

# VISION 2020

May 24-25, 2010

The Saratoga Hilton Hotel & Conference Center  
Saratoga Springs  
New York

Embracing our future | Fostering excellence in resident care | Conducting research | Transforming senior living & services in the 21st century.

## 2010 NYAHS Spring Training Institute and Exhibition

# Exhibitor Prospectus

# Exhibitors: *focus your vision...*

**...With...** *The New York Association of Homes*

*& Services for the Aging*, the only organization in NY state fully representing the not-for-profit and public continuum of senior living & services.

**...At...** *2010 Spring Training Institute and Exhibition*

Join CEOs, administrators and trustees from NYAHSAs member facilities, including nursing homes, adult care facilities, housing and community service providers, health care specialists and consultants, all devoted to the interests of not-for-profit, public and chronic care.

**...On...** *May 24-25, 2010*

**...In...** *Saratoga Springs, N.Y., at The Saratoga Hilton Hotel and The Saratoga City Center*

## Why Should Your Company Participate?

Your contact with NYAHSAs delegates can lead the way to new and exciting opportunities for the future. By participating as an exhibitor, sponsor and/or advertiser, you will be able to inform delegates of your products and services, increase your sales and exchange ideas with your colleagues.

**Questions???** *Contact Cindy Wayman*

Phone: 518-449-2707, ext. 115 • fax: 518-434-4385, or e-mail: [cwayman@nyahsa.org](mailto:cwayman@nyahsa.org)

## Location, Location, Location...

Secure your booth space, advertisement, sponsorship and location in the conference program by returning your completed contract quickly! You can fax or mail your completed contract. We look forward to your participation. Don't delay! Register today!

## Play the Exhibit Game...

Cash prizes will be awarded to exhibit game winners. Attendees will play by having tickets stamped. Also, a lucky exhibitor will win \$100.

## NYAHSAs Golf Tournament Info...

For information regarding the NYAHSAs Annual PAC Golf Tournament call 518-449-2707.

Quick Answers—

[cwayman@nyahsa.org](mailto:cwayman@nyahsa.org)

Quick Registration—

**fax completed contract to:**

**518-434-4385**

## Advertising

The conference program serves as the exclusive guide to daily workshops and events. Market your product by utilizing this cost-effective advertising vehicle. Advertising benefits extend beyond daily exposure when delegates share the program with their colleagues at their facility.

ADS MUST BE THE SIZE INDICATED BELOW. PLEASE PROVIDE THE CORRECT SIZE. An additional \$100 fee will be charged if the ad is not the correct size indicated.

It is preferred to have ads in electronic form as .eps (convert text to outlines), .tif, .jpg and .pdf (be sure to embed fonts) formats. We can accept files in InDesign, Quark and Pagemaker, but you must be sure to include all fonts and graphics along with the document. We also accept camera-ready copy. Payment is due with signed contract and the correct size ad by April 30, 2010, but is sold on a first-come first-served basis.

OVERALL PROGRAM SIZE IS 5 ½ x 8 ½ inches.

### ADVERTISING RATES

Space	Width	Height	Rates
Full page (black & white)	4 ½"	7 ½"	\$395
Half page (black & white)	4 ½"	3 ½"	\$275
Inside front cover (4 color process)	4 ½"	7 ½"	\$475
Inside back cover (4 color process)	4 ½"	7 ½"	\$475
Outside back cover (4 color process)	4 ½"	7 ½"	\$495

Payment is due with a signed contract and camera-ready copy by April 30, 2010.

### PROMOTIONAL INSERT: \$475

We will insert your company's flier in our delegate materials. Your insert must reach the NYAHSAs office by May 10, 2010. Call for complete details.

**BOOTH SETUP** – Monday, May 24, 2-5 p.m.  
Booth setup must be completed by 5 p.m. Monday to accommodate reception in the exhibit area.

**BREAKDOWN** – Tuesday, May 25 at the conclusion of the exhibit raffle drawing, which is approximately 5:30 p.m.

**EXHIBITION HOURS:** During the following hours, specific events and refreshments have been designated in the exhibit area or tickets to the event are included in exhibit package.

