and opportunities as you serve the seniors in your community and are you prepared to meet them? How do you face change that has an impact on you daily and may continue to do so in the future? Join Dr. Battisti and spend time envisioning your future, both personally and professionally, and think creatively on how you can expand your awareness and your future. This program will benefit both the long term care provider and the vendors who provide products and services to them.

*Facilitator: Francis Battisti, Ph.D., executive vice president and chief academic officer, SUNY Broome at Broome Community College, Binghamton*

## EXPOSITION INFORMATION

### Schedule of Events:

The following events have been scheduled for you to reach more conference attendees.

#### Tuesday, May 22

**6:30 – 7:30 p.m. LeadingAge New York's Block Party**

**After 7:30 p.m. Your opportunity to entertain prospects or current customers**

#### Wednesday, May 23

**7:30 – 8:30 a.m. Coffee and Conversation in Expo Hall**

**7:30 – 9:30 a.m. Exhibit time/Continental breakfast served in Expo Hall**

**9:30 – 10:30 a.m. Welcome/Keynote Address (Exhibitors invited)**

**10:30 – 11:30 a.m. Exhibit time/Refreshment break in Expo Hall**

**1 – 2:45 p.m. Lunch in Expo Hall**

**2:15 p.m. Prizes awarded in Expo Hall**

**Booth Setup: Tuesday, May 22, 9:30 a.m. – 6:30 p.m.**

**Booth Breakdown: Wednesday, May 23, 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 four (Tuesday night LeadingAge New York's Block Party, Wednesday breakfast, lunch and refreshment breaks)

### Wi-Fi: **FREE**

Compliments of LeadingAge NY, Wi-Fi will be available in the expo hall...an extra conference value!

### Booth Location:

Please provide your three preferences for booth location on the online registration form. You will be notified of your booth assignment by May 11. If your preferences are not available, LeadingAge New York reserves the right to assign alternative space.

### 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' or 6' 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 32–37, 116–118, and G1–7)

### Convention Services:

After your online registration form and payment in full have been received, a packet listing additional services available for purchase from Total Events Convention Services will be sent to you via email.

Options include electrical service (free), signage, drayage, booth setup and breakdown. Total Events, 4021 State Street, Niskayuna, NY 12304  
P: 518.383.8602 | F: 518.383.8603

If you require audio visual services, contact DJ McKeon with CMIIV located at The Saratoga Hilton by email: [djmckeon@cmiiv.com](mailto:djmckeon@cmiiv.com), office phone: 518.226.0219, cell phone: 518.441.2122 or fax: 518.226.0368.

### Hotel Reservations:

Click [here](#) to reserve a room at the Hilton or other Saratoga hotel.

### Exposition Prizes:

Exhibitors awarding prizes should select their winners or notify LeadingAge New York staff to add their prize to the drawing. Prizes will be awarded in the exposition hall on Wednesday, May 23 at 2:15 p.m.

### Exhibit Fees:

	On or before <u>April 10</u>	After <u>April 10</u>
Member	<b>\$1,149</b>	\$1,299
Non-member	\$1,449	\$1,449

**Save \$150**

**Early Bird Registration:** Registration and payment in full must be received on or before April 10.

**Registration after April 10:** Full payment must accompany your registration.

Payment in full must be received by the date of the conference in order to exhibit.



## 2017 EXHIBITORS:

3M  
Accelerated Care Plus  
Adjusters International  
\* **Alpha Healthcare, IPA**  
Alzheimer's Association, New York State Coalition  
American HealthTech  
\* **Baker Tilly Virchow Krause, LLP**  
BBL  
Beacon Solutions Group  
Benchmark Therapies, Inc.  
Bestbath  
Bluespire Senior Marketing  
Case Management Solutions  
CCI Systems  
Centers Business Office  
\* **ChemRx/PharMerica**  
Collegium Pharmaceutical  
Combined Worksite Solutions  
Community Home Health Care  
\* **Cool Insuring Agency, Inc.**  
\* **Cool Insuring Human Resource Services**  
Dalpos - Architects & Integrators  
Daniels Health  
\* **Dentserv Dental Services**  
Eklego Workforce Solutions  
Empire Bus Sales, LLC  
Encore Rehabilitation Services  
EZaccessMD

