



31st Annual Conference & Trade Show
Racing for Success & Taking the Lead
Sunday, May 2 – Wednesday, May 5, 2010
Saratoga Hilton, Saratoga Springs, NY



Amount	Sponsorship Opportunity	Benefits
<i>Benefits are received upon payment. Payment must be received prior to the purchase of the promotional item and/or to meet publication deadlines.</i>		
\$250	<input type="checkbox"/> Tote Bag Stuffer: <i>New this Year!</i> A great marketing opportunity! Limited number available.	<ul style="list-style-type: none"> • Recognition on appropriate signs and listing in Conference Program Journal and ESAAL's website • Place an item of your choice in the tote bag each attendee receives at registration
\$250	<input type="checkbox"/> Race Sponsorship (At the Trade Show Kick-off on Monday night, (Four races available for sponsorship)	<ul style="list-style-type: none"> • Recognition on appropriate signs and listing in Conference Program Journal and ESAAL's Website • Race is named for the Sponsor • Present gift to the individual winner of your race
\$500	<input type="checkbox"/> Musician at the Sunday Night Welcome Reception	<ul style="list-style-type: none"> • Recognition on appropriate signs and listing in Conference Program Journal and ESAAL's website. • Company sign at event location.
\$1,200 Sold	<input checked="" type="checkbox"/> ID Tags for Tote bags: <i>New this Year!</i>	<ul style="list-style-type: none"> • Recognition on appropriate signs and listing in Conference Program Journal and ESAAL's website • Company name on item • Free ½ page ad in the Conference Program Journal
\$1,200	Refreshment Breaks, select one: <input type="checkbox"/> Sunday Afternoon Break - Sold <input type="checkbox"/> Monday Morning Break - Sold <input checked="" type="checkbox"/> Monday Afternoon Break - Sold <input type="checkbox"/> Tuesday Morning Break - Sold <input type="checkbox"/> Tuesday Afternoon Break - Sold <input type="checkbox"/> Wednesday Morning Break	<ul style="list-style-type: none"> • Recognition on appropriate signs and listing in conference program book and website • Company name on sign at event location • Free ½ page ad in the Conference Program Journal
\$1,700	Education Sessions, select one: <input type="checkbox"/> Sunday afternoon <input type="checkbox"/> Monday morning - Sold <input type="checkbox"/> Monday afternoon <input type="checkbox"/> Tuesday morning - Sold <input type="checkbox"/> Tuesday afternoon <input type="checkbox"/> Wednesday morning	<ul style="list-style-type: none"> • Recognition on appropriate signs and listing in Conference Program Journal and ESAAL's website • Company sign/banner displayed throughout the Conference (New this year) • Option to introduce speakers during sponsored sessions • Free full-page ad in Conference Program Journal
\$2,000	Select one: *SOLD <input type="checkbox"/> Pens <input type="checkbox"/> Pedometers <input type="checkbox"/> Coffee Travel Mugs <i>New this Year!</i> <input type="checkbox"/> Sunday Night Reception Open Bar <input type="checkbox"/> *Monday Night Trade Show Open Bar <input type="checkbox"/> Tuesday Night Banquet Open Bar <input type="checkbox"/> Bus Transportation to Racino at the Saratoga Gaming & Raceway	<ul style="list-style-type: none"> • Recognition on appropriate signs and listing in Conference Program Journal and ESAAL's website • Company name on item • Free full-page ad in Conference Program Journal • Free ½ page ad in ESAAL's newsletter during 2010
	<input checked="" type="checkbox"/> Photo Magnets by Magnet Man <i>New this Year! Sold</i>	<ul style="list-style-type: none"> • In addition to the benefits above, each banquet attendee will have the opportunity to have their photo taken in an individual or group setting and will receive their photo magnet by the end of the evening
\$4,000	Select one:	<ul style="list-style-type: none"> • Recognition on appropriate signs and listing in



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	<input type="checkbox"/> Conference Binders <input checked="" type="checkbox"/> Name Badges Sold <input type="checkbox"/> NYS Legislative Guides	<i>Benefits are received upon payment. Payment must be received prior to the purchase of the promotional item and/or to meet publication deadlines.</i> Conference Program Journal and ESAAL's website <ul style="list-style-type: none"> • Company link from ESAAL's website • Company name on item • Free full-page ad in Conference Program Journal • Free full-page ad in ESAAL's newsletter during 2010 • Free Regular Booth at Trade Show or one free Conference Registration. New Benefit this year!
\$5,000	Select one: <input type="checkbox"/> Golf Shirts - Sold <input type="checkbox"/> Trade Show Activities, "Day at the Track" Horse Racing Video Game Victorian Fashion Show Grand Prize <input type="checkbox"/> Dance Band at Banquet	<ul style="list-style-type: none"> • Recognition on appropriate signs and listing in Conference Program Journal and ESAAL's website • Company link from ESAAL's website • Company name on item or on sign at event location • Present Grand Prize to winner • Free full-page ad in Conference Program Journal • Free full-page ad in ESAAL's newsletter during 2010 • Free Prime Booth at Trade Show or two Conference Registrations. New Benefit this year!
\$7,000	Select one: <input type="checkbox"/> Tote Bags - Sold <input type="checkbox"/> Keynote Speaker	<ul style="list-style-type: none"> • Recognition on appropriate signs and listing in conference program book and website • Company link from ESAAL's website • Company name on item or sign at event • Free full-page ad in Conference Program Journal • Free full-page ad in ESAAL's newsletter during 2010 • Free Booth at Trade Show New this Year! • Two free Conference Registrations

