



## ESAAL's 39<sup>th</sup> Annual Conference Exhibitor & Sponsorship Opportunities

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## Who We Are

If you ask any ESAAL member to describe their experience with us, you will probably hear about our accessibility, level of support, and the tremendous value we provide. ESAAL is the only association that exclusively represents the assisted living provider network in NYS, and is widely recognized by government and other stakeholders as the voice for assisted living.

One of our most remarkable characteristics is that we pride ourselves on relationships – creating them, and cultivating them. Our annual conference reflects that pride, providing an opportunity for valued professionals in our field to learn, share, and get better at what they do.

As a partner with us, in whatever capacity you choose to be involved, we commit to bringing you that same level of value and support. You can count on us for a worthwhile experience that results in lasting business relationships.

The upcoming annual conference will take place April 30 – May 3, 2018 at Turning Stone Resort Casino in Verona, NY.

### AUDIENCE

**300+**

NYS Assisted Living owners, operators, administrators, & other senior management.

### SPEAKERS

**30**

Inspiring experts in their fields, including some of the most influential names in our industry.

## Promote & Showcase

Present your brand, company and products to our attendees, and meet hundreds of potential customers. Take advantage of the exhibit space to demonstrate your services and products. We will coordinate with you every step of the way to create the best opportunity for you to build lasting connections with attendees and members.

## Network & Connect

We have a lot going on in between sessions, such as our welcome reception, meals, refreshment breaks, and our banquet dinner. Sponsoring and exhibiting gives you the opportunity to connect with your current and potential customers.

## The ESAAL Experience

We are committed to providing you with top-notch communication throughout the planning process and during the conference to ensure your experience is the best it can be. The ESAAL Team is here to answer your questions and consider your suggestions. We love connecting people and are happy to help arrange on-site introductions. Contact us anytime.

### Cara Groff

Event Coordinator

518-371-2573

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# SPONSORSHIP OPPORTUNITIES

## Gold & Silver

Our gold and silver sponsors are the conference’s largest supporters with the most opportunities to spread your message. While this is a suggested list of sponsor benefits, Cara will work with you to create a package that fits your company’s needs.

	Gold Sponsor \$10,000	Silver Sponsor \$6,500
Listing in printed conference program	X	X
Logo & Link on ESAAL's Sponsors page of website	X	
Facebook post announcing sponsorship	X	
Twitter call out the week before the Show referencing booth activity	X	
Full page color ad in print conference program.	X	X
Full page ad in ESAAL's quarterly newsletter	X (2)	X
Your literature in attendee tote bag (subject to ESAAL approval)	X	
Banner with company name and logo hung in general session room for duration of conference	X	
Banner with company name and logo hung in breakout session room for duration of conference		X
Prime Exhibit Booth	X	
Regular Exhibit Booth		X
Gamification on Mobile App	X	X
Company ad posted on ESAAL’s website for six months after conference	X	
Company name and logo printed on outside cover of conference program	X	
One Complimentary Conference Registration OR complimentary meals for third booth representative	X	
Additional entry in the exhibitor drawing for \$250 American Express gift card (exhibitors only)	X	

**SOLD**

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## A La Carte Sponsorship Opportunities

### Trade Show \$5,000

A prominent, prime booth location in the trade show, your company logo banner displayed at the trade show, Full page color ad in conference program, Full page ad in ESAAL newsletter, Literature you supply for tote bags (*must be approved by ESAAL*), 1 free conference registration OR complimentary meal cost for 3<sup>rd</sup> booth rep, 1 Additional entry in the exhibitor drawing for a \$250 American Express gift card.

### ESAAL Website Banner \$5,000

Banner ad of your company logo (*you supply art*) displayed on ESAAL's "Events" page from purchase date & for six months after the conference, Full page color ad in conference program, Full page ad in ESAAL newsletter, Literature you supply for attendee tote bags (*must be approved by ESAAL*), 1 free conference registration OR complimentary meal cost for third booth rep, 1 Additional entry in the exhibitor drawing for a \$250 American Express gift card.

### Tote Bags \$5,000

Your company name & logo printed on tote bags attendees carry throughout the event & after, Full page color ad in program, Full page ad in ESAAL newsletter, Literature you supply for the bags (*must be approved by ESAAL*), 1 free conference registration OR complimentary meal cost for 3<sup>rd</sup> booth rep, 1 Additional entry in the exhibitor drawing for a \$250 American Express gift card.

### Charging stations \$3,500

Help attendees stay connected to the mobile app & allow them to check in with the office. Three (3) electronic charging stations for their devices will be wrapped with your company name & logo.