Flik Lifestyles/Morrison Community Living  
Forbo Flooring Systems  
Freed Maxick CPAs, PC  
Gagliardi Photo Collection  
Harbor Pharmacy, LLC  
HealthDirect Institutional Pharmacy Services  
\* **HealthPRO-Heritage**  
Hegeman Consulting  
Hillyard - New York  
\* **HJ Sims**  
HUR USA  
Innovative Cost Solutions  
IPPC Pharmacy  
JINTRONIX  
K&A Services/Mobile Imaging Ltd  
KDA Architects  
Kowa American Corp.  
Language Fundamentals, Inc.  
\* **LeadingAge New York Career Center**  
\* **LeadingAge New York FasTracker**  
\* **LeadingAge New York ProCare**  
\* **LeadingAge New York Services Solutions**  
\* **LeadingAge New York Technology Solutions**  
\* **LECESSE Construction**  
\* **LI Script**  
Lincare Infusion

## \* INDICATES 2017 SPONSORS

Lincoln Computer Services  
\* **Loeb & Troper LLP**  
M & T Bank  
\* **Marks Paneth LLP**  
Medical Staffing Network  
Medline Industries, Inc.  
MobileUSA  
Netsmart  
New York Relay Service  
New York State Association of County Health Officials  
\* **NICHE Nurses Improving Care for Healthsystem Elders**  
NK Architects  
Omnicare. A CVS Health Company  
OneGroup  
Optum / United Healthcare  
Partners Pharmacy  
Pharmacists Mutual Companies  
PharmScript, LLC  
Phoenix Contract, Inc.  
Pinnacle Dietary  
Precision Health Inc.  
\* **Preferred Therapy Solutions**  
Prime Care Pharmacy Services Inc.  
\* **Procure LTC Pharmacy**  
RainbowCare & Consultants, Inc.  
Real Time Medical Systems  
Rehab Services, PT, OT, SLP, LLC  
RehabCare

Reliable Health Systems, LLC  
Sanofi  
Select Rehabilitation, LLC  
SeniorTV  
Shoppers Service  
\* **Siemens**  
SmartLinx Solutions  
SMD, Inc.  
Smith & Nephew  
\* **Sodexo Seniors**  
Special Care Systems, LLC  
Specialty RX  
Spiezle Architectural Group  
Strategic Interests, LLC  
SWBR  
TALYST  
The Chazen Companies  
The Graham Company  
The Lancaster Group, LLC  
The Medicine Shoppe Long Term Care  
Theradynamics Rehab Mgmt., LLC  
TotalKare of America, Inc.  
Unidine Corporation  
Unitex  
\* **Value First, Inc.**  
Vantage  
\* **VNA Homecare Options, LLC**  
Woodmark Pharmacy  
\* **Ziegler**  
Zimmer Healthcare Services Group, LLC

## 2018 SPONSORS:

## These sponsors have already signed on!

**COOL SeniorCare**  
INSURANCE PROGRAM  
INSURANCE MADE SIMPLE

**LeadingAge New York Career Center**  
Connecting Talent and Opportunity  
www.careercenter.leadingage.ny.org

**LeadingAge New York FASTracker**  
LTC Financial and Statistical Tracking Made Easy

**LeadingAge New York PROCARE**  
Providing the solutions you need...for the results you want.

**LeadingAge New York Services Inc. SOLUTIONS**

**LeadingAge New York Technology Solutions, LLC**

**PKF O'CONNOR DAVIES**  
ACCOUNTANTS AND ADVISORS

**QUALITY APEX**

**sodexo**  
QUALITY OF LIFE SERVICES

**UST**  
By Nonprofits  
For Nonprofits

**VALUE st**  
Choices ■ Solutions ■ Savings

## CONFERENCE PROGRAM AND MOBILE APP ADVERTISING

### Exhibitors receive a free:

- Company description in the conference program and mobile app
- Logo displayed in the mobile app

Submit your logo for the mobile app by April 25. Company logos must be in JPG, GIF or PNG format. It is recommended they are 200 x 200 pixels, to avoid your image getting cropped.

