



**ESAAL's 43<sup>rd</sup> Annual Conference & Trade Show  
Exhibitor & Sponsorship Opportunities**

**April 15-18, 2024**

**The Saratoga Hilton/Saratoga City Center, Saratoga Springs, NY**

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### Who We Are

If you ask any ESAAL member to describe their experience with us, you will probably hear about our accessibility, level of support, and the tremendous value we provide. ESAAL is the only association that exclusively represents the assisted living provider network in NYS and is widely recognized by government and other stakeholders as the voice for assisted living.

One of our most remarkable characteristics is that we pride ourselves on relationships – creating them and cultivating them. Our annual conference reflects that pride, providing an opportunity for valued professionals in our field to learn, share, and get better at what they do.

As a partner with us, in whatever capacity you choose to be involved, we commit to bringing you that same level of value and support. You can count on us for a worthwhile experience that results in lasting business relationships.

The upcoming annual conference will take place **April 15-18, 2024 in beautiful Saratoga Springs, NY.**

AUDIENCE  
**200+**

NYS Assisted Living owners, operators, administrators, & other senior management.

SPEAKERS  
**30**

Inspiring experts in their fields, including some of the most influential names in our industry.

### Promote & Showcase

Present your brand, company, and products to our attendees, and meet hundreds of potential customers. Take advantage of the exhibit space to demonstrate your services and products. We will coordinate with you every step of the way to create the best opportunity for you to build lasting connections with attendees and members.

### Network & Connect

Sponsoring and exhibiting gives you the opportunity to connect with your current and potential customers. You'll gain visibility, recognition and make a strong statement about your commitment and dedication to the Assisted Living Community. Be involved in the action and put your marketing dollars to work where the prospects are, at ESAAL's 43<sup>rd</sup> Annual Conference & Trade Show!

### The ESAAL Experience

We are committed to providing you with top-notch communication throughout the planning process and during the conference to ensure your experience is the best it can be. The ESAAL Team is here to answer your questions and consider your suggestions. We love bringing people together and are happy to help arrange on-site introductions. Contact us anytime.

Cara Groff, CMP  
Event Coordinator  
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# SPONSORSHIP OPPORTUNITIES

## Gold & Silver

Our gold and Silver sponsors are the conference's biggest supporters with the most opportunities to connect with attendees and spread your message. While this is a suggested list of sponsor benefits, Cara will work with you to create a package that fits your company's needs.

Opportunity	Benefits	Amount
<b>Gold Sponsor</b>	<ul style="list-style-type: none"> <li>• Listing in printed conference program</li> <li>• Logo &amp; Link on ESAAL's Sponsors page of website</li> <li>• Facebook post announcing sponsorship</li> <li>• Full page color ad in print conference program</li> <li>• Your literature in attendee tote bag (subject to ESAAL approval)</li> <li>• Banner with company name and logo hung in general session room for duration of conference</li> <li>• Prime Exhibit Booth</li> <li>• Gamification on Mobile App</li> <li>• Company ad posted on ESAAL's website for six months after conference</li> <li>• Company name and logo printed on front outside cover of conference program</li> <li>• One Complimentary Conference Registration OR complimentary meals for third booth representative</li> <li>• Additional entry in the exhibitor drawing for \$250 American Express gift card (exhibitors only)</li> </ul>	<b>\$10,000</b>
<b>Silver</b>	<ul style="list-style-type: none"> <li>• Listing in printed conference program</li> <li>• Logo &amp; Link on ESAAL's Sponsors page on website</li> <li>• Facebook post announcing sponsorship</li> <li>• Full page color ad in print conference program</li> <li>• Banner with company name and logo hung in breakout session room for duration of conference</li> <li>• Standard Exhibit Booth</li> <li>• Gamification on Mobile App</li> <li>• One Complimentary Conference Registration OR complimentary meals for third booth representative</li> </ul>	<b>\$6,500</b>

