

 *LeadingAge™ New York*

Your Coordinates for  
Driving Sales!

42.761048<sup>0</sup>  
-73.818483<sup>0</sup>

LeadingAge New York is the premier industry resource for long term care and the aging services field. It is the one tool you need for your marketing strategy to position your brand ahead of the competition in health care news and trends affecting those serving the aging and long term care population in New York State.

LeadingAge New York is highly regarded as a leader at the state and national level, and our members are recognized as New York's finest care providers. By becoming a partner with LeadingAge New York, companies have the opportunity to be aligned with our members at up to two dozen standing-room-only in-person events and several distance education programs each year.

We offer the most in-demand speakers and lecturers on topics LeadingAge New York members want and need to grow their organizations.

Quality and value are the core of the LeadingAge New York business partner program. We take pride in assessing your product and services to determine where you will receive the best representation with LeadingAge New York members. Contact Noreen at 518 867 8874 or [nhiltsley@leadingageny.org](mailto:nhiltsley@leadingageny.org) and let us customize a package for your company.

“*Custom Computer Specialists is proud to be a Gold Sponsor of LeadingAge New York. We originally joined as Silver Sponsors and were so satisfied with the quality of the LeadingAge New York membership and the professionalism and dedication of the LeadingAge New York team that we chose to upgrade our sponsor level to Gold. The personal introductions combined with the exposure at their heavily attended conferences and council meetings have proven invaluable at developing new business partnerships. While we may be sponsors, the relationship between Custom and LeadingAge New York is more of a partnership than a sponsorship and one we look forward to continuing for years to come.*”

MaryAnn Benzola | Director of Marketing  
Custom Computer Specialists, Inc., since 1979

# OUR MEMBERS BUY

Accounting & audit services

Adult day care services

Architecture/Construction/  
Interior design

Education services/Publishers

Banking & financial services

Bathing

Building equipment

Clinical

Communications & IT services

Computer/Data management

Consulting services

Development services

Emergency response systems &  
wander & fall prevention

Electronic medical records

Employee benefits

Energy

Executive search

Facility management

Flooring

Food management & dining services

Furniture

Housekeeping

Identification systems

Human resource services

Insurance programs

Lifts, maintenance  
supplies & services

Medical supplies,  
products & services

Marketing\PR management

Nutrition & food services

Pharmaceutical services

Quality improvement

Rehabilitation & therapy

Residential & personal care

Safety & security

Signs/Wayfinding

Technology-assisted devices

Tele-health

Transportation

Uniforms

Video entertainment

Wellness magazine

# Premier Programs

Associate Memberships are included in all premium programs.

## Titanium Sponsor \$40,000

- Exclusive reception for sponsor and five of their prospects hosted by LeadingAge New York President and Board Members
- Representative from the LeadingAge New York executive team to accompany sponsor to five LeadingAge New York member facilities
- Sponsor-provided educational session at LeadingAge New York Annual Conference & Exposition
- Golf Cart Sponsor and registration for four golfers
- Sponsor-provided company video at the member services web page
- Opening welcome page on LeadingAge New York Annual Conference & Exposition mobile app
- Exclusive eblast on behalf of sponsor to be deployed to LeadingAge New York attendees of the Annual Conference & Exposition and the LeadingAge New York Financial Managers Conference
- Invitations to four company representatives to the LeadingAge State Night Out Party
- Company presentation at three cabinet meetings
- Full-page ad in each issue of LeadingAge New York's quarterly Adviser, online magazine
- (4) 1000 word articles to be published in the LeadingAge New York Adviser, online magazine
- Booth space and premier session sponsor signage at three LeadingAge New York in-person conferences
- Full-page ad in all conference programs
- Logo placement on all conference materials
- Premium space on LeadingAge New York website with link to sponsor's website
- Logo placement on LeadingAge New York distance learning web page with link to sponsor site
- Logo and web link in Intelligence weekly newsletter
- Four complimentary tickets to the member reception at the LeadingAge New York Annual Conference & Exposition

## Platinum \$20,000

- Exclusive company two-minute sponsor segment at LeadingAge New York in-person conferences

- :15 second bookends on audio conferences (up to 8)
- :15 second company video at the member services web page
- Banner advertisement on mobile app
- Full-page ad in each issue of LeadingAge New York's quarterly online magazine, Adviser
- Booth space and premier session sponsor signage at three LeadingAge New York in-person conferences
- Full-page ad in conference programs
- Logo placement on three conferences' marketing collateral
- Premium space on LeadingAge New York website with link to sponsor's website
- Logo placement on LeadingAge New York distance learning web page with link to sponsor site
- Logo and web link in Intelligence weekly newsletter
- Four complimentary tickets to the member reception at the LeadingAge New York Annual Conference & Exposition

