



STATE SOCIETY ON AGING OF NEW YORK

38th Annual Conference

AGING IN PLACE:

SERVICES AND SUPPORTS FOR OLDER NEW YORKERS

**THE RITZ-CARLTON WESTCHESTER, WHITE PLAINS, NY.
OCTOBER 27TH THROUGH 29TH, 2010**

SPONSORSHIP INFORMATION

SPACE IS LIMITED — DON'T DELAY!

- ☑ Over 400 attendees anticipated
- ☑ Various levels of sponsorship opportunities
- ☑ Showcase your products and services
- ☑ Two full days of exhibition
- ☑ Network with clients/customers
- ☑ Cultivate new relationships

CO-SPONSORED BY:

**NASW, NEW YORK STATE CHAPTER
WESTCHESTER COUNTY DEPARTMENT OF SENIOR PROGRAMS AND SERVICES,
WESTCHESTER PUBLIC/PRIVATE PARTNERSHIP FOR AGING SERVICES
WESTCHESTER ALLIANCE OF COLLEGES AND UNIVERSITIES**

For information visit our website at www.ssany.org or
contact Michelle Scott at 866-367-6564 or email—msscott@gatheringsbydesign.com



ABOUT THE 38TH ANNUAL SSANY CONFERENCE

The State Society on Aging of New York (SSA), in partnership with the Westchester Public/Private Partnership for Aging Services, the Westchester County Department of Senior Programs and Services, and the Westchester Alliance of Academic Institutions, have come together to co-sponsor the 2010 conference with a particular focus on Aging in Place. We are pleased to invite you to be part of this Annual Conference to be held at the Ritz-Carlton in White Plains, New York.

SSA is an interdisciplinary membership society, which brings together individuals and groups from health, government, educational and community settings committed to improving the quality of life for older New Yorkers through education, research, service, and advocacy. SSA is unique in gathering together people from a wide variety of backgrounds and settings. It is not meant to replace other professional associations, advocacy groups, or discipline-specific organizations; rather it complements these groups by providing a forum for interdisciplinary communication. The not-for-profit Westchester Public/Private Partnership for Aging Services is a dynamic coalition of government, business, voluntary agencies and consumers dedicated to addressing quality of life issues affecting older adults in Westchester County.

WHO ATTENDS THE SSA CONFERENCE?

This year we anticipate over 400 SSA conference attendees which include a variety of professionals, from social services, health care, academia, businesses, institutions, and other aging-related services, along with elected officials, consumers and students in the field of aging.

ADVANTAGES OF SPONSORING/EXHIBITING AT THE SSA CONFERENCE!

- This is an opportunity to reach out directly to over 400 current and prospective clients and Customers.
- Network with professionals, organizations and businesses from across the State including large numbers from the New York City Metro and Downstate areas
- Showcase your organization's unique products and services
- Develop new client relationships and foster partnerships
- Learn, share and build on ideas for helping seniors remain in their homes and communities with independence and dignity

DETAILS ON EXHIBIT/SPONSOR OPPORTUNITIES ARE ON THE FOLLOWING PAGE.

EXHIBIT SET-UP WILL BE ON WEDNESDAY, OCTOBER 27TH AT 7:00 A.M.

EXHIBITS WILL BE OPEN FOR 2 FULL DAYS; OCTOBER 27TH AND OCTOBER 28TH. 2010

Apply now to secure your place at the "Aging in Place" Conference!



