

Council of Senior Centers & Services of New York City, Inc.

Presents the

23rd Annual Conference on Aging & Vendor Expo *The Power of Aging: Creating a Future for Older New Yorkers*

Keynote Speaker: Larry Minnix, President & CEO, Leading Age

Thursday, January 19, 2012 ~ CUNY Graduate Center

365 Fifth Avenue @ 34th Street, New York City



Conference photos by Scott Wynn

Renown Experts & Professional Workshops Draw more than 300 Senior Service Professionals

You are invited to take part in the premier regional conference & vendor expo that is on the calendar of every senior service professional, and presented by CSCS, the only organization dedicated to providing services and guidance to senior centers and service providers throughout the New York City area.

- **This event brings together more than 300 senior service decision-makers** who influence how hundreds of thousands of dollars are spent each year.
- **Our attendees represent organizations that serve over 300,000 seniors** throughout New York City.
- **Each year more than 65 sponsors and exhibitors present their goods and services** to this unique audience, who are looking for suppliers to serve their needs.

Sponsored by  **EmblemHealth**
WHAT CARE FEELS LIKE.

An Unprecedented Opportunity to

Present Your Products & Services to NYC's Senior Service Decision-Makers

While Supporting Quality Services for New York City Seniors

Sponsors & Exhibitors Receive Immediate & Long-Term Benefits

- **Presenting and demonstrating your products and services.** See Sponsorship & Vendor Opportunities for details on additional benefits.
- **Being recognized as a supporter** of this unique educational conference and CSCS' mission of helping community-based senior service organizations provide valuable services to NYC's seniors.
- **Networking at two additional conference-related events:**
 - By-Invitation-Only Opening Reception, Jan. 18, 2012, 6:00-8:00pm**
where sponsors and exhibitors can meet and network with key members of the senior service community.
 - Town Hall Meeting & Reception**
Jan. 19, 2012, 3:30-4:30pm - Open to all.

**To Exhibit or Sponsor, call CSCS (212-398-6565 x.238
or email LAntonacci@cscs-ny.org**

You'll Be In Good Company

Here is a list of recent Sponsors and Exhibitors

Major Sponsors

ACRIA
Con Edison
EmblemHealth
FJC-A Foundation of
Philanthropic Funds
HANAC
InLight Risk Management
James N. Jarvie
Commonweal Service
MedAssets
New York Presbyterian-
The Allen Hospital
SAGE
The Fan Fox & Leslie R.
Samuels Foundation

Comprehensive Care
Management Corp.-Beth
Abraham
Con Edison
The Dannon Company
Delivery Concepts East
EmblemHealth
Fidelis Care New York
Flamingo Food & Beverage
Golden Cuisine
GuildNet
HealthCare Partners, IPA
HealthCare Chaplaincy
Hebrew Free Burial
Association
The Hebrew Home at
Riverdale

ResponseLINK of
Manhattan
Ricoh Business Solutions
Royal Health Care Services
Russian Tradition Meals
SAGE
Senior Health Care
Partners
Senior Source at Selfhelp
Community Services
Social Work RPN
Sprint/Nextel Corp.
Task Tray Products
Top Choice Meals
Trauma Scene Cleaning
Management
Valley Services/Traditions
Meal Solutions
Visiting Nurse Service of
New York-VNS Choice
WellCare Health Plans

Exhibitors

AARP - New York
Accessible Solutions
ACRIA
Aging in American
Continuing Care
All Business
Communications
Alzheimer's Association -
NYC Chapter
Amber Court Assisted
Living Communities
Americare Companies
Arcola Bus Sales
Bartlett Diary
Burke Supply
Carnegie East House
Carter Burden Center for
the Aging
Cartridge World
Compassion & Choices of
New York

Home Instead Senior Care
Homecare Planning
Solutions
Independent Living
Systems
Inkwell Global Marketing
InLight Risk Management
Isabella Geriatric Center
JAMAC Frozen Food Corp.
M. Tucker Company
The Marketplace @ CSCS
MedAssets Supply Chain
Systems
MetLife Resources
MJHS: Elderplan & Home
First
Miron Produce
Next Stage Senior Care
Services
Performance Food
Group/AFI
Philips Lifeline
Prospect Park Residence

Workshop Sponsors

AARP - New York
ACRIA
Catholic Charities
Neighborhood Services
EmblemHealth
Family Care Certified
Services
Hamilton-Madison House
India Home
Presbyterian Senior
Services
RAICES
Riverdale Senior Services
SAGE
Top Chef Meals
Visiting Nurse Services of
New York-VNS Choice

2012 Conference Workshop Topics

**Older Americans Act
Policy Update**

**Home, Sweet Home -
Where Seniors Want to Be**

**Building the Village
to Raise Grandchildren**

**When There Is No
Silver Lining**

Get Fit For Less

Hunger Hurts

**The Many Faces of
Elder Abuse**

**Crossing the Line from
Cluttering to Hoarding**

**Tooling Up for Success:
Evidence-Based Toolkit**

**Harnessing the Energy
of Volunteers & Interns**

**Taking the Bite Out of
Bed Bugs**

**Out of the Box
Fundraising**

Human Resource Essentials

Get Real: Sex Over 60

Taking Care of #1 - You

**Sponsor a Workshop
Support Ongoing Training for
Senior Providers**

**See Vendor Exhibit & Sponsorship Opportunities and
Exhibitor/Sponsorship Form for details.**

**For additional information, please call CSCS at
212-398-6565 x.238
or email LAntonacci@cscs-ny.org**

Become an Exhibitor at 2012 Vendor Expo

Included in Exhibit Guide plus acknowledgement on CSCS website

Vendor: \$950

Vendor Expo 3'x6' table with 2 chairs; box lunches for 2 reps; company listing in Exhibit Guide; 1 ticket to 1/18 Opening Reception.