## Gold \$12,000

- One-minute sponsor campaign at LeadingAge New York Annual Conference & Exposition
- :07 second bookends on audio conferences (up to 4)
- Banner advertisement on mobile app
- :12 second company video at the member services web page
- Half-page ad in each quarterly issue of LeadingAge New York's quarterly online publication
- Booth space at the Annual Conference & Exposition and one additional conference
- Full-page ad in Annual Conference & Exposition program
- Logo placement on Annual Conference & Exposition marketing collateral
- Logo and web link in Intelligence weekly newsletter
- Premium space on LeadingAge New York website with link to sponsor's website
- Two tickets to the member reception at the LeadingAge New York Annual Conference & Exposition

## Silver \$7,500

- Booth space and session sponsor signage at Annual Conference & Exposition
- :12 second company video at the member services web page
- Premium space on LeadingAge New York website with link to sponsor website
- Half-page ad in Annual Conference & Exposition program
- Quarter-page ad in each issue of LeadingAge New York's online quarterly magazine, Adviser
- Logo placement on Annual Conference & Exposition marketing collateral
- Logo and web link in Intelligence weekly newsletter

## Bronze \$5,000

- :12-second company video at the member services web page
- Booth space at Annual Conference & Exposition
- Quarter-page advertisement in each issue of LeadingAge New York's quarterly online magazine
- Logo and web link in Intelligence weekly newsletter

“We are a sponsor with LeadingAge NY because they understand our business needs and have the ability to align us with our customers. I recommend supporting and sponsoring this highly talented organization of individuals.”

Josh Royston  
Select Rehabilitation  
Director of Business Development

# Partner Programs

## Leading-U Distance Education

### Key Sponsor \$3,000

- :15-second bookends on audio conference education programming
- Premium space on Leading-U web page
- Logo representation and link placement on e-blast campaigns
- Logo representation on all online education marketing materials for each distance education program
- Full-page ad in the LeadingAge New York Annual Conference & Exposition program
- Logo representation in Leading-U newsletter for each distance education program
- Full-page ad in LeadingAge New York's quarterly online publication, Adviser

### Session Sponsor \$1,000

- :10 second bookends on audio conference education programming
- Logo representation and link placement at the Leading-U web page one month prior to sponsored session
- Logo representation and link placement on session e-blast to members
- Quarter-page ad in one issue of LeadingAge New York's quarterly online publication, Adviser

## Regional Programs

### Regional Council or Cabinet Meeting \$1,500

- Five to ten minute educational overview of product/service and the association with long term care
- On-site signage and collateral branding at one partnered meeting located in Western, Central, Capital, and Westchester/ NYC regions of New York
- Logo and link at LeadingAge New York member web page
- Quarter-page ad in each issue and a 250 word article to be published in one issue of LeadingAge New York's online quarterly publication, Adviser

### Traveling Art Show \$3,000

- Company representative will be invited to travel with this campaign to approximately five member locations throughout New York State providing a two to three minute segment as a sponsor of the traveling art show
- Sponsor logo branded on traveling art show display panels
- Logo on LeadingAge New York's Facebook page for the virtual art show during the year featuring artist of the day
- Logo on LeadingAge New York website, on-site and all promotional efforts for events, including press releases, e-blast campaigns and print marketing related to this exhibit
- Company advertorial in the art show program
- Traveling art show is featured at the LeadingAge New York Annual Conference & Exposition and the Directors of Nursing and Social Work Annual Conference, company logo and signage will be at each conference

### Traveling Art Show \$1,000

- Logo on LeadingAge New York website, on-site and all promotional efforts for events, including press releases, e-blast campaigns and print marketing related to this exhibit
- Company advertorial in the art show program

Cabinet and Council meetings are member driven areas such as: Nursing Home Cabinet, Managed Care Cabinet, CCRC Cabinet, ACF-HCBS Cabinet, CFO Council Meetings and CCRC Meetings.



*Through our sponsorship of LeadingAge New York, Bonadio Receivable Solutions has benefited by having an increased exposure to potential clients that would not otherwise have occurred. We have developed many new client relationships as a direct result of our sponsorships. In addition to the business growth opportunities we have experienced, our sponsorships have contributed to an enriched relationship with LeadingAge NY. The services and support offered by LeadingAge NY to its members are extensive and valuable and we are proud to be a supporter of its endeavors.*

Andrea Hagen | Director  
Bonadio Receivable Solutions, LLC

# Conference Branding

“Improving the quality of life for those we serve is the heart of Sodexo's mission and business. Our valued partnership with LeadingAge New York enhances that commitment as we both seek to deliver innovative offers and services while aligning our organizations with partners that help us deliver on our promise of enhancing the “resident experience.”

