

## **Council of Senior Centers & Services of NYC, Inc.**

49 West 45th Street, Seventh Floor  
New York, NY 10036  
Phone: (212)398-6565 Fax: (212)398-8398  
[www.cscs-ny.org](http://www.cscs-ny.org)

ADDRESS SERVICE REQUESTED



Keynote Speaker

**Mark Lachs, MD, MPH**

Professor of Medicine, Weill Cornell Medical College  
Director of Geriatrics, New York-Presbyterian  
Healthcare System

**22nd Annual Conference on Aging & Vendor Exhibit**

**CSCS Presents  
The Power of Aging:  
Tough Times, Real Solutions**

January 20, 2011 – CUNY Graduate Center, NYC

**Sponsored by EmblemHealth™**

**2011 Vendor Exhibit  
Reserve Your Space Today!**

## **22nd Annual Conference on Aging & Vendor Exhibit**

**Thursday, January 20, 2011**

**CUNY Graduate Center, 365 Fifth Ave @ 34th St., New York City**

**You are invited to take part in the premier regional conference and vendor show for senior service providers.** Council of Senior Centers & Services of NYC's 2011 Conference & Vendor Exhibit draws over 400 senior center and service provider decision-makers each year.

**Each year, more than 65 sponsors and exhibitors present their goods and services to this unique audience.** They know that the CSCS Conference & Vendor Exhibit is where community-based service providers, policy makers and consumers discuss the choices and challenges facing seniors, their families and service providers – and where they look for the latest products and services to assist them in serving Metro New York's senior citizen clientele.

### **THANKS TO OUR EARLY BIRD SPONSORS:**

EmblemHealth™

InLight Risk Management • All Business Communications  
ACRIA • FJC-A Foundation of Philanthropic Funds

**To Exhibit or Sponsor, call CSCS (212) 398-6565 x238**

**or email [LAntonaccj@cscs-ny.org](mailto:LAntonaccj@cscs-ny.org)**

**[www.cscs-ny.org](http://www.cscs-ny.org)**

## **2011 Vendor Exhibit & Sponsorship Opportunities**

### **VENDOR EXPO: \_\_\_ Vendor, \$950**

Vendor Expo 3'x6' draped table with 2 chairs; box lunches for 2 representatives; company description & contact info in Exhibit Guide; listing on CSCS Website; 1 ticket to pre-conference VIP reception

### **VENDOR EXPO: \_\_\_ Featured Vendor, \$1,500**

Same benefits as Vendor PLUS logo on Tote & 2 tickets to pre-conference VIP reception.

### **VENDOR EXPO: \_\_\_ Premier Vendor, \$2,500**

Same benefits as Vendor PLUS logo on Tote; 1-page company description in Tote; logo on conference signs; 1 ticket to attend all Conference sessions; 3 tickets to pre-conference VIP reception.

## **SPONSORS & UNDERWRITERS**

### **\_\_\_ Diamond Sponsor, \$50,000**

Greetings at general session; logo on conference signs & stage; logo & company featured in conference packet; logo on tote; corporate promo materials in tote; premier exhibit space & exhibit guide; featured on CSCS Website; 7 conference admissions; 4 tickets to pre-conference VIP reception

### **\_\_\_ Platinum Sponsor, \$25,000**

Greetings at General Session; logo on Conference signs & stage; logo & company featured in Conference packet; logo on tote; corporate promo materials in tote; exhibit space & exhibit guide; featured on CSCS Website; 5 conference admissions; 4 tickets to pre-conference VIP reception.

### **\_\_\_ Pre-Conference VIP Reception Underwriter, \$15,000**

Honorary Reception Host, greetings & signage; logo on conference signs & stage; logo & company featured in conference packet; 1-pg corporate description in tote; recognition on CSCS Website; 3 conference admissions; 4 tkts to VIP reception.

### **\_\_\_ Gold Sponsor, \$10,000**

Greetings at General Session; logo on Conference signs & stage; logo & company featured in Conference packet; logo on tote; corporate promo materials in tote; exhibit space & exhibit guide; featured on CSCS Website; 4 conference admissions; 3 tickets to pre-conference VIP reception.

### **\_\_\_ Signage Underwriter, \$7,500**

Logo & recognition on all conference signage; logo & company featured in conference packet; 1-pg corporate description in tote; recognition on CSCS Website; 2 conference admissions; 2 tickets to VIP reception.

### **\_\_\_ Silver Sponsor, \$5,000**

Logo on conference signs & stage; company listed in conference packet; logo on tote; 1-pg corporate description in tote; listing on CSCS Website; 3 conference admissions; 3 tickets to VIP reception.

### **\_\_\_ Tote Bag Underwriter, \$5,000**

Company logo on conference tote; logo on conference signs & stage; logo & company featured in conference packet; 1-pg corporate description in tote; listing on CSCS Website; 2 conference admissions; 2 tickets to VIP reception.

### **\_\_\_ Bronze Sponsor, \$2,500**

Logo on conference signs & stage; company listed in conference packet; 1-pg corporate description in tote; listing on CSCS Website; 2 conference admissions; 2 tickets to VIP reception.

### **\_\_\_ Workshop Sponsor, \$850**

Sponsorship signage at workshop; 1-page corporate description in tote bag; brochure distributed at workshop. Please indicate two workshop preferences for sponsorship on registration form.

## **2011 Sponsorship/Exhibitor Agreement**

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

**January 20, 2011 - CUNY Graduate Center, NYC**

**REGISTRATION & PAYMENT DEADLINE – Tuesday, December 28, 2010**

Please fill out this form as completely as possible and fax to 212-398-8398, or scan and email to [lantonacci@cscs-ny.org](mailto:lantonacci@cscs-ny.org). For more information, please call 212-398-6565 x238 or 917-922-6242.

