



33rd Annual Conference and Trade Show

## *Blueprint for the Future - Let's Get to Work*

Welcome,

We are very excited to bring ESAAL's 2012 conference and trade show back to Saratoga Springs, the city of Health and Horses *and our most popular and well-attended conference site.*

At our 33<sup>rd</sup> conference and trade show, we are returning with educational programs on the hottest topics for assisted living, as well as our most sought after promotional opportunities. This includes the highly demanded **ESAAL Buyers Guide** that is posted throughout the year to the ESAAL website and includes a direct link to each exhibitor's website. The **ESAAL Buyers Guide** site, is one of the most frequently visited pages on ESAAL's website, with hundreds of ESAAL website visitors referencing the **Guide** when looking for leads to companies who furnish the services and products they purchase.

### **Why Exhibit...Why Sponsor**

- ✓ **One-on-one time with more than 250 decision makers in the Assisted Living – Adult Home and Enriched Housing Program industry;**
- ✓ **5 hours of dedicated exhibit time;**
- ✓ **Multiple ways and opportunities to exhibit and sponsor at every cost level;**
- ✓ **Continuous promotion of your company in the *ESAAL Buyers Guide* even after the conference is over;**
- ✓ **Enhance your image by participating in the largest annual gathering of New York's assisted living provider community, organized by the largest and highly respected Association representing Assisted Living Providers;**
- ✓ **Planned activities and networking opportunities inside of the trade show and throughout the conference to ensure excited and engaged attendees;**
- ✓ **Trend Setting Assisted Living/Adult Home Educational sessions to attract the "Who's Who" in the industry.**

We invite you to showcase who you are by reaching out to the owners, operators, and top executive decision makers in the adult home/assisted living/enriched housing industry in New York State. **Exhibitors take an additional 10% Discount if paid by March 5, 2012.** For more information or questions, contact Linda Yakatan, Meeting Planner, at 518-371-2573 or [Lyakatan@esaal.org](mailto:Lyakatan@esaal.org) **For your convenience you can register using the attached forms or go to the ESAAL website to register on line by going to [www.esaal.org](http://www.esaal.org).**

I look forward to seeing you in Saratoga Springs.

A handwritten signature in black ink, appearing to read "Beverly Paparo".

Beverly Paparo  
Administrator, Gurwin Jewish – Fay J. Lindner Residence  
Chairperson, ESAAL's Conference and Education Committee

**ESAAL's 2012 Conference and Education Committee Members:**  
Claire Bukzin-Hakim, Amber Court Assisted Living Communities;  
Laurie Giliberti, Plattduetsche Home Society AH;  
Maryellen McKeon, The Bristol, Ultimate Care New York;  
Kara Vollmer, Pineview Commons LLC

**Empire State Association of Assisted Living**  
646 Plank Road, Suite 207, Clifton Park, NY 12065  
P: 518-371-2573 • F: 518-371-3774 • W: [www.esaal.org](http://www.esaal.org)