



**ESAAL's 44th Annual Conference & Trade Show
Exhibitor & Sponsorship Opportunities
April 28 – May 1, 2025
Turning Stone Resort, Verona, NY**

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Unlock Unparalleled Opportunities at the ESAAL Annual Conference & Trade Show

If you ask any ESAAL provider 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.

Poised to be the premier networking and lead-generation event for the assisted living industry, this highly anticipated trade show offers an unmatched platform to showcase your products and services. Gain exclusive access to attendees who are the movers and shakers in the assisted living community sector, including influential administrators and executive directors as well as owner/operators, who are ready to discover innovative solutions that will elevate the standard of care.

Beyond the impressive lineup of attendees, this event promises an unrivaled opportunity to expand your brand's visibility and forge lasting connections. Leverage the dedicated trade show hours to network with industry peers, exchange insights, and forge strategic partnerships that will propel your business forward. We invite you to sit in on the carefully curated schedule of educational sessions, so you will leave this event armed with the knowledge and tools to drive measurable growth and success.

Do not miss your chance to be a part of this transformative industry event. Secure your spot today and unlock a world of possibilities at the upcoming trade show!

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

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

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 collaborate with you to create a package that fits your company's needs.

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

Bronze

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

A La Carte Sponsorship Opportunities

Opportunity	Benefits	Amount
Keynote or Department of Health Session – <i>the 2 most highly attended sessions!</i>	<ul style="list-style-type: none"> Kickoff the Keynote or DOH session with a brief description of your company & services before you introduce the presenter Signage at the event featuring your company name & logo Listing on Conference Mobile App Listing in Conference Program Leave materials in back of the session room 	\$3,000
Notebooks* <i>Exclusive item-only 1 available!</i>	<ul style="list-style-type: none"> Your company name & logo featured prominently on the cover Listing on Conference Mobile App Listing in Conference Program 	\$2,500
Photo Booth at the Weds. Cocktail reception	<ul style="list-style-type: none"> Your logo printed on the pictures Signage at the event featuring your company name & logo Listing on Conference Mobile App Listing in Conference Program 	\$2,500
Trade Show Cocktail Hour	<ul style="list-style-type: none"> Signage at the bars Listing on Conference Mobile App Listing in Conference Program 	\$2,000
Badge Lanyards*	<ul style="list-style-type: none"> Your company logo imprinted on the name badge lanyards Listing on Conference Mobile App Listing in Conference Program 	\$2,000
Refreshment Break	<ul style="list-style-type: none"> Signage at the break tables Listing on Conference Mobile App Listing in Conference Program 	\$1,500
Education Sessions	<ul style="list-style-type: none"> Kickoff a session with a brief description of your company & services before you introduce the speaker Listing on Conference Mobile App Listing in Conference Program 	\$1,000
Mobile App Splash Page <i>Exclusive item-only 1 available!</i>	<ul style="list-style-type: none"> full-screen visual ad featuring artwork you provide Listing in Conference Program Listing on Conference Mobile App 1 Additional entry in the exhibitor drawing for a \$250 gift card (as applicable) 	\$1,000
Wi-Fi Sponsor <i>Exclusive item-only 1 available!</i>	<ul style="list-style-type: none"> Your company name or phrase (approved by ESAAL) is the Wi-Fi password Listing on Conference Mobile App Listing in Conference program 	\$750
ESAAL Website Banner	<ul style="list-style-type: none"> Banner ad of your company logo (<i>you supply art</i>) displayed on ESAAL's "Events" page for six months after the conference Sponsor status listed on Conference App Literature you supply for attendee tote bags (<i>must be approved by ESAAL</i>) 	\$500

A La Carte Sponsorship Opportunities, cont'd.

Opportunity	Benefits	Amount
Mobile App Banner Ad	<ul style="list-style-type: none"> Your ad appears in a carousel at the top portion of the screen Listing on Conference Mobile App Listing in Conference program 	\$500
Print Advertising <i>7.5" w x10"h Ad copy is due no later than March 28, 2025</i>	<ul style="list-style-type: none"> Full page color ad Listing on Conference Mobile App Listing in Conference program 	\$500 Outside Back \$450 Inside Front \$450 Inside Back
Tote Bag Stuffer	<ul style="list-style-type: none"> Literature or collateral item you supply for attendee tote bags (<i>must be approved by ESAAL</i>) Listing on Conference Mobile App Listing in Conference program 	\$100

**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 28, 2025.*

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

TRADE SHOW

Exhibitors make our conference fun with creative displays and unique giveaways! Back for 2025: each exhibitor will receive a raffle ticket upon arrival to be entered in a drawing for a \$250 American Express gift card. Be sure to check out our sponsorship opportunities, some of which include an extra ticket as a benefit! The winner will be announced Wednesday during the trade show lunch. 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 with pipe & drape
- 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 29, 2025	
1:00pm-5:00pm	Exhibit booth Set-up
6:00pm-9:00pm	Trade Show open. Cocktail hour & dinner served inside exhibit hall.
Wednesday, April 30, 2025	
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; door prizes awarded
1:30pm	Trade Show Closed/Exhibitor breakdown begins

Booth Pricing

Early Bird Pricing in effect until 5:00pm Wednesday, February 12, 2025.

	ESAAL Member	Non-Member
Prime Booth	\$1,295 \$1,178 Early Bird	\$1,595 \$1,448 Early Bird
Standard Booth	\$1,245 \$1,133 Early Bird	\$1,495 \$1,358 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.

- **Early Bird Rate must be reserved & paid for by 5:00pm on Wednesday, February 12, 2025, or standard rates will be applied**

Exhibitor Enhancements

Upgrade your Mobile App & Printed Program Listings	Mobile App: <ul style="list-style-type: none"> • 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 sites Printed Program: <ul style="list-style-type: none"> • Physical address • Website • Phone number • Brief description 	\$100
Mobile App Gamification <i>a photo scavenger hunt game designed to drive attendee engagement during the trade show.</i>	<ul style="list-style-type: none"> • Attendees will stop by your booth for a selfie with a rep • Attendees will take a picture of your booth • Listing on Conference Mobile App • Listing in Conference Program 	\$350

For more information on membership, please visit our website: esaal.org or email Karen Thornton, Director of Member Services: kthornton@esaal.org

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 for 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 (Saturday, March 29, 2025) 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 Tuesday, April 29, 2025.
- 4.) **Food/Beverage** – No food/beverage may be served by an exhibitor unless written permission has been obtained by ESAAL in conjunction with Turning Stone Resort 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. Turning Stone strictly prohibits the use of
 - open flame (including candles)
 - compressed gas
 - glitter & confetti
 - 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. **Shipment of Materials** – You are not allowed to ship directly to Turning Stone. All third-party material handling must be managed by [Total Events](#).
 - b. **Booth set up** – Exhibitors may begin setting up booths no earlier than 1:00pm, Tuesday, April 29, 2025, and must be finished by 5:30pm.
 - c. **Booth breakdown** – Exhibition breakdown will begin on Wednesday, April 30, 2025, 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 30, 2025. 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.