

# Greater New York Chapter of The National Association of Professional Geriatric Care Managers



## *Exhibitor & Sponsor Opportunities*

### **Care Managing In an Economic Downturn**

October 29, 2009

**The Roosevelt Hotel**

*Madison Avenue at 45<sup>th</sup> Street, New York City*

*8:30am-4:30pm*

KEYNOTE SPEAKER

***Dr. Robert N. Butler***

*Pulitzer Prize winning author*

*First Director of the National Institute of Aging and The thought leader who introduced the concepts "Life Review" (1961) and "Productive Aging" (1983)*

*Founder of the Nation's First Geriatrics Department*

*Founder, President and CEO of the International Longevity Center*

### **Who attends the GNYPGCM Annual Conferences?**

Attendees include over 200 professionals who provide a wide range of services throughout the United States, with a concentration in the tri-state region. These services can include assessments, developing plans of care, coordination and recommendation of services, counseling, home care, psychotherapy, placement and guardianship to the rapidly growing senior population and their families. The **GNYPGCM** conference is a unique educational and networking opportunity for professionals who work directly with seniors and their families, as well as those who are interested in learning more about aging issues and solutions.

### **Who sponsors and exhibits at the GNYPGCM Annual Conferences?**

Companies and organizations whose products and services are geared toward assisting the elderly and the care managers who represent them are encouraged to exhibit. Exhibitors and sponsors will have access to cutting edge leaders and decision-makers in the forefront of aging concerns. Past exhibitors and sponsors have been delighted with the caliber of attendees and referrals received from exhibiting at **GNYPGCM** Conferences. Sponsors and exhibitors consistently remark that their presence at the GNYPGCM improve their access and visibility within the professional community, and has lead to increased knowledge of and use of their services.

### **Special for 2009 – The Technology Arcade**

We will have a unique location this year that will be dedicated to promoting technological products that can help provide solutions to some of the issues faced both in the daily practice of professional care managers as well as those faced by the clients that we service. Sponsorship will include scheduled demonstrations during the day of the conference.

***Please Note: We provide an exhibit hall passport that encourages all attendees to visit every exhibitor for a sticker or stamp. You may also bring a door prize item that can be drawn from your table***

**Register by July 10, 2009 to be listed as an “Initial Sponsor” in the pre-conference publications and on the GNYPGCM Chapter website**

## EXHIBITOR & SPONSOR OPPORTUNITIES

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### **\$750 Exhibitor Package (20 tables available)**

- Exhibit table with 2 chairs and organization identification signs
- Recognition in conference program
- Continental breakfast and 2 lunch tickets
- Attendance at workshops
- List of Attendees

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### **\$1,150 Technology Sponsor (4 tables available includes internet and electricity)**

- **Complimentary Exhibitor Package**
- Scheduled demonstrations listed in program

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### **\$2,000 Silver Sponsors (3 tables available)**

#### **Afternoon Break**

- **Complimentary Exhibitor Package with table in prime location**
- Signage highlighting your contribution on buffet table
- ½ page recognition in conference program

OR

#### **General Session Speaker (AM or PM session)**

- **Complimentary Exhibitor Package with table in prime location**
- THREE MINUTE PRESENTATION during AM opening session
- ½ page recognition in conference program

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### **\$3,000 Gold Sponsorship: Breakfast (3 tables available)**

- **Complimentary Exhibitor Package with table in prime location**
- THREE MINUTE PRESENTATION during AM opening session
- **DISTRIBUTION OF YOUR MARKETING MATERIALS** at each place setting
- Signage highlighting your contribution
- Whole page recognition in conference program

OR

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### **\$3,000 Gold Sponsorship: Tote Bags**

- **Complimentary Exhibitor Package with table in prime location**
- Conference tote bags bearing the GNYGCM logo and your corporation's logo
- Promotional materials included in tote bag
- Whole page recognition in conference program

