



33rd Annual Trade Show Blueprint for the Future - Let's Get to Work

Monday, April 30 - Tuesday, May 1, 2012
Saratoga Hilton Hotel
2012 Exhibit Booth Application

Exhibitor Booth Rate:

*Prime Booth	ESAAL Member \$1,995	Non-Member \$2,245	Regular Booth	ESAAL Member** ☐ \$945	Non-Member ☐ \$1,195
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- * A prime booth is located in a more heavily trafficked area
- ** To receive the ESAAL member rate, you must be a member in good standing or submit Member Application with payment. For more information or membership questions, contact Carla Erhartic at 518-371-2573 or cerhartic@esaal.org

Special Early Bird Rate...Take an additional 10% off of the exhibitor booth rate if reserved and paid for by March 16, 2012!

Exhibitor Booth Rates Include:

- 8' x 10' booth - theme colors are yellow and blue
- 6' covered, skirted table with (2) chairs and waste basket
- Large booth sign with company name and booth number
- (5) hours of dedicated exhibit hours with meals and entertainment inside of hall to encourage attendee participation
- (3) meals served inside of the exhibit hall for (2) representatives * additional cost of \$100 per person for extra reps (Kosher supplied at no extra cost but must be requested)
- Admittance to all educational functions * Continuing Education Credits are not issued
- Listing in Conference Program
- Listing and link on ESAAL website
- Listing in **ESAAL Buyers Guide** - direct link from ESAAL website to your company posted for one year after conference

Booth rates do not include:

- Expense for lodging
- Shipment of materials - Use Exhibitor Services (Total Events Company)Order form
- Electrical Needs - Use Exhibitor Services (Total Events Company)Order form
- Internet or Phone availability inside the trade show - See Spa.Net LLC/Saratoga City Center Form

Trade Show Hours:

Monday, April 30	1:00 p.m. - 5:00 p.m. 6:00 p.m. - 9:00 p.m.	Exhibit Booth Set Up Show opens reception & dinner served inside exhibit hall
Tuesday, May 1	7:30 a.m. - 8:30 a.m. 10:30 a.m. - 11:00 a.m. 12:30 p.m. - 1:30 p.m. 1:30 p.m.	Show re-opens, breakfast served inside exhibit hall Coffee break served inside exhibit hall Lunch served inside exhibit hall Trade Show closes



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	Exhibitor Rate	Subtotal
Prime Booth - ESAAL Member* SOLD OUT!	\$945 SOLD OUT!	
Prime Booth - Non Member SOLD OUT!	\$1,195 SOLD OUT!	
Regular Booth - ESAAL Member*	\$945	
Regular Booth - Non Member	\$1,195	
Take 10% off for Early Bird Discount if paid before March 16, 2012		
Additional Food Cost for more than 2 reps @ \$100 per person		
Grand Total:		

Company Name: _____

Company Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Web site: _____

Email: _____

This page's information will appear in our Conference Program and in ESAAL's Buyers Guide and on the ESAAL website. IF YOU DO NOT INCLUDE THIS INFORMATION, WE CANNOT INCLUDE YOUR COMPANY IN ALL THE FREE PROMOTION...DON'T LOSE OUT!

TO BE INCLUDED IN THE CONFERENCE PROGRAM YOUR COMPANY DESCRIPTION AND PAYMENT IS DUE BY FRIDAY, MARCH 30, 2012. THANK YOU.

A maximum of 25 words, not including name, address, phone, etc. (Use a separate sheet of paper if you prefer.)

25 Word Description Here:



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Mail the completed application with a check or completed credit card authorization form to: ESAAL, 646 Plank Road, Suite 207, Clifton Park, NY 12065	Or fax the completed application and the credit card authorization form to: 518-371-3774
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Contact Name:	
Title:	
Company Name:	
Address:	
City, State, Zip	
Phone:	
Fax:	
Email:	

Representative 1:		
Direct Phone No.:		Email:
Kosher Meals Requested for Rep #1:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Representative 2:		
Direct Phone No.:		Email:
Kosher Meals Requested for Rep #2	<input type="checkbox"/> Yes	<input type="checkbox"/> No

If additional representatives will be at booth, copy this page and complete the above requested information for each. Keep in mind each additional representative will be charged \$100 for meals.

