

31st Annual ELDER LAW FORUM

**THURSDAY, MAY 14, 2026
8:00AM - 4:00PM
THE DESMOND, ALBANY & LIVE STREAM**

The 31st Annual Elder Law Forum is New York's premier statewide conference, offering the latest insights on policies, planning strategies, marketplace tools, and technology. Designed to expand knowledge, spark new ideas, and provide practical takeaways, it addresses the health care and long-term care needs of seniors and individuals with disabilities.

Pierro, Connor & Strauss warmly invites your organization to join this dynamic event as a valued sponsor!

WHO ATTENDS?

The Forum is attended by consumers and professionals from the fields of home care, senior care facilities, government, health care, county Office of the Aging, social work, law and finance. In May 2025, we welcomed over 1,100 registrants: 400 attended the Desmond conference center where they enjoyed lunch, program and repeated interaction with our sponsors and exhibitors. More than 700 participated in the live stream program with robust online interaction and engagement with video messages from major sponsors.

Elder Law Forum Sponsorships are now available! See the new levels and offerings on the following chart, available on a first come, first served basis. Secure your spot by emailing Emily Smith at esmith@pierrolaw.com.

WHY SPONSOR?

Sponsorship of the Elder Forum is a unique opportunity to elevate your brand and engage in vital discussions that directly impact your organization and the lives of people you serve. With multiple levels to choose from, you can join a high-visibility months-long campaign to get in front of decision makers and practitioners in your field, to include email marketing, social media, profiles, web page logo prominence, video messaging and more. Please note we ask our sponsors to co-promote the Forum in order to build the biggest audience to date.



SPONSORSHIP OPPORTUNITIES

SPONSOR LEVEL	GOLD	SILVER	BRONZE
Standard Price	\$2,500	\$1,500	\$800
Nonprofit Price (15% off)	\$2,125	\$1,275	\$680
Logo Banner Displayed Near Stage	X		
Promotion on Pierro, Connor & Strauss Social Media	X	X	
Size of Advertisement in Program	Full Page	Half Page	No Ad
Logo with URL on Pierro, Connor & Strauss Website and Emails	X	X	
Logo on Event Day Materials	X	X	
Exhibit Table at the Forum	Premier Access	X	X

PREMIER SPONSORSHIP OPPORTUNITIES: \$3,000 (15% off Nonprofit price \$2,550)

LANYARD SPONSORSHIP	MEAL SPONSORSHIP	HEADSHOT BOOTH SPONSORSHIP	RAFFLE SPONSORSHIP
Sponsors receive all Gold Sponsorship benefits, with the “logo banner displayed near the stage” replaced by high-visibility branding on the official event-day lanyard worn by all attendees.	Your brand receives prominent exposure during a popular breakfast or lunch session, creating a relaxed environment for networking and positive association with hospitality, community, and professional connection. This sponsorship includes all Gold Sponsorship benefits except the “logo banner displayed near the stage.”	This high-traffic feature maximizes brand visibility, allows the opportunity to showcase additional branded materials or distribute handouts, and provides an engaging, interactive experience for attendees. Includes all Gold Sponsorship benefits, with the Headshot Booth branding display replacing the “logo banner near the stage.”	Includes all Gold Sponsorship benefits, with the “logo banner near the stage” replaced by a High-Value Raffle Prize (Apple Watch or Oura Ring). Additional benefits include logo placement on raffle cards, attendee engagement through stamp cards and raffle entries, strong brand visibility throughout the event, and the opportunity to select the raffle winner.

Contact esmith@pierrolaw.com
 for sponsorship opportunities

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