



LeadingAge®
New York



2025

Business Engagement Opportunities

Further your business development goals
through a partnership with LeadingAge New York!

Partner

Sponsor

Advertise

Ask about customizable Business Partner Packages!

Do you plan to engage with LeadingAge New York membership in multiple formats throughout the year? Allow us to help you customize your package to meet your business needs and receive extra value at no additional cost.

Business Partner Package Levels

Platinum \$15,000

Gold \$10,000

Silver \$7,500

Look at the customized **sample package** below. You can **build your own** package based on your marketing needs and budget.

Platinum Level Business Partner Package (SAMPLE)

- Access to all events and offerings (if available).
- Premium sponsor at the Annual Conference and Exposition.
- Premium sponsor at the Financial Professionals Annual Conference and Exposition.
- Dinner Sponsor at the CCRC Summer Summit.
- Two Cabinet meeting presentations (10 min.).
- Listing on Solutions Website.
- Unlimited monthly content in Solutions Newsletter.
- Associate Plus membership.
- Eagle sponsor with foursome for LeadingAge New York Annual Golf Tournament.

Conferences & Summits

Annual Conference & Exposition

Conference Dates: May 19-21 and Exposition Day is May 20

Conference Location: The Saratoga Hilton and Saratoga Springs City Center, Saratoga Springs

Who Attends: CEOs, administrators, executive directors and other decision-makers including Human Resources and Finance professionals from nursing homes, adult care facilities, assisted living, senior housing, home care, community-based service providers, health care specialists, continuing care retirement communities and consultants.

Sponsorship Packages

PREMIER Sponsorship (\$5,000)

Company representative(s) present a one-hour educational session with continuing education credits available to attendees.

Limited Spots Available. Act now! Deadline is 1/17/2025.

- Exhibit space for up to a total of (4) participants OR Business Attendee Registration for up to (2) people. Choose traditional booth or high-top version.
- Sponsorship recognition during first plenary session.
- **Unique Value.** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually).
- Banner ad on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

★ **STAND OUT!** ★

EXPO LOUNGE Sponsorship (\$5,000)

COMPANY PROVIDED with non-traditional SPACE TO OFFER CONFERENCE PARTICIPANTS A UNIQUE CONVERSATIONAL EXPERIENCE IN EXPO HALL! Opportunity to interact in a new way with leads and spotlight company brand and expertise.

Only two spots available!

- Unique space provided in the Exposition Hall to create a participatory experience for attendees to enjoy. Lounge space includes up to a total of (4) participants.
- Sponsorship recognition during first plenary session.
- **Unique Value.** One-month virtual ad campaign for pre- and post-conference messaging. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually).
- Banner ad on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list

Keynote Sponsorship (\$5,000)

Company representative(s) present a two-minute company introduction (or video) and then introduce keynote speaker.

Exclusive Sponsorship

- Exhibit space for up to a total of (4) participants OR Business Attendee Registration for up to (2) people. **Choose traditional booth or high-top version.**
- Sponsorship recognition during first plenary session.
- **Unique Value.** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually).
- Banner ad on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

Future Forward Sponsorship (\$4,000)

New Opportunity!

Company representative(s) will present a one-minute company introduction (or video) and then introduce a Future Forward Track speaker.

Multiple sponsorships available

- Exhibit space for up to a total of (4) participants OR Business Attendee Registration for up to (2) people. **Choose traditional booth or high-top version.**
- **Sponsor branding at each of the Future FORWARD**
- **Opportunity for 1 minute company introduction and introduce speaker(s) at one (1) Future Forward track session.**
- Sponsorship recognition during first plenary session.
- **Unique Value.** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually).
- Banner ad on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

Breakfast Session Sponsorship (\$3,000)

Company representative(s) present a two-minute company introduction (or video) and then introduce keynote speaker.

Multiple sponsorships available

- Exhibit space for up to a total of (3) participants OR Business Attendee Registration for up to (2) people. **Choose traditional booth or high-top version.**
- **Unique Value.** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually).
- Banner ad on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

Hospitality Sponsorship (\$2,500)

Company signage near all food offerings during conferences.

Multiple sponsorships available

- Exhibit space for up to a total of (2) participants OR Business Attendee Registration for up to (1) people. **Choose traditional booth or high-top version.**
- **Unique Value.** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually).
- Banner ad on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

Session Sponsorship (\$1,000)

Company signage near session of your choice.