## Monday, May 24

5:30 – 7 p.m. Wine, Cheese and Chocolate Party with Institute registration.

## Tuesday, May 25

7:30 – 8:15 a.m. Continental breakfast in the exhibit area  
9:30 – 10:30 a.m. Visit the exhibition/refreshment break in the exhibit area

12:30 – 2:30 p.m. Lunch with exhibitors in exhibit area  
4:30 – 5:30 p.m. Visit the exhibition/refreshment break in the exhibit area

5 – 5:30 p.m. Exhibit raffle drawing in the exhibit area  
Exhibit breakdown begins immediately following the conclusion of the raffle drawing.

7:30 – 10 p.m. Dinner/Music at the Saratoga Hilton

### EXHIBIT FEES

Booth Size is 10' wide x 8' deep

	April 29 & before	April 30 & after
Member	\$825	\$925
Nonmember	\$925	\$1025

Please note: To take advantage of the early registration offer, the contract form must be received by fax or mail on or before April 30, 2010. Additionally, payment for the balance due is required by May 20, 2010.

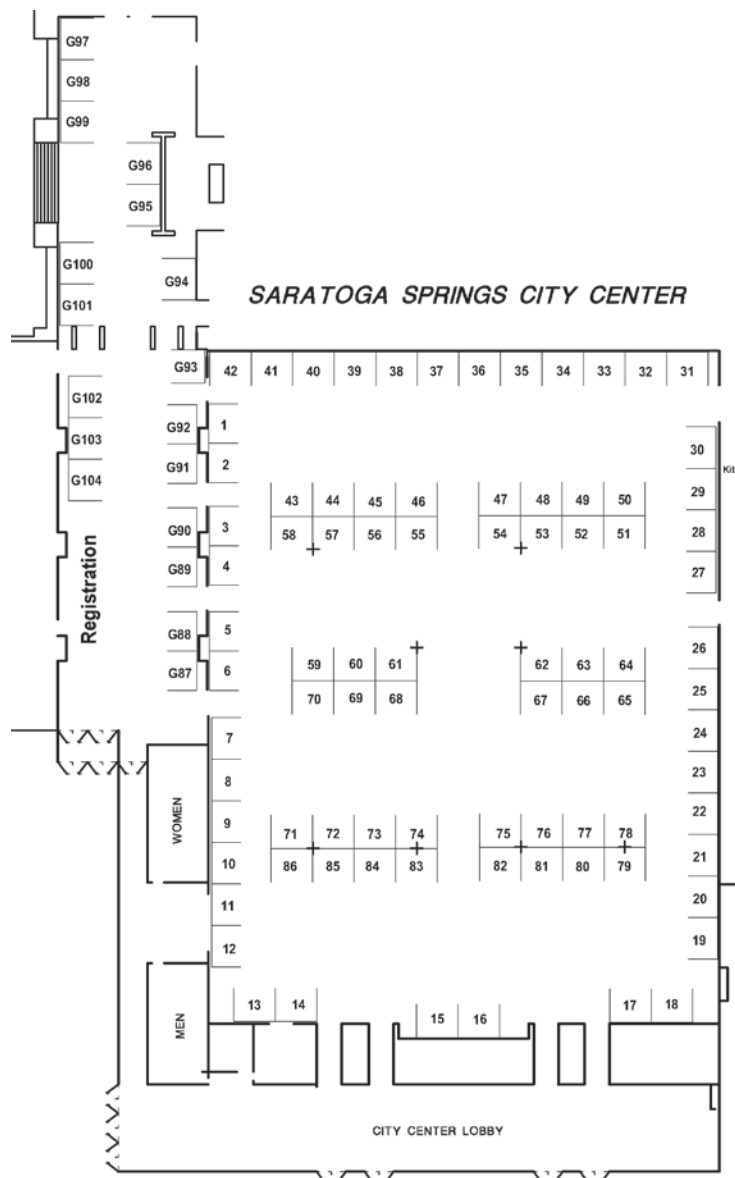
FYI - The early booth rate for members and nonmembers has not changed since 2001.

