

ACUU 2010

EXHIBITOR & ALA CARTE OPPORTUNITIES

June 8-9, 2010 • The Desmond, Albany NY

Exhibit Space

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

Exhibitors: Meals are not included in exhibitor option, but may be purchased separately, see registration form.

Diamond, Gold & Silver Sponsors do not pay an Exhibit Booth fee, as it is included in their sponsor benefit package.

Exhibit Hours

Tuesday, June 8th	10:00 AM – 5:00 PM
Wednesday, June 9th	8:00 AM – 4:00 PM

Full Conference (2 day) Exhibit table

Six-foot skirted exhibit table with sign
Upgraded eight-foot skirted table with sign
(Limited number of 8-foot tables available)

Early Bird

(Paid by 4/1)
\$625
\$825

Regular Rate

(Paid after 4/1)
\$725
\$925

Electrical Access:

Standard electrical access for your conference exhibit is available to you at no charge.
Orders must be received in advance.

Program Advertising Opportunities

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

Half Page	\$275	(complimentary with Silver Sponsorship)
Full Page	\$375	(complimentary with Gold Sponsorship)
Full Page premium space	\$600	(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 13th.* Artwork must be set up as jpg, tif, pdf, or Word documents and transmitted electronically to karen@nysaaaa.org. Diamond, Gold & Silver sponsors: 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. Please join us to meet and mingle with ACUU attendees.

Conference Luncheons: 6/8 & 6/9 – complimentary to Diamond (3 tickets) Gold (2 tickets) & Silver Sponsors (1 ticket)

For Exhibitors: \$30 each in advance ▪ \$40 each on-site

Dinner Banquet: 6/8 - complimentary to Diamond Sponsors (3 tickets), Gold (2 tickets) & Silver Sponsors (1 ticket)

For Exhibitors: \$50 each in advance ▪ \$65 each on-site (limited availability on-site)

Breakfast 6/9 - complimentary to Diamond (3 tickets), Gold (2 tickets) & Silver Sponsors (1 ticket)

For Exhibitors: \$20 each in advance ▪ \$30 each on-site

Redefining Aging

āg-ing (a'jīng) n. 1. The organic process of growing older and showing the effects of increasing age.

Aging Concerns Unite Us



**THE DESMOND HOTEL & CONFERENCE CENTER
ALBANY, NY - JUNE 8 - 9, 2010**

Presented by:

New York State Association of Area Agencies on Aging (NYSAAAA)

SPONSORSHIP OPPORTUNITIES

About ACUU

The "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. This event attracts over 400 professionals from all regions of New York State who are devoted to coordinating and providing quality services for senior citizens, people with differing abilities, and their caregivers. All of the sponsoring organizations and attendees find our exhibitors a vital source of information. www.nysaaaa.org/acuu

Sponsorship Opportunities

Take advantage of an outstanding opportunity to market your products and services to the customers and prospects who 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
- Increased exposure to new clients
- The perfect forum to introduce your product to a large number of potential clients in a short period of time
- Over 400 attendees, a majority of which are purchasing decision makers
- Sponsorship opportunities to achieve maximum visibility
- On-going exhibit area events increase traffic in your booth
- Face-to-face sales
- Unopposed exhibit time
- Benchmarking competitors' products

ACUU 2010 Advisory Committee

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| • AARP | • New York State Alliance of Information & Referral Systems |
| • Albany Guardian Society | • New York State Coalition for the Aging |
| • Center for Excellence in Aging Services | • New York State Office for the Aging |
| • Consumer Directed Personal Care Assistance Association of NYS | • New York State Senior Service Corps. Assoc. |
| • Empire State Association of Assisted Living | • New York State Society on Aging |
| • Geriatric Mental Health Alliance of New York | • New York Statewide Senior Action Council |
| • New York Adult Day Services Association | • NYSARC, Inc. |
| | • NYSRA/RRTI |

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: \$139 single/double. We encourage you to make your reservations as soon as possible. Rooms will be available until **May 16, 2010 or until the group block is full**, whichever occurs first. You must refer to Group #11K76K – Aging Concerns Unite Us Conference when making your reservations.