Multiple sponsorships available

- **Unique Value.** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Banner ad on conference app.
- Logo/link on all promotional materials.
- Logo/link on conference webpage.
- Conference attendee list.

Basic Sponsorship (\$500)

Company signage near session of your choice.

Multiple sponsorships available

- Logo/link on all promotional materials.
- Logo/link on conference webpage
- Conference attendee list.

★ **NEW THIS YEAR** ★

Fall Conference Showcase

**Three conferences, one venue,
more people, more programming, and more solutions!**

Financial Professionals

Who Attends: CEOs, administrators, chief financial officers, directors of finance, executive directors and other top decision-makers from nursing homes, adult care facilities, assisted living, senior housing, home care, community-based services providers, health care specialists and consultants.

Nursing & Social Work Professionals

Who Attends: Therapeutic recreational specialists, directors of activity, leisure time specialists, program directors, therapeutic recreational and activity staff members and other professionals who work in nursing facilities, assisted living, adult day health care, senior centers or settings which offer activities and recreational

Recreation & Activities Professionals

Who Attends: Therapeutic recreational specialists, directors of activity, leisure time specialists, program directors, therapeutic recreational and activity staff members and other professionals who work in nursing facilities, assisted living, adult day health care, senior centers or settings which offer activities and recreational programming.

Sponsorship Packages

PREMIER Sponsorship (\$3,500)

Company representative(s) present a one-hour educational session with continuing education credits available to attendees.

Limited Spots Available. Act now!

- Exhibit space for up to a total of (4) participants OR Business Attendee Registration for up to (2) people. Choose traditional booth or high-top version.
- Sponsorship recognition during first plenary session.
- **Unique Value.** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually).
- Banner ad on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

Keynote Sponsorship (\$3,000)

Company representative(s) present a two-minute company introduction (or video) and then introduce keynote speaker.

Exclusive Sponsorship

- Exhibit space for up to a total of (3) participants OR Business Attendee Registration for up to (2) people. **Choose traditional booth or high-top version.**
- Sponsorship recognition during first plenary session.
- **Unique Value.** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually).
- Banner ad on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

Hospitality Sponsorship (\$2,000)

Company signage near all food offerings during conferences.

Multiple sponsorships available

- Exhibit space for up to a total of (2) participants OR Business Attendee Registration for up to (1) people. **Choose traditional booth or high-top version.**
- **Unique Value.** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Exclusive Conference Lead Capture Survey report (available only to sponsors, exhibitors and Business Attendees annually).
- Banner ad on conference app.
- Company listing on conference app.
- Logo/link on all promotional materials.
- Conference attendee list.

Session Sponsorship (\$1,000)

Company signage near session of your choice.

Multiple sponsorships available

- **Unique Value.** One-month virtual ad campaign. Choose specific facilities or search word campaigns (2 ads) with in-depth analytics post campaign cycle.
- Banner ad on conference app.
- Logo/link on all promotional materials.
- Logo/link on conference webpage.
- Conference attendee list.

Basic Sponsorship (\$500)

Company signage near session of your choice.

Multiple sponsorships available

- Logo/link on all promotional materials.
- Logo/link on conference webpage
- Conference attendee list.

Housing Professional Summit

Conference Dates: May 5-6, 2025

Conference Location: Drumlins Country Club Event Center, 800 Nottingham Rd, Syracuse, NY 1322411 Cornell Road, Latham

Who Attends: Decision-makers including directors of senior housing, housing managers, facility directors/engineers and service coordinators.

Sponsorship Packages

Event Sponsorship (\$1,500)

Multiple sponsorships available

- Banner ad on conference app.
- Onsite signage during event.
- Logo/link on summit webpage.
- Conference attendee list.
- Free attendance for (2) people.

Exhibitor (\$600)

Multiple sponsorships available

- Table-top exhibit at conference.
- Logo/link on summit webpage.
- Logo/link on all promotional materials.
- Conference attendee list.

Community Service Table (\$400)

Multiple sponsorships available

- Table-top exhibit at conference.

CCRC Summit

Conference Dates: June 10-11, 2025

Conference Location: Jewish Home, Rochester

Who Attends: Leadership from within existing Continuing Care Retirement Communities (CCRCs), CCRCs in development, as well as outside experts in CCRC accounting, finance, legal issues and operations.