### BOOTH DESCRIPTION

Booths are 10'w x 8'd with an 8' high flameproof draped back wall and 3' high side rails of the same material. An 8' skirted table, two chairs and a printed sign with booth number is also provided. Electrical current (120 volt up to 20 amps) is included.

### EXHIBIT FEE INCLUDES

- Listing in the conference booklet
- Name badges
- Standard electrical current (120 current-up to 20 amps)
- Security
- Monday reception
- Two tickets to Tuesday lunch
- Two Tuesday dinner tickets
- Refreshment breaks
- Raffle game
- Booth space.



### EXHIBIT GAME

Attendees will be eligible to win cash prizes. The drawing for the prizes will be held in the exhibit area Tuesday at 5 p.m. An exhibitor will also be eligible for a cash prize.

### CONVENTION SERVICES

After NYAHSa receives your contract and payment arrangements have been made, you will receive a packet listing any services you may want to purchase. Services include: additional electrical service, signage, drayage, booth set-up and breakdown.

Clifton Park Convention Services,  
871 Main Street, Clifton Park, NY 12065  
Phone: 518-877-7449, Fax: 518-877-6356.

### PHONE OR INTERNET SERVICES

Services must be ordered from The Saratoga Hilton Hotel if you are in the Gallery and from Spa.Net LLC if you are in the Saratoga City Center. Please call Cindy 518-449-2707 extension 115 for information.

**PLEASE INDICATE YOUR ELECTRICAL NEEDS ON THE NYAHSa CONFERENCE CONTRACT.**

# Sponsorships

As a conference

sponsor, your company will receive special recognition in the conference program booklet, a showcard with your company's name near the location of your sponsored event and special verbal recognition during the conference. Sponsors are announced at the opening session and the day of the sponsorship. Please inquire about partial sponsorships.

## MONDAY, MAY 24

### Pre-Con 1

**Quality Indicator Survey – What You Must Know! .....**\$1,000

Kenneth Daily, President, Elder Care Systems Group, Fairborn, Ohio

### Pre-Con 2

**Business Model Innovation: An Intensive Workshop For Senior Executives .....**\$3,500

Jeff De Cagna, Chief Strategist and Founder, Principled Innovation LLC, Reston, Va.

**Wine Cheese and Chocolate Party .....**\$7,500

### Evening Session 7- 9 p.m.

**Good And Plenty: Enrich Your Life Of Abundance With A Rich Sense Of Humor .....**\$2,000

Sister Anne Bryan Smollin, CSJ, Ph.D., Executive Director, Roman Catholic Diocese of Albany,  
Counseling for Laity, Albany, N.Y.

## TUESDAY, MAY 25

**Keynote Address – Vision 2020 .....**\$2,000

Nancy Rehkamp, Principal, Larsonallen LLP, Minneapolis, Minn.

**Continental Breakfast in the Exhibit Area .....**\$5,000

### Refreshment Break in the Exhibit Area

AM..... \$2,500

PM..... \$2,950

**Senior Co-Housing: A Community Approach To Independent Living .....**\$4,500

Charles Durant, Principal, McCamant & Durrett, Author, The Senior Co-Housing Handbook,  
Nevada City, Calif.

**Lunch in the Exhibit Area .....** \$10,000

### Dinner and Music at the Saratoga Hilton

Dinner..... \$11,000

Music..... \$1,500

# Sponsorships

## WEDNESDAY, MAY 26

**Plenary Session: How Boomers Will Transform The Healthcare Industry Forever .....\$5,000**

**&  
How To Market Healthcare and Senior Living To Boomers...  
Learn the New Rules For Selling and Marketing To Boomers**

Matt Thornwell, Founder & President, The Boomer Project, Richmond, Va.

**Innovative Small Group Housing Models From Northern Europe And Asia .....\$1,000**

Victor Regnier, Professor, University of Southern California, Los Angeles, Calif.

