



OUR **RESIDENTS**: OUR MOST  
**PRECIOUS GEMS**

CELEBRATING ESAAL'S **40<sup>th</sup>** "RUBY" ANNIVERSARY!

ESAAL's 40<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 29 – May 2, 2019 at The Saratoga Hilton & Saratoga City Center in Saratoga Springs, 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

Sponsoring and exhibiting gives you the opportunity to connect with your current and potential customers. You'll gain visibility, recognition and make a strong statement about your commitment and dedication to the Assisted Living Community. Be involved in the action and put your marketing dollars to work where the prospects are, at ESAAL's 40<sup>th</sup> Annual Conference & Trade Show!

## 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, CMP**

Event Coordinator

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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.

Opportunity	Benefits	Amount
<b>Gold Sponsor</b>	<ul style="list-style-type: none"> <li>• Listing in printed conference program</li> <li>• Logo &amp; Link on ESAAL's Sponsors page of website</li> <li>• Facebook post announcing sponsorship</li> <li>• Twitter call out the week before the Show referencing booth activity</li> <li>• Full page color ad in print conference program.</li> <li>• Ad in 2 editions of ESAAL's quarterly digital newsletter</li> <li>• Your literature in attendee tote bag (subject to ESAAL approval)</li> <li>• Banner with company name and logo hung in general session room for duration of conference</li> <li>• Prime Exhibit Booth</li> <li>• Gamification on Mobile App</li> <li>• Company ad posted on ESAAL’s website for six months after conference</li> <li>• Company name and logo printed on front outside cover of conference program</li> <li>• One Complimentary Conference Registration OR complimentary meals for third booth representative</li> <li>• Additional entry in the exhibitor drawing for \$250 American Express gift card (exhibitors only)</li> </ul>	<b>\$10,000</b>
<b>Silver</b>	<ul style="list-style-type: none"> <li>• Listing in printed conference program</li> <li>• Logo &amp; Link on ESAAL's Sponsors page of website</li> <li>• Facebook post announcing sponsorship</li> <li>• Twitter call out the week before the Show referencing booth activity</li> <li>• Full page color ad in print conference program.</li> <li>• Ad in ESAAL's quarterly digital newsletter</li> <li>• Banner with company name and logo hung in breakout session room for duration of conference</li> <li>• Regular Exhibit Booth</li> <li>• Gamification on Mobile App</li> <li>• One Complimentary Conference Registration OR complimentary meals for third booth representative</li> </ul>	<b>\$6,500</b>

## Bronze

Opportunity	Benefits	Amount
<b>Trade Show</b>	<ul style="list-style-type: none"> <li>• Prominent, prime booth location</li> <li>• Company name &amp; logo on a banner displayed in the trade show space</li> <li>• Ad in ESAAL's digital newsletter</li> <li>• Sponsor status listed on Conference Mobile App</li> <li>• Literature you supply for tote bags (<i>must be approved by ESAAL</i>)</li> <li>• 1 free conference registration or complimentary meal cost for 3<sup>rd</sup> booth rep</li> <li>• 1 additional entry in the exhibitor drawing for a \$250 gift card</li> </ul>	<b>\$5,000</b>
<b>ESAAL Website Banner</b>	<ul style="list-style-type: none"> <li>• Banner ad of your company logo (<i>you supply art</i>) displayed on ESAAL's "Events" page from purchase date &amp; for six months after the conference</li> <li>• Full page color ad in conference program</li> <li>• Ad in ESAAL's digital newsletter</li> <li>• Sponsor status listed on Conference Mobile App</li> <li>• Literature you supply for attendee tote bags (<i>must be approved by ESAAL</i>)</li> <li>• 1 free conference registration OR complimentary meal cost for third booth rep</li> <li>• 1 Additional entry in the exhibitor drawing for a \$250 gift card</li> </ul>	<b>\$5,000</b>
<b>Tote Bags</b>	<ul style="list-style-type: none"> <li>• Your company name &amp; logo printed on tote bags attendees receive</li> <li>• Full page color ad in program</li> <li>• ad in ESAAL's digital newsletter</li> <li>• Sponsor status listed on Conference Mobile App</li> <li>• Literature you supply for the bags (<i>must be approved by ESAAL</i>)</li> <li>• 1 free conference registration OR complimentary meal cost for 3<sup>rd</sup> booth rep</li> <li>• 1 Additional entry in the exhibitor drawing for a \$250 gift card</li> </ul>	<b>\$5,000</b>
<b>Welcome Cocktail Reception</b>	<ul style="list-style-type: none"> <li>• Signage including your company logo at the reception</li> <li>• Sponsor status listed on Mobile App</li> <li>• Full page color ad in program</li> <li>• Ad in ESAAL's digital newsletter</li> <li>• Opportunity to place collateral on tables at the event</li> <li>• Sponsor status listed on Mobile App</li> <li>• 1 free conference registration OR complimentary meal cost for 3<sup>rd</sup> booth rep</li> <li>• 1 Additional entry in the exhibitor drawing for a \$250 gift card</li> </ul>	<b>\$5,000</b>