Sponsorship Packages

Basic Sponsorship (\$500)

- Logo recognition in event promotions.
- Onsite signage during event.
- Logo/link on summit app.
- Conference attendee list.
- Free attendance for (1) employee.

Dinner Sponsorship (\$2,000)

- Basic Package Plus:
 - Free attendance for a second employee at Summit.
 - Two-minute sponsor segment at dinner.

Cocktail Party Sponsorship (\$1,500)

- Basic Package Plus:
 - Free attendance for a second employee at Summit.
 - Personal acknowledgement of sponsorship at Cocktail Party.

Breakfast / Lunch Sponsorship (\$1,000)

- Basic Package Plus:
 - Branding Collateral at event.
 - Free attendance for a second employee at Summit.
 - Personal acknowledgement of sponsorship during the lunches and breakfast times.

Retirement Communities Summit

Conference Dates: October, 15-16, 2025

Conference Location: Shaker Pointe at Carondelet

Who Attends: Leaders of non-profit, market-rate retirement communities throughout New York State including their board members, CEOs, executive directors, directors, and other interested parties.

Sponsorship Packages

Basic Sponsorship (\$500)

- Logo recognition in event promotions.
- Onsite signage during event.
- Logo/link on summit app.
- Conference attendee list.
- Free attendance for (1) employee.

Dinner Sponsorship (\$2,000)

- Basic Package Plus:
 - Free attendance for a second employee at Summit.
 - Two-minute sponsor segment at dinner.

Cocktail Party Sponsorship (\$1,500)

- Basic Package Plus:
 - Free attendance for a second employee at Summit.
 - Personal acknowledgement of sponsorship at Cocktail Party.

Breakfast / Lunch Sponsorship (\$1,000)

- Basic Package Plus:
 - Branding Collateral at event.
 - Free attendance for a second employee at Summit.
 - Personal acknowledgement of sponsorship during the lunches and breakfast times.

Human Resources (HR) Summits

Conference Dates: March 2025 & November 2025

Conference Location: Manhattan & Upstate New York

Who Attends: Professionals working in employment, recruitment and placement; labor relations specialists; human resources consultants; training and development managers; compensation and benefits managers; human resources managers and directors and other HR specialists.

Sponsorship Packages

Basic Sponsorship (\$500)

- Logo recognition in event promotions.
- Onsite signage during event.
- Logo/link on summit app.
- Conference attendee list.
- Free attendance for (1) employee.

Breakfast / Lunch Sponsorship (\$1,000)

- Basic Package Plus:
 - Branding Collateral at event.
 - Free attendance for a second employee at Summit.
 - Personal acknowledgement of sponsorship during the lunches and breakfast times.

Small Group Options

Webinar Sponsor

Option A (\$1,000)

- Deliver educational content directly to attendees. (Topic must be educational and relevant).
 - May choose which sectors of long-term care, housing and services the content will address.
- Work with LeadingAge NY staff to customize invitation list to be sure your marketing targets are including in marketing distribution.
- Logo/link for company branding on all group correspondence.
- Attendee list.

Option B (\$500)

- Company introduction and introduction of LeadingAge NY webinar presenter
- Work with LeadingAge NY staff to customize invitation list to be sure your marketing targets are including in marketing distribution.
- Logo/link for company branding on all group correspondence.
- Attendee list.

Regional Topical C-Suite Meetings Sponsor

Option A (\$1,000)

- Serve as joint facilitator/host along with LeadingAge NY staff for small groups.
- Association will provide registrants physical addresses to send company collateral pre-event.
- Logo/link for company branding on all group correspondence.
- Attendee list.

Solutions Webinar

Option A (\$1,000)

Limited Sponsorships Available

- Deliver a webinar that illustrates pressing problem/solution members are facing. Reference or invite a provider who experienced the problem and benefited from the solution.
- Serve as joint host along with LeadingAge NY staff for max. of 12 member participants.
- Association will provide registrants physical addresses to send company collateral pre-event.
- Logo/link for company branding on all group correspondence.
- Attendee list.

Member Intelligence Meetings

Option A (\$2,000/yr)

Join LeadingAge New York policy staff and your colleagues monthly for business intelligence discussions to provide you with the last information regarding current issues and trends affecting members. Free access to Endorsed Vendors, Business Partners, and Associate Plus Members.