### NYAHSA Awards Luncheon

Lunch ..... **\$10,000**

Decorations ..... **\$2,500**

### Closing Session

**Overcoming Resistance To Change .....\$3,500**

Christopher Ridenhour, Director Of Core Competency Training, Liberty Lutheran Services, Philadelphia, Pa.

**Cindy Wayman  
Education Coordinator  
NYAHSA/FLTC  
150 State Street, Suite 301  
Albany, NY 12207-1698  
Phone: 518-449-2707 ext 115  
Fax: 518-434-4385  
E-mail: [cwayman@nyahsa.org](mailto:cwayman@nyahsa.org)**



# NYAHSa 2010 Spring Training Institute & Exhibition Conference Contract

Company name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Contact \_\_\_\_\_ Title \_\_\_\_\_  
 (please print)

E-mail address \_\_\_\_\_  
 Telephone number \_\_\_\_\_ Fax number \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

It is understood that this application becomes a contract when signed by us and accepted by NYAHSa, and that the company has secured liability insurance to cover all accidents or losses which might ensue during the show. No refunds will be given after May 4, 2010. Cancellations (in writing) prior to that date require payment of 25% of the fee. (Exhibit fee DOES NOT include conference session registration. Please request conference registration materials if you plan to attend sessions.)

Booth Space Choice: (1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_

**Please make sure that all your choices are not end spaces.**

NYAHSa show management reserves the right to assign booth space. NYAHSa show management must approve all booth activities prior to conference.

Names of individuals attending exhibition. Maximum of 4 per booth space per event. Exhibitors must be employees of company contracting for booth space. Attach business cards for each exhibitor listed below.

Name	E-mail address
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____

COMPETITORS (Specific company names, please) \_\_\_\_\_

SPECIFIC GOODS/SERVICES YOU WILL BE DISPLAYING \_\_\_\_\_

COMPANY DESCRIPTION FOR FREE PROGRAM LISTING (25 words or less).

Listing in printed program cannot be guaranteed after May 3, 2010.

Per the Americans with Disabilities Act, please specify individual's name and any auxiliary aids/services needed: \_\_\_\_\_

Please note: To take advantage of the early registration offer, the contract form must be received by fax or mail on or before April 30, 2010. Additionally, balance due is required by May 20, 2010.

## SUMMARY OF CHARGES

Booth space \$ \_\_\_\_\_  
 Sponsorship \$ \_\_\_\_\_  
 Meal tickets \$ \_\_\_\_\_  
 Conference program advertisement \$ \_\_\_\_\_  
 Promotional insert \$ \_\_\_\_\_  
 Total amount due \$ \_\_\_\_\_

Do you need standard electrical service?

Yes  No

Payment Method (please check):  Check  MasterCard  Visa  Discover  AmEX  
 Card number \_\_\_\_\_ 3-digit code \_\_\_\_\_  
 Cardholder's name (exactly as on card) \_\_\_\_\_ Exp. \_\_\_\_\_  
 Authorized signature \_\_\_\_\_  
 Phone number \_\_\_\_\_

## MEAL TICKETS

Exhibitor fee includes two Tuesday lunch & two Tuesday dinner tickets. All other meal tickets must be purchased.

If you are confused about whether you need to order meal tickets, please call Cindy Wayman at 518-449-2707, ext. 115 with your questions/concerns. Meal tickets are non-refundable; therefore, incorrect purchases will cost you money.

### Lunch

Tuesday, May 25, 2010  
 # \_\_\_\_\_ @ \$30 ea. = \$ \_\_\_\_\_

### Dinner

Tuesday, May 25, 2010  
 # \_\_\_\_\_ @ \$60 ea. = \$ \_\_\_\_\_

Special Meals (if not specified, a regular meal will be provided)

Kosher  Vegetarian  Gluten free

Name of person needing special meal \_\_\_\_\_

Which meals? \_\_\_\_\_

## CONFERENCE PROGRAM ADVERTISING

The New York Association of Homes & Services for the Aging is hereby authorized to publish the advertisement of \_\_\_\_\_

(company name) in the 2010 Spring Training Institute & Exhibition conference program. Copy due by April 30, 2010.

