



# ASAP 17TH ANNUAL CONFERENCE

## OCTOBER 16 - 19, 2016

NYASAP  
Celebrating 20 Years!  
1996-2016

THE SARATOGA HILTON & CITY CENTER | SARATOGA SPRINGS, NY

*Collaboration, Innovation, Integration and Outcomes*

## 2016 Marketing Opportunities

**Performance Matters in Health Care Reform:  
Collaboration, Innovation, Integration and Outcome  
Driven Value**

**ALCOHOLISM AND SUBSTANCE ABUSE PROVIDERS OF NEW YORK STATE**  
**WWW.ASAPNYS.ORG**

## ABOUT ASAP

New York Association of Alcoholism and Substance Abuse Providers, (ASAP) represents the interests of the largest substance use disorders and problem gambling services system in the United States. Through advocacy at the state and federal levels, ASAP champions the urgent message that substance use and problem gambling are public health issues that with adequate resources can be effectively addressed.

ASAP offers professional development, program development, technical assistance, and community education to strengthen and increase access to prevention, treatment and recovery support services.

ASAP serves as a catalyst for cross systems collaboration with public health, mental health, criminal justice, juvenile justice, child welfare, and social services, policy makers and service providers. We represent the field on numerous policy development and implementation work groups with a regional, statewide and national focus.



## STAY CONNECTED!

Visit us at [www.asapnys.org](http://www.asapnys.org)

### Follow us on:



Facebook

<https://www.facebook.com/ASAPNYS>



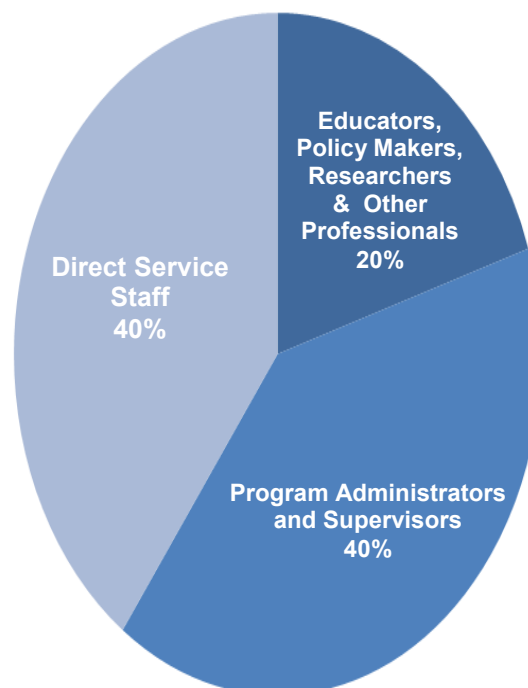
Twitter

<https://twitter.com/asapnys>

## WHO ATTENDS?

This conference is designed for persons interested in effective substance use disorder and problem gambling prevention, treatment and recovery services. ASAP conference attendees are a mix of program administrators and directors, clinical staff and other professionals from local, state and federal organizations.

### Composition of Conference Attendees



## CONTACT INFORMATION

### SPONSOR/EXHIBITOR COORDINATOR

Lisa Appiarius  
Site Solutions Worldwide  
(518) 399-7181 x 2671  
[LisaA@sswmeetings.com](mailto:LisaA@sswmeetings.com)