Networking Opportunities

Regional Council Meetings

Councils: Director of Nursing, Facility Engineer, Social Worker, CIO / Information Technology, Chief Financial Officer Councils

Basic Package (\$1,000 each)

- Logo recognition in Council Meeting promotions.
- Two-minute company introduction at one (1) Council Meeting and attendance for one (1) person.
- Onsite/meeting signage during event (in person meetings)
- Attendee list.

Plus Package (\$2,000 each)

- Basic Package Plus:
 - Ten-minute educational presentation to position as content expert

Regional Member Meetings

Option A (\$2,000 each)

- Logo recognition in Council Meeting promotions.
- Two-minute company introduction at one (1) Council Meeting and attendance for one (1) person.
- Onsite/meeting signage during event (in person meetings)
- Attendee list.
- Ten-minute educational presentation to position as content expert

Cabinet Meetings

Councils: Nursing Facility, Assisted Living, HCSB, Affordable Housing, CCRC (Life Plan Communities), PACE/MLTC, Market Rate Senior Housing

Basic Package (\$1,000 each)

- Logo recognition in Cabinet Meeting promotions.
- Logo/link on Cabinet Meeting portal.
- Onsite/meeting signage during event (in person meetings)
- Branding collateral at event.

Plus Package (\$2,000 each)

- Basic Package Plus:
 - Ten-minute educational presentation to position as content expert

Board Meeting Sponsor

Basic Package (\$1,000 each)

Limited Sponsorships Available

- Logo recognition in Cabinet Meeting promotions.
- Logo/link on Cabinet Meeting portal.
- Onsite/meeting signage during event (in person meetings)
- Branding collateral at event.

Plus Package (\$3,000 each)

Limited Sponsorships Available

- Basic Package Plus:
 - Ten-minute educational presentation to position as content expert

Joint Board Retreat

Date: September, 2025

Who Attends: LeadingAge New York will hold its biennial Joint Board Retreat. Details TBA.

This important event brings together the LeadingAge New York and LeadingAge New York Services boards for strategic planning, networking and innovative thinking. This valuable, right sized event provides access to approximately 40 leaders who represent some of the largest players within the non-profit mission driven arena of senior care, service and housing in New York State.

Limited opportunities are available to participate, network, or simply put your company's brand in front of this group of thought leaders.

Board Retreat Sponsor Packages

Retreat Partner (\$3,000 each, limit of 2)

- Includes the Basic Package
- Free attendance for ONE (1) for educational portions of the retreat:
 - Ability to facilitate / present as part of the programming for the Retreat. (The program is planned by staff and board chair and will incorporate sponsor content expertise in the planning process.)

Hospitality (\$1,500)

- Includes the Basic Package.
- Free attendance for one (1) representative at the Tuesday evening cocktail party and dinner at the Retreat; two-minute sponsor segment at the dinner.

Basic Package (\$300)

- Onsite signage and branding in attendee packages.

Special Branding Programs

Website Retargeting (BRAND NEW)

Website retargeting is a form of ads targeting users who've visited the LeadingAge New York site. The site gets ~418,000 users annually, all of whom can be followed using tracking pixels to show them ads on other sites, directly focusing on those with connections to LeadingAge New York.

What is it?

- Internet users visit the LeadingAge New York website.
- The user exits LeadingAge NY website.
- Website visitor sees your ad wherever they go online.
- Visitor clicks your ad and visits your website or landing page.

Who's Our Audience?

Retargeting Traffic comes from:

- Providers of long term care services and support
- Consumers of care & housing services and their families
- Businesses who have a vested interest in the future of aging services
- Press & political leaders in NYS
- State agency representatives
- Other associations
- & more...

Packages

Premium★★★ \$5,000

200,000 Views

Standard★★ \$3,000

100,000 Views

Basic★ \$1,000

50,000 Views

Traveling Art Show

The LeadingAge New York Art Competition and Show is a longstanding tradition. Residents and staff at member facilities submit more than 300 pieces in most years that go through a formal judging process with multiple award levels. Those that rise to the top become part of the official Traveling Art Show that travels to live conferences and to interested member facilities for display for a limited period. When not traveling, the show is on display at the LeadingAge New York offices and available to members visiting for live meetings. You can support your clients and help clients and potential clients bring the show to their facility.