Indicate size of ad:

\_\_\_\_\_ Full page (B/W - 4 1/2 x 7 1/2) \$395  
 \_\_\_\_\_ Inside front cover (4/C - 4 1/2 x 7 1/2) \$475  
 \_\_\_\_\_ Inside back cover (4/C - 4 1/2 x 7 1/2) \$475  
 \_\_\_\_\_ Outside back cover (4/C - 4 1/2 x 7 1/2) \$495  
 \_\_\_\_\_ Half page (B/W - 4 1/2 x 3 1/2) \$275  
 \_\_\_\_\_ Promotional flyer \$475

If preferred space is sold, NYAHSa has the right to reassign space.

It is understood and agreed that the publisher has the right to reject or edit any advertisement, which, in the opinion of the editorial board, is not in agreement with the ethical standing of this publication. Once advertising space has been reserved, this contract cannot be canceled without payment.

## CONFERENCE SPONSORSHIP

(name of company) agrees to sponsor the following event:

Sponsorship amount \$ \_\_\_\_\_

Cancellation of this commitment is allowed until items are ordered. Company will be billed in full after that time.

## Make check payable to: FLTC

Mail to: FLTC, 150 State St., Suite 301, Albany, NY 12207-1698, Attn: Cindy Wayman  
 Phone: 518-449-2707 • Fax: 518-434-4385 • email: cwayman@nyahsa.org  
 Faxing completed contract will reserve booth space.

# Hotel Registration



## NYAHSAs 2010 Spring Training Institute & Exhibition

The Saratoga Hilton Hotel and Conference Center

Thank you for requesting reservations at The Saratoga Hilton Hotel and Conference Center. Our entire staff would like to extend a warm welcome to you during your upcoming meeting.

The Saratoga Hilton Hotel and Conference Center  
534 Broadway  
Saratoga Springs, NY 12866  
518-584-4000 (phone)  
518-584-7430 (fax)

Reservations must be received no later than April 22, 2010 in order to receive a discounted group rate. Otherwise, full published rates will apply. All reservations must be guaranteed using a credit card or deposit. Guests may be penalized for early departure. All reservations must be guaranteed for the entire stay. Unless the reservation is changed prior to arrival, the guest will be charged the full rate for their entire stay. Deposit is refundable if reservation is cancelled 48 hours in advance of arrival and a cancellation number is obtained.

### Phone: 518-584-4000

If making a reservation by phone, please confirm you are attending the NYAHSAs conference to qualify for the special conference rate.

Sunday, May 23 – Wednesday, May 26, 2010

A two-night minimum stay (Monday and Tuesday) is required on all reservations at The Saratoga Hilton Hotel. A Sunday night stay does not apply toward the minimum requirement.

Check-in: 3 p.m.  
Check-out: 11 a.m.

Print or Type

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone No. (\_\_\_\_) \_\_\_\_\_

Sharing room with: \_\_\_\_\_

(If sharing room with more than one person, list all names.)

Smoking room       Non-smoking room

### To Guarantee Reservation Only:

Credit card number \_\_\_\_\_ Expiration date \_\_\_\_\_

Type of card \_\_\_\_\_

Authorized signature \_\_\_\_\_

Credit card will be used for:  Guarantee only       Payment of charges

Please check preferred accommodations:

- \$155 single occupancy, excluding tax
- \$165 double occupancy, excluding tax
- King: 1 or 2 persons/one bed
- Double: 1 or 2 persons/two beds
- Double/Double: 1- 4 persons/two beds
- Rollaways: available upon request

The hotel will attempt to accommodate your request. However, at times this may not be possible and we will provide the best available room.

