

SPONSOR AND EXHIBITOR PROSPECTUS



2026

SEPTEMBER 23-25
MARRIOTT ALBANY
189 WOLF ROAD, ALBANY, NY



**The Alliance
for Rights
and Recovery**

Advocate | Educate | Innovate | Celebrate

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Thank you for your interest in the Alliance for Rights and Recovery's 44th Annual Conference, *Our Movement, Our Moment!*, being held September 23–25, 2026 at the Marriott Albany in Albany, NY. We anticipate attendance from more than 500 behavioral health staff, people in recovery, government officials, and managed care representatives.

To ensure your success at the event, this packet includes information on:

- Sponsor Packages
- Exhibitor Terms and Details
- Door Prize and Scholarship
- Donation Sponsor Payment

To best accommodate your needs, we are asking that all information regarding your sponsorship be received no later than July 31, 2026. You may choose to ship items directly to the hotel; details follow on page 4. The hours for the exhibit tables for Sponsors that qualify are Wednesday, September 23rd, 11:00am – 5:00pm, Thursday, September 24th, 9:00am – 5:00pm, and Friday, September 25th, 9:00am – 12:00pm

If you have any questions, please email Eileen Crosby, Chief Administrative Officer at eileenc@rightsandrecovery.org

We appreciate your support and participation and look forward to seeing you in Albany this September!

Sincerely,

**The Alliance Rights for Recovery
Conference Planning Team
Phone: 518-436-0008**

Sponsorship Packages

All Sponsors receive recognition in our Conference program and Sponsor Boards. In addition, the following value-added packages include:

Supporter \$1,000

- Half page promotion space in program (5" x 3 3/4")
- 6' table in exhibit area

Bronze \$3,500

- Full page promotion space in program (7 1/2"x 10"),
- Recognition on the Alliance for Rights and Recovery website and social media
- Name and logo featured on all printed materials, and 6' table in exhibit area

Silver \$5,000

- Full page promotion space in the program (7 1/2"x 10")
- Recognition on our website and social media
- Name and logo featured on all printed materials
- Opportunity to include your promotional items in attendee registration bag
- 6' table in the exhibit area

Gold \$7,500

- Full page promotion space in the program (7 1/2"x 10")
- Recognition on the Alliance for Rights and Recovery website and social media,
- Name and logo featured on all printed materials
- Opportunity to include your promotional items in attendee registration bag
- Company will be recognized in 2 pre-conference Alliance for Rights and Recovery Enews blasts
- 6' table in prime exhibit area
- 1 complimentary conference registration (includes all meals and conference attendance)

Platinum \$10,000

- Full page promotion space in the program (7 1/2"x 10")
- Recognition on the Alliance for Rights and Recovery website
- Name, and logo featured on all printed materials
- opportunity to include your promotional items in attendee registration bag
- Company will be recognized in 2 pre-conference Alliance for Rights and Recovery Enews blasts
- 6' table in prime exhibit area,
- 2 complimentary conference registrations (includes all meals and conference attendance)

Sponsorship A La Carte Options

Additional sponsorship opportunities available to expand your visibility and impact.

Sponsor a Scholarship - \$600 **(Unlimited Opportunities)**

Send a consumer/peer to conference; without your assistance, many will not have the opportunity to attend.



Raffle & Door Prizes:

A gift card donation should be universally usable. The total value of the donation should be no less than \$25.



Coffee Break - \$500

Logo on break signage



Wifi Sponsor - \$50

Logo on signage at registration table, in Conference Program, and on wi-fi password cards



Photobooth - \$1000

(3 Opportunities Available)

Logo on photobooth signage



Exhibitor Terms & Details

For sponsors that qualify, the exhibit area will be set up in the hotel mezzanine. Table top space includes 6' skirted table and two chairs

Exhibition Information

Exhibit Hours:

Wednesday, September 23rd, 11:00am – 5:00pm, Thursday, September 24th, 9:00am – 5:00pm
Friday, September 25th, 9:00am – 12:00pm

Set up:

Wednesday, September 23rd, 8:00am – 11:00am

Breakdown:

Friday, September 25th, 11:00am- 1:00pm

Sponsors and exhibitors are responsible for setting up and dismantling their tables