### Photo Booth \$2,000

Help attendees remember all the fun they had at the banquet dinner. Your logo will be printed on the pictures everyone takes home & we will provide signage at the event.

### Banquet Decor \$2,000

Grab a minute at the mic to introduce yourself & your company before we get the party started! Signs on every table will let everyone know they have you to thank for the themed décor at the banquet dinner on Wednesday evening.

### Registration Area \$2,000

Every participant must stop by at least once (many stop by to chat with staff multiple times) during the conference. Take credit for hosting the hub of our conference with signage we provide & promotional materials/handouts supplied by you.

### Keynote \$2,000

Each year, more than 300 attendees hear from some of the funniest, energizing, most entertaining keynote speakers in the country. Take a moment to introduce Denise Boudreau Scott before she takes the stage. Leave your materials in the back of the room for additional promotion.

### Hazy's Paintings \$1,500

Attendees will be able to paint their own wineglass with step-by-step instruction from a talented artist. Signage at the painting table & your business card inside the glasses they receive.

### Education Sessions \$1,500

Kickoff an educational session with a brief description of your company & services before you introduce the speaker. We will provide signage at the door. You may place materials at the back of the room.

### Refreshment Break \$1,500

Attendees need to refuel! We'll make sure they know it was you who provided the delicious coffee & treats they are enjoying.

### Note Pads \$1,500

Each attendee will receive a notepad to jot down all their notes during the conference. Your company name & logo will be featured prominently on the cover.

### Name Badge Lanyards \$1,000

Your company logo imprinted on the lanyards that every attendee wears during the conference.

## Back for 2018: Crowd Compass, ESAAL's Mobile App

We're excited to once again bring much of the information typically found in our conference program to our mobile app, Crowd Compass. Attendees can instantly check the schedule, read up on conference presenters, & make sure they know exactly where to find your booth!



### \_\_\_\_\_ Splash page - \$750 \*exclusive

This full-screen visual ad is front and center and is displayed each time the app is opened. Exhibitors receive additional ticket for drawing.

### \_\_\_\_\_ Banner ads

These ads appear at the top portion of the screen for a duration of time ranging from 3 to 15 seconds. They will rotate in random order for the entire conference.

3 seconds – \$100      6 seconds – \$250      9 seconds – \$300      15 seconds - \$500

### \_\_\_\_\_ Gamification \$500 \*new for 2018

This year, we'll have Click, a photo scavenger hunt game designed to drive attendee engagement during the conference. This opportunity will send attendees to your booth to take a selfie with one of your reps and a picture of the booth.

### \_\_\_\_\_ Exhibitor Listings - \$75

Take advantage of everyone having their cell phone on them at all times! Add in-app profiles for each exhibitor, clickable website & links to products, etc., enhanced information, pdfs of products, brochures, etc. *\*All information, graphics, pictures due by March 30, 2018*

## Print Advertising

Location	Rate	Ad Size
Outside Back Cover – Full Page Color	\$500	7.5" w x 10" h
Inside Front Cover – Full Page Color	\$450	7.5" w x 10" h
Inside Back Cover – Full Page Color	\$450	7.5" w x 10" h

- ❖ Ad copy is due no later than Friday, March 23, 2018.
- ❖ Ads should be a high resolution (at least 300 dpi) PDF file.
- ❖ Please email your PDF file to Cara at [cgroff@esaal.org](mailto:cgroff@esaal.org).



# TRADE SHOW

## To Our Exhibitors

You make our conference fun, with your creative displays and unique giveaways! Back for 2018: each exhibitor will receive a raffle ticket upon arrival to be entered in a drawing for a \$250 American Express gift card. The winner will be announced Wednesday at the trade show lunch. (P.S. Be sure to check out our sponsorship opportunities, some of which include an extra ticket as a benefit!) It's our way of saying thank you for supporting ESAAL. We appreciate you & the time you spend with us at the trade show!