## Bronze

Opportunity	Benefits	Amount
<b>Trade Show Sponsor</b>	<ul style="list-style-type: none"> <li>Prominent, prime booth location</li> <li>Company name &amp; logo on a banner displayed in the trade show space</li> <li>Sponsor status listed on Conference Mobile App</li> <li>Literature you supply for tote bags (<i>must be approved by ESAAL</i>)</li> <li>1 free conference registration OR meal cost for 3<sup>rd</sup> booth rep</li> <li>1 additional entry in the exhibitor drawing for a \$250 gift card</li> </ul>	<b>\$5,000</b>
<b>Wine Toss</b>	<ul style="list-style-type: none"> <li>Double-sized booth to include the wine toss game in a prime location</li> <li>Company name &amp; logo on signage displayed in the trade show space</li> <li>Literature you supply for tote bags (<i>must be approved by ESAAL</i>)</li> <li>Listing on Conference Mobile App</li> <li>Listing in Conference Program</li> <li>ESAAL will supply the wine, a wine toss game attendant, all the supplies/set-up for the game</li> <li>1 free conference registration OR meal cost for 3<sup>rd</sup> booth rep</li> <li>1 Additional entry in the exhibitor drawing for a \$250 gift card</li> </ul>	<b>\$5,000</b>
<b>Tote Bags*</b>	<ul style="list-style-type: none"> <li>Your company name &amp; logo printed on tote bags attendees receive</li> <li>Full page color ad in program</li> <li>Sponsor status listed on Conference Mobile App</li> <li>Literature you supply for the bags (<i>must be approved by ESAAL</i>)</li> <li>1 free conference registration OR meal cost for 3<sup>rd</sup> booth rep</li> <li>1 Additional entry in the exhibitor drawing for a \$250 gift card (<i>exhibitors only</i>)</li> </ul>	<b>\$5,000</b>
<b>Cocktail Reception</b> <i>2 available: Mon or Weds</i>	<ul style="list-style-type: none"> <li>Signage including your company logo at the reception</li> <li>Sponsor status listed on Mobile App</li> <li>Full page color ad in program</li> <li>Opportunity to place collateral on tables at the event</li> <li>Sponsor status listed on Mobile App</li> <li>1 free conference registration OR meal cost for 3<sup>rd</sup> booth rep</li> <li>1 Additional entry in the exhibitor drawing for a \$250 gift card (<i>as applicable</i>)</li> </ul>	<b>\$5,000</b>

## A La Carte Sponsorship Opportunities

Opportunity	Benefits	Amount
<b>Keynote or Department of Health Session –</b> <i>the 2 most highly attended sessions!</i>	<ul style="list-style-type: none"> <li>Kickoff the Keynote or DOH session with a brief (2-3 minute) description of your company &amp; services before you introduce our Keynote or DOH rep.</li> <li>Signage at the event featuring your company name &amp; logo</li> <li>Listing on Conference Mobile App</li> <li>Listing in Conference Program</li> <li>Leave materials in back of the session room</li> </ul>	<b>\$3,000</b>
<b>*NEW for 2024*</b> <b>First Aid &amp; CPR Training Session –</b> <b>Save a life!!</b>	<ul style="list-style-type: none"> <li><b>Save a Life!!</b> Sponsor 10 attendees to become certified in First Aid/CPR/AED Training!</li> <li>Signage at the event featuring your company name &amp; logo</li> <li>Your literature in attendee tote bag (subject to ESAAL approval)</li> <li>Listing on Conference Mobile App</li> <li>Listing in Conference Program</li> </ul>	<b>\$2,500</b>
<b>Notebooks*</b> <i>* Exclusive item-only 1 available!</i>	<ul style="list-style-type: none"> <li>Your company name &amp; logo will be featured prominently on the cover</li> <li>Listing on Conference Mobile App</li> <li>Listing in Conference Program</li> </ul>	<b>\$2,500</b>
<b>Photo Booth</b>	<ul style="list-style-type: none"> <li>Your logo will be printed on the pictures</li> <li>Signage at the event featuring your company name &amp; logo</li> <li>Listing on Conference Mobile App</li> <li>Listing in Conference Program</li> </ul>	<b>\$2,500</b>
<b>Trade Show Cocktail Hour</b>	<ul style="list-style-type: none"> <li>Signage at the bars</li> <li>Listing on Conference Mobile App</li> <li>Listing in Conference Program</li> </ul>	<b>\$2,000</b>
<b>Connection Corner</b> <i>A space for our first-time attendees to connect with veteran attendees &amp; a place to recharge!</i>	<ul style="list-style-type: none"> <li>Signage at the event in the connection corner featuring your company name &amp; logo</li> <li>Listing on Conference Mobile App</li> <li>Listing in Conference Program</li> <li>Leave collateral in the area for attendees to take</li> </ul>	<b>\$2,000</b>
<b>Badge Lanyards*</b>	<ul style="list-style-type: none"> <li>Your company logo imprinted on the name badge lanyards</li> <li>Listing on Conference Mobile App</li> <li>Listing in Conference Program</li> </ul>	<b>\$2,000</b>
<b>Refreshment Break</b>	<ul style="list-style-type: none"> <li>Signage at the break tables</li> <li>Listing on Conference Mobile App</li> <li>Listing in Conference Program</li> </ul>	<b>\$1,500</b>
<b>Education Sessions</b>	<ul style="list-style-type: none"> <li>Kickoff a session with a brief (1-2 minute) description of your company &amp; services before you introduce the speaker</li> <li>Listing on Conference Mobile App</li> <li>Listing in Conference Program</li> </ul>	<b>\$1,500</b>