Important Notes

- **Sponsor fee includes conference registration for one person in the Exhibit area and food only.**
- Breakfast, lunch, and dinner tickets for additional sponsors/exhibitors may be purchased (contact Eileen for details).
- Exhibit space will include a skirted 6-foot table, tablecloth, and two chairs. Booth location will be determined based on sponsorship level. For electrical needs and/or special requests, contact the Alliance for Rights and Recovery. Additional fees may be charged. Exhibitors are responsible for bringing the necessary extension cords required to operate electrical devices. All electrical devices must conform to the fire regulations of Marriott Albany and are subject to additional charges/fees.
- Displays must not project beyond the allotted space, and should not obstruct the view of, or interfere with traffic to, other exhibits. If you exceed the allotted space, you will be charged for an additional table.
- No part of any exhibit or related sign may be pasted, taped, nailed, tacked, stapled, or otherwise attached to the walls, doors, floors, etc. Any damage from failure to observe this guideline will be borne by the exhibitor.
- Demonstrations, interviews, and distribution of materials must be done at the exhibitor's table, unless other arrangements are made in advance, and must avoid infringement on the privileges of other exhibitors. Noise levels from exhibit items or demos must be kept at moderate levels so as not to be objectionable to other exhibitors.
- The character of the exhibits is subject to the approval of the conference committee. The right is reserved to refuse exhibit displays or materials.
- Any sponsors who plan to stay at the Marriott Albany or attend conference workshops must register at the full conference rate in addition to the sponsor fee. The registration form is available on the Alliance for Rights and Recovery website. If a sponsor package includes complimentary registration, the Alliance for Rights and Recovery will register that attendee.
- Sponsor shall have the allotted exhibit space fully staffed during the exhibit hours of the conference and agrees to comply with Trade Show Fire Regulations, as well as all applicable safety, fire, and health ordinances, rules, and regulations, of the municipality, district and hotel in which the exhibit is located.
- Sponsor shall be responsible for own display and exhibit materials and shall be solely responsible for any loss, damage or injury to its property and personnel from any cause whatsoever and releases the Alliance for Rights and Recovery and the hotel from, and does Indemnify each of them against any and all claims for loss, damage, or injury to any property or person caused by or in any way contributed by the exhibitor. Sponsor may ship exhibit materials to arrive no sooner than one week before the start of the conference:

Marriott Albany

Hold for Eileen Crosby/Alliance for Rights and Recovery

September 23-25, 2026 Event

189 Wolf Road

Albany, NY 12205

Please submit [Sponsor Exhibitor form](#) and camera-ready half or full-page promotions (pdf, jpg, png) to eileenc@rightsandrecovery.org by **July 31, 2026**

2026 Alliance for Rights and Recovery Annual Conference Sponsor Payment Form

Organization Name _____
Contact Name _____ Contact Email _____
Address _____
City _____ State _____ Zip _____ Phone _____

Please list your sponsorship(s) or exhibitor registrations here:

Sponsorship:

- ☐ Supporter \$1,000
☐ Bronze \$3,500
☐ Silver \$5,000
☐ Gold \$7,500
☐ Platinum \$10,000

Exhibitor Please Choose

- ☐ For-Profit (\$750) ☐ Not-for-Profit (\$500)

Additional Meal Tickets: _____ # Breakfast (\$30 ea.) _____ # Lunch(\$40 ea.) _____ # Dinner (\$50 ea.)

Exhibit Personnel 1 (includes 1 lunch)

Name _____
Email _____
Title _____

Exhibit Personnel 2 (includes 1 lunch)

Name _____
Email _____
Title _____

(If additional personnel will be sent, please include them on a separate sheet)

If applicable to your sponsor package, provide complimentary attendee information:

Attendee 1

Name _____
Email _____
Title _____

Attendee 2

Name _____
Email _____
Title _____

Arrival: _____ Departure: _____

Arrival: _____ Departure: _____

À La Carte Sponsorship Options:

- ☐ Sponsor a Scholarship \$600 ☐ Wi-Fi Sponsor \$50
☐ Coffee Break \$500 ☐ Photobooth \$1,000

Description of door prize

Method of Payment

Total Payment Amount: \$

(include package amount, commuter lunch tickets and scholarships)

☐ Check # _____ or ☐ Purchase Order/Voucher No. _____

Please make checks payable to The Alliance of Rights and Recovery and mail to: The Alliance of Rights and Recovery
194 Washington Ave, Suite 400 Albany, NY 12210

Please charge my credit card ☐ AMEX ☐ VISA ☐ MASTERCARD ☐ DISCOVER

Card No. _____ Expirations Date: _____ Security Code _____
Name on Card _____ Contact Email _____
Billing Address _____ City _____ State _____ Zip _____

Signature of Cardholder (signature authorizes Alliance Rights for Recovery. to charge your credit card)

The fee must be accompanied by this form. By signing, you acknowledge that you have read and accept all terms and conditions outlined. Please make a copy for your records.

Authorized Representative Signature Date

Name(Please Print) Title (Please Print)