**I want to register for your 2011 Conference/Vendor Expo, as follows:**  
(Please check all that apply)

**Conference Sponsor or Underwriter.** (Please check options below)

\$50,000  \$25,000  Pre-Conference VIP Reception \$15,000

\$10,000  Signage \$7,500  \$5,000  Tote Bag \$5,000  \$2,500

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

Preference #1 \_\_\_\_\_

Preference #2 \_\_\_\_\_

**Exhibit at the CSCS Vendor Expo.** (Please check one option below)

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

All Vendors, please check all that apply below:

I am a food vendor  I will require electricity at my table

**Everyone, please fill out all information below & attach organization description:**

\_\_\_\_\_  
Organization Name (as it should appear in materials)

\_\_\_\_\_  
Names of Attendees

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Website

**Please Provide Description of Your Organization:**

All Sponsors & Exhibitors, please attach/include a one paragraph description of your organization for listing in our Exhibitor Guide – due with this Registration.

**PAYMENT METHOD:**

Please pay by check made out to "CSCS 2011 Conference." Mail to Council of Senior Centers & Services of NYC, Inc., 49 W. 45th Street, 7th Floor, New York, NY 10036

## You'll Be In Good Company

Here is a list of 2010 Conference Sponsors and Exhibitors

### 2010 Sponsors

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

### 2010 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  
Carnegie East House  
Carter Burden Center for  
the Aging  
Compassion & Choices of  
New York  
Con Edison

Delivery Concepts East  
Edmar Cleaning Corp.  
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  
Home Instead Senior Care  
Homecare Planning  
Solutions  
HomeFirst/Metropolitan  
Jewish Health System  
The ImageMaker  
Inkwell Global Marketing  
InLight Risk Management  
Isabella Geriatric Center  
JAMAC Frozen Food Corp.  
M. Tucker Company  
The Marketplace @ CSCS  
MedAssets Supply Chain  
Systems  
Miron Produce  
Next Stage Senior Care  
Services  
Performance Food  
Group/AFI  
Pharma Trust MedCenter  
ResponseLINK of  
Manhattan  
Royal Health Care Services

Russian Tradition Meals  
Senior Health Care  
Partners  
Senior Source at Selfhelp  
Community Services  
Sun Meadow/G.A. Food  
Service  
Trauma Scene Cleaning  
Management  
Valley Services/Traditions  
Meal Solutions  
Visiting Nurse Service of  
New York-VNS Choice  
WellCare Health Plans

### 2010 Workshop Sponsors

AARP - New York  
ACRIA  
Catholic Charities  
Neighborhood Services  
EmblemHealth  
Family Care Certified  
Services  
Golden Cuisine  
India Home  
Presbyterian Senior  
Services  
RAICES  
Riverdale Senior Services  
The Dial Healthcare

## 2011 Conference Workshop Topics

(In Formation - Subject to Change)

**Healthy Living for Older Adults**

**Using Online Communication to  
Battle Isolation**

**Accessing Free NYC Services  
for Nonprofits**

**Best Practices for Wellness  
& Pain Management Programs**

**Recognizing Elder Abuse**

**Difficult Decisions in  
Difficult Times**

**Win-Win Relationships with  
Volunteers & Interns**

**Take Care of #1 - You!**

**Your Friend, The Media**

**Clinical Issues  
in Congregate Settings**

**Reauthorizing The Older  
Americans Act**

**Effective Strategies to Raise  
Funds & Build Capacity**

**Breaking Up with Clients**

**Addressing Elder Hunger  
in New York State**

**Building Connections to  
Maximize Resources**

**Get Real: Sex Over 60**

**Consider sponsoring a workshop to  
increase your organization's conference visibility.**

**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](mailto:LAntonacci@cscs-ny.org)

## Our Conference Offers

### Renowned Experts & Professional Workshops



### Direct contact with New York City's Network of Senior Service Professionals



### An Opportunity to Support New York City's Senior Citizens

**Your support is crucial to the success of this unique conference and ensures that CSCS can continue** its mission of helping community-based senior centers and service organizations provide superior programs and services to the 300,000 elderly New Yorkers they serve.

Conference photos by Scott Wynn

## An Unprecedented Opportunity To Present Your Products & Services

**Council of Senior Centers & Services of New York City (CSCS) is the only organization dedicated** to providing services and guidance to senior centers and senior service providers throughout the five boroughs of New York City.

**This conference and vendor exhibit, now in its 22nd year, is the one event that is on the calendar of every senior service professional.** It brings together more than 400 dedicated individuals who make decisions regarding a wide variety of services and products aimed at serving the needs of seniors. The organizations they represent serve more than 300,000 seniors throughout New York City, and they influence hundreds of other service providers throughout New York State.

### The Benefits of Sponsoring & Exhibiting

By sponsoring or being an exhibitor at this conference, you and your organization will reap both immediate and ongoing benefits:

- **Presenting and demonstrating** your products and services to your prime customers in an environment that supports and advocates for their needs.
- **Networking** with more than 400 senior service professionals who influence how hundreds of thousands of dollars are spent every year.
- **Being recognized as a supporter** of CSCS, the one organization that serves and advocates for all senior centers and service providers in the metro New York City area.
- **Year-long recognition** of your organization on the CSCS Website throughout 2011.

### Please Join these Early-Bird Sponsors:

EmblemHealth™

InLight Risk Management • All Business Communications  
ACRIA • FJC-A Foundation of Philanthropic Funds