Your support through sponsorships helps us to bring quality educational programs and networking opportunities to Conference attendees. *Some of the sponsorships can be co-sponsored – Get a partner or partners to sponsor with you! In-kind donations when appropriate are strongly encouraged. Benefits are determined on the dollar value. If you have a suggestion other than those listed here, please contact Anita Russo at 518-371-2573.*

Please Note:

- ❖ For Sponsorships that include a free ad, use the following chart to determine ad size
- ❖ Ad copy deadline for the Conference Program Journal is March 31, 2010
- ❖ Please email your ad in a PDF file to Anita at alrusso9@nycap.rr.com. If you prefer, ESAAL can create an ad for you. Email your copy and PDF file of your logo to Anita. A copy will be sent to you for proofing.

Conference Program Journal Ad Sizes	Full-page	5" x 8"
	Half-page (Horizontal)	5" x 4"
	One-fourth page (Horizontal)	5" x 2"
	One-fourth page (Vertical)	2 1/4" x 4"
ESAAL's Newsletter Ad Sizes	Half-page	4 1/16" x 8 1/4"
	Full-page	8 1/2" x 11"



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Sponsorship Contract

**Mail the Sponsorship Contract
with payment to:**

ESAAL, 646 Plank Rd., Suite 207, Clifton Park, NY 12065

**Or Fax the completed Sponsorship Contract and the
attached Credit Card Authorization Form to:**

Anita at Fax #: 518-371-3774

Company Name: *(Please print as name should appear in printed materials.)* _____

Contact Name: _____ Title: _____

Signature: _____

Address: _____ City, State, Zip _____

Phone: _____ Fax: _____

Email: _____

Sponsorship Selections Please Check	Rate	Sponsorship Selections: Please Check	Rate
<input type="checkbox"/> Tote Bag Stuffer	\$250	<input type="checkbox"/> Pens	\$2,000
<input type="checkbox"/> One Race Sponsorship at Monday Night Trade Show, six races available for sponsorship	\$250	<input type="checkbox"/> Pedometers	\$2,000
<input type="checkbox"/> Sunday Night Musician at Welcome Reception	\$500	<input type="checkbox"/> Bus Transportation	\$2,000
<input type="checkbox"/> ID Tags for Tote Bags	\$1,200	<input type="checkbox"/> Coffee Travel Mugs	\$2,000
<input type="checkbox"/> Sunday Afternoon Break	\$1,200	<input type="checkbox"/> Sunday Night Open Bar	\$2,000
<input type="checkbox"/> Monday Morning Break	\$1,200	<input type="checkbox"/> Monday Night Open Bar	\$2,000
<input type="checkbox"/> Monday Afternoon Break	\$1,200	<input type="checkbox"/> Tuesday Night Open Bar	\$2,000
<input type="checkbox"/> Tuesday Morning Break	\$1,200	<input type="checkbox"/> Photo Magnets at Banquet	\$2,000
<input type="checkbox"/> Tuesday Afternoon Break	\$1,200	<input type="checkbox"/> Conference Binder	\$4,000
<input type="checkbox"/> Wednesday Morning Break	\$1,200	<input type="checkbox"/> Name Badges	\$4,000
<input type="checkbox"/> Education Sessions Sunday Afternoon	\$1,700	<input type="checkbox"/> NYS Legislative Guides	\$4,000
<input type="checkbox"/> Education Sessions Monday Morning	\$1,700	<input type="checkbox"/> Golf Shirts	\$5,000
<input type="checkbox"/> Education Sessions Monday Afternoon	\$1,700	<input type="checkbox"/> Trade Show Activities & Grand Prize	\$5,000
<input type="checkbox"/> Education Sessions Tuesday Morning	\$1,700	<input type="checkbox"/> Dance Band at Tuesday Night Banquet	\$5,000
<input type="checkbox"/> Education Sessions Tuesday Afternoon	\$1,700	<input type="checkbox"/> Tote Bags	\$7,000
<input type="checkbox"/> Education Sessions Wednesday Morning	\$1,700	<input type="checkbox"/> Keynote Speaker	\$7,000
		<input type="checkbox"/> Other (your suggestion)	TBD

Sponsorship Amount: \$ _____

Total Amount \$ _____

For credit card payment, use the attached Credit Card Authorization form. Or, mail check, payable to ESAAL, to:
 ESAAL, 646 Plank Rd, Suite 207, Clifton Park, NY 12065



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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