Arrival date: \_\_\_\_\_ Departure date: \_\_\_\_\_

Please complete and return this hotel registration form to:

### The Saratoga Hilton Hotel and Conference Center

534 Broadway  
Saratoga Springs, NY 12866  
Attn: Reservations  
or fax: 518-584-7430

**NOTE: You must be a registered exhibitor/attendee/sponsor or award winner to reserve a room at the discounted rate at any of the hotels listed in this brochure. Lists are provided to NYAHSAs by the contracted hotels.**

# Supplemental Hotels | NYAHS 2010 Spring Training Institute & Exhibition

Supplemental rooms have been reserved at the hotels below. Reservations for these hotels must be made by telephone. To receive discounted rates, please specify that you are attending the New York Association of Homes & Services for the Aging's Spring Training Institute and Exhibition.

DO NOT USE THE HOTEL RESERVATION FORM IN THIS BROCHURE FOR RESERVATIONS AT THE SUPPLEMENTAL HOTELS.

## 1. The Gideon Putnam Hotel

24 Gideon Putnam Road  
Saratoga Springs, NY  
518-584-3000  
800-732-1560

\$139 single/double  
Check-in time: 4 p.m.  
Check-out time: 11 a.m.

Five rooms are available for Sunday, May 23, 10 rooms for Monday, May 24, and Tuesday, May 25

Individuals must guarantee rooms within (10) days of making reservations. Any reservation canceled within 72 hours of arrival will be charged a one-night stay.

**Cut-off date: April 23, 2010**

[www.gideonputnam.com](http://www.gideonputnam.com)

## 2. Holiday Inn Saratoga

Broadway at Circular Street  
Saratoga Springs, NY 12866  
518-584-4550

\$ 129.95 single Check-in time: 2 p.m.  
\$ 129.95 double Check-out time: 11 a.m.

Five sleeping rooms are available for Sunday, May 23 through Wednesday, May 26

Sleeping rooms held until 6 p.m. unless guaranteed by a major credit card or one-night deposit. For guaranteed no-shows, you will be charged for one night's stay and subsequent night's reservation will be canceled. Individual reservations may be canceled 72 hours prior to arrival. After this time, deposits will not be refunded.

**Cut-off date: April 23, 2010**

[www.hisaratoga.com](http://www.hisaratoga.com)

## 3. The Inn at Saratoga

231 Broadway  
Saratoga Springs, NY 12866  
518-583-1890

\$134 single  
Check-in time: 3 p.m.  
Check-out time: 11 a.m.

Five rooms are available for Sunday, May 23- Wednesday, May 26.

The Inn at Saratoga requests that all reservations be guaranteed with either a one-night rate deposit or credit card. Hotel will charge a

fee equivalent to one night's room and tax for any no-show reservations. Cancellations will be accepted up to 72 hours in advance of arrival. If cancellation is not received at least 72 hours in advance, a charge equal to the last night's room and tax will be assessed.

**Cut-off date: April 23, 2010**

[www.theinnatsaratoga.com](http://www.theinnatsaratoga.com)

## 4. The Hilton Garden Inn

125 South Broadway  
Saratoga Springs, NY 12855  
518-587-1500

\$132 single Check-in time: 4 p.m.  
\$132 double Check-out time: 11 a.m.

10 rooms are available for Sunday, May 23, and 25 rooms are available for Monday, May 24 and Tuesday, May 25, 10 Rooms for Wednesday, May 26.

Cancellations must be received 24 hours prior to arrival date.

**Cut-off date: April 23, 2010**

[www.hilton.com](http://www.hilton.com)

## 5. The Six Sisters Bed & Breakfast

149 Union Avenue  
Saratoga Springs, NY  
518-583-1173

\$120 - \$140 plus tax single/double rate  
Check-in time: 2 p.m.

Check-out time: 11 a.m.

Rate includes full breakfast

First-come, first-served for reservations

[www.sixsistersbandb.com](http://www.sixsistersbandb.com)

## 6. The Westchester House

102 Lincoln Avenue  
Saratoga Springs, NY  
518-587-7613

\$130 - \$150 single  
Check-in time: 2 p.m.

Check-out time: 11 a.m.

First-come, first-served for reservations

[www.westchesterhousebandb.com](http://www.westchesterhousebandb.com)

## 7. The Marriott Courtyard

11 Excelsior Avenue  
Saratoga Springs, NY  
518-226-0538

1-800-321-2211  
\$139 single/double

Check-in time: 3 p.m.

