

*Health Equity:
The Vital Role of Addiction Services*

23rd ANNUAL CONFERENCE

ASAP

MARKETING OPPORTUNITIES

**Crowne Plaza Albany
The Desmond Hotel**

660 Albany Shaker Road, Albany, NY 12211

September 11-14, 2022



ASAPNYS

About ASAP

Alcoholism and Substance Abuse Providers of New York State (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.

CONTACT INFORMATION

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CONFERENCE LOCATION

Crowne Plaza Albany - the Desmond Hotel

660 Albany Shaker Road

Albany, New York 12211

OUR MISSION

Alcoholism and Substance Abuse Providers of New York State (ASAP) is committed to working together to support organizations, groups and individuals that prevent and alleviate the profound personal, social and economic consequences of alcoholism and substance abuse in New York State.

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.

Sponsorship Opportunities

Bronze Sponsor \$7,500	Silver Sponsor \$10,000	Gold Sponsor \$12,000	Platinum Sponsor \$20,000	Presenting Sponsor \$30,000
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Sponsor Inclusions

Conference Passes Included	2	3	4	6	10
Luncheon Tickets Included		3 Each Women's and Executive Leadership Luncheons	4 Each Women's and Executive Leadership Luncheons	6 Each Women's and Executive Leadership Luncheons	10 Each Women's and Executive Leadership Luncheons
Exhibit Booth	Standard	Standard	Standard	Premium	Premium
Company logo placed on the conference registration website with link to company website	✓	✓	✓	✓	✓
Company logo included in all marketing emails promoting the conference	✓	✓	✓	✓	✓
Company logo placement in Conference program book sponsor recognition page and mobile app	✓	✓	✓	✓	✓
75-word company profile listed in the Conference Program and mobile app	✓	✓	✓	✓	✓
Company logo featured on Conference signage	All Signage	All Signage	All Signage	All Signage	All Signage
Opportunity to supply a flyer, brochure or small promotional item		Attendee Conference Bag	Attendee Conference Bag	Attendee Conference Bag	Attendee Conference Bag
Access to conference attendee list With contact information	✓	✓	✓	✓	✓
Conference program book advertisement (B&W or Color)	1/4 Page Ad	1/4 Page Ad	1/2 Page Ad	Full Page Ad	Full Page Ad
Special Sponsorship Inclusions			Give Welcome Introduction and announce speaker at Breakout Series	Host a Conference Breakout Session & Logo on Attendee Conference Bag	Host a Conference Breakout Session & Logo on Attendee Conference Bag
Opportunity to introduce keynote speaker					✓

[CLICK HERE TO REGISTER AS A SPONSOR!](#)

SPONSORSHIP OPPORTUNITIES

**Women's Luncheon
Sponsor
\$6,000**
*(\$12,000 for exclusive
w/booth)*

**Executive Leadership
Luncheon Sponsor
\$6,000**
*(\$12,000 for exclusive
w/booth)*

Conference Passes Included	1	1
Luncheon Tickets Included	4	4
Company logo placed on the conference registration website with link to company website	✓	✓
Company logo included in all marketing emails promoting the conference	✓	✓
Company logo placement in Conference program book sponsor recognition page and mobile app	✓	✓
75-word company profile listed in the Conference Program and mobile app	✓	✓
Company logo featured on Conference signage	Women's Luncheon Signage	Executive Leadership Luncheon Signage
Opportunity to supply a flyer, brochure or small promotional item	For Women's Luncheon	For Executive Leadership Luncheon
Access to conference attendee list with contact information	Women's Luncheon Attendees	Executive Leadership Luncheon Attendees
Special Sponsorship Inclusions	3 minute Welcome & Sponsor Introduction	3 minute Welcome & Sponsor Introduction

[CLICK HERE TO SELECT SPONSOR OPPORTUNITIES!](#)

Additional Marketing Opportunities

OPPORTUNITY	DESCRIPTION	PRICE
Registration Sponsor (1 opportunity)	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 (1 opportunity)	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
Karaoke Night Sponsor	Receive prominent signage at Karaoke Night with an opportunity to provide promotional items.	\$2,000
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.	\$2,000
Flyer or Brochure in Registration Packet	Provide a flyer or brochure for the attendee conference bags (500 pieces)	\$500
Push notification in Mobile App		\$500
Advertisement in printed conference program and mobile app	1/4 Page 1/2 Page Full Page	\$250 \$500 \$750

[CLICK HERE TO SELECT MARKETING OPPORTUNITIES!](#)

Exhibitor Packages

STANDARD EXHIBITOR

\$1,900

Includes:

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

PREMIUM EXHIBITOR

\$2,800

LIMITED BOOTHS AVAILABLE

Includes:

- 6' skirted table & two (2) chairs
- Exhibitor identification sign
- Three (3) conference passes
- 75-word company profile listed in the conference program and mobile app

**CLICK
HERE**

TO REGISTER
AS AN EXHIBITOR

**Please click here to register
as a sponsor or exhibitor!**

**Please note the ad deadline is September 1, 2022*

OR CONTACT:

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