## A La Carte Sponsorship Opportunities

Opportunity	Benefits	Amount
<p><b>Keynote</b> <i>Teepa Snow is one of the leading educators on dementia and the care that accompanies it, in the US and Canada. She will pack the house!</i></p>	<ul style="list-style-type: none"> <li>• Kickoff the Keynote session with a brief (2-3 minute) description of your company &amp; services before you introduce <b>Teepa Snow</b>.</li> <li>• Listing on Conference Mobile App</li> <li>• Listing in Conference Program</li> <li>• Leave materials in back of the session room</li> </ul>	<b>\$3,000</b>
<p><b>Virtual Reality Experience</b> <i>Attendees will be able to compete against each other in 3 races!</i></p>	<ul style="list-style-type: none"> <li>• Signage at the VR Booth</li> <li>• Decals on the headsets with your logo</li> <li>• Push notifications in Mobile App</li> <li>• Listing on Conference Mobile App</li> <li>• Listing in Conference Program</li> </ul>	<b>\$3,000</b>
<p><b>Charging Stations</b> <i>Help attendees stay connected to the mobile app &amp; allow them to check in with the office.</i></p>	<ul style="list-style-type: none"> <li>• Three (3) electronic charging stations for mobile devices will be wrapped with your company name &amp; logo</li> <li>• Listing on Conference Mobile App</li> <li>• Listing in conference program</li> </ul>	<b>\$2,500</b>
<p><b>Notebooks</b></p>	<ul style="list-style-type: none"> <li>• Your company name &amp; logo will be featured prominently on the cover</li> <li>• Listing on Conference Mobile App</li> <li>• Listing in Conference Program</li> </ul>	<b>\$2,500</b>
<p><b>“MirrorBooth” Photo Booth</b></p>	<ul style="list-style-type: none"> <li>• Your logo will be printed on the pictures</li> <li>• Signage at the event featuring your company name &amp; logo</li> <li>• Listing on Conference Mobile App</li> <li>• Listing in Conference Program</li> </ul>	<b>\$2,500</b>
<p><b>Connection Corner</b> <i>A space for our first-time attendees to connect with veteran attendees &amp; also a place to relax or recharge!</i></p>	<ul style="list-style-type: none"> <li>• Signage at the event in the connection corner featuring your company name &amp; logo</li> <li>• Listing on Conference Mobile App</li> <li>• Listing in Conference Program</li> <li>• Leave collateral in the area for attendees to take</li> </ul>	<b>\$2,000</b>
<p><b>Banquet Dinner Decor</b></p>	<ul style="list-style-type: none"> <li>• Kickoff the evening with a brief (2-3 minute) description of your company &amp; services before you introduce the band</li> <li>• Signage on every table with your company name &amp; logo</li> <li>• Listing on Conference Mobile App</li> <li>• Listing in Conference Program</li> </ul>	<b>\$2,000</b>
<p><b>Registration Area</b> <i>The “hub” of the conference where everyone stops!</i></p>	<ul style="list-style-type: none"> <li>• Signage at the event in the registration area featuring your company name &amp; logo</li> <li>• Listing on Conference Mobile App</li> <li>• Listing in Conference Program</li> <li>• Leave collateral at the desk for attendees to take with them</li> </ul>	<b>\$2,000</b>