## A La Carte Sponsorship Opportunities, cont'd.

Opportunity	Benefits	Amount
<b>Mobile App Splash Page</b> <i>* Exclusive item-only 1 available! *</i>	<ul style="list-style-type: none"> <li>full-screen visual ad featuring artwork you provide</li> <li>Listing in Conference Program</li> <li>Listing on Conference Mobile App</li> <li>1 Additional entry in the exhibitor drawing for a \$250 gift card (as applicable)</li> </ul>	<b>\$1,000</b>
<b>Wi-Fi Sponsor</b> <i>* Exclusive item-only 1 available! *</i>	<ul style="list-style-type: none"> <li>Your company name or phrase (approved by ESAAL) is the password for attendees to get on Wi-Fi</li> <li>Listing on Conference Mobile App</li> <li>Listing in Conference program</li> </ul>	<b>\$750</b>
<b>ESAAL Website Banner</b>	<ul style="list-style-type: none"> <li>Banner ad of your company logo (you supply art) displayed on ESAAL's "Events" page for six months after the conference</li> <li>Sponsor status listed on Conference App</li> <li>Literature you supply for attendee tote bags (must be approved by ESAAL)</li> </ul>	<b>\$500</b>
<b>Mobile App Gamification</b> <i>a photo scavenger hunt game designed to drive attendee engagement during the trade show.</i>	<ul style="list-style-type: none"> <li>Attendees will stop by your booth for a selfie with a rep</li> <li>Attendees will take a picture of your booth</li> <li>Listing on Conference Mobile App</li> <li>Listing in Conference Program</li> </ul>	<b>\$500</b>
<b>Mobile App Banner Ad</b>	<ul style="list-style-type: none"> <li>Your ad appears in a carousel at the top portion of the screen</li> <li>Listing on Conference Mobile App</li> <li>Listing in Conference program</li> </ul>	<b>\$500</b>
<b>Print Advertising</b> <i>7.5" w x10"h Ad copy is due no later than March 25, 2024</i>	<ul style="list-style-type: none"> <li>Full page color ad</li> <li>Listing on Conference Mobile App</li> <li>Listing in Conference program</li> </ul>	<b>\$500 Outside Back</b> <b>\$450 Inside Front</b> <b>\$450 Inside Back</b>
<b>Tote Bag Stuffer</b>	<ul style="list-style-type: none"> <li>Literature or collateral item you supply for attendee tote bags (must be approved by ESAAL)</li> <li>Listing on Conference Mobile App</li> <li>Listing in Conference program</li> </ul>	<b>\$100</b>