### CONFERENCE LOCATION

The Saratoga Hilton and City Center  
534 Broadway  
Saratoga Springs, NY 12866

<b>Conference Sponsorships</b>	<b>Women's Luncheon Sponsor</b> <b>\$5,000</b>	<b>Executive Leadership Luncheon Sponsor</b> <b>\$5,000</b>	<b>Bronze Sponsor</b> <b>\$5,000</b>	<b>Silver Sponsor</b> <b>\$7,500</b>
<b>Conference passes included</b> <i>(includes tickets to conference lunches)</i>	2	2	2	4
<b>Exhibit Booth</b>	Standard	Standard	Standard	Standard
<b>Company logo placed on the conference registration website with link to company website</b>	✓	✓	✓	✓
<b>Company logo included in all marketing emails promoting the conference</b>	✓	✓	✓	✓
<b>Company logo placement in Conference program book</b>	Sponsor Recognition Page	Sponsor Recognition Page	Sponsor Recognition Page	Sponsor Recognition Page
<b>Conference program book advertisement (B&amp;W or Color)</b>				Quarter Page
<b>75-word company profile listed in the Conference Program</b>	✓	✓	✓	✓
<b>Company logo featured on Conference signage</b>	Women's Luncheon Signage	Executive Leadership Luncheon Signage	All Signage	All Signage
<b>Opportunity to supply a promotional item in the conference attendee bag</b>				
<b>One (1) marketing email (email provided by the sponsor) sent to ASAP conference attendees (2) weeks prior to the conferences</b>				
<b>Access to conference attendee list With contact information.</b>	✓	✓	✓	✓
<b><i>Special Sponsorship Inclusions</i></b>	Opportunity to supply a promotional item for luncheon attendees	Opportunity to supply a promotional item for luncheon attendees		

<b>Conference Sponsorships</b>	<b>Gold Sponsor</b>	<b>Platinum Sponsor</b>	<b>Diamond Sponsor</b>
	<b>\$10,000</b>	<b>\$15,000</b>	<b>\$20,000</b>
<b>Conference passes included</b> <i>(includes tickets to conference lunches)</i>	6	8	10
<b>Exhibit Booth</b>	Premium	Premium	Double Premium
<b>Company logo placed on the conference registration website with link to company website</b>	✓	✓	✓
<b>Company logo included in all marketing emails promoting the conference</b>	✓	✓	✓
<b>Company logo placement in Conference program book</b>	Sponsor Recognition Page	On the cover	On the cover
<b>Conference program book advertisement (B&amp;W or Color)</b>	Half Page	Full Page	Full Page
<b>75-word company profile listed in the Conference Program</b>	✓	✓	✓
<b>Company logo featured on Conference signage</b>	All Signage	All Signage	All Signage
<b>Opportunity to supply a promotional item in the conference attendee bag</b>	✓	✓	✓
<b>One (1) marketing email (email provided by the sponsor) sent to ASAP conference attendees (2) weeks prior to the conferences</b>		✓	✓
<b>Access to conference attendee list With contact information.</b>	✓	✓	✓
<b><i>Special Sponsorship Inclusions</i></b>	Recognized as the sponsor of one of the Conference Keynote Sessions	Recognized as the sponsor of one of the Conference Keynote Sessions	Opportunity to host a Conference Breakout Session  Introduction and welcome remarks at Executive Leadership Luncheon  Company logo on attendee conference bag

# EXHIBITOR & ADVERTISING OPPORTUNITIES

## EXHIBITORS

### Standard Exhibitor

- 6' skirted table & two (2) chairs
- Exhibitor identification sign
- One (1) conference pass
- 75-word company profile listed in the conference program

***Business/Vendor:*** \$1900  
***Treatment/Service Provider:*** \$1400

### Premium Exhibitor

- 6' skirted table & two (2) chairs
- Exhibitor identification sign
- Two (2) conference passes
- 75-word company profile listed in the conference program
- Opportunity to select from Premium exhibit table locations

***Business/Vendor:*** \$2400  
***Treatment/Service Provider:*** \$1900

## ADVERTISERS

### REGISTRATION SPONSOR

Showcase your company logo as the Conference Registration Sponsor. This sponsorship includes the company logo on the conference registration website, the opportunity to supply the conference registration desk with promotional materials plus your company logo on all registration signage!

**\$2,500**

### RELAXATION STATION

Professional massage therapists provide upper body chair massages within the Exhibit Hall. Get exclusive signage as the sponsor of this area during Monday of the conference.

**\$1,500**

### RECHARGING STATIONS

Recharging stations are capable of charging all types of cell phones. These sleek units offer the charging ability, as well as providing signage for sponsors.

**\$1,500**

### FLYER OR BROCHURE IN REGISTRATION PACKET

(500 Pieces)

**\$500**

# ASAP 17th Annual Conference - Exhibit Terms and Conditions

*Please sign at the bottom and fax back along with your registration form*

**Assignment of Exhibit Space:** Table assignments will be made on a first-come, first-serve basis and will be based upon the receipt of the completed exhibitor application and payment of the table fee. You may request to NOT be placed next to a competitor if received in a timely manner. ASAP reserves the right to alter the floor plan if deemed necessary for the good of the overall conference program and trade show.

