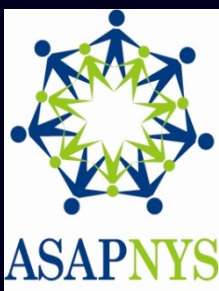


Alcoholism & Substance Abuse Providers
of New York State's 7th Annual Veterans Summit

Marketing Opportunities



"COMBAT TO CRISIS"
THE STRENGTH OF THE VETERAN COMMUNITY



November 3, 2021
Sleepy Hollow Hotel & Conference Center
455 South Broadway
Tarrytown, New York 10591



Dear Colleague,

The Board of Directors and ASAP's Veterans Conference Planning Committee are excited to offer you an outstanding opportunity to reach ASAP members through our 7th Annual Veterans Summit on November 3, 2021 at the Sleepy Hollow Hotel & Conference Center 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 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 November, 2021.

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 ¾ 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

7th Annual Veterans Summit

"Combat to Crisis" The Strength of the Veteran Community

November 3, 2021

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 October 1, 2021. ** All advertisement materials must be received no later than October 1, 2021. 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. Exhibitors/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 (required) _____

City _____ State _____ Zip _____

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

Signature _____

All checks should be mailed to: ASAP, 194 Washington Avenue, Suite 300, Albany, New York 12210

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