



Sponsorship and Program Advertising

All Sponsors Receive These Special Opportunities:

- ✓ Recognition on appropriate signs
- ✓ Direct company link from the ESAAL Website's Events Page
- ✓ Company name & logo continually streamed on display monitor in registration area
- ✓ Listing in Conference Printed Program

Amount	Sponsorship Opportunity	Additional Benefits
\$12,000	<p style="text-align: center;">ULTIMATE OPPORTUNITY GOLD SPONSOR</p> <p><input type="checkbox"/> <i>We are offering the ultimate exposure opportunity. Your name and logo appearing throughout the conference and company promotion that continues throughout the year to keep your name before the members during and long after the conference ends.</i></p> <p><i>Name and logo prominently listed on the conference registration brochure received in time for printing.</i></p> <p style="font-size: 4em; color: yellow; opacity: 0.5; transform: rotate(-15deg); position: absolute; top: 50%; left: 50%; pointer-events: none;">SOLD</p>	<ul style="list-style-type: none"> • Sponsor Special Opportunities • Full page color ad in Conference Program • Company ad posted on ESAAL's website for one year after conference • (2) ads in ESAAL's newsletter • Literature or give away for each attendee placed in tote bags (you supply)* Must be approved by ESAAL before submitting • Name and logo prominently listed on outside cover of the registration brochure & conference program • Free prime exhibit booth • (4) free tickets to banquet dinner
\$7,500	<p style="text-align: center;">SPECIAL OPPORTUNITY SILVER SPONSOR</p> <p><input type="checkbox"/> <i>We are offering a very special opportunity. Your name and logo appearing throughout the conference and ads that continue throughout the year to keep your name in front of ESAAL members well after the conference ends.</i></p> <p><i>Name and logo prominently listed on the conference registration brochure received in time for printing.</i></p> <p style="font-size: 4em; color: blue; opacity: 0.5; transform: rotate(-15deg); position: absolute; top: 50%; left: 50%; pointer-events: none;">SOLD</p>	<ul style="list-style-type: none"> • Sponsor Special Opportunities • Full page color ad in Conference Program • Company ad posted on ESAAL website for six months after conference • Full page ad in ESAAL's newsletter • Literature or give away for each attendee placed in tote bags (you supply) * Must be approved by ESAAL before submitting • Free Regular Exhibit Booth • (2) Free tickets to Banquet Dinner



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<p>\$6,000 Each</p>	<p style="text-align: center;">ADDITIONAL GREAT OPPORTUNITIES</p> <p>Golf Shirts <i>Your name & logo imprinted on shirt given to each attendee – promotes your company on after event</i></p> <p><input type="checkbox"/> Banquet Dance Band – The TS Ensemble <i>Opportunity to introduce your company and the band at the banquet and leave literature on the banquet chairs. A table sign with your name placed in the center of each banquet table.</i></p> <p><input type="checkbox"/> Tote Bag <i>Company name & logo imprinted – exposure goes on long after the conference</i></p>	<ul style="list-style-type: none"> • Sponsor Special Opportunities • Company name on item or on sign at event location • Full-page color ad in Conference Printed Program • Full page ad in ESAAL's newsletter • Opportunity to put literature into attendee tote bag (you supply) * Must be approved by ESAAL before submitting • (1) free regular exhibit booth or (1) free conference registration
<p>\$5,000 Each</p>	<p style="text-align: center;">BANNER OPPORTUNITIES</p> <p><input type="checkbox"/> ESAAL Website Banner Ad <i>Your company name and logo in a banner ad displayed on the ESAAL Website Events Page for six months after the conference.</i></p> <p><input type="checkbox"/> ESAAL Newsletter Banner Ad <i>Your company name and logo in a banner ad displayed in the Events section of the ESAAL Newsletter THE VISION for (6) issues after the conference</i></p>	<ul style="list-style-type: none"> • Sponsor Special Opportunities • Free full page color ad in Conference Printed Program • Full page ad in ESAAL newsletter • (1) Free Conference Registration
<p>\$4,000 Each</p>	<p style="text-align: center;">UNIQUE OPPORTUNITIES</p> <p><input type="checkbox"/> Trade Show Sponsor <i>Your company name on banner prominently displayed at the entrance to the trade show. Special activity named for your company and you award \$1,000 prize to the winner</i></p> <p><input type="checkbox"/> Conference Printed Program <i>Conference Program – Your company name and logo printed on the outside cover</i></p> <p><input type="checkbox"/> ESAAL Buyers' Guide <i>Your company name and logo prominent on the front cover of the ESAAL BUYERS' GUIDE posted to the ESAAL website for the entire year. One of the most visited places on the ESAAL website.</i></p>	<ul style="list-style-type: none"> • Sponsor Special Opportunities • Free full page color ad in Conference Printed Program • Full page ad in ESAAL newsletter • (1) Free Conference Registration
<p>\$2,500</p>	<p style="text-align: center;">WELCOME GIFT FOR CONFERENCE ATTENDEES</p> <p><input type="checkbox"/> Imprinted Umbrella <i>Your company name imprinted on an umbrella given to every attendee. The item that keeps on promoting long after the conference is over!</i></p>	<ul style="list-style-type: none"> • Sponsor Special Opportunities • 1/2 page color ad in Conference Program • 1/2 page color ad in ESAAL newsletter



