



LeadingAge[®]
New York

**Nursing and Social Work
Professionals
Annual Conference
Prospectus**

Conference & Exhibit Dates:
November 14-15, 2023
at Tyler Technologies, Latham, NY

LeadingAge New York is excited to welcome Nurses and Social Work professionals from across the state as they gather in-person once again! This will be an exclusive event with limited space. The only way for businesses to participate is to become a sponsor or exhibitor.

Sponsorship and Exhibiting

Premier Sponsor \$3,500

ONLY TWO AVAILABLE

- Logo recognition in event promotions.
- Logo/link on Conference App.
- Onsite signage during event.
- Attendee list.
- Premier Table-top in exclusive furnished Lounge Area right at registration and central to all activity!
- Free attendance for three employees at Conference.
- Two-minute sponsor segment at dinner.

Dinner: \$2,500

- Logo recognition in event promotions.
- Logo/link on Conference App.
- Onsite signage during event.
- Attendee list.
- Branding collateral at dinner.
- *Table-top with two attendees.*
- Sponsor introduction at dinner.

DETAILS

Conference Begins:

Nov. 14th at 11 a.m.
(registration 11 a.m. and Summit begins at noon)

Conference Ends:

Nov. 15th at 1:30 p.m.

Location:

Tyler Technologies, 11
Cornell Road, Latham, NY
12110

Audience:

Nursing, clinical, social work and other professionals who work in nursing facilities, assisted living, adult day health care, senior centers or settings which offer activities and recreational programming. communities throughout New York State including their board members, CEOs, executive directors, directors, and other interested parties.

Cocktail Party: \$2,000

- Logo recognition in event promotions.
- Logo/link on Conference App.
- Onsite signage during event.
- Attendee list.
- Branding collateral at Cocktail Party.
- *Table-top with two attendees.*
- Sponsor introduction at Cocktail Party.

Breakfast/Lunches: \$1,500

- Logo recognition in event promotions.
- Logo/link on Conference App.
- Onsite signage during event.
- Attendee list.
- Branding collateral at event.
- **Free attendance** for one employee at Conference.
- Acknowledgment of sponsorship during Welcome.

Tabletop Exhibit: \$1,200 Associate Member \$1,500 non-Associate Member

- 6' skirted table with (2) chairs and waste basket.
- Meals and attendance to the conference for (2) exhibitors.

Basic Package: \$1000 (*no table-top included*)

- Logo recognition in event promotions.
- Logo/link on Conference App.
- Onsite signage during event.
- Attendee list.

Registration:

Seats are limited! If you are interested in participating in the conversation and accessing this prime networking time, sponsorship options are listed below. Note, the only way to have a seat at the table is to sponsor or exhibit. *There is no Business Attendee option for this event.*

If you have questions, please contact Kris Myers at kmyers@leadingagency.org to discuss, or simply click the registration link below to secure your sponsorship and attendance.

[REGISTER NOW](#)

Parking:

Parking is very limited! Park in the spaces on the far end of the parking area. If they will, parking will be available across the street in a second lot. Look for signage. Space labeled GUEST are for Tyler Technologies guests not conference attendees. Absolutely no parking in the Fire Lanes in front of the building.

Hotel Information:

A special rate has been negotiated at the following locations for Nov. 13th and November 14th.

Crowne Plaza Albany-the Desmond Hotel

660 Albany Shaker Rd.
Albany, NY 12211

Booking Link: [Crowne Plaza -the Desmond Hotel](#)

OR

Call-Please use **Group Code LAD** and to call the **Hotel direct at 518-869-8100.**

Reservation cut-off date: October 23, 2023

Tru by Hilton Albany Airport

798 Albany Shaker Road
Albany, NY 12211

Booking Link: [Tru by Hilton](#)

OR

Call: please use Hilton Reservations toll-free number at 1-800-HILTONS and mention the **Leading Age New York Group Block** at Tru by Hilton Albany Airport or use the unique code **909** to receive the group rate.

Reservation cut-off date: October 13, 2023

Agenda

November 14

9 - 10 a.m.	Exhibitor Tabletop Set-Up
11 - 11:45 a.m.	Attendee Conference Registration
11:45 a.m. - noon	Welcome & Opening Remarks
Noon - 1 p.m.	Plenary 1
1 - 2 p.m.	Networking Lunch & Expo
2 - 3:30 p.m.	Breakout Sessions Round 1
3:30 - 4 p.m.	Break & Expo
4 - 5:30 p.m.	Breakout Sessions Round 2
5:45 - 8:30 p.m. Crown Plaza	Networking Reception and Dinner,

September 15

8 - 9 a.m.	Continental Breakfast
9 - 10:30 a.m.	Plenary 2
10:30 - 10:45	Break & Expo
10:45 - 11:45 a.m.	Breakout Sessions 3
11:45 - 12:15 a.m.	Break & Expo
12:15 - 1:30 p.m.	Plenary 3
12:15 - 1:30 p.m.	Plenary 4
12:15 - 2 p.m.	Exhibitor Tabletop Breakdown