**Eligible Exhibits:** ASAP reserve the right to determine the eligibility of any Company or Product to exhibit in the Show and further reserves the right to reject any application and/or limit space assigned to any one Company.

**Limitation of Liability:** The Exhibitor agrees to make no claim for any reason whatsoever against ASAP and/or Show Sponsors and the City and/or State wherein Show is held, for loss, theft, damage or destruction of goods, nor for any injury to himself or employees while Show is in progress, being set up or taken down. Exhibitor agrees to indemnify and hold harmless ASAP, its agents, Show Sponsors and the Venue or City/State wherein the Show is held, and their employees against any and all claims of any person arising out of acts, omissions, or negligence of Exhibitor, its agents or employees.

**Limitation of Exhibits:** ASAP reserve the right to stop or remove from the Show any Exhibitor, or his representative, performing an act or practice, which, in the opinion of ASAP is objectionable or detracts from the dignity of the Show or is unethical to the business purpose of the Show. ASAP reserves the right to refuse admittance of exhibits or materials to the Show until all dues and fees owed are paid in full. No Exhibitor, without the express permission of the ASAP under additional compensation for space (i.e. Hospitality Suite) shall hold any social event to which Buyers are invited, or entice Buyers off the Show floor during official Show hours.

**Exhibit Restrictions:** No Exhibitor or part of an exhibit will be admitted to any space until rental of that space has been paid in full. No Exhibitor may dismantle his exhibit until the designated time on Tuesday, Oct 18, 2016. The Exhibitor shall properly staff the exhibit during the Show hours. Exhibitors are liable for any damage caused to building walls, floors or columns or other Exhibitor's property.

**Boundaries:** All parts of exhibits must be exhibited within the Exhibitor's assigned space boundaries. Aisle space is under the control of ASAP.

**Security:** During the hours when the exhibit area is closed the doors to the Exhibit Hall will be locked. However, it is recommended that all exhibitors remove any items of value at the end of each day. The safekeeping of the exhibitor's property shall remain the responsibility of the Exhibitor.

**Installation and Dismantling:** The Exhibitor explicitly agrees that in the event it fails to install its products in assigned Exhibit Space or fails to remit payment for required space rental at time specified, Exhibit Management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper. In addition, the Exhibitor shall not dismantle or otherwise interfere with the orderly conduct and display of the Exhibits until the Exhibit Floor is finally closed to the Conference attendees.

**Agreement of Terms, Conditions, and Rules:** Exhibitor agrees to observe and abide by the foregoing Terms, Conditions and Rules and by such additional Terms, Conditions and Rules made by Exhibit Management from time to time for the efficient or safe operation of the Exhibit, including, but not limited to, those contained in this Contract. In addition to Exhibit Management's right to close an Exhibit and withdraw its acceptance of this Application/Contract, Exhibit Management in its sole judgment may refuse to consider for participation in future Exhibits an Exhibitor who violates or fails to abide by all such Terms, Conditions, and Rules. There is no other agreement or warranty between the Exhibitor and Exhibit Management except as set forth in this document. The rights of Exhibit Management and the Exhibitor under this Contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of the respective parties.

**General Show Policies:** Noisy or offensive exhibits are prohibited. Distribution of literature or samples must be related to exhibit and distribution limited to within Exhibitor's space. No food or beverages may be distributed from Exhibitor's space without the approval of ASAP. Assignment or subletting of assigned space by Exhibitor is not permitted without approval of ASAP for any reason. Exhibitor must comply with all local laws, rules, regulations and ordinances in force. The Exhibitor may not display signs that are not professionally prepared or, in the opinion of ASAP detract from the appearance of the Show in any manner whatsoever. ASAP shall have sole control over all admission policies at all times.

**Termination of Show:** If ASAP determines that the premises where the Show is to be held have become unfit for occupancy, or if the premises are materially interfered with by reason of strike, embargo, injunction, act of war, act of God, any other emergency or any act or event not the fault of ASAP, this agreement may be terminated by ASAP. In the event of such termination the Exhibitor waives any and all damages to ASAP.