## Before the Conference, You Receive

- List of conference attendees
- Listing and link on ESAAL's website
- FREE listing in printed conference program

## During the Conference, We Promise

- 8' x 10' booth
- 6' covered, skirted table with (2) chairs and waste basket
- Large booth sign with company name and booth number
- 5.5 hours of dedicated exhibit time
- All meals during that time for two (2) representatives (Kosher must be requested prior to arrival)
- Attend any conference session to maximize networking (look for preliminary schedule soon)
- \$250 raffle opportunity

## After the Conference, You Receive

- Complete attendee list
- Link from our website to yours for one full year
- Listing in **ESAAL Buyers Guide** - direct link from ESAAL website to your company posted for one year after conference sent to all attendees

## Trade Show Hours

<b>Tuesday, May 1, 2018</b>	
1:00pm – 5:00pm	Exhibit booth Set-up
6:00pm-9:00pm	Trade Show open. Cocktail hour & dinner served inside exhibit hall.
<b>Wednesday, May 2, 2018</b>	
7:30am-8:30am	Trade Show Open. Breakfast served inside exhibit hall.
10:30am-11:00am	Refreshment break served inside exhibit hall.
12:30pm-1:30pm	Lunch served inside exhibit hall, prizes drawn
1:30pm	Trade Show Closed



## Booth Pricing

Prime Booth	Early Bird Prime Booth*	Regular Booth	Early Bird Regular Booth*
ESAAL member \$995	ESAAL member \$895.50	ESAAL member \$945	ESAAL member \$850.50
ESAAL non-member \$1,295	ESAAL non-member \$1165.50	ESAAL non-member \$1,195	ESAAL non-member \$1075.50

- A prime booth space is in a more heavily trafficked area.
- To receive the ESAAL member rate, you must be a member in good standing or submit a membership application with payment. For more information on membership, please contact Karen Thornton, Membership Director: 518-371-2573 or [kthornton@esaal.org](mailto:kthornton@esaal.org)

*\*Early Bird Rate must be reserved and paid for by March 2, 2018 or standard rates will be applied.*

### Booth rates do not include:

- Lodging
- Shipment of materials – Use Exhibitor Services (Total Events Company) order form
- Electrical Needs – Use Exhibitor Services (Total Events Company) order form
- Internet or Phone availability inside the trade show

### Exhibitor Regulations

The following regulations have been developed to ensure that the trade show is conducted safely and responsibly.

- 1.) **Registration** – ESAAL staff has 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. Exhibitors may supply giveaways and take orders of goods and services only in their designated exhibit spaces. Canvassing or distribution of advertising matter outside the exhibitor’s own space will not be permitted. Non-exhibiting suppliers are not permitted into the trade show. Non-exhibiting suppliers may register for and attend the general sessions of the conference, but may not solicit.
- 2.) **Exhibitor Cancellation** – Cancellations received by ESAAL prior to thirty (30) days before the trade show will receive a full refund minus a \$100 administrative fee. There will be no refunds for cancellation made less than thirty (30) days before the trade show.
- 3.) **No-shows** – Any exhibitor failing to occupy space contracted for is still required to pay the full rental amount, and ESAAL has the right to use any space that is unoccupied by 6:30pm on May 1, 2018.
- 4.) **Insurance** – please see Turning Stone’s insurance requirements.
- 5.) **Food/Beverage** – No food/beverage may be served by an exhibitor unless written permission has been obtained by ESAAL in conjunction with Turning Stone prior to the event.
- 6.) **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 is 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.

7.) **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 Breakdown**

- 1.) **Booth set up** – Exhibitors may begin setting up booths on Tuesday, May 1, 2018 at 1:00pm and must be finished by 5:30pm.
- 2.) **Booth breakdown** – Exhibition break down will begin on Wednesday, May 3, 2017 at 1:30pm. All exhibits must be packed at the close of the show and removed from Turning Stone no later than 5:00pm on Wednesday, May 2, 2018. Items not removed by 5:00pm on this date will be transferred out of the space at the exhibitor’s expense.
- 3.) Prior to the Trade Show, exhibitors must make arrangements with Total Events for the items that are not covered in the booth cost **including electrical requirements** and shipment of materials.

**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. Exhibitors are liable for any damage they cause.
- 2.) **Obstructions** – In no instance may any decoration or fixture interfere with another exhibit.

**Liability**

The **Exhibitor** assumes the entire responsibility and liability for losses, damages and claims arising out of injury to any person or property or damage to exhibitor’s tables, displays, equipment and other property brought upon the premises of Turning Stone and shall indemnify and hold harmless ESAAL, its agents, employees, officers, directors, and members from any and all such losses, damages and claims.

**ESAAL** will make every effort to protect the Exhibit Hall by providing security during non-exhibit hours; however, the exhibitor has the responsibility to protect its property and to obtain insurance to cover the value of its property. ESAAL cannot guarantee to protect the exhibitors against loss or damage of any kind.

**Exhibitor Agreement:**

I have read and understand the above referenced guidelines. My company and all representatives will abide by these guidelines during the ESAAL Trade Show.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_