



SPONSORSHIP OPPORTUNITIES

**Encouraging Partnerships
Enriching Lives**



2019 CONFERENCE June 11 & 12

The Desmond Hotel & Conference Center | Albany, NY

Presented by:



ACUU ADVISORY
COMMITTEE



Office for
the Aging

GENERAL INFORMATION

About ACUU

“Aging Concerns Unite Us” (ACUU) is an award-winning collaborative conference that provides quality educational programming to leaders in the field of Aging and those serving people with differing abilities. ACUU attracts over 500 professionals from all regions of New York State who coordinate and provide quality services for senior citizens and their caregivers. All of ACUU’s partner organizations and attendees find our exhibitors a vital source of information.

About Aging NY

Strengthening community-based services for aging New Yorkers is our goal. Be sure to check us out at www.agingny.org

Sponsorship Opportunities

Take advantage of an outstanding opportunity to market your products and services to the customers and prospects that use them! Seize the opportunity to meet with this captive and interested audience. At ACUU, you’ll experience:

- The largest statewide collaborative conference of aging professionals in New York State
- Increased exposure to new customers
- The ideal forum to introduce your product to a large number of potential customers in a short period of time
- Over 500 attendees, a majority are purchasing decision-makers
- Sponsorship opportunities to achieve maximum visibility
- Face-to-face connection with current and potential customers
- Unopposed exhibit time to increase traffic in your booth
- Benchmarking competitors’ products

ACUU 2019 Advisory Committee

- AARP
- Albany Guardian Society
- Association on Aging in NY
- Center for Excellence in Aging & Community Wellness
- Coalition of NYS Alzheimer's Association Chapters
- DiSarro Consulting
- Geriatric Mental Health Alliance of NY
- Lifespan of Greater Rochester
- LiveOn NY
- New York State Office for the Aging
- New York Statewide Senior Action Council
- NYSARC, Inc.

Conference Location & Lodging Rates

The Desmond Hotel & Conference Center, 660 Albany Shaker Road, Albany, New York 12211, Phone: (518) 869-8100

www.desmondhotelsalbany.com Conference Rate: \$133 single/double. We encourage you to make your reservations as soon as possible. Rooms will be available until **May 22, 2018 or until the group block is full**, whichever occurs first. You must refer to **Group # (ACU)** – Aging Concerns Unite Us Conference - when making your reservations.

The Desmond Hotel accepts reservations online with credit card number to guarantee the room. Go to

www.desmondhotelsalbany.com, click on RESERVATIONS. On the next screen click on Group Reservations - enter Attendee Code **(ACU)** when asked and click on attendee log-in.

ACUU Administration, Educational Programming & Exhibits

Association on Aging in New York, 272 Broadway, Albany, NY 12204

Phone (518) 449-7080 • Fax (518) 449-7055 • Tim Nichols at tim@agingny.org

SPONSORSHIP/EXHIBITOR OPPORTUNITIES

Sponsor Benefits	Diamond \$6,000	Gold \$4,000	Break \$3,000	Luncheon \$3,000	Conference Bag \$3,500	Silver \$1,800	Exhibitor \$665
Special Recognition and Visibility	Introduction and remarks to 500+ attendees during Keynote Address	Introduction and remarks to 500+ attendees during a General Session, TBD	Exclusive opportunity for one sponsor for all breaks	Exclusive to two Sponsors	Exclusive to two Sponsors Company Logo on all Conference Bags		
Signage	Sponsorship sign With Logo featured prominently	Sponsorship sign	Sponsorship sign Coffee break sign	Promotional sign and marketing materials on each table during one lunch Sponsorship sign	Sponsorship sign	Sponsorship sign	
Marketing	Your company's marketing material included in all attendee bags				Your company's marketing material included in all attendee bags		
Logo & Website Link on www.agingNY.org	Live logo link on our website Logo printed in Agenda Company article featured in ACUU e-news	Live logo link on our website Logo printed in Agenda.	Live logo link on our website. Logo printed in Agenda	Live logo link on our website. Logo printed in Agenda	Live logo link on our website. Logo printed in Agenda	Live logo link on our website. Logo printed in Agenda	
Advertisements in Program	Full Page Color Ad Premium Space	Full Page Color Ad	Half Page Color Ad	Half Page Color Ad	Half Page Color Ad	Half Page Color Ad	Company listing
Complimentary Exhibit Table	8 ft premium location	8ft premium location	6 ft	6 ft	6ft	6 ft	6 ft
Electronic mailing list of attendees	Yes						
Breakfast Tickets	3	2	1	1	1	1	1
Lunch Tickets	3	2	1	1	1	1	1

EXHIBITOR & ALA CARTE OPPORTUNITIES

Exhibit Space

For your convenience, we have selected a hotel with complimentary parking for all ACUU exhibitors.

Exhibitors: One lunch per day is included, extra lunch tickets may be purchased separately, see registration form.

Sponsors do not pay an Exhibit Booth fee, as it is included in their sponsor benefit package. Some meals are included, see chart above.

Exhibit Hours

Tuesday, June 11 th	10:00 AM – 5:00 PM
Wednesday, June 12 th	8:00 AM – 3:00 PM

Full Conference (2 day) Exhibit table

Early Bird (Paid by 4/20)	Regular Rate (Paid after 4/20)
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Six-foot skirted exhibit table with sign	\$665	\$765
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Electrical Access:

Standard electrical access for your conference exhibit is available to you at no charge.

Program Advertising Opportunities

Standard ads will appear in color. Full page “premium space” color ads are available for the inside front, outside back cover or inside back. Premium space ads are limited to 4 and will be available first to Diamond Sponsors, and then on a first-come first-served basis.

Half Page	\$150	(complimentary with Silver Sponsorship)
Full Page	\$200	(complimentary with Gold Sponsorship)
Full Page premium space (limited availability)	\$475	(complimentary with Diamond Sponsorship)

Requests for advertising placements on the covers will be based on date payment is received. *Artwork must be received no later than April 20.* Artwork must be set up as jpg, tiff, pdf, or Word documents and transmitted electronically to Evelyn Stilson-Ouderkirk at evelyn@agingny.org. **Sponsors** should also send logo artwork (high resolution, .eps preferred) for us for use in program and other materials.

Networking Events

We welcome exhibitors at our networking events, a great opportunity to meet and mingle with ACUU attendees. If you need additional meal tickets for your company reps, they must be purchased in advance.

Conference Luncheons: June 11 and June 12 – *complimentary to Diamond (3 tickets) Gold (2 tickets) & Silver/Break/Conference Bag Sponsors (1 ticket), Exhibitors (1 ticket)*

Extra lunch ticket for more than one Exhibitor attending: \$30 each

Dinner: Dinner is on-your-own for ACUU 2019.

Register Today

Register on- line: HERE https://www.flipcause.com/secure/cause_pdetails/NDC1Njg=