Art Show Package (\$4,000)

- Logo recognition in event promotions.
- Logo/link on member page of LeadingAge New York website.
- Logo on Art Show display panels.
- Logo/link on the Virtual Art Show Facebook page.
- Advertisement and advertorial in Art Show brochure.

Business Solutions Online Gallery Listing

Looking for a spot to highlight your company's products and services in a one-stop center for member's use in shopping for solutions? The Business Solutions Website is the ticket.

Free for Endorsed Vendors, Business Partners and Associate Plus Members.

Pricing: \$1200 Annually/\$250 monthly

Golf Tournament

Date: May 19, 2025

Location: Saratoga Lake Golf Club

Golf Cart Sponsorship (\$2,000)

Includes your company's logo on golf cart giveaways, signage at Tournament, in Tournament promotions, on Golf Registration site; plus, one (1) foursome; and (2) Conference reception tickets on May 19.

Hole-In-One Sponsorship (\$1,500)

Get your company's logo on golf giveaways, signage at Tournament, in Tournament promotions, on Golf Registration site; plus, one (1) foursome; and (2) Conference reception tickets on May 19.

Fairway Sponsorship (\$1,000)

Get your company's signage at Tournament, in Tournament promotions, on Golf Registration site; plus, one (1) foursome; and (1) Conference reception tickets on May 19.

Prizes Sponsorship (\$500)

Get your company's signage at Tournament, in Tournament promotions, on Golf Registration site; plus, one (1) foursome; and (1) Conference reception tickets on May 19.

Tee Sign Sponsorship (\$250)

Get your company's signage at Tournament, in Tournament promotions, on Golf Registration site; plus, one (1) foursome; and (1) Conference reception tickets on May 19.

Golf Registration Pricing

Single	\$135
Twosome	\$270
Threesome	\$405
Foursome	\$540

Advertisement Rates

Consumer Guide to Continuing Care

Produced annually to market the services of LeadingAge New York non-profit, mission driven membership and distributed to hospital social workers, libraries and perpetually available online throughout the year. Special advertising rates for members and businesses who would market directly to consumers of long-term care, senior housing and senior services.

Advertising Sales begin May 1, 2025

Net Advertising Rates

All rates include an ad and link in the digital edition of the guide.

Full Color	Rate	Specifications (no bleed)
Outside Back Cover	\$2,500	5 WIDE x 7 3/4 HIGH
Inside Front Cover	\$2,500	5 WIDE x 7 3/4 HIGH
Inside Back Cover	\$2,500	5 WIDE x 7 3/4 HIGH
Full Page Tab	\$2,200	5 WIDE x 7 3/4 HIGH
Full Page	\$2,000	5 WIDE x 7 3/4 HIGH
1/2 Page	\$1,000	5 WIDE x 3 1/2 HIGH
1/4 Page	\$700	2 WIDE x 3 1/2 HIGH

Black & White	Rate	Black & White
Full Page	\$1,500	5 WIDE x 7 3/4 HIGH
1/2 Page (horizontal)	\$800	5 WIDE x 3 1/2 HIGH
1/4 Page (vertical)	\$400	5 WIDE x 3 1/2 HIGH

Fan Page NEW!

Attention Business/Associate members! Support your clients advertising in this publication by posting your logo on the FAN PAGE. \$200 per logo.

PLEASE NOTE SPECIFICATIONS AND DO NOT REVERSE THE DIMENSIONS

If using bleed: Up to 5 . WIDE X 8 5/8 HIGH **PLUS** bleed crop marks and 1/8 bleed all the way around. Revisions and artwork \$50/hour if not publish-ready. 10% discount for multiple ads for organizations with the same corporate parent within LeadingAge New York membership.

Electronic Publications Rates

Logo with link to sponsor's website posted within publications below. Price chart is per publication.

- \$500 one (1) month
- \$800 six (6) months
- \$1,000 annually

Publication Options

Daily News Clips

Daily compilation of headlines impacting long term care and supports.

Intelligence

Weekly electronic newsletter that delivers critical information to the membership.

Solutions Newsletter

Monthly newsletter of business solutions to members offering products and services to solve current needs. Free to Endorsed Vendors, Business Partners, & Associate Members.

Career Center

Hosted on LeadingAge New York website and used by employers and job seekers in NY and other states to recruit candidates or find positions.

Website

Sidebar Banner: (Rotation format/link to sponsor's website) 300px x 100px (WxH)