**Sponsors:** Submit your logo in EPS vector format by April 25 to be used for event signage.

### Graphics and ad contact:

Kathie Kane at [kkane@leadingageny.org](mailto:kkane@leadingageny.org).

### More opportunities to promote your brand:

#### Mobile App Enhanced Description:

Provide more details about your company and direct attendees to your company's website by including the link in your description in the app.

**\$100**

Send your description to Tedi DeMartino at [tdemartino@leadingageny.org](mailto:tdemartino@leadingageny.org)

#### Promotional Advertising:

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

**\$300**

#### Conference Tote Bag: \$750 (plus cost of bags)

Logo on conference bag given to each attendee.

**\$750**

#### Mobile App Banner Ad:

Promote your company with a banner that cycles across the bottom of the app! Limited number available. Banner ads must be in JPG, GIF or PNG format and measure 375 pixels x 80 pixels (WxH).

**\$1,000**

### Conference Program Ad:

Conference program ads are four-color process and will be accepted electronically in pdf format. Please embed all fonts and artwork.

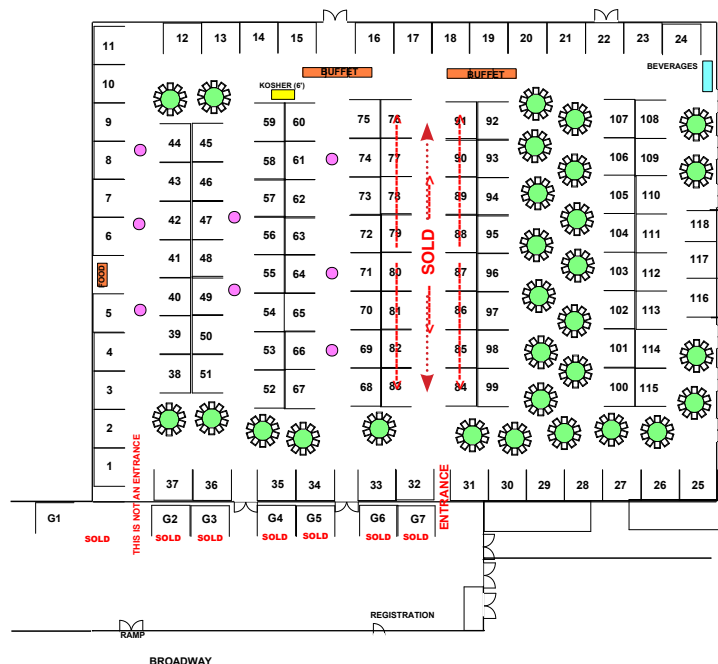
Space (dimensions)	Rate
Full page (4.875 w x 7.75 h)	\$350
Half page (4.875 w x 3.75 h)	\$325
Inside front cover (5 w x 8 h)	\$450
Inside back cover (4.875 w x 7.75 h)	\$425
Outside back (5 w x 8 h)	\$495

Ads are due by **April 20**

Please send your advertisement by email to Kathie Kane at [kkane@leadingageny.org](mailto:kkane@leadingageny.org) immediately after submitting your registration. 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.

### Exposition Floor Plan

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.