## A La Carte Sponsorship Opportunities, cont'd.

Opportunity	Benefits	Amount
<b>Name Badge Lanyards</b>	<ul style="list-style-type: none"> <li>• Your company logo imprinted on the name badge lanyards</li> <li>• Listing on Conference Mobile App</li> <li>• Listing in Conference Program</li> </ul>	<b>\$2,000</b>
<b>Refreshment Break</b>	<ul style="list-style-type: none"> <li>• Signage at the break tables</li> <li>• Listing on Conference Mobile App</li> <li>• Listing in Conference Program</li> </ul>	<b>\$1,500</b>
<b>Education Sessions</b>	<ul style="list-style-type: none"> <li>• Kickoff a session with a brief (1-2 minute) description of your company &amp; services before you introduce the speaker</li> <li>• Listing on Conference Mobile App</li> <li>• Listing in Conference Program</li> </ul>	<b>\$1,500</b>
<b>Cocktail Hour</b> <i>2 available, Choose Tuesday or Wednesday night</i>	<ul style="list-style-type: none"> <li>• Signage at the bars</li> <li>• Listing on Conference Mobile App</li> <li>• Listing in Conference Program</li> </ul>	<b>\$1,000</b>
<b>Mobile App Splash Page</b> <i>* Exclusive item-only 1 available! *</i>	<ul style="list-style-type: none"> <li>• full-screen visual ad featuring artwork you provide</li> <li>• Listing in Conference Program</li> <li>• Listing on Conference Mobile App</li> <li>• 1 Additional entry in the exhibitor drawing for a \$250 gift card</li> </ul>	<b>\$1,000</b>
<b>Tote Bag Stuffer</b>	<ul style="list-style-type: none"> <li>• Literature or collateral item you supply for attendee tote bags <i>(must be approved by ESAAL)</i></li> <li>• Listing on Conference Mobile App</li> <li>• Listing in Conference program</li> </ul>	<b>\$500</b>
<b>Mobile App Gamification</b> <i>a photo scavenger hunt game designed to drive attendee engagement during the conference.</i>	<ul style="list-style-type: none"> <li>• Attendees will stop by your booth for a selfie with a rep</li> <li>• Attendees will take a picture of your booth</li> <li>• Listing on Conference Mobile App</li> <li>• Listing in Conference Program</li> </ul>	<b>\$500</b>
<b>Mobile App Banner Ad</b>	<ul style="list-style-type: none"> <li>• Your ad appears at the top portion of the screen for the designated time purchased in random order for the entire conference</li> <li>• Listing on Conference Mobile App</li> <li>• Listing in Conference program</li> </ul>	<b>3 Seconds \$100</b> <b>6 seconds \$250</b> <b>9 seconds \$350</b> <b>15 seconds \$500</b>
<b>Print Advertising</b> <i>Ad copy is due no later than Friday, 3/22/19</i>	<ul style="list-style-type: none"> <li>• Full page color ad</li> <li>• Listing on Conference Mobile App</li> <li>• Listing in Conference program</li> </ul>	<b>\$500 Outside Back</b> <b>\$450 Inside Front</b> <b>\$450 Inside Back</b>



# TRADE SHOW

## To Our Exhibitors

You make our conference fun with your creative displays and unique giveaways! Back for 2019: 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 during 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
- **Basic Listing on Conference Mobile App** (company name, brief description, physical address, phone number, email address, booth number)
- **Basic Listing in printed conference program** (company name, representative name & email, booth number)

## 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 for up to two (2) representatives (Kosher must be requested prior to arrival)
- Attend any conference session to maximize networking (look for preliminary schedule soon)
- \$250 gift card 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 via email.

## Trade Show Hours

Tuesday, April 30, 2019	
1:00pm – 5:00pm	Exhibit booth Set-up
6:00pm-9:00pm	Trade Show open. Cocktail hour & dinner served inside exhibit hall.
Wednesday, May 1, 2019	
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	\$1,070	\$965	\$1,020	\$920
Non-Member	\$1,370	\$1,235	\$1,270	\$1,145

- 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 & paid for by 5:00pm on February 15, 2019 or standard rates will be applied**

<p><b>Upgrade your Mobile App &amp; Printed Program Listings</b></p>	<p>Mobile App:</p> <ul style="list-style-type: none"> <li>• Logo</li> <li>• A second email address</li> <li>• Up to 2 active website links</li> <li>• 3 pictures (10mb or less)</li> <li>• 2 PDF documents (10mb or less)</li> <li>• Links to your company's Facebook, LinkedIn, &amp; Twitter sites</li> </ul> <p>Printed Program:</p> <ul style="list-style-type: none"> <li>• Physical address</li> <li>• Website</li> <li>• Phone number</li> <li>• Brief description</li> </ul>	<p><b>\$100</b></p>
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### 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 April 30, 2019.
- 4.) **Food/Beverage** – No food/beverage may be served by an exhibitor unless written permission has been obtained by ESAAL in conjunction with Saratoga Springs City Center prior to the event.
- 5.) **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.
  - d. The Saratoga Springs City Center prohibits the use of open flame candles & compressed gas.
- 6.) **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.
- 7.) **Set Up and Breakdown**
  - a. **Booth set up** – Exhibitors may begin setting up booths no earlier than 1:00pm, Tuesday, April 30, 2019 and must be finished by 5:30pm.
  - b. **Booth breakdown** – Exhibition break down will begin on Wednesday, May 1, 2019 at 1:30pm. All exhibits must be packed at the close of the show and removed from the Saratoga City Center no later than 5:00pm on Wednesday, May 1, 2019. Items not removed by 5:00pm on this date will be transferred out of the space at the exhibitor’s expense.
  - c. 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.**



**8.) Damage Control**

- a. **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.
- b. **Obstructions** – In no instance may any decoration or fixture interfere with walkways, exits, or other exhibits.

**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: \_\_\_\_\_