

## **2023 ALP Conference Sponsor & Exhibitor Prospectus**

[Page 1: Sponsor Opportunities](#) ~ [Page 2: Exhibitor Opportunities](#)

### **Sponsorship Opportunities**

#### **Platinum \$5,000** (1 available)

Kickoff the first General Session of Day 2 with a brief (2-3 minute) description and/or video of your company & services before you introduce the speaker, your logo on notebooks that each attendee receives, signage at the conference, sponsor status listed on mobile app, upgraded mobile app listing, ESAAL will promote your sponsorship on social media before & after the conference, your logo on our website for 6 months after the conference, 8ft exhibitor table in spot of your choice.

#### **Gold \$3,500** (1 available)

Logo/company name on nametag lanyards, signage at the conference, sponsor status listed on mobile app, upgraded mobile app listing, ESAAL will promote your sponsorship on social media, logo on our website for 4 months after the conference, 6ft exhibitor table in spot of your choice.

#### **Silver \$2,000** (3 available)

Signage at the conference, sponsor status listed on mobile app, upgraded mobile app listing, ESAAL will promote your sponsorship on social media, logo on our website for 3 months after the conference, 6ft exhibitor table in spot of your choice.

#### **Bronze \$1,000** choose 1 from the 3 following options.

##### **Coffee Break** (2 available)

Signage at the conference, sponsor status listed on mobile app, ESAAL will promote your sponsorship on social media, logo on our website for 1 month after the conference

##### **Welcome Reception** (1 available)

Signage at the conference, sponsor status listed on mobile app, ESAAL will promote your sponsorship on social media, logo on our website for 1 month after the conference

##### **Mobile App Splash Page Ad** (1 available)

This full-screen visual ad is displayed each time the app is opened. Also included: sponsor status listed on mobile app, ESAAL will promote your sponsorship on social media, logo on our website for 1 month after the conference. You provide the artwork (due by October 12).

#### **Mobile App Banner Ads \$100**

These clickable ads appear at the top portion of the screen. All ads will rotate in a random order for the entire conference. You provide the artwork & URL link by October 12, 2023.

**[Click Here to Become a Sponsor](#)**

Please contact Event Coordinator, **Cara Groff, CMP**, with any questions: [cgroff@esaal.org](mailto:cgroff@esaal.org)

Empire State Association of Assisted Living

(518) 371-2573 ~ [esaal.org](http://esaal.org)

Page 1 of 2

## **Exhibitor Opportunities**

Join ESAAL for our 2023 ALP Conference on **October 24-25, 2023** at The Crown Plaza Albany – The Desmond Hotel, in Colonie, NY! Partner with us as an exhibitor and reach an expected audience of 100-150 administrators & executive directors of assisted living communities. There will only be 15 tables available, offering an intimate setting with the ability to network.

You will receive a 6ft draped display table with several opportunities to interact with attendees:

- Upon arrival to conference
- Between sessions
- Cocktail reception
- Breakfast
- Coffee Breaks
- Lunch

You are also invited to attend the educational sessions.

**ESAAL Member price: \$500**

**Non-Member price: \$1000**

### **Tentative Conference Agenda** -times subject to change

#### Tuesday, 10/24/23

9:30am-11:30am Exhibitor Tabletop display set-up

11:30am Attendee registration & exhibitor tables open, Welcome break in exhibitor area

1:00pm-6:00pm Sessions with coffee break in exhibitor area at 2:45pm

6:00pm-7:00pm Cocktail reception in exhibitor area

#### Wednesday, 10/25/23

7:30am-8:30am Breakfast in exhibitor area

8:30am-12:15pm Sessions with break in exhibitor area at 10:00am

12:30pm-1:30pm Lunch in exhibitor area

1:30pm Show floor closes/Exhibitor breakdown

Prices include 6ft draped table, 2 chairs, all scheduled meals for up to 2 reps, & listing on the mobile app. You are also invited to attend the conference sessions.

### **Upgrade your mobile app listing \$100**

Include your logo, a second email address, up to 2 active website links, 3 pictures (10mb or less), 2 PDF documents (10mb or less) & links to your company's Facebook, LinkedIn, & X (formerly known as Twitter) sites on the Mobile App. You'll also receive your physical address, website, phone number.

**[CLICK HERE TO REGISTER ONLINE](#)**

Please contact Event Coordinator, **Cara Groff, CMP**, with any questions: [cgroff@esaal.org](mailto:cgroff@esaal.org)