Check-out time: 11 a.m.

12 rooms are available for Sunday, May 23, 35 rooms for Monday, May 24 and 30 rooms for Tuesday, May 25. Cancellations must be received 24 hours prior to arrival date. First-come, first-served for reservations.

**Cut-off date: April 30, 2010**

## 8. The Hampton Inn

25 Lake Avenue  
Saratoga Springs, NY  
518-584-2100

\$149 single/double

Check-in time: 3 p.m.

Check-out time: 11 a.m.

25 rooms are available for Sunday, May 23, Monday, May 24 and Tuesday, May 25  
Cancellations must be received 72 hours prior to arrival date.

Rooms offered on a first-come, first-served for reservations.

**Cut-off date: April 23, 2010**

## 9. The Saratoga Arms

497 Broadway  
Saratoga Springs, NY  
518-584-1775

\$145 single w/o breakfast

\$160 double w/o breakfast

Check-in time: 4 p.m.

Check-out time: 11 a.m.

This is a concierge hotel under the personal supervision of the proprietor. Across the street from the City Center, this historic building has been recently renovated and decorated as an upscale property. Each room is unique. However, all rooms include antiques, voice mail, data-port, TV, CD player and private baths. ALL ROOMS ARE NON-SMOKING. Reservations taken up to the date of the conference, based on availability.

[www.saratoga-lodging.com](http://www.saratoga-lodging.com)

## 10. The Marriott Residence Inn

295 Excelsior Avenue  
Saratoga Springs, NY  
518-584-9600

\$159 for studio or one-bedroom suite

Includes free home-style breakfast each morning and complementary evening social Monday - Thursday. Shuttle service available to conference hotel.

Check-in time: 3 p.m.

Check-out time: Noon

One suite is available for Sunday, May 23, Ten suites available, Monday, May 24- Wednesday, May 26.

Cancellations must be received 24 hours prior to arrival date.

First-come, first-served for reservations

**Cut-off date: April 23, 2010**

# Exhibit Regulations

The following regulations have been developed to ensure that the exhibition is conducted in a safe and responsible manner.

**1. Default Occupancy.** Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying the full rental price for such space, and NYAHSa shall have the right to use such space as it sees fit to eliminate blank space in the exhibit, provided such booth space is not occupied by 6 p.m. on Monday, May 24, 2010.

**2. Cancellation of Exhibit Space.** It is understood that there will be no refund of the exhibit fee if the contract is canceled after May 4, 2010. Cancellation prior to that date requires payment of 25% of the exhibition fee.

**3. Insurance.** Exhibitors shall indemnify and hold harmless NYAHSa, its authority agents, The Saratoga Hilton and Saratoga City Center from all liability for:

a) Damage or loss resulting from fire, theft, accident or other cause.

b.) Any injury that may occur to show visitors, exhibitors, their agents, employees or others.

**4. Fire, Safety, Health.** Exhibitors must assume full responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health.

a) Table coverings and booth equipment must be nonflammable material. All decorative materials must be fire-resistant and in accordance with the standards established by the National Board of Fire Underwriters. Certificates attesting that all materials referred to herein have been flame proofed must be notarized and submitted upon request. Flame-proofing which is not in accordance with the applicable codes is a violation and unacceptable.

b) All exhibit equipment and materials must be contained within the booth and protected with adequate safeguards to pose no danger to other exhibitors or participants.

c) Exhibits that produce high noise levels or produce offensive odors will not be permitted.

**5. Housekeeping.** Each exhibitor is responsible for the cleanliness of his/her exhibit and shall properly dispose of any garbage or waste resulting from the exhibit.

## SET-UP AND DISMANTLING

**1. Official Service Contractor.** Clifton Park Convention Services, DK and S Enterprises Inc., 871 Main Street, Clifton Park, New York 12065, phone: 518-877-7449, fax: 518-877-6356 has been selected as the contractor for booth furnishings, electricity, and other services. Show management assumes no responsibility for any contractual arrangements with Clifton Park Convention Services.