Joseph Cuticelli, CEO Sodexo Seniors

## Reception \$7,500

- Exclusive company two minute sponsor segment at the reception
- :30 second company video at the conference web page
- Premium advertising space on LeadingAge New York website conference page
- Pre-marketing campaigns designed around the reception with e-blasts on behalf of your company
- Booth space at LeadingAge New York Annual Conference & Exposition
- Collateral advertising in conference attendee packets
- Recognition in event promotions including email, print and social media marketing
- Full-page ad in the conference program
- Signage at the reception

## Keynote \$5,000

- Company one minute sponsor segment at the beginning and the end of keynote introductions
- :12 second company video at the conference web page
- Logo and link on LeadingAge New York website conference page
- Booth space at LeadingAge New York Annual Conference & Exposition
- Recognition in event promotions including email, print and social media marketing
- Half-page advertisement in the LeadingAge Annual Conference & Exposition program
- Signage positioned near session

## Conference App \$5,000

- Logo/link on Conference Application Home Page for LeadingAge New York Annual Conference & Exposition
- Banner advertising on Application for LeadingAge New York Annual Conference & Exposition
- :12 second company video at the LeadingAge New York Annual Conference and Exposition Conference web page
- Logo and link on LeadingAge New York Annual Conference & Exposition Conference page
- Booth space at LeadingAge New York Annual Conference & Exposition
- Recognition in event promotions including email, print & social media marketing

- Half-page advertisement in the LeadingAge New York Annual Conference & Exposition Conference program
- Half-page advertisement in the Financial Managers Annual Conference Program
- Conference app will remain active for one year from date of conference

## Pre-conference session \$3,500

- Booth space at LeadingAge New York Annual Conference & Exposition
- Company one minute sponsor segment session
- Recognition in event promotions including email, print and social media marketing
- Acknowledgment in conference program
- Logo and link at LeadingAge New York conference web page
- Signage near sponsored session
- Display of promotional materials at session

## Lunch \$3,000

- Booth space at LeadingAge New York Annual Conference & Exposition
- Recognition in event promotions including email, print and social media marketing
- Acknowledgment in conference program
- Logo and link at LeadingAge New York conference web page
- Signage near sponsored event

## Breakfast \$2,000

- Recognition in event promotions including email, print and social media marketing
- Logo and link at LeadingAge New York conference web page
- Acknowledgment in conference program
- Signage near sponsored event

## Refreshment \$1,000

- Recognition in event promotions including email, print and social media marketing
- Logo and link at LeadingAge New York conference web page
- Acknowledgment in conference program
- Signage near sponsored session

## Session \$1,000

- Recognition in event promotions including e-mail, print and social media marketing
- Logo/Link on LeadingAge New York conference web page
- Acknowledgment in conference program
- Signage near sponsored session

## Lanyards \$1,000

- Company logo on attendee and exhibitor Annual Conference and Exposition lanyards
- Logo/Link on LeadingAge New York conference web page
- Acknowledgment in conference program

## Promotional Advertising \$250

- Advertisement placement in attendee packets

Let us know if you want to try something new.

In an ever changing environment, we realize that not all packages meet each company's needs. We are able to customize any package providing you the value you need in order to meet your goals.



# Conference Exhibits & Expos

## **Housing Professionals Annual Conference**

**Associate Member \$379**  
**Non - Member \$479**

Date: April 13, 2016 | One-day tabletop exhibit  
Location: DoubleTree Hotel by Hilton Syracuse, Syracuse  
Who Attends: Decision makers including directors of senior housing, housing managers and service coordinators.

## **Annual Conference & Exposition**

**Associate Member \$1,199**  
**Non - Member \$1,399**

May 23-24, 2016 | Two-day booth expo  
The Saragota Hilton & Saratoga Springs City Center, Saratoga  
Who Attends: CEOs, administrators, executive directors and other decision makers from nursing homes, adult care facilities, assisted living, housing and community-based service providers, health care specialists and consultants.

## **Financial Managers Annual Conference**

**Associate Member \$799**  
**Non - Member \$899**

Date: Aug. or Sept. 2016 | Two-day tabletop exhibit  
Location: TBA  
Who Attends: Chief financial officers, directors of finance and other top decision makers from nursing homes, adult care facilities, housing and community-based service providers, health care specialists and consultants.

## **Directors of Nursing Services/Directors of Social Work Annual Conference & Exposition**

**Associate Member \$849**  
**Non - Member \$949**

Date: November 2016 | Two-day booth expo  
Location: TBA  
Who Attends: Directors of nursing, directors of social work and other decision makers from nursing homes, as well as health care specialists and consultants.

“Sponsoring the LeadingAge New York Leadership Academy last year was a terrific opportunity for HealthPRO Rehab to connect in a meaningful way with our current customers as well as prospective customers. We were on-site for all four Leadership Academy meetings (which were held at various locations throughout the state) affording us the chance to build relationships, provide consistent support and share information about our company throughout the year. On behalf of HealthPRO Rehab, I would recommend the sponsorship opportunity to any business affiliate member looking to enhance their visibility and build rapport with LeadingAge New York.”

