



## SPONSORSHIP OPPORTUNITIES



# 2018 CONFERENCE June 5 & 6

The Desmond Hotel & Conference Center | Albany, NY

*Presented by:*



ACUU ADVISORY COMMITTEE



Office for the Aging

## GENERAL INFORMATION

### About ACUU

“Aging Concerns Unite Us” (ACUU) is an award-winning collaborative conference that provides quality educational programming to leaders in the field of Aging and those serving people with differing abilities. ACUU attracts over 500 professionals from all regions of New York State who coordinate and provide quality services for senior citizens and their caregivers. All of ACUU’s partner organizations and attendees find our exhibitors a vital source of information.

### About Aging NY

Strengthening community-based services for aging New Yorkers is our goal. Be sure to check us out at [www.agingny.org](http://www.agingny.org)

### Sponsorship Opportunities

Take advantage of an outstanding opportunity to market your products and services to the customers and prospects that use them! Seize the opportunity to meet with this captive and interested audience. At ACUU, you'll experience:

- The largest statewide collaborative conference of aging professionals in New York State
- Increased exposure to new customers
- The ideal forum to introduce your product to a large number of potential customers in a short period of time
- Over 500 attendees, a majority are purchasing decision-makers
- Sponsorship opportunities to achieve maximum visibility
- Face-to-face connection with current and potential customers
- Unopposed exhibit time to increase traffic in your booth
- Benchmarking competitors' products

### ACUU 2018 Advisory Committee

|  |  |
|--|--|
| <ul style="list-style-type: none"><li>• AARP</li><li>• Albany Guardian Society</li><li>• Association on Aging in NY</li><li>• Alzheimer's Association, NYS Coalition</li><li>• DiSarro Consulting</li><li>• Geriatric Mental Health Alliance of NY</li></ul> | <ul style="list-style-type: none"><li>• Lifespan of Greater Rochester</li><li>• LiveOn NY</li><li>• New York State Office for the Aging</li><li>• New York Statewide Senior Action Council</li><li>• The ARC of New York</li></ul> |
|--|--|

### Conference Location & Lodging Rates

**The Desmond Hotel & Conference Center**, 660 Albany Shaker Road, Albany, New York 12211, Phone: (518) 869-8100 [www.desmondhotelsalbany.com](http://www.desmondhotelsalbany.com) Conference Rate: \$133 single/double. We encourage you to make your reservations as soon as possible. Rooms will be available until **May 21, 2018 or until the group block is full**, whichever occurs first. You must refer to **Group # (12M3MQ)** – Aging Concerns Unite Us Conference - when making your reservations.

The Desmond Hotel accepts reservations online with credit card 6number to guarantee the room. Go to [www.desmondhotelsalbany.com](http://www.desmondhotelsalbany.com), click on RESERVATIONS. On the next screen click on Group Reservations - enter Attendee Code **(12M3MQ)** when asked and click on attendee log-in.

### ACUU Administration, Educational Programming & Exhibits

Association on Aging in New York, 272 Broadway, Albany, NY 12204  
Phone (518) 449-7080 • Fax (518) 449-7055 • [registration@agingny.org](mailto:registration@agingny.org)

## SPONSORSHIP/EXHIBITOR OPPORTUNITIES

| Sponsor Benefits  | Diamond<br>\$5,000   | Gold<br>\$3,500   | Conference Bag<br>\$3,000                                       | Break<br>\$2,750   | Luncheon<br>\$2,500  | Silver<br>\$1,600  | Exhibitor<br>\$650*<br>(if paid by 4/20) |
|---|--|---|---|--|--|--|--|
| Special Recognition and Visibility  | Introduction and remarks to 500+ attendees during Keynote Address                                  | Introduction and remarks to 500+ attendees during a General Session | Exclusive to two Sponsors Company Logo on all Conference Bags   | Exclusive opportunity for one sponsor for all breaks     |  |  |  |
| Signage   | Sponsorship sign<br>With Logo featured prominently   | Sponsorship sign  | Sponsorship sign  | Sponsorship sign<br>Coffee break sign                    | Sponsorship Sign Promotional sign and marketing materials on each table during one lunch | Sponsorship sign   |  |
| Marketing   | Your company's marketing material included in all attendee bags                                    |   | Your company's marketing material included in all attendee bags |  |  |  |  |
| Logo & Website Link on <a href="http://www.agingNY.org">www.agingNY.org</a> | Live logo link on our website<br>Logo printed in Agenda<br>Company article featured in ACUU e-news | Live logo link on our website<br>Logo printed in Agenda.            | Live logo link on our website.<br>Logo printed in Agenda        | Live logo link on our website.<br>Logo printed in Agenda | Live logo link on our website.<br>Logo printed in Agenda                                 | Live logo link on our website.<br>Logo printed in Agenda |  |
| Advertisements in Program   | Full Page Color Ad<br>Premium Space  | Full Page Color Ad  | Full Page Color Ad  | Full Page Color Ad                                       | Full Page Color Ad   | Full Page Color Ad                                       | Company listing                          |
| Complimentary Exhibit Table   | 8 ft. premium location   | 8 ft. premium location  | 6 ft.   | 6 ft.  | 6 ft.  | 6 ft.  | 6 ft.                                    |
| Electronic mailing list of attendees  | Yes  |   |   |  |  |  |  |
| Breakfast   | 3  | 2   | 1   | 1  | 1  | 1  | 0  |
| Lunch   | 3  | 2   | 1   | 1  | 1  | 1  | 0  |