We encourage exhibitors to donate door prizes to be given away during the Trade Show.
 Yes, we will donate a door prize to be given away during the Trade Show

For more information or questions contact Linda Yakatan at:
 518-371-2573 or lyakatan@esaal.org



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Exhibitor Guidelines

Exhibitor agrees to utilize its exhibition space strictly in accordance with the Rules and Regulations stated below:

Reservation for an exhibition space at the Trade Show may be made by returning a signed contract with the rent payment to the ESAAL. Payment is due with the return of the signed contract or by the latest April 15, 2012; or company will not be allowed to set up an exhibition space. Please note to be included in the printed conference program your application must be submitted by March 30, 2012. Checks should be made out to ESAAL or use the credit card payment form below

Electrical or other mechanical apparatus must be muffled so that noise does not interfere with other exhibits. Volatile or inflammable oils, gases, unprotected picture film, other explosive or inflammable matter, or any substance prohibited by city laws or insurance carriers is not permitted on premises.

No exhibit will be permitted to span an aisle by roofing or floor covering. Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. Inspections of the exhibits will be made during the set-up time and an effort will be made to advise the exhibitor of any deviation from the exhibit rules. In the event the exhibitor is not available, the decorator with the approval of ESAAL's Executive Director will provide draping deemed necessary (including draping of any unfinished tables) and submit charges to the exhibitor.

Exhibitors may supply giveaways and take orders of goods and services only in their designated exhibit spaces. Canvassing or distribution of advertising matter outside the exhibitor's own space will not be allowed. **Solicitation of business, except by exhibiting company, is prohibited. Non-exhibiting suppliers are not permitted into the trade show. Show management reserves the right to refuse ineligible registrations. Non-exhibiting suppliers may register for and attend the general sessions of the conference.**

Prior to the Trade Show, exhibitors must make arrangements with the show decorator Total Events for the items that are not covered in the booth cost including **Electrical requirements and Shipment of Materials**. Contact ESAAL office for Total Event Exhibitor Kit. For Internet or phone use inside of trade show contact Spa.Net LLC is the exclusive provider of Internet and Phone service at the Saratoga Springs City Center. Contact ESAAL office for form.

Cancellations received by ESAAL prior to thirty (30) days before the trade show will receive a full refund minus a \$100 administration charge. There will be no refunds for cancellation made less than thirty (30) days before the trade show.

Liability

The **Exhibitor** assumes the entire responsibility and liability for losses, damages and claims arising out of injury to any person or property or damage to exhibitor's tables, displays, equipment and other property brought upon the premises of the Saratoga Hilton Hotel and the Saratoga City Center and shall indemnify and hold harmless ESAAL, its agents, employees, officers, directors, and members from any and all such losses, damages and claims.

ESAAL will make every effort to protect the Exhibit Hall by providing security during non-exhibit hours; however, the exhibitor has the responsibility to protect its property and to obtain insurance to cover the value of its property. ESAAL cannot guarantee to protect the exhibitors against loss or damage of any kind.

Exhibitor Agreement:

I have read and understand the above referenced guidelines. My company and all representatives will abide by these guidelines during the ESAAL Trade Show.

Signature: _____

Date: _____

Print Name: _____



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Conference Credit Card Payment Authorization Form

Facility/Company Name: _____

Contact Person: _____

Phone Number: _____

Fax
Number: _____

Credit Card Information *ESAAL only accepts the following credit cards.*

Credit Card: *(Please Check)* Visa MasterCard Discover American Express

Total Amount: \$_____

Required information for processing credit card:

Credit Card No:		
Expiration Date:		CVV2 Code: <small>(The 3 or 4-digit code is located either on the front or back of the card.)</small>
Name as listed on Card (Please Print):		
Street Address of Authorized Cardholder:		
City, State, & Zip Code:		

I hereby authorize ESAAL to charge my credit card the amount indicated on this form for the purpose stated. ***Without a signature, your credit card will not be processed.***

Cardholder's Signature: _____

Please return your completed form via fax or mail to:

The Empire State Association of Assisted Living
646 Plank Road, Suite 207, Clifton Park, NY 12065
Fax: 518-371-3774