*\*Please note due to advance lead times for artwork approval & shipping, these sponsorship items (tote bags, notebooks, lanyards) will only be available until Friday, March 15, 2024.*

**If you have an idea for a sponsorship, please contact Cara Groff  
[cgroff@esaal.org](mailto:cgroff@esaal.org) to create a custom package!**

## TRADE SHOW

To Our Exhibitors:

You make our conference fun with your creative displays and unique giveaways! Back for 2024: each exhibitor will receive a raffle ticket upon arrival to be entered in a drawing for a \$250 American Express gift card. The winner will be announced Wednesday during the trade show lunch. Be sure to check out our sponsorship opportunities, some of which include an extra ticket as a benefit! It's our way of saying thank you for supporting ESAAL. We appreciate you & the time you spend with us at the trade show!

Before the Conference

- List of conference registrants
- **Basic Listing on Conference Mobile App** (company name, brief description, physical address, phone number, email address, booth number)
- **Basic Listing in printed conference program** (company name, representative name & email, booth number)

During the Conference

- 8' x 10' booth
- 6' covered, skirted table with (2) chairs and waste basket
- Large booth sign with company name and booth number
- 5.5 hours of dedicated exhibit time
- All meals for up to two (2) representatives (Kosher meals additional & must be requested prior to arrival)
- Attend any conference session to maximize networking
- Ticket for the \$250 gift card raffle

After the Conference

- Complete attendee list
- Link from our website to yours for one full year
- Listing in **ESAAL Buyers Guide** - direct link from ESAAL website to your company posted for one year after conference & sent to all attendees via email.

Booth rates **do not** include:

- Lodging
- Shipment of materials – Use Exhibitor Services ([Total Events Company](#)) [order form](#)
- **Electrical Needs** – Use Exhibitor Services ([Total Events Company](#)) [order form](#)
- Dedicated Internet or Phone availability inside the trade show

### Trade Show Hours

Tuesday, April 16, 2024	
1:00pm-5:00pm	Exhibit booth Set-up
6:00pm-9:00pm	Trade Show open. Cocktail hour & dinner served inside exhibit hall.
Wednesday, April 17, 2024	
7:30am-8:30am	Trade Show Open. Breakfast served inside exhibit hall.
10:30am-11:00am	Refreshment break served inside exhibit hall.
12:30pm-1:30pm	Lunch served inside exhibit hall; prizes drawn
1:30pm	Trade Show Closed/Exhibitor breakdown begins

### Booth Pricing

Early Bird Pricing in effect until 5:00pm Friday, February 9, 2024.

	ESAAL Member	Non-Member
<b>Prime Booth</b>	<b>\$1,270</b> \$1,153 Early Bird	<b>\$1,570</b> \$1,423 Early Bird
<b>Standard Booth</b>	<b>\$1,220</b> \$1,108 Early Bird	<b>\$1,470</b> \$1,333 Early Bird

- A prime booth space is in a more heavily trafficked area.
- To receive the ESAAL member rate, you must be a member in good standing or submit a membership application with payment. For more information on membership, please visit our website: [esaal.org](http://esaal.org) or email Karen Thornton, Director of Member Services: [kthornton@esaal.org](mailto:kthornton@esaal.org)
- **Early Bird Rate must be reserved & paid for by 5:00pm on Friday, February 9, 2024, or standard rates will be applied**

<b>Upgrade your Mobile App &amp; Printed Program Listings</b>	Mobile App: <ul style="list-style-type: none"> <li>• Logo</li> <li>• A second email address</li> <li>• Up to 2 active website links</li> <li>• 3 pictures (10mb or less)</li> <li>• 2 PDF documents (10mb or less)</li> <li>• Links to your company's Facebook, LinkedIn, &amp; X sites</li> </ul> Printed Program: <ul style="list-style-type: none"> <li>• Physical address</li> <li>• Website</li> <li>• Phone number</li> <li>• Brief description</li> </ul>	<b>\$100</b>
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## Exhibitor Regulations

The following regulations have been developed to ensure that the trade show is conducted safely and responsibly.

