



2026

Business Engagement Opportunities

Further your business development goals
through a partnership with LeadingAge New York

Partner

Sponsor

Advertise

Ask about customizable **Business Partner Packages!**

Do you plan to engage with LeadingAge New York membership in multiple formats throughout the year?

Customize your package to meet your business needs and receive extra value at no additional cost.

Business Partner Package Levels

Platinum \$15,500

Gold \$10,500

Silver \$8,000

New Pricing

Look at the customized **sample package** below. You can **build your own** package based on your marketing needs and budget.

Platinum Level Business Partner Package (SAMPLE)

- Access to all events and offerings (if available).
- Premium sponsor at the Annual Leadership Conference and Exposition.
- Premium sponsor at the Fall Operational Conference and Exposition (Finance, HR, Social Work, Nursing, Recreation and Activities and ACF/AL operational programming).
- Dinner Sponsor at the CCRC Summit.
- Luncheon Sponsor at the Retirement Communities Summit.
- Two Cabinet meeting presentations (10 min.).
- Listing on Solutions website.
- Unlimited monthly content in Solutions Newsletter.
- Associate Plus membership.

Conferences & Summits

Annual Leadership Conference & Exposition

Conference Dates: May 18-20, 2026 and Exposition Day is May 19th

Conference Location: The Saratoga Hilton and Saratoga Springs City Center, Saratoga Springs

Who Attends: CEOs, administrators, executive directors and other decision-makers including human resources and finance professionals 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.

Sponsorship Packages

PREMIER Sponsorship (\$5,500)

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

Limited Spots Available. Act now! Deadline is 1/19/2026.

- 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.
- Sponsorship recognition during first plenary session and on signage.
- **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).
- Large ad on conference app. (444 x 306 pixels).
- Logo/link on all promotional materials.
- Conference attendee list.

★ STAND OUT! ★

EXPO LOUNGE Sponsorship (\$5,500)

COMPANY PROVIDED with non-traditional SPACE TO OFFER CONFERENCE PARTICIPANTS A UNIQUE CONVERSATIONAL EXPERIENCE IN EXPO HALL!

Opportunity to interact in a new way with leads and spotlight company brand and expertise.

Only two spots available!

- Unique space provided in the Exposition Hall to create a participatory experience for attendees to enjoy. Lounge space includes up to a total of (4) participants.
- Sponsorship recognition during first plenary session and on signage.
- **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).
- Large ad on conference app. (444x306 pixels).
- Logo/link on all promotional materials.
- Conference attendee list

Keynote Sponsorship (\$5,000)

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

Exclusive Sponsorship

- 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.
- Sponsorship recognition during first plenary session and on signage.
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- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

Conference WiFi Sponsor (\$4,500)

New Opportunity! Only 1 available. ACT NOW!

Company brand used for both Hilton guest and City Center WiFi login credentials. Work with LeadingAge staff to choose the two user names and passwords that all attendees will use. Great way to give your brand extra reach!

- 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.
- Sponsorship recognition during first plenary session and on signage.
- **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).
- Small ad on conference app. (300x300 pixels).
- Logo/link on all promotional materials.
- Conference attendee list.

Future Forward Sponsorship (\$4,000)

New Opportunity!

Company representative(s) will present a one-minute company introduction and then introduce a Future Forward Track speaker.

Multiple sponsorships available

- 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.**
- Sponsorship recognition during first plenary session and on signage.
- **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).
- Small ad on conference app. (300x300 pixels).
- Logo/link on all promotional materials.
- Company listing on conference app.
- Conference attendee list.

Breakfast Session Sponsorship (\$3,500)

Multiple sponsorships available!

Company representative(s) will present a session during breakfast on the final day of the conference on an educational topic of interest to the member audience. Attendees will enjoy breakfast during the session.

Limited spots available. Act now!

- Exhibit space for up to a total of (3) participants OR Business Attendee Registration for up to (2) people. **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).
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

Hospitality Sponsorship (\$3,000)

Company signage near all food offerings during conferences.

Multiple sponsorships 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.**
- **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).
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

Session Sponsorship (\$1,500)

Company signage near session of your choice.

Multiple sponsorships available

- **Unique Value.** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Company listing on conference app.
- Logo/link on conference webpage.
- Conference attendee list.

Basic Sponsorship (\$1,000)

Company signage near session of your choice.

Multiple sponsorships available

- Company listing on conference app.
- Logo/link on conference webpage
- Conference attendee list.

Exhibitor Package

\$1,550 Members \$1,950 Non-members

Two booth attendees, name badges, meals for two (Monday night reception, Tuesday breakfast, lunch & refreshments) and booth space listing in the conference app.

**Have a custom
sponsorship idea?**

**Interested in becoming an
event co-sponsor?**

Let's talk.

Contact:

Kristen Myers at

kmyers@leadingageny.org

**NEW TRACKS ADDED PLUS CITY
CENTER EXHIBIT HALL**



**FALL OPERATIONAL CONFERENCE
AND EXPOSITION**

Conference Date: August 31-September 2, 2026. Expo Day is September 2nd

Conference Location: Saratoga Hilton and Saratoga City Center, Saratoga Springs, NY

Conference tracks for operational team members from nursing homes, adult care facilities, assisted living, senior housing, home care, community-based services providers, health care specialists and consultants all in one venue.

