



Empire State  
Association of  
Assisted Living

Care. Community. Connections. Every Day.



## Industry Partner Advertising Program – ESAAL

**Industry Partner Marketplace** is an email campaign sent to all ESAAL members, over 2500 members and staff, which highlights our Industry Partners. Each quarter, ESAAL will highlight two or three of our IP members at a time – in a “marketplace member alert” to our providers.

### Who can participate?

All current ESAAL IP Members in good standing and by invitation on a rolling, equitable basis throughout the year. Non-members may be considered for this program, with placement priority going to ESAAL members.

### Cost

Free for ESAAL Industry Partner Members  
\$350 for non-members

### What is needed from the IP Member?

1. Your company logo in a jpg format (small please)
2. A text document containing about 50- 75 words which describes your product or service as it relates to Assisted Living providers, which includes a contact details for more information, as well as your website address to link to.
3. Optional: Feel free to make a special offer for ESAAL members in your blurb. Not necessary of course, only if you want to push an incentive out.

**Note:** Please do not format your submission in any way (i.e., special fonts or colors or pictures etc.) I will only be taking the text and dropping it into our member alert platform and will be removing all your formatting to make it work on our system.

### Schedule (subject to change)

March, June, September, December

### How to Participate?

Contact Karen Thornton at ESAAL, [kthornton@esaal.org](mailto:kthornton@esaal.org)  
518-371-2573 Work  
518-461-0956 Cell