**2. Shipping.** The Saratoga Hilton will accept prepaid shipment (total weight not to exceed 50 lbs.) 72 hours prior to exhibition dates. The following information must be on the package: New York Association of Homes & Services for the Aging, May 24-25, 2010, number of packages, your company name, Attn: Sales and Catering.

**3. Installation Date.** Exhibitors may start installing displays at 2 p.m. on Monday, May 24, 2010. All exhibits must be completed and in place by 5 p.m. on Monday, May 24, 2010. If displays or equipment are received late, the exhibitor will be required to wait for installation until after the exhibition closing hours on the day of delivery.

**4. Dismantling Date.** Dismantling of exhibits will begin on Tuesday, May 25, 2010 at the conclusion of the exhibit raffle drawing (approximately 5:30 p.m.). All exhibits must be packed at the close of the show and removed from the Saratoga City Center/The Saratoga

Hilton no later than 8 p.m. Tuesday, May 25, 2010. Freight not removed by 8 p.m. will be transferred out of the Saratoga City Center/The Saratoga Hilton at the expense of the exhibitor.

## DAMAGE CONTROL

**1. Protection of Building.** Nothing should be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. Whatever is necessary to properly protect the building, equipment or furniture will be at the expense of the exhibitors. Exhibitors are liable for any damage they cause.

**2. Plastic for Floor Surfaces.** Plastic sheeting must be placed under all machinery or displays containing oil or other substances that may leak onto the floor surface. Please bring this with you.

## SECURITY

**1. Guard Service.** Security guards will be in attendance Monday, May 24 and Tuesday, May 25, 2010.

## AESTHETIC ASPECTS

**1.** Backgrounds may not exceed the height of the rear curtain (8'). The sides of the display must not exceed the height of the side curtain (3') except in those instances where side support is deemed necessary for support of the back of the display. It will be the responsibility of the exhibitor to ensure that his/her display is aesthetically finished on all sides visible to the public.

**2. Obstructions.** In no case may any decoration or fixtures interfere with another exhibit.

**3. Appearance.** All displays should be professional looking so as not to detract from the overall appearance of the exhibition.

## MISCELLANEOUS

**1. Food/Beverages.** No food or beverages may be served in the exhibit area unless written permission has been obtained prior to the event.

**2. Registration.** Show management shall have sole control over admission policies at all times. All persons visiting the convention and exhibition, as well as exhibitor personnel, shall be required to register and wear an appropriate badge while in attendance. Only registered conference attendees and registered booth exhibitors are allowed in exhibit area.

**3. Sales Signs.** The exhibition is not a specific sales facility for individual exhibitors. Its purpose is the promotion and stimulation of interest in, and demand for, the industry's products and services in general, and it is conducted in a manner reasonably

calculated to achieve that purpose. No signs of any nature may be displayed on or near any equipment or supplies or any part of an exhibit booth, nor may any printed information be distributed that any sales were made during the exhibition. The right to exhibit does not constitute an endorsement of a product or service.

**4.** A maximum of four exhibitors per booth per event will be allowed at any given time to any given event.

**5.** Exhibitors must be employees of the company contracting with NYAHSa for booth space.

**6.** Exhibits cannot be dismantled prior to the conclusion of the exhibit raffle drawing, Tuesday, May 25, 2010.

## 2009 Exhibitors & Sponsors

### 2009 Exhibitors

6N Systems, Inc.  
AAHSA Group Purchasing & Shared Services  
AdvancedMeal  
Alliance Continuing Care Network  
Alliance Rehab Administrative Services of NY, LLC  
Amalgamated Bank  
American HealthTech  
Andron Construction Corp.  
Answers On Demand  
Azar Decorating Co., Inc.  
Best Bath Systems  
Broadview Networks  
Buffalo Hospital Supply  
CCRx of New York, LLC  
Chem Rx  
Clark Patterson Lee  
Cool Insuring Agency, Inc.  
Dakim, Inc.  
Dentserv  
DEPFA First Albany Securities LLC  
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