More people, more programming and more solutions!

Conference Tracks and Audience

Financial Professionals

Who Attends: CEOs, administrators, chief financial officers, directors of finance, Program Directors from ACF/AL facilities, executive directors and other top decision-makers.

Nursing & Social Work Professionals

Who Attends: Nursing, clinical, social work and other professionals clinical care professionals.

Recreation and Activities Professionals

Who Attends: Therapeutic recreational specialists, directors of activity, leisure time specialists, program directors, therapeutic recreational and activity staff members and other professionals.

Human Resources Professionals

Who Attends: Professionals working in employment, recruitment and placement, labor relations specialists; human resources consultants ; training and development managers; compensation and benefits managers; human resources managers and directors and other HR specialists.

Operations Professionals Assisted Living

Who Attends: Program directors and other team members from Assisted Living Program (ALP) and other ACF/AL models.

Sponsorship Packages

PREMIER Sponsorship (\$4,000)

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

Limited Spots Available. Act now! Deadline is 3/19/2026.

- 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.
- Sponsorship recognition during first plenary session and on signage.
- **Unique Value.** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
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Limited spots available. Act now!

Multiple sponsorships available

- Exhibit space for up to a total of (3) participants OR Business Attendee Registration for up to (2) people. 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).
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

Hospitality Sponsorship (\$2,200)

Company signage near all food offerings during conferences.

Multiple sponsorships 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.
- **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).
- Logo/link on all promotional materials.
- Conference attendee list.

Session Sponsorship (\$1,200)

Company signage near session of your choice.

Multiple sponsorships available

- **Unique Value.** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Company listing on conference app.
- Logo/link on conference webpage.
- Conference attendee list.

Basic Sponsorship (\$700)

Company signage near session of your choice.

Multiple sponsorships available

- Company listing on conference app.
- Logo/link on conference webpage
- Conference attendee list.

**Have a custom
sponsorship idea?**

**Interested in becoming an
event co-sponsor?**

Let's talk

**Contact:
Kristen Myers at
kmyers@leadingageny.org**

Exhibitor Package

\$1,200 Members \$1,500 Non-members

Two booth attendees, name badges, meals for two (Monday night reception, Tuesday breakfast, lunch & refreshments) and booth space listing in the conference app.

Housing Professional Summit

Conference Dates: May 6-7, 2026

Conference Location: DoubleTree by Hilton, Syracuse

Who Attends: Decision-makers including directors of senior housing, housing managers, facility directors/engineers and service coordinators.

Sponsorship Packages

Event Sponsorship (\$1,500)

Multiple sponsorships available

- Large ad on conference app (444x306 pixels).
- Onsite signage during event.
- Logo/link on summit webpage.
- Company listing on conference app.
- Conference attendee list.
- Free attendance for (2) people.

Exhibitor (\$600)

Multiple sponsorships available

- Table-top exhibit at conference.
- Logo/link on summit webpage.
- Logo/link on all promotional materials.
- Company listing on conference app.
- Conference attendee list.

Community Service Table (\$400) (non-profit/government programs)

Multiple sponsorships available

- Table-top exhibit at conference.
- Company listing on conference app.

CCRC Summit

Conference Dates: July 2026 TBA

Conference Location: Jefferson's Ferry, Long Island

Who Attends: Leadership from within existing Continuing Care Retirement Communities (CCRCs), CCRCs in development, as well as outside experts in CCRC accounting, finance, legal issues and operations.

Sponsorship Packages

Dinner Sponsorship (\$2,000)

- Basic Package Plus:
 - Free attendance for a second employee at Summit.
 - Two-minute sponsor segment at dinner.

Cocktail Party Sponsorship (\$1,500)

- Basic Package Plus:
 - Free attendance for a second employee at Summit.
 - Personal acknowledgement of sponsorship at Cocktail Party.

Breakfast / Lunch Sponsorship (\$1,200)

- Basic Package Plus:
 - Branding Collateral at event.
 - Free attendance for a second employee at Summit.
 - Personal acknowledgement of sponsorship during the lunches and breakfast times.

Basic Sponsorship (\$600)

- Branding Collateral at event.
- Logo recognition in event promotions.
- Onsite signage during event.
- Logo/link on summit webpage
- Conferenc
- Company listing on conference app.
- Attendee list.
- Free attendance for (1) employee.

Retirement Communities Summit

Conference Dates: TBA 2026

Conference Location: TBA

Who Attends: Leaders of non-profit, market-rate retirement communities throughout New York State including their board members, CEOs, executive directors, directors, and other interested parties.

Sponsorship Packages

Luncheon Sponsorship (\$2,000)

- Basic Package Plus:
 - Free attendance for second employee at Summit.
 - Two-minute sponsor segment at luncheon.

Breakfast Sponsorship (\$1,200)

- Basic Package Plus:
 - Branding Collateral at event.
 - Free attendance for a second employee at Summit.
 - Personal acknowledgement of sponsorship during the lunches and breakfast times.

