



31st Annual Trade Show
Racing for Success & Taking the Lead
 Monday, May 3 – Tuesday, May 4, 2010
 Saratoga City Center, Saratoga Springs, NY



2010 Exhibit Booth Application

Mail the completed application with a check or the completed credit card authorization form that is included to:
ESAAL, 646 Plank Road, Suite 207
Clifton Park, NY 12065

Or fax the completed application and the credit card authorization form that is included to:
518-371-3774

Contact Name: _____ Title: _____

Company Name: _____

Address: _____

City, State, Zip _____

Phone: _____ Fax: _____

Email: _____

Booth Costs

Prime Booth	ESAAL Member* <input type="checkbox"/> \$995	Non-Member <input type="checkbox"/> \$1,245	Regular Booth	ESAAL Member* <input type="checkbox"/> \$945	Non-Member <input type="checkbox"/> \$1,195
					Booth Cost \$ _____
The exhibitor fee includes meals for 2 representatives, dinner on Monday night and lunch on Tuesday. For each additional representative, the cost is \$100/person for lunch and dinner.					
					How many additional? _____ \$ _____
<input type="checkbox"/> Check here if you require Kosher meals (No additional cost for Exhibitors.)					
					Total \$ _____

Trade Show Monday, May 3 – Tuesday, May 4, 2010	<ul style="list-style-type: none"> ❖ Trade show set up Monday from 1 p.m. – 5 p.m. ❖ Trade Show opens Monday night with Reception and Station Dinner at 6:00 p.m. ❖ Trade Show reopens on Tuesday morning at 7:00 a.m. with breakfast served. Coffee Break and lunch will be served in exhibit area. Trade Show closes following lunch.
Booth Fee Includes:	<ul style="list-style-type: none"> ❖ Admittance to all educational functions (<i>Continuing Education Credits (CECs) are not issued.</i>) ❖ For two exhibitor representatives, the fee includes two breakfast, lunch and dinner tickets. If you require Kosher meals, please check the box above. No additional cost. ❖ Listing in our Conference Program Book.
Booth Fee Does Not Include:	<ul style="list-style-type: none"> ❖ Expense for lodging. To reserve overnight accommodations at the Saratoga Hilton as part of our group, please use the attached Hotel Registration form. ❖ Shipment of materials must be sent to Total Events. Use the Exhibitor Services Order form, which will be provided upon request. See page 4.
Booth Space Includes:	<ul style="list-style-type: none"> ❖ 8 x 10 booth space with pipe and drape (8' high back drape and 3' high side drape) ❖ Colors for trade show are red, black and white. ❖ One (1) six-foot, covered, skirted table ❖ Two (2) chairs, one (1) wastebasket ❖ One (1) designated sign (7" x 44") with company name and booth number

*To receive the ESAAL member rate, you must be a member in good standing or submit Member application with payment. Upon receipt of the 2010 Exhibit Booth application and payment, an ESAAL Staff member will contact you for your booth selection. For more information or questions, contact Anita Russo at 518-371-2573 or alrusso9@nycap.rr.com



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The Exhibitor's Fee includes Monday dinner and Tuesday's Breakfast & lunch for two representatives. For meals for additional representatives, the added cost is \$100/person. Please submit additional names on a separate sheet.

Exhibitor Rep 1: _____ Title: _____

Phone No.: _____ Email: _____

Exhibitor Rep 2: _____ Title: _____

Phone No.: _____ Email: _____

Please note: Upon receipt of the 2010 Exhibit Booth application and payment, an ESAAL staff member will contact you for your booth selection. For more information or questions, contact Anita Russo at 518-371-2573 or alrusso9@nycap.rr.com. Thank you.

Conference Program Information and Descriptive Listing

The following information will appear in our Conference Program.

Please complete the information below EXACTLY as you want it printed in the program.

To be included in the Conference Program Journal,
your company description and payment is due by Friday, April 9, 2010

Thank you.

Organization/Company Name: _____

Company Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Web site: _____ Email: _____

Vendor Product/Service Description: A maximum of 25 words, not including name, address, phone, etc. This description will be printed under your company name in the Conference Program. If we do not receive your description, only your company name with address, etc. will appear in the program. Use a separate sheet of paper if you prefer.



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Exhibitor Guidelines

<p>Electrical or other mechanical apparatus must be muffled so that noise does not interfere with other exhibits. Volatile or inflammable oils, gases, unprotected picture film, other explosive or inflammable matter, or any substance prohibited by city laws or insurance carriers is not permitted on premises.</p> <p>No exhibit will be permitted to span an aisle by roofing or floor covering. Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. Inspections of the exhibits will be made during the set-up time and an effort will be made to advise the exhibitor of any deviation from the exhibit rules. In the event the exhibitor is not available, the decorator with the approval of ESAAL's Executive Director will provide draping deemed necessary (including draping of any unfinished tables) and submit charges to the exhibitor.</p>	<p>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 allowed. Solicitation of business, except by exhibit firms, is prohibited.</p> <p>Prior to the Trade Show, exhibitors must make arrangements with Total Events for the items listed below and are not covered in the booth cost: (The contact information for Total Events appears on Exhibitor's Services order form.</p> <p><input type="checkbox"/> Check the box to request an Exhibitor's Services order form to be sent to you for the following items.</p> <ul style="list-style-type: none"> • Carpeting within booth area if desired • Electrical needs and requirements • Internet and/or phone connections • Shipments of materials <p><u>We encourage exhibitors to donate door prizes to be given away during the Trade Show.</u></p> <p><input type="checkbox"/> Yes, we will donate a door prize to be given away during the Trade Show</p>
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Liability

<p>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 displays, equipment and other property brought upon the premises of the hotel and shall indemnify and hold harmless ESAAL, its agents, employees, officers, directors, and members from any and all such losses, damages and claims.</p>	<p>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.</p>
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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: _____



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Conference Credit Card Payment Authorization Form

Facility/Company Name: _____

Contact Person: _____

Phone No.: _____ Fax No: _____

Credit Card Information:

Please note: ESAAL only accepts the following credit cards.

Credit Card: *(Please Check)* Visa MasterCard Discover American Express

Total Amount: \$_____

Required information for processing credit card:

Credit Card No: _____

Expiration Date: _____ **CVV2 Code:** _____
 (The 3 or 4 digit code is located either on the front or back of the card.)

Name as listed on Card (Please Print): _____

Street Address of Authorized Cardholder: _____

City, State, & Zip Code: _____

I hereby authorize ESAAL to charge my credit card the amount indicated on this form for the purpose stated. Without a signature your credit card will not be processed.

Cardholder's Signature: _____

Please return your completed form via fax or mail to:

The Empire State Association of Assisted Living
 646 Plank Road, Suite 207, Clifton Park, NY 12065
 Fax: 518-371-3774