38TH ANNUAL CONFERENCE OF THE STATE SOCIETY ON AGING OF NEW YORK

SPONSORSHIP, EXHIBITOR & ADVERTISING OPPORTUNITIES

SPONSORSHIP LEVELS AND BENEFITS

DIAMOND - \$5000

- ★ Company identified as a co-host of the keynote, plenary luncheon or one of two receptions
- ★ Opportunity to have your representative give brief remarks to the group at the luncheon or one of two receptions
- ★ Complimentary *prime location* exhibitor space
- ★ Complimentary *prime location* full-page full color ad in the conference program
- ★ Listing as a Diamond level sponsor on event signage
- ★ Logo and listing on all conference marketing materials
- ★ Two complimentary full conference registrations with reserved seating at the table of honor

PLATINUM - \$2500

- ★ Company identified as a co-host of an event at the meeting
- ★ Complimentary exhibitor space
- ★ Complimentary full-page ad in the Conference Program
- ★ Listing as a platinum level sponsor on event signage and in program

GOLD - \$1500

- ★ Complimentary exhibitor space
- ★ Complimentary full-page ad* in the Conference Program
- ★ Listed as a gold level sponsor on event signage and in program

SILVER - \$1000

- ★ Complimentary exhibitor space
- ★ Complimentary half-page ad* in the Conference Program
- ★ Listed as a silver level sponsor on event signage and in program

BRONZE - \$500

- ★ Complimentary half-page ad* in the Conference Program
- ★ Listed as a bronze level sponsor in program

EXHIBITOR OPPORTUNITIES

Exhibits are available on a first come, first served basis. Space is extremely limited! Priority will be give to level sponsors.

Exhibit space consist of one 6' table draped & two chairs

Rates: Non- member - \$300 for 2 days (SSA Membership is not required to exhibit.)
SSA Organizational Member - \$200 for 2 days

ADVERTISING OPPORTUNITIES

CONFERENCE PROGRAM AD SPACE IS AVAILABLE. PREMIUM SPACE IS RESERVED FOR DIAMOND LEVEL SPONSORS. All ads will appear in black and white in the sizes specified below. Artwork must be received no later than September 24th. Artwork must be set up as jpg, tif, pdf, Publisher or Word documents and transmitted electronically to mscott@gatheringsbydesign.com along with this form. SSA organizational members will receive a complimentary quarter page ad. SSA organizational members may purchase a larger ad at the discounted rate indicated. The program measures 8.5" x 11".

RATES:

FULL PAGE (7.5" w x 10" h) 1/2 PAGE (7.25" w x 4 5/8" h) 1/4 Page (3.5" w x 4 5/8" h)

SSA MEMBER	\$200	\$150	COMPLIMENTARY
NON-MEMBER	\$250	\$200	\$100



SPONSOR REGISTRATION FORM

Please type or print legibly

PLEASE CIRCLE ALL THAT APPLY: Sponsor Exhibitor Advertisement

Organization Name: _____

Contact Person: _____

Address: _____

Phone: _____ FAX: _____ Email: _____

**PLEASE SIGN HERE TO ASSUME RESPONSIBILITY FOR PAYMENT.
ONLY SIGNED FORMS WILL BE ACCEPTED.**

Authorizing Signature _____

Sponsorship

Bronze	\$500	\$ _____
Silver	\$1,000	\$ _____
Gold	\$1,500	\$ _____
Platinum	\$2,500	\$ _____
Diamond	\$5,000	\$ _____

Exhibitor Space

Non-member	\$300	\$ _____
Member	\$200	\$ _____

Program Advertising

Quarter Page - Non member	\$100	\$ _____
Quarter Page - SSA Organizational member	\$0	\$ _____
Half Page - Non member	\$200	\$ _____
Half Page - SSA Organizational member	\$150	\$ _____
Full Page - Non member	\$250	\$ _____
Full Page - SSA Organizational member	\$200	\$ _____

This form along with all logos and advertisements should **emailed** to
mscott@gatheringsbydesign.com.

Please make checks payable to: SSA and mail payment to:

Liz Seidel, MSW
AIDS Community Research Initiative of America
230 West 38th Street, 17th Floor, New York, NY 10018

For questions contact:
Michelle Scott conference manager at mscott@gatheringsbydesign.com or
Liz Seidel, MSW, SSA Conference Co-Chair at: LSeidel@acria.org

Deadline: Submissions must be postmarked no later than September 24, 2010.