

Alcoholism & Substance Abuse Providers
of New York State's 6th Annual Veterans Summit

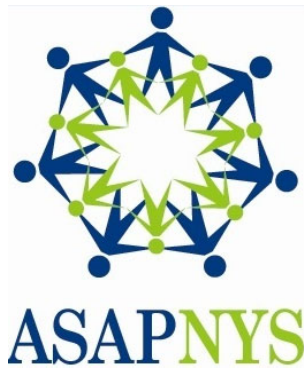
Marketing Opportunities



“REPAYING A DEBT”
HONORING VETERANS FOR THEIR SERVICE



May 13, 2020
Doubletree by Hilton Tarrytown
485 South Broadway, Tarrytown, New York 10591



Dear Colleague,

The Board of Directors and the 2019-2020 ASAP Veterans Conference Planning Committee are excited to offer you an outstanding opportunity to reach ASAP members through our 6th Annual Veterans Summit on May 13, 2020 at the Doubletree by Hilton Tarrytown in Tarrytown, New York. Sponsorship opportunities allow you to connect with our system leaders and showcase your organization's commitments to services supporting our veterans.

This packet outlines the marketing opportunities available to your organization in conjunction with the Summit. All of the opportunities outlined in this packet are designed to maximize your outreach to the industry.

We hope you will be able to join us at this Summit. Should you have any questions regarding marketing opportunities for this conference, please contact me directly at (518) 426-3122 x103 or via e-mail at slafountain@asapnys.org. We look forward to seeing you in May, 2020.

Sincerely,

Sherry LaFountain

Sherry LaFountain

Director of Events Management, Marketing & Development

Marketing Opportunities to Consider:

- ★ Exhibiting at the conference
- ★ Sponsorships of conference activities that offer wide reach and visibility
- ★ Advertising in Conference Program
- ★ Packaging your organization's literature with registration materials

MARKETING OPPORTUNITIES

Veterans Summit Partner **\$10,000**

Logo sponsorship as a Summit Partner on all Summit printed and marketing materials. Sponsorship of a Summit Plenary Session and an opportunity to provide a welcome introduction; Ten (10) Summit registrations; premier exhibit booth placement; product information distribution in registration packets; and right to use the Summit name in promotion of your Summit partnership.

Veterans Summit Program Partner **\$5,000**

Logo sponsorship of a Summit Session and an opportunity to provide a welcome and introduction of the session speaker(s); Five (5) Summit registrations; exhibit booth and right to use the Summit name in promotion of your Summit Program Partnership.

Veterans Summit Registration Partner **\$2,750**

Listed as a registration sponsor on all Summit registration materials and correspondence. Registration partners also receive an exhibit booth, two (2) registrations and the right to use the Summit name in promotion of your partnership.

Veterans Summit Exhibitor **\$1,100**

Summit exhibitors receive one (1) 6 foot draped table with (2) Chairs and two (2) Summit Registrations.

Program Advertising & Marketing

Advertise in the ASAP Veterans Summit Conference Program. The program contains all of the information pertaining to sessions, presenters, and activities. All conference attendees, speakers, and primary exhibitor representatives receive a copy at registration. An invaluable tool, the conference program is referred to many times during and after the event. Art must be in TIFF/JPG format at 300 dpi resolution or higher. Half and Quarter Page ads must be horizontal.

Advertising Specifications: Full Page \$600 7" x 9 ¼" Half Page \$400 7" x 4 ¾" Quarter Page \$250 3 ½" x 4 ½"

Literature Distribution

You can have your literature prepackaged with every conference attendee's registration materials. This is an effective and inexpensive way to capture the attention of the conference attendees, prompting them to seek out your booth in the exhibit hall. Placing your literature in the registration packet is also a great option for those of you who are unable to attend the conference

Distribution Costs: One brochure \$350; Two brochures \$450 Three brochures \$550; Additional per piece over three \$100. Please note: **Your company is responsible for providing the brochures/pamphlets. Please plan to provide at least 250 copies.**

SPONSOR REGISTRATION FORM

6th Annual Veterans Summit

"Repaying a Debt" Honoring Veterans for Their Service

May 13, 2020

We have decided to sponsor the ASAP Veterans Summit

- Summit Partner Summit Program Partner Summit Registration Sponsor Summit Exhibitor
 Program Advertisement Literature Distribution

CONTACT INFORMATION:

Company Name _____

Company Contact _____

Company Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Company Name as it will appear in the conference program _____

COMPANY CONTACT NAME AND PHONE NUMBER:

To be printed in the conference program _____

Name Badge 1: _____

Name Badge 2: _____

Space is limited. Exhibit space is sold on a first come-first served basis. Please contact Sherry LaFountain with your specific dimensions if you want to be sure your display will not exceed booth capacity prior to signing up. All exhibit tables will be 6 foot in length and draped.

** A description of your company will be printed in the conference program. Please limit your company description to 100 words or less. Submit your description via e-mail to slafountain@asapnys.org no later than April 10, 2020. ** All advertisement materials must be received no later than April 10, 2020. Ads can be either in B&W or full color and must be submitted either in a PDF, JPEG or TIFF file.

PAYMENT INFORMATION: Check made payable to ASAP is enclosed. Sponsors are responsible for any and all bank charges. A \$50 processing fee will be charged for returned checks.

_____ VISA _____ MASTERCARD _____ AMERICAN EXPRESS

Name on Credit Card _____

Credit Card # _____

Credit Card Billing Address _____

City _____ State _____ Zip _____

Charge Amount \$ _____ Expiration Date: _____ Security Code: _____

Signature _____

All checks should be mailed to: ASAP, 11 North Pearl Street, Suite 801, Albany, New York 12207

Fax the completed application to (518) 426-1046

For More Information, contact: Sherry LaFountain

Phone (518) 426-3122 x103 or via e-mail: slafountain@asapnys.org