# ... With so many ways to promote your brand

Non-members, become an associate member now and save up to \$350!	\$7,500	\$5,000	\$4,000	\$3,500	\$5,000	\$2,000	\$3,500	\$1,500	\$1,000	\$1,000	\$2,500	\$3,500
	*LeadingAge New York's Opening Reception *Keynote *Pre-Conference (full day) *Lunch (May 23) *Chair Reception (May 23) *Breakfast (May 23) *Pre-Conference (May 23 or 24) *Refreshment Break Session Basic Package *Conference Application (APP) *Kosher Meals											
Exclusive company sponsor segment	✓	✓	✓		✓							
Two-minute presentation	✓	✓	✓		✓							
One-minute presentation				✓			✓					✓
Presence on LeadingAge NY conference web page												
Logo with link	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Signage at sponsored event	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Marketing campaigns												
Recognition in event promotions	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Free booth space at conference	✓	✓	✓	✓	✓	✓	✓				✓	✓
Attendee list sent to you before the conference	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Advertisement												
Conference program:												
Full-page ad in program	✓	✓	✓		✓	✓		✓			✓	
Half-page ad in program				✓			✓					✓
Mobile app:												
Acknowledgment in app	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	
Custom sponsorship												
Two attendees at the Pre-Con Luncheon			✓									
Logo on attendee and exhibitor lanyards												
30-second video on conference webpage	✓											
15-second video on conference webpage		✓			✓							
Full-page ad in Adviser	✓											
Enhanced description in the app	✓							✓			✓	
Banner ad on the app	✓										✓	

\* Basic package is included with these sponsorships.



# To Benefit FLTC

Foundation for Long Term Care  
A NON-PROFIT EDUCATION AND RESEARCH FOUNDATION

# GOLF

*Fun in the sun for  
a great cause.*

Proceeds to support  
scholarship fund promoting the  
development of leaders in  
aging services.

**Tuesday**  
**May 22, 2018**  
**1366 Amsterdam Road**  
**Ballston Spa, NY 12020**



## Sponsorship Levels

### Schedule

10 - 10:45 a.m.  
Registration and contests  
11 a.m.  
Shotgun start  
4 p.m.  
Prizes & cocktail reception

**\*Note that all sponsors' logos will be placed on the LeadingAge New York golf web page.**

**For more information or to complete the Golf Tournament Registration form, go to: [www.leadingageny.org](http://www.leadingageny.org)**

#### **Golf Cart Sponsorship (\$3,000)**

Includes your company's logo on the golf cart; logo on golf giveaways; signage at Tournament; logo recognition in Tournament promotions; half-page ad in Annual Conference program; logo on LeadingAge New York website for one (1) month; one (1) foursome; and four (4) Golf Reception tickets.

#### **Hole-in-One Sponsorship (\$2,000)**

Get your company's logo on golf giveaways; logo recognition in Tournament promotions; signage at Tournament and Reception; half-page ad in Annual Conference program; logo on LeadingAge New York website for one (1) month; one (1) foursome; and four (4) Golf Reception tickets.

#### **Eagle Sponsorship (\$1,500)**

Logo recognition in Tournament promotions; signage at Tournament and Golf Reception; half-page ad in Annual Conference program; logo on LeadingAge New York website for one (1) month; one (1) foursome; and four (4) Golf Reception tickets.

#### **Fairway Sponsorship (\$1,000)**

Logo recognition in Golf Tournament promotions; signage at Golf Tournament and Golf Reception; logo on LeadingAge New York website for one (1) month; two (2) golf registrations; and two (2) Golf Reception tickets.

#### **Tee Sign Sponsorship (\$250)**

Your company logo on one T-sign on golf course.

#### **Prizes Sponsorship (\$500)**

Logo recognition in Golf Tournament promotions; signage at Golf Tournament and Golf Reception; logo on LeadingAge New York website for one (1) month.

#### **CUSTOM PACKAGES**

Do you have great ideas for reaching attendees? To discuss custom sponsorship packages contact Kristen Myers at [kmyers@leadingageny.org](mailto:kmyers@leadingageny.org)

**EXHIBITOR REGULATIONS**

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 22, 2018.

**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 14. 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 Authority, 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, 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 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.** Total Events Convention Services, 4021 State Street, Niskayuna, New York 12304, phone: 518.383.8603, fax: 518.383.8903 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.

**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 22-23, 2018, number of packages, your company name, Attn: Sales and Catering.

**3. Installation Date.** Exhibitors may start installing displays on Tuesday, May 22, 2018 at 9:30 a.m. and must be completed by 6:30 p.m.

**4. Dismantling Date.** Dismantling of the exposition will begin on Wednesday, May 23, 2018 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 Wednesday, May 23, 2018. 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 Tuesday, May 22 and Wednesday, May 23, 2018.

### 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, sign or fixture 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 exposition 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.