OR

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### **\$3,000 Gold Sponsorship: Conference Printing**

- **Complimentary Exhibitor Package with table in prime location**
- Full page printed logo on the back of conference program
- Signage highlighting your contribution

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### **\$5,000 Platinum Sponsorship: Lunch (1 table available)**

- **Complimentary Exhibitor Package with table in prime location**
- THREE MINUTE PRESENTATION at lunch
- **DISTRIBUTION OF YOUR MARKETING MATERIALS** at each place setting for the sponsored lunch
- Signage highlighting your contribution
- Whole page recognition in conference program
- **Acknowledgement as platinum-sponsor on selected mailings and signage**

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### **\$10,000 Title Sponsor (1 table available)**

- **Complimentary Exhibitor Package with table in prime location**
- *Your company listed prominently on all printed materials as conference title sponsor*
- **Exclusive FIVE MINUTE presentation** during conference opening
- **Prominent Banner Display throughout the conference**



## **Care Managing In an Economic Downturn**

### **EXHIBITOR AND SPONSOR INFORMATION**

*Thursday, October 29, 2009*

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- Exhibit Date:** October 29, 2009
- Exhibit Setup/Tear Down:** 7:30AM; 4:30PM
- Display Times:** 8:00 a.m. to 4:30 p.m.
- Payment:** ***Register by July 10, 2009 to be listed as an "Initial Sponsor"-in pre-conference publications and on Chapter Website***  
**(We must receive your check and the name as you wish it to be listed by July 10)**  
Make your check payable to **GNYPGCM** and send with the Agreement Form to:  
Nancy E. Avitabile, LMSW, CMC  
130 Lenox Avenue, Suite 805  
New York, NY 10026
- Cancellation Policy:** Cancellation by August 14, 2009 will result in a refund of 50%; no refunds will be given after that date.
- Register Early:** Exhibiting/Sponsorship space is limited and assigned on a first-come, first-served basis. Be sure to submit your exhibit application early.
- Confirmations:** Confirmations will be sent within two weeks of receiving your reservation form and payment. Final details will be mailed approximately three weeks prior to the conference.
- Questions:** Contact: Nancy E. Avitabile, LMSW, CMC ph/fax (212) 996-8682  
Virginia O'Leary, LMSW (718) 631-3524



# Care Managing In an Economic Downturn

## EXHIBITOR/SPONSOR AGREEMENT FORM

*October 29, 2009*

ENTER SPONSOR LEVEL \_\_\_\_\_

(Please type or print)

Contact Person: \_\_\_\_\_

Organization/Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Company website: \_\_\_\_\_

Describe the product, equipment, or service you will be exhibiting: \_\_\_\_\_

Two (2) badges are available for personnel staffing your exhibit or with sponsorship.

### INCLUDED:

1. \_\_\_\_\_ 2. \_\_\_\_\_

Please contact me with more information (extra charge) regarding:

Electrical Needs       Telephone Needs       Other: \_\_\_\_\_

**Make checks payable to GNYPGCM and mail or fax to:**

Nancy E. Avitabile, LMSW, CMC

130 Lenox Avenue, Suite 805 (phone/fax# 212-996-8682)

New York, NY 10026

I have enclosed check # \_\_\_\_\_ in the amount of \$ \_\_\_\_\_ for

Exhibitor Company Name \_\_\_\_\_ Name of Person Signing \_\_\_\_\_  
(Please Print) (Please Print)

Exhibitor Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

### *Exhibit Terms and Conditions*

*The exhibitor assumes the entire responsibility for losses, damages, and claims arising out of exhibit's activities on the Hotel premises and will indemnify, defend and hold harmless NYPGCM, the site, their agents, servants and employees from any and all such losses, damages and claims.*

Office Use Only      Date Received \_\_\_\_\_      Amount \$ \_\_\_\_\_      Check  # \_\_\_\_\_      Table(s) Assigned \_\_\_\_\_