Michele Saunders, RPT  
HealthPro Rehabilitation

See page 6 for details on Leadership Academy

# Specialty Programs

## Board Portal \$9,000

The source for all board member related material

- Logo and link to company web page
- List of Board Members from LeadingAge New York, LeadingAge Services and the Foundation for Long Term Care Board of Directors
- Logo representation on Board materials
- Logo and company web link in the weekly newsletter, Intelligence
- Full-page ad in the LeadingAge New York Annual Conference and Exposition program
- Full-page ad in LeadingAge New York's quarterly online publication, Adviser
- 500 word article in LeadingAge New York's quarterly online publication, Adviser
- Logo and company web link at LeadingAge New York's website

## Board Meetings \$5,000

- Representation at one Board of Director's meeting
- Full-page ad in the LeadingAge New York Annual Conference and Exposition program
- Full-page ad in LeadingAge New York's quarterly online publication, Adviser
- 500 word article in LeadingAge NY's quarterly online publication, Adviser
- Logo and company web link at LeadingAge New York's website

## LeadingAge New York Event \$5,000

This event is held at the National conference exclusively for LeadingAge New York members

- Company representative to assist hosting this exclusive event for members, endorsed vendors, and business partners
- Branding on all collateral associated with this event
- On-site signage and distribution of your company materials
- Logo and web link to sponsor website
- Full page advertisement in LeadingAge New York Annual Conference & Exposition program
- Quarter-page ad in each issue of LeadingAge New York's online quarterly magazine and a 250 word advertorial in each issue
- Logo and web link in Intelligence weekly newsletter

# Adviser Magazine

## Leadership Academy \$2,500

- On-site signage and collateral branding at four Leadership Academy sessions located throughout NYS
- Premium space on LeadingAge New York Leadership Academy web page with link to sponsor website
- 1/2 page advertisement in LeadingAge New York Annual Conference & Exposition program
- Logo and web link in Intelligence weekly newsletter
- Quarter-page ad in each issue of LeadingAge New York's online quarterly magazine

## The Daily News clips \$3,000

Long term care and aging services headlines deployed to a subscribed member group Monday - Friday

- Logo recognition on all news clips correspondence trending more than 1,500 personal email addresses
- Quarter-page advertisement in LeadingAge New York's quarterly online publication, Adviser

## Website Advertising

### Ad placement

Company representation will be similar to a newspaper format

- \$350 Month
- \$750 Six Months
- \$1,000 Annually

- Looks like an article and is placed in the main content area
- Image will be 300px x 173px (WxH)
- Link to sponsor's website

### Sidebar banner (rotation format)

- \$350 Month
- \$750 Six Months
- \$1,000 Annually
- 300px x 100px (WxH)
- Link to sponsor's website

## Adviser

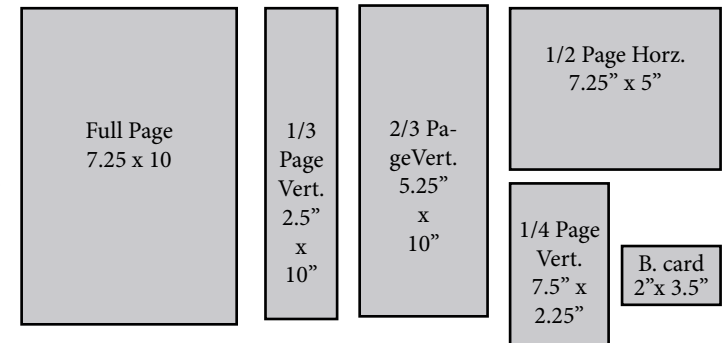
Is an online quarterly e-magazine sharing members stories of quality efficiency and best practices.

Here's your opportunity to be the center of attention with a spread in the member newsletter.

Paid articles (advertorials) will be considered for the Adviser publication. Advertorials may consist of 700 - 1200 words on a topic related to your profession or services.

LeadingAge NY reserves the right of editorial approval.

## ad size + rates



Insertion Costs	1x	2x	3x	4x
Full Page				
Full Page	\$500	\$425	\$375	\$300
1/3 page vertical	\$450	\$390	\$330	\$270
2/3 page vertical	\$425	\$365	\$305	\$245
1/2 page horizontal	\$375	\$315	\$255	\$195
1/4 page vertical	\$250	\$200	\$150	\$100

Advertorial Rates: Full page \$1500 // Half page \$900

Founded in 1961, LeadingAge New York represents not-for-profit, mission-driven and public continuing care providers, including nursing homes, senior housing, adult care facilities, continuing care retirement communities, assisted living and community service providers. Leading Age New York's more than 600 members employ 150,000 professionals serving more than 500,000 New Yorkers annually.

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