



NYSAASC Exhibitor GUIDE 2026

*Leadership in Motion:
Advancing Ambulatory Surgery
in a Shifting Landscape*

**Crowne Plaza Albany - The Desmond Hotel
Albany, NY
November 16 - 18, 2026**

**Sponsorship & Exhibitor Prospectus
available at www.nysaasc.org**



NYSAASC Exhibitor Guide 2026

Thank you for choosing to exhibit with us at the NYSAASC Annual Conference. We value your partnership and want your experience to be as smooth and successful as possible. The following information outlines key logistics, timelines, and on-site details to help you plan your participation, ship materials, and navigate the venue with ease. Please review these guidelines carefully and share them with your team so everyone arrives prepared and ready to make the most of the event.

Conference Dates & Location

Crowne Plaza Albany – The Desmond Hotel

Monday, November 16 – Wednesday, November 18, 2026

Exhibit Hall NEW Location

King Street Ballroom

A detailed floor plan with booth numbers will be emailed prior to the conference; please note that the floor plan is subject to change and additional space may be added as needed.

Exhibitor Set-Up:

- Monday, November 16th from 11 AM - 6 PM

Exhibitor Show Hours:

- Tuesday, November 17th from 7 AM - 7 PM
- Wednesday, November 18th from 7 AM - 12:30 PM

Exhibitor Breakdown:

Wednesday, November 18th at 1PM – breakdown beginning after the final session

Networking Events Involving Exhibitors - served in Exhibit and surrounding reception areas

Monday November 16th

- Welcome Reception

Tuesday, November 17th

- Breakfast
- Exhibitor Breaks
- Lunch

Wednesday, November 18th

- Breakfast
- Exhibitor Breaks

A Note on Private Dinners:

To help maintain the integrity of our official program, we ask exhibitors to align any private events with the schedule below. Company-hosted or off-site dinners may be held on Sunday and Monday beginning after 7:30 PM. In consideration of our attendees and the Association Dinner on Tuesday evening, we ask that no private dinners or off-site events be scheduled that night. Thank you for your understanding and collaboration.

Each exhibitor booth includes:

- Exhibit space: Standard booth setup (6' x 30" table with floor-length linen, 2 chairs)
- Power: Standard 110-volt electrical service (exhibitors should bring their own power strips)
- Registration: Full conference access for the number of representatives included in your package (per Sponsorship Level)
- Visibility: Listing in the exhibitor directory and conference materials; recognition per your sponsorship level (website, LinkedIn, program ad where applicable).

If you require additional power or AV services, please contact the hotel's in-house provider

Kehli Peek <kpeek@onservices.com>

Shipping & Deliveries

Packages and meeting materials may be received up to three (3) days prior to the conference start date (beginning 11/13/26)

Ship to:

Crowne Plaza Albany – The Desmond Hotel

C/O: Event: NYSAASC Annual Conference – November 16–18, 2026

YOUR COMPANY NAME

660 Albany Shaker Road

Albany, New York 12211

Any shipment over 100 lbs. may be subject to handling fees per hotel policy and must be communicated in advance to the Event Manager.

Outbound materials must be packed, labeled with pre-paid shipping labels, and given to hotel staff at the conclusion of the event; unclaimed materials after a set holding period may be discarded.

Attendance & Attendee List

Pre-conference attendee lists are provided to exhibitors, with updates as registrations continue; some attendees may register on-site and may not appear on advance lists.

Hotel Reservations

Crowne Plaza Albany – The Desmond Hotel
660 Albany Shaker Rd
Albany, NY 12211

A dedicated group room block will be available for exhibitors and attendees.

Online booking link and call-in reservation details (including group code and cut-off date) will be provided in a separate email and posted on the NYSAASC website.

Early booking is recommended to secure your room. Onsite parking is complimentary.

Program Ads & Logo Files

Exhibitors and sponsors with included program ads (per package level) must submit final artwork by October 15, 2026 for inclusion in the program.

Full Page

Full Bleed: 8.75" x 11.25" Trimmed Size: 8.25" x 10.75"

1/2 Page

Full Bleed: 8.75" x 5.625" Trimmed Size: 8.25" x 5