- 1.) **Registration** – ESAAL staff always has sole control over admission policies. All persons visiting the conference and exposition, as well as exposition personnel, shall be required to register and wear an appropriate badge while in attendance. Exhibitors may supply giveaways and take orders of goods and services only in their designated exhibit spaces. Canvassing or distribution of advertising matter (including logo giveaway items such as bags, lip balm, etc.) outside the exhibitor’s own space will not be permitted. Non-exhibiting suppliers are not permitted into the trade show. Non-exhibiting suppliers may register for and attend the general sessions of the conference but may not solicit.
- 2.) **Exhibitor Cancellation** – Cancellations received in writing [via email](#) by ESAAL prior to thirty (30) days before the trade show will receive a full refund minus a \$150 administrative fee. There will be no refunds for cancellations made less than thirty (30) days before the trade show.
- 3.) **No-shows** – Any exhibitor failing to occupy space contracted for is still required to pay the full rental amount, and ESAAL has the right to use any space that is unoccupied by 6:30pm on April 16, 2024.
- 4.) **Food/Beverage** – No food/beverage may be served by an exhibitor unless written permission has been obtained by ESAAL in conjunction with the Saratoga City Center prior to the event.
- 5.) **Fire, Safety, Health** – Exhibitors must assume full responsibility for compliance with local, city, and state ordinances and regulations covering fire, safety, and health.
  - a. Table coverings and other exhibit items must be non-flammable material. All decorative materials must be fire-resistant and in accordance with the standards established by the National Board of Fire Underwriters. Certificates attesting that all materials referred to have been flame-proofed must be notarized and submitted upon request. Flame-proofing not in accordance with the applicable codes is a violation and is unacceptable.
  - b. All exhibit equipment and materials must be contained within the booth and protected with adequate safeguards to pose no danger to other exhibitors, conference attendees, show visitors or others.
  - c. Exhibits that produce high noise levels or produce offensive odors will not be permitted.
  - d. The Saratoga City Center strictly prohibits the use of
    - open flame (including candles)
    - compressed gas
    - glitter
    - helium balloons
- 6.) **Housekeeping** – Each exhibitor is responsible for the cleanliness of his/her exhibit and shall properly dispose of any garbage or waste resulting from the exhibit.
- 7.) **Set Up and Breakdown**
  - a. **Booth set up** – Exhibitors may begin setting up booths no earlier than 1:00pm, Tuesday, April 16, 2024 and must be finished by 5:30pm.

- b. **Booth breakdown** – Exhibition breakdown will begin on Wednesday, April 17, 2024 at 1:30pm. All exhibits must be packed at the close of the show and removed from the exhibit hall no later than 5:00pm on Wednesday, April 17, 2024. Items not removed by 5:00pm on this date will be transferred out of the space at the exhibitor's expense.
- c. Prior to the Trade Show, exhibitors must make arrangements with Total Events for the items that are not covered in the booth cost **including electrical requirements and shipment of materials**. [Click HERE to download the form](#).

#### 8.) **Damage Control**

- a. **Protection of Building** – Nothing should be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. Exhibitors are liable for any damage they cause.
- b. **Obstructions** – In no instance may any decoration or fixture interfere with walkways, exits, or other exhibits.

- 9.) **Consent to Use of Photographic Images:** Registration and attendance at, or participation in, ESAAL meetings and other activities constitutes an agreement by the registrant to ESAAL's use and distribution (now and in the future) of the registrant or attendee's images or voice in photographs, social media, videotapes, electronic reproductions, and audio tapes of such events activities. Unless you inform ESAAL that you object, permission is assumed.

#### **Liability**

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 tables, displays, equipment and other property brought upon the premises of the Saratoga City Center and shall indemnify and hold harmless ESAAL, its agents, employees, officers, directors, and members from any and all such losses, damages and claims.

**ESAAL** will make every effort to protect the Exhibit Hall 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.