



150 State Street, Suite 301, Albany, New York 12207-1698 ~ Telephone 518.449.2707 Fax: 518.434.4285 ~ www.nyahsa.org

January 8, 2010

Dear Housing Professional Exhibitor/Sponsor:

The New York Association of Homes & Services for the Aging (NYAHSA) is proud to announce our 2010 annual conference for housing professionals. The conference has been developed for individuals who work in subsidized housing, retirement housing and service coordination that serve the elderly.

The conference is scheduled for *Monday, April 26, through Wednesday, April 28, 2010 at the DoubleTree Hotel in Syracuse, NY.* Approximately 250 housing professionals in New York state are expected to attend.

NYAHSA would like to extend a personal invitation to you to participate in the conference either as an exhibitor or sponsor. A specialty sponsorship will offer you special recognition and publicity among the conference attendees. **PARTIAL SPONSORSHIPS ARE WELCOMED.**

As an exhibitor/sponsor, you will receive the following:

- *Special recognition on the program agenda given to each person;*
- *Special recognition in attendees' portfolios;*
- *A large show card with your name displayed at the function; and,*
- *A great opportunity to display your product or services during the conference. This will be mutually agreed upon between NYAHSA and your company.*

An exhibitor/sponsor contract is enclosed listing the availability of events. If you have any questions regarding this marketing opportunity, please contact me at (518) 449-2707 x114. If you are not able to exhibit, but would like to have your **materials displayed**, you may do so at a minimal fee of *Seventy-Five Dollars (\$75.00)*.

Please join NYAHSA in helping these housing professionals prepare for the demands and challenges of tomorrow. I hope you consider being a vital part of our annual conference.

Sincerely,

Kathy Gormley
Director
Educational Planning & Development

KG/dc

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Enclosures

EXHIBITOR

\$350

Six- or eight-foot table top for exhibiting on Tuesday, April 27, 2010. **THE PRICE INCLUDES THE FOLLOWING MEALS/EVENTS FOR ONE PERSON:** Continental breakfast, networking luncheon buffet with attendees, refreshment breaks and a cocktail reception on Tuesday.

Exhibition/networking opportunities on Tuesday are as follows: 7:30 – 8:30 a.m. during registration and continental breakfast; 9:45 – 10 a.m. refreshment break; 12 Noon – 1:15 p.m. networking luncheon buffet; 2:45 – 3 p.m. refreshment break and 4:30 – 5:30 p.m. networking cocktail reception.

SPECIALTY SPONSOR

Join us as a specialty sponsor and your company will receive the special attention and recognition it is looking for among housing professionals. Complete the sponsor contract on the following page and return it to NYAHSA as soon as possible.

SPECIALTY SPONSOR BENEFITS

- *Large show card with your company's name near the location of your sponsored event*
- *Special recognition during the conference*
- *Special recognition in attendees' portfolios*
- *An opportunity to display your product(s) or service(s) during the conference*

CONTINENTAL BREAKFAST

\$1,000

A great way for all attendees to start the morning...COMPLIMENTS OF YOUR COMPANY!

REFRESHMENT BREAK

\$750

Conference delegates always appreciate morning or afternoon refreshment breaks.

LUNCHEON

\$4,000

Lunch on Tuesday...COMPLIMENTS OF YOUR COMPANY!

COCKTAIL RECEPTION

\$1,500

Tuesday evening...a great networking opportunity...COMPLIMENTS OF YOUR COMPANY!

EXHIBITOR/SPONSOR SECTION CONTRACT
2010 ANNUAL CONFERENCE FOR HOUSING PROFESSIONALS
Exhibit Day...Tuesday, April 27, 2010

Name of Company _____

Address _____

City _____ State _____ Zip _____

Telephone () _____ Fax () _____

Contact Person: _____ E-mail Address: _____

Authorized Signature: _____

NAME(S) OF PERSON(S) ATTENDING FOR NAME BADGE(S):

1st Name: _____

2nd Name: _____

EXHIBITOR/SPONSOR FEE/DISPLAYING INFORMATION ONLY:

Exhibiting \$350

Display \$ 75

Sponsorship: _____

All conference meals for one (1) person are included in the exhibitor fee.

PAYMENT INFORMATION

Check is enclosed

I will bring a check

Please charge my credit card (MasterCard; Visa; Discover; American Express)

Card Number : _____ Expiration Date: _____

Customer Code: _____ (This is the 3-digit number on the back of your credit card near the signature strip.)

Cardholder's Name: (exactly as on card) _____

Signature

Date

For cancellation of this commitment, my company agrees to pay 25% of the amount of exhibit/sponsor fee prior to **April 2, 2010**. After that date, full payment for exhibit/sponsor fee is due.

MAKE CHECK PAYABLE TO: FOUNDATION FOR LONG TERM CARE

Mail or fax form to: Kathy Gormley

New York Association of Homes and Services for the Aging

150 State Street, Suite 301

Albany, NY 12207-1698

518-449 2707 x114 (phone) 518-434-4385 (fax)

E-mail: kgormley@nyahsa.org