ACUU 2022 Sponsorship
Innovate, Inspire, Integrate

Presented by:

ACUU Advisory Committee

Aging in New York

Office for the Aging

New York State of Opportunity
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 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 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
<table>
<thead>
<tr>
<th>Sponsor Benefits</th>
<th>Diamond $6,000</th>
<th>Gold $4,000</th>
<th>Break $3,000</th>
<th>Luncheon $3,000</th>
<th>Conference Bag $3,500</th>
<th>Silver $1,800</th>
<th>Exhibitor $650</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Recognition and Visibility</td>
<td>Introduction and remarks to 500+ attendees during Keynote Address</td>
<td>Introduction and remarks to 500+ attendees during a General Session, TBD</td>
<td>Exclusive opportunity for one sponsor for all breaks</td>
<td>Exclusive to two Sponsors</td>
<td>Company Logo on all Conference Bags</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signage</td>
<td>Sponsorship sign</td>
<td>Sponsorship sign</td>
<td>Sponsorship sign</td>
<td>Promotional sign and marketing materials on each table during one lunch</td>
<td>Sponsorship sign</td>
<td>Sponsorship sign</td>
<td>Sponsorship sign</td>
</tr>
<tr>
<td>Marketing</td>
<td>Your company’s marketing material included in all attendee bags</td>
<td>Your company’s marketing material included in all attendee bags</td>
<td>Your company’s marketing material included in all attendee bags</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo &amp; Website Link on <a href="http://www.agingNY.org">www.agingNY.org</a></td>
<td>Live logo link on our website Logo printed in Agenda Company article featured in ACUU e-news</td>
<td>Live logo link on our website Logo printed in Agenda</td>
<td>Live logo link on our website. Logo printed in Agenda</td>
<td>Live logo link on our website. Logo printed in Agenda</td>
<td>Live logo link on our website. Logo printed in Agenda</td>
<td>Live logo link on our website. Logo printed in Agenda</td>
<td></td>
</tr>
<tr>
<td>Advertisements in Program</td>
<td>Full Page Color Ad Premium Space</td>
<td>Full Page Color Ad</td>
<td>Half Page Color Ad</td>
<td>Half Page Color Ad</td>
<td>Half Page Color Ad</td>
<td>Half Page Color Ad</td>
<td>Company listing</td>
</tr>
<tr>
<td>Complimentary Exhibit Table</td>
<td>8 ft premium location</td>
<td>8ft premium location</td>
<td>6 ft</td>
<td>6 ft</td>
<td>6ft</td>
<td>6 ft</td>
<td>6 ft</td>
</tr>
<tr>
<td>Electronic mailing list of attendees</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Breakfast Tickets</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Lunch Tickets</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
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)

<table>
<thead>
<tr>
<th></th>
<th>Early Bird</th>
<th>Regular Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Six-foot skirted exhibit table with sign</td>
<td>$650</td>
<td>$750</td>
</tr>
</tbody>
</table>

**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. **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/MTQwNzMz](https://register.agingny.org/secure/cause_pdetails/MTQwNzMz)