**\*Early Bird Exhibitors Registration Fee: \$650 if paid by April 20<sup>th</sup>; after April 20<sup>th</sup> Exhibitor Fee is \$750**

## EXHIBITOR & A LA CARTE OPPORTUNITIES

### Exhibit Space

For your convenience, we have selected a hotel with complimentary parking for all ACUU exhibitors.

**Exhibitors:** Lunches are not included; lunch tickets may be purchased separately, see registration form.

**Sponsors** do not pay an Exhibit Booth fee, as it is included in their sponsor benefit package. Some meals are included, see chart above.

#### Exhibit Table Set Up Times

|                 |                        |
|-----------------|------------------------|
| Monday, June 4  | 3:00 PM – 5:00 PM      |
| Tuesday, June 5 | 7:30 AM – 9:00 AM ONLY |

#### Exhibit Area Hours Open

|                                 |                    |
|---------------------------------|--------------------|
| Tuesday, June 5 <sup>th</sup>   | 10:00 AM – 5:00 PM |
| Wednesday, June 6 <sup>th</sup> | 8:00 AM – 2:00 PM  |

#### Full Conference (2 day) Exhibit table

|  | <b>Early Bird</b><br>( <u>Paid</u> by 4/20) | <b>Regular Rate</b><br>( <u>Paid</u> after 4/20) |
|--|---|--|
|  | \$650                                       | \$750  |

#### Six-foot skirted exhibit table with sign

#### Electrical Access:

Standard electrical access for your conference exhibit is available to you at no charge.

### Program Advertising Opportunities

Standard ads will appear in color. Full page “premium space” color ads are available for the inside front, outside back cover or inside back. Premium space ads are limited to 4 and will be available first to Diamond Sponsors, and then on a first-come first-served basis.

|  |  |
|--|--|
| Half Page                                      | \$150 (complimentary with Silver Sponsorship)  |
| Full Page                                      | \$200 (complimentary with Gold Sponsorship)    |
| Full Page premium space (limited availability) | \$475 (complimentary with Diamond Sponsorship) |

Requests for advertising placements on the covers will be based on date payment is received. ***Artwork must be received no later than April 20.*** Artwork must be set up as pdf (preferred), tiff, or high-res jpg and transmitted electronically to Courtney Turner at [courtney@agingny.org](mailto:courtney@agingny.org) . **Sponsors** should also send logo artwork (high resolution, .ai or .eps preferred) for us for use in program and other materials.

### Networking Events

We welcome exhibitors at our networking events, a great opportunity to meet and mingle with ACUU attendees. If you need additional meals for your company reps, they must be purchased in advance.

### Extra Meals Can Be Purchased

**Conference Luncheons:** June 5 and June 6 – complimentary to Diamond (3 meals), Gold (2 meals) and Silver, Lunch, Break, and Conference Bag Sponsors (1 meal)

***Cost for lunch or an additional lunch: \$30 per person per day (Tues Lunch and Wed Lunch; two lunches total)***

***Cost for breakfast or an additional breakfast: \$25 per person per day (Wed morning; one breakfast total)***

***\*Dinner: Dinner is on-your-own for ACUU 2018***

### Register Today

Register on- line: HERE <http://www.agingny.org/EducationEvents/ACUU/SponsorsExhibitorsACUU.aspx>