Featured Vendor: \$1,500

Same benefits as vendor PLUS logo on Tote & 2 tickets to 1/18 Opening Reception.

Premier Vendor: \$2,500

Same benefits as vendor PLUS logo on tote; company brochure in tote; 3 tickets to 1/18 Opening Reception; 1 conference ticket.

Principal Vendor: \$3,500

Same benefits as vendor PLUS logo on Tote; company brochure in tote; 3 tickets to 1/18 Opening Reception; 2 conference tickets. ALSO includes Workshop Sponsorship with logo on workshop signage. Logo on CSCS Website.

Become a 2012 Sponsor or Underwriter

Included in Exhibit Guide plus logo on CSCS website

Presenting Sponsor: \$50,000

Greetings at General Session; logo on stage & conference signs; logo & company featured in conference packet; logo on tote; principal exhibit space; featured in Exhibit Guide; 5 tickets to opening reception; 7 conference tickets. Workshop sponsorship & sign.

Conference Benefactor: \$25,000

Greetings at General Session; logo on stage & conference signs; logo & company featured in conference packet; logo on tote; brochure in tote; principal exhibit space; featured in Exhibit Guide; 4 tickets to opening reception; 5 conference tickets. Workshop sponsorship & sign.

Conference Underwriter: \$10,000

Greetings at General Session; logo on stage & conference signs; logo & company featured in conference packet; logo on tote; brochure in tote; principle exhibit space; featured in Exhibit Guide; 3 tickets to opening reception; 4 conference tickets.

Signage Host: \$7,500

Logo & special recognition on all conference signs; logo & company featured in conference packet; brochure in tote; 2 tickets to opening reception; 2 conference tickets.

Opening Reception Host: \$7,500

[VIP Reception, 1/18, 6:00-8:00pm, By-Invitation]
Greetings at Reception; logo on host signs; logo on tote; brochure in tote; company featured in conference packet; 5 tickets to opening reception; 2 conference tickets.

Closing Reception Host: \$7,500

[Town Hall, 1/19, 3:30-4:30, Open to All]
Greetings at Reception; logo on host signs; logo on tote; brochure in tote; company featured in conference packet; 5 tickets to opening reception; 2 conference tickets.

Continental Breakfast Host: \$5,000

Logo on host signs in breakfast rooms & lobby; company listed in conference packet; logo on tote; brochure in tote; 3 tickets to opening reception; 3 conference tickets.

Conference Partner: \$5,000

Logo on stage & sponsor signs; company listed in conference packet; logo on tote; brochure in tote; 3 tickets to opening reception; 3 conference tickets.

Conference Sponsor: \$2,500

Logo on stage & sponsor signs; company listed in conference packet; brochure in tote; 2 tickets to opening reception; 2 conference tickets.

Workshop Sponsor: \$850

Logo on workshop signs; brochure in tote; acknowledged at workshop & on CSCS website.

2012 Sponsor/Exhibitor Agreement

CSCS presents *The Power of Aging* Conference & Vendor Expo

January 19, 2012 - CUNY Graduate Center, NYC

REGISTRATION & PAYMENT DEADLINE – Tuesday, December 27, 2011

Please complete this form and fax to 212-398-8398 or scan and email to lantonacci@cscs-ny.org. For more information, call 212-398-6565 x.238.

I am registering for the CSCS 2012 Conference/Vendor Expo as follows:
(Please check all that apply)

Sponsor/Underwriter: (Please check options below)

\$50,000 \$25,000 \$10,000 \$5,000 \$2,500

Host:

Opening Reception \$7,500 Signage \$7,500
 Closing Reception \$7,500 Breakfast \$5,000

Exhibitor: (Please check one option below)

Principal Vendor \$3,500 Featured Vendor \$1,500
 Premier Vendor \$2,500 Vendor \$950

Workshop Sponsor: \$850 (Please indicate 2 workshop preferences below)

Preference #1 _____

Preference #2 _____

Everyone, please complete all info below & attach description of your organization:

Organization Name (as it should appear in acknowledgements) _____

Names of Representatives _____

Street Address _____

City/State/Zip _____

Phone _____

Fax _____

Email Address _____

Website _____

Please Provide 200-word Description of your Organization for Exhibit Guide.
Due with this registration form.

PAYMENT METHOD:

Please pay by check to "Council of Senior Centers & Services of NYC," and mail to 49 W. 45th Street, 7th Floor, New York, NY 10036.