



**SPONSORSHIP  
OPPORTUNITIES**

# ACUU 2022 Sponsorship

Innovate, Inspire, Integrate

*Presented by:*



**ACUU ADVISORY  
COMMITTEE**



## 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](http://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 2022 Advisory Committee

- AARP
- Association on Aging in NY
- Capitol Hill Management Svcs
- Coalition of NYS Alzheimer’s Association Chapters
- Fulton County Office for Aging
- GoGoGrandparent
- Lifespan of Greater Rochester
- LiveOn NY
- New York State Office for the Aging
- NYSARC, Inc.
- Suffolk County Office for Aging

### Conference Location & Lodging Rates

**The Desmond Hotel & Conference Center**, 660 Albany Shaker Road, Albany, New York 12211, Phone: (518) 869-8100 [www.desmondhotelsalbany.com](http://www.desmondhotelsalbany.com) Conference Rate: \$141 single/double. We encourage you to make your reservations as soon as possible, the room block will quickly. Mention that you are attending the Aging Concerns Unite Us event when making your reservations.

### Opportunities in 2022: Virtual and Online

Portions of the conference will be available for online attendance to accommodate participants who are unable to attend in person. This includes additional sponsor and exhibitor opportunities.

### ACUU Administration, Educational Programming & Exhibits

Association on Aging in New York, 515 Broadway STE 402, Albany, NY 12207  
Phone (518) 449-7080 • Evelyn Stilson-Ouderkirk at [evelyn@agingny.org](mailto:evelyn@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 \$650
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 <a href="http://www.agingNY.org">www.agingNY.org</a> NEW This Year: all sponsors and exhibitors will be promoted on the event app!	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	0
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

Monday, June 6	11:00 AM – 5:00 PM
Tuesday, June 7	8:00 AM – 5:00 PM
Wednesday, June 8	8:00 AM – 3:00 PM

### Full Conference (2 day) Exhibit table

#### Early Bird

(Paid by 5/20)

#### Regular Rate

(Paid after 5/20)

Six-foot skirted exhibit table with sign	\$650	\$750
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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 July 20.* Artwork must be set up as jpg, tiff, pdf, or Word documents and transmitted electronically to [evelyn@agingny.org](mailto: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 7 & 8 – 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 2022.

### Register Today

Register on-line: HERE [https://register.agingny.org/secure/cause\\_pdetails/MTQwNzZmz](https://register.agingny.org/secure/cause_pdetails/MTQwNzZmz)