On-line hotel reservations. The Desmond Hotel now accepts reservations online. You will need a credit card number to guarantee the room. Go to www.desmondhotelsalbany.com, click on RESERVATIONS or BOOK ONLINE. On the next screen click on Group Reservations - enter Attendee Code 11K76K when asked and click on attendee log-in.

ACUU Administration, Educational Programming & Exhibits

New York State Association of Area Agencies on Aging, 272 Broadway, Albany, NY 12204
Phone (518) 449-7080 • Fax (518) 449-7055 • karen@nysaaaa.org • www.nysaaaa.org/acuu

Diamond Sponsor \$5,000

- Exclusive recognition at one Keynote Address
- Company representative to address audience of 400+ during general session Keynote Address
- Reserved Table seating with Keynote speaker during lunch
- Sponsorship and signage at all breaks
- Logo printed on agenda as Diamond Sponsor of the Keynote Session
- Complimentary upgraded eight-foot skirted exhibit table with electrical access included
- Conference web site link to promote your company at www.nysaaaa.org/acuu
- Full page premium-space advertisement in final program (must be received by April 13)
- Marketing brochure included in all attendee registration packets
- Electronic file with attendee mailing information
- Three (3) tickets for each of the luncheons on June 8th & 9th
- Three (3) tickets for Dinner Banquet on June 8th
- Three (3) tickets for breakfast on June 9th

Gold Sponsor \$3,200

- One of two exclusive Sponsorships and signage for your choice of the following high-profile events: (choose one)
A. Breakfast on June 9th
B. Dinner Banquet on June 8th
- Public Recognition and Introduction with brief remarks from company representative
- Custom favor at each seat with your company logo imprint
- Logo printed on agenda as part of sponsored event description
- Prominent signage on-site for all Gold Sponsors
- Complimentary six-foot skirted exhibit table with electrical access included
- Conference web site link to promote your company at www.nysaaaa.org/acuu
- Full-page advertisement in final conference program (must be received by April 13)
- Electronic file with attendee mailing information
- Two tickets for special evening dinner event June 8th
- Two (2) tickets for each of the luncheons on June 8th & 9th
- Two (2) tickets for breakfast on June 9th

Conference Bag Sponsor \$2,500

- Expand your visibility beyond ACUU
- Exclusive opportunity for one company
- Your company logo printed on bags for conference attendees (must commit by April 1st)

Luncheon Sponsor (new) \$2,500

- Public Recognition with brief remarks from company representative at one of our two luncheons
- Sponsorship is limited to two sponsors per luncheon
- Promotional sign on each table during one luncheon
- Logo printed on agenda as part of sponsored event description
- Complimentary six-foot skirted exhibit table
- Conference web site link to promote your company at www.nysaaaa.org/acuu
- Half-page advertisement in final conference program (must be received by April 13)
- One (1) ticket for each of the luncheons on June 8th & June 9th
- One (1) ticket for Dinner Banquet on June 8th
- One (1) ticket for the breakfast on June 9th

Coffee Break Sponsor (new) \$2,500*

- Signage prominently displayed at coffee break table
- Exclusive opportunity for one sponsor for all three breaks
- Your logo featured on beverage napkins during all breaks
- Logo printed on agenda as part of sponsored event description
- Complimentary six-foot skirted exhibit table
- Conference web site link to promote your company at www.nysaaaa.org/acuu
- Half-page advertisement in final conference program (must be received by April 13)
- One (1) ticket for each of the luncheons on June 8th & June 9th
- One (1) ticket for Dinner Banquet on June 8th
- One (1) ticket for the breakfast on June 9th
- * Additional fees may be required for special orders of food & beverage

Silver Sponsor \$1,600

- Silver Sponsorship and signage for Aging Forums, Workshop Intensives, and more!
- Logo printed on agenda as part of sponsored event description
- Complimentary six-foot skirted exhibit table
- Conference web site link to promote your company at www.nysaaaa.org/acuu
- Half-page advertisement in final conference program (must be received by April 13)
- One (1) ticket for each of the luncheons on June 8th & June 9th
- One (1) ticket for Dinner Banquet on June 8th
- One (1) ticket for the breakfast on June 9th