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<p>\$2,000 Each</p>	<p>FUN OPPORTUNITIES</p> <p><input type="checkbox"/> Conference Program Handouts CD <i>Your name and logo printed on label of CD of Conference Handouts inserted into every Conference Program.</i></p> <p><input type="checkbox"/> Photo Booth at the Banquet <i>Fun photo booth that can hold up to 15 people for group shots. Photos supplied to add to the fun and each person receives their photo by the end of the night – YOUR COMPANY NAME IMPRINTED ON EVERY PHOTO AS THE SPONSOR OF THIS POPULAR EVENT. Promotion continues long after conference has ended.</i></p> <p>HOST A BAR</p> <p><i>Sign at the bar with sponsor name. Opportunity to distribute literature.</i></p> <p><input type="checkbox"/> Monday Night Trade Show Host Bar <input type="checkbox"/> Tuesday Night Banquet Host Bar</p>	<ul style="list-style-type: none"> • Sponsor Special Opportunities • 1/2 page color ad in Conference Program • 1/4 page color ad in ESAAL newsletter <p style="text-align: center;">The entire Above Plus...</p> <ul style="list-style-type: none"> • Opportunity to distribute literature at the bar
<p>\$1,700 Each</p>	<p>CONFERENCE GIVEAWAYS</p> <p><input type="checkbox"/> Imprinted Note Pad with Pen <i>Your name and logo imprinted on note pad (sponsorship includes the note pad and pen)</i></p> <p><input type="checkbox"/> Imprinted Water Bottle <i>Your name and logo imprinted on water bottle (sponsorship includes water bottle)</i></p>	<ul style="list-style-type: none"> • Sponsor Special Opportunities • Company name on item • 1/4 page color ad in the Conference Program
<p>\$1,500</p>	<p>MORE TRADE SHOW OPPORTUNITIES</p> <p><input type="checkbox"/> All Three Chair Massage Booths Inside the Trade Show <i>Imagine how much the attendees will appreciate a relaxing five-minute massage to work out all the tension of a long conference. With your company name on a sign at the booth it will be you that they thank!</i></p>	<ul style="list-style-type: none"> • All Sponsor Special Opportunities • Company name on sign outside booth • Opportunity to distribute literature at this booth • 1/4 page color ad in the Conference Program



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<p>\$1,300 Each</p>	<p style="text-align: center;">REFRESH & EDUCATE</p> <p style="text-align: center;">REFRESHMENT BREAKS</p> <p> <input type="checkbox"/> Sunday Afternoon Break <i>SOLD</i> <input type="checkbox"/> Monday Morning Break <i>SOLD</i> <input type="checkbox"/> Monday Afternoon Break <input type="checkbox"/> Tuesday Morning Break <input type="checkbox"/> Tuesday Afternoon Break <input type="checkbox"/> Wednesday Morning Break </p> <p style="text-align: center;">EDUCATION SESSIONS</p> <p> <input type="checkbox"/> Monday Morning Keynote <input type="checkbox"/> Tuesday Morning DOH </p>	<ul style="list-style-type: none"> All Sponsor Special Opportunities Company name on sign at the break Opportunity to distribute literature at the break ¼ page color ad in the Conference Program
<p>\$500 Each</p>	<p style="text-align: center;">INDIVIDUAL CHAIR MASSAGE BOOTH</p> <p><i>Sponsor one or more chairs at the trade show- your company name printed on sign at massage chair booth</i></p> <p> <input type="checkbox"/> Booth #1 <i>SOLD</i> <input type="checkbox"/> Booth #2 <i>SOLD</i> <input type="checkbox"/> Booth #3 </p>	<ul style="list-style-type: none"> Company name on sign outside the session the individual booth Opportunity to distribute literature at the individual booth
<p>\$300 Each</p>	<p style="text-align: center;">EXCITEMENT IN THE TRADE SHOW</p> <p> <input type="checkbox"/> Horse Racing Game <i>Monday night kick off - (8) exciting simulated horse races that attendees can wager on and win prizes. Have a race named for you!</i> </p> <p> <input type="checkbox"/> Race #1 <i>SOLD</i> <input type="checkbox"/> Race #2 <input type="checkbox"/> Race #3 <input type="checkbox"/> Race #4 <input type="checkbox"/> Race #5 <input type="checkbox"/> Race #6 <input type="checkbox"/> Race #7 <input type="checkbox"/> Race #8 </p> <p> <input type="checkbox"/> Tote Bag Stuffer <i>A great marketing opportunity! Limited number available</i> </p>	<ul style="list-style-type: none"> Individual sponsored race is named for the sponsor Present prize to winner <ul style="list-style-type: none"> Place an item of your choice in the tote bag each attendee receives at registration. You must supply the item in advance of conference. * Must be approved by ESAAL before submitting



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Your support through sponsorships and advertising 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 Linda Yakatan at 518-371-2573, lyakatan@esaal.org**

Benefits are received upon payment. Payment must be received prior to the purchase of the promotional item and/or to meet publication deadlines.