**Collection Policy:** The Exhibitor agrees to pay any and all fees and dues owed to ASAP which have not been paid in full prior to the opening of the Show.

**Cancellation or Withdrawal:** Cancellation of space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation via email: [LisaA@sswmeetings.com](mailto:LisaA@sswmeetings.com). If written notice is received on or before September 2, 2016 total money less \$300.00 cancellation fee will be refunded to Exhibitor. No refunds will be allowed for any cancellation after September 2, 2016.

**\*\*Upon signing below, Sponsor/Exhibitor agrees to be bound by the Exhibit Terms and Conditions. The undersigned is fully authorized to commit to all terms and conditions of this contract.**

\_\_\_\_\_  
Authorized Signature

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Date \_\_\_\_\_

**Send Signed Terms & Conditions to Lisa Appiarus:  
Fax: 518-399-3033 or [LisaA@sswmeetings.com](mailto:LisaA@sswmeetings.com)**



# ASAP 17TH ANNUAL CONFERENCE OCTOBER 16-19, 2016 MARKETING OPPORTUNITIES REGISTRATION

**Deadline: 9-02-2016** | Fax completed  
application to: (518) 399-3033 or email to:  
LisaA@sswmeetings.com

## COMPANY INFORMATION—Print information as you wish to see it published in the Conference Program

COMPANY:

PUBLISHED CONTACT NAME AND TITLE:

PUBLISHED ADDRESS:

CITY, STATE, ZIP CODE:

PUBLISHED PHONE: (       )

PUBLISHED FAX: (       )

PUBLISHED E-MAIL:

WEBSITE:

*Please indicate below the person who should receive all communications regarding your company's participation*

Contact Name:

Phone:

E-mail:

## CONFERENCE PASSES—Name & Email of individuals included with your package

Pass 1:

Pass 4:

Pass 2:

Pass 5:

Pass 3:

Pass 6:

Pursuant to the Americans with Disabilities Act, do you require specific aids or services at the conference?

Do you have any special dietary requirements?

Photo/Video consent (selecting yes indicates consent for this person to be photographed or videotaped for promotional and/or educational purposes) Yes\_\_\_\_ No\_\_\_\_

## SPONSOR/EXHIBITOR SELECTION

☐ Diamond Sponsor \$20,000    ☐ Platinum Sponsor \$15,000    ☐ Gold Sponsor \$10,000    ☐ Silver Sponsor \$7,500  
☐ Bronze Sponsor \$5,000    ☐ Executive Leadership Luncheon Sponsor \$5,000    ☐ Women's Luncheon Sponsor \$5,000

Standard Exhibitor:    ☐ Business/Vendor: \$1900

☐ Treatment/Service Provider: \$1400

Premium Exhibitor:    ☐ Business/Vendor: \$2400

☐ Treatment/Service Provider: \$1900

\$ \_\_\_\_\_

**Our Competitors: We prefer NOT to be next to:** \_\_\_\_\_

## ADDITIONAL MARKETING OPPORTUNITIES

☐ Registration Sponsor \$2,500

☐ Relaxation Station \$1,500

☐ Recharging Station \$1,500

☐ Flyer/Brochure in Registration Packet \$500

\$ \_\_\_\_\_

## ADDITIONAL CONFERENCE PASSES—\$200.00 each

Please send the names and email addresses for the # of extra passes purchased to Lisa Appiarius at

LisaA@sitesolutionsworldwide.com

# of additional passes \_\_\_\_\_ x \$200 = \$ \_\_\_\_\_

## FORM OF PAYMENT

Make all checks payable to "ASAP" & mail checks and completed applications to: **ASAP, c/o Site Solutions Worldwide, P.O. Box 113, Clifton Park, NY 12065.** Registrants are responsible for any and all bank charges. A \$50 processing fee will be charged for returned checks.

### CHARGE MY CREDIT CARD

☐ Visa    ☐ MasterCard    ☐ American Express

Credit Card Number

Expiration Date

Security Code

Name on Card

Billing Zip Code

Billing Address for Credit Card

\$

Charge Amount

Signature

### DEADLINE SEPTEMBER 2, 2016.

Exhibit space is not guaranteed until full payment is received. If you need confirmation of receipt of your application, please call (866) 374-6338.