Basic Sponsorship (\$600)

- Logo recognition in event promotions.
- Onsite signage during event.
- Logo/link on summit app.
- Conference attendee list.
- Free attendance for (1) employee.

Virtual Small Group Options

Solutions Webinar Sponsor

Sponsorship Packages

Option A (\$1,500)

- Deliver educational content directly to attendees. (Topic must be educational and relevant).
 - May choose which sectors of long-term care, housing and services the content will address.
- Work with LeadingAge NY staff to customize invitation list to be sure your marketing targets are including in marketing distribution.
- Logo/link for company branding on all group correspondence.
- Attendee list.

Option B (\$1,000)

- Company introduction and introduction of LeadingAge NY webinar presenter
- Work with LeadingAge NY staff to customize invitation list to be sure your marketing targets are including in marketing distribution.
- Logo/link for company branding on all group correspondence.
- Attendee list.

Option C (\$500)

- Opportunity to brand your company as a content expert by submitting a pre-recorded webinar to LeadingAge New York ON DEMAND LIBRARY available to members.

Member Intelligence Meetings

Join Monthly Calls \$2,000/yr

Join LeadingAge New York policy staff and your colleagues monthly for business intelligence discussions to provide you with the latest information regarding current issues and trends affecting members. Free access to Endorsed Vendors, Business Partners, and Associate Members.

Networking Opportunities

Regional Council Meetings

Councils: Director of Nursing, Facility Engineer, Social Worker, CIO / Information Technology, Chief Financial Officer Councils. Various meeting times throughout the year.

Regional Member Meetings

Meetings: CEO Quarterly (virtual), Leadership and ACF/AL Meetings. Various meeting times throughout the year.

Cabinet Meetings

Meetings: Skilled Nursing, Assisted Living, CCRC, Market-Rate Senior Housing, Affordable Housing, HCBS and PACE/MLTC. Cabinets meet quarter both in person and virtually.

Board Meeting Sponsor

Meetings: LeadingAge New York and LeadingAge New York Services Boards of Directors.

Sponsorship Packages

Basic Package (\$1,000 each)

- Logo recognition in Council Meeting promotions.
- Attendance for one (1) person.
- Onsite/meeting signage during event (in person meetings)
- Attendee list.

Enhanced Package (\$2,000 each)

- Ten-minute educational presentation to position as content expert
- Logo recognition in Meeting promotions.
- Attendance for two (2) people.
- Onsite/meeting signage during event (in person meetings)
- Attendee list.

Networking Opportunities

New York State Event at National LeadingAge Conference 2026 Philadelphia Oct. 27th

Who Attends: Leadership and other key staff, residents and volunteer board members from within LeadingAge New York's membership of nursing homes, assisted living, affordable and market-rate senior housing, CCRCs, PACE/MLTC plans and HCBS providers.

Sponsorship Packages

Basic Package (\$1,500 each)

- Logo recognition in event advertising.
- Attendance for one (1) person.
- Onsite/meeting signage during event.
- New York attendee list.

Enhanced Package (\$2,500 each)

- Webinar educational presentation to position as content expert to garner pre-or post-event interest.
- Attendance for two (2) people.
- Plus Basic Package value.

Special Branding Programs

Website Retargeting

Website retargeting is a form of ads targeting users who've visited the LeadingAge New York site. The site gets ~418,000 users annually, all of whom can be followed using tracking pixels to show them ads on other sites, directly focusing on those with connections to LeadingAge New York.

How Does it Work?

Internet users visit the LeadingAge New York website. The user exits that website and then sees your advertisement on other sites they visit. Visitor clicks your ad and visits your website or landing site.

Who's Our Audience?

Providers of long term care services and support; Consumers of care & housing services and their families; Businesses who have a vested interest in the future of aging services; Press & political leaders in NYS State agency representatives; Other associations & more...

Advertising Packages

Premium ★★★	\$5,000
200,000 Views	
Standard ★★	\$3,000
100,000 Views	
Basic ★	\$1,000
50,000 Views	

Business Solutions Online Gallery Listing

Looking for a spot to highlight your company's products and services in a one-stop center for member's use in shopping for solutions? The Business Solutions Website is the ticket.

Free for Endorsed Vendors, Business Partners and Associate Plus Members.

Advertising Packages

Pricing: \$1200 Annually/\$250 monthly

Electronic Publications

Daily News Clips

Daily compilation of headlines impacting long term care and supports.

Intelligence

Weekly electronic newsletter that delivers critical information to the membership.

Solutions Newsletter

Monthly newsletter of business solutions to members offering products and services to solve current needs. Free to Endorsed Vendors, Business Partners, & Associate Members.

Career Center

Hosted on LeadingAge New York website and used by employers and job seekers in NY and other states to recruit candidates or find positions.

Website

Sidebar Banner: (Rotation format/link to sponsor's website) 300px x 100px (WxH)

Advertising Packages

Logo with link to sponsor's website posted within publications below.

Price chart is per publication.

- \$500 one (1) month
- \$800 six (6) months
- \$1,000 annually