Please Note:

- ❖ For Sponsorships that include a free ad, use the following chart to determine ad size
- ❖ Ad copy deadline for the Conference Program is Friday, March 30, 2012
- ❖ **Please email your ad in a JPG or PDF** file to Linda at lyakatan@esaal.org

Please note that all ad measurements are listed as width x height and should not be reversed

ADVERTISEMENT SIZES

Conference Program Ad Sizes	Full-page	7.5" w x 10" h
	Half page Horizontal	7.5" w x 5" h
	Half page Vertical	3.5" w x 10" h
	Quarter page	3.5" w x 5" h
ESAAL's Newsletter Ad Sizes	Full page	8.5" w x 11" h
	Half-page	4.0625" w x 8.25" h

ADVERTISEMENT RATES

Location	Color	Black and White (B&W)
Outside Back Cover – Full Page	\$425	\$400
Inside Front Cover – Full Page	\$400	\$375
Inside Back Cover – Full Page	\$400	\$375
Full Page Inside	\$300	\$275
½ Page Inside	\$250	\$225
¼ Page Inside	\$150	\$125



Sponsorship and Program Advertising

Sponsorship and Advertising 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: Linda at Fax : 518-371-3774
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Company Name: *(Please print as name should appear in printed materials.)* _____

Contact Name: _____ Title: _____

Address: _____ City, State, Zip _____

Phone: _____ Fax: _____

Email: _____ Signature: _____

Sponsorship Selections - Please Check	Rate	Sponsorship Selections - Please Check	Rate
<input type="checkbox"/> Ultimate Opportunity Gold Sponsor	\$12,000	<input type="checkbox"/> Imprinted Note Pad & Pen	\$1,700
<input type="checkbox"/> Special Opportunity Silver Sponsor	\$7,500	<input type="checkbox"/> Imprinted Water Bottle	\$1,700
<input type="checkbox"/> Golf SOLD	\$6,000	<input type="checkbox"/> (3)Trade Show N/A Massage Booths	\$1,500
<input type="checkbox"/> Banquet Dance Band	\$6,000	<input type="checkbox"/> Sunday SOLD Refreshment Break	\$1,300
<input type="checkbox"/> Tote Bags	\$6,000	<input type="checkbox"/> Monday SOLD Refreshment Break	\$1,300
<input type="checkbox"/> ESAAL SOLD Banner Ad	\$5,000	<input type="checkbox"/> Monday Afternoon Refreshment Break	\$1,300
<input type="checkbox"/> ESAAL Newsletter Banner Ad	\$5,000	<input type="checkbox"/> Tuesday Morning Refreshment Break	\$1,300
<input type="checkbox"/> Trade Show SOLD Sponsor	\$4,000	<input type="checkbox"/> Tuesday Afternoon Refreshment Break	\$1,300
<input type="checkbox"/> Conference Printed Program	\$4,000	<input type="checkbox"/> Wednesday Morning Refreshment Break	\$1,300
<input type="checkbox"/> ESAAL Buyers' Guide	\$4,000	<input type="checkbox"/> Education Session Monday Morning	\$1,300
<input type="checkbox"/> Imprinted Umbrella Welcome Gift	\$2,500	<input type="checkbox"/> Education Session Tuesday Morning	\$1,300
<input type="checkbox"/> Conference Program Handout CD	\$2,000	<input type="checkbox"/> (1) Chair Massage Booth in Trade Show	\$500
<input type="checkbox"/> Photo Booth SOLD Banquet	\$2,000	<input type="checkbox"/> Individual Horse Racing Game	\$300
<input type="checkbox"/> Monday Night Host Bar in Trade Show	\$2,000	<input type="checkbox"/> Tote Bag Stuffer	\$300
<input type="checkbox"/> Tuesday Night Banquet Host Bar	\$2,000		

Conference Program Advertisement Sizes Please check

Outside Back Cover	<input type="checkbox"/> Color \$425 <input type="checkbox"/> B&W \$400	Full Page Inside	<input type="checkbox"/> Color \$300 <input type="checkbox"/> B&W \$275
Inside Front Cover	<input type="checkbox"/> \$400 <input type="checkbox"/> \$375	½ Page Inside	<input type="checkbox"/> \$250 <input type="checkbox"/> \$225
Inside Back Cover	<input type="checkbox"/> \$400 <input type="checkbox"/> \$375	¼ Page Inside	<input type="checkbox"/> \$150 <input type="checkbox"/> \$125

For credit card payment use the Credit Card Authorization Form below or mail a check, payable 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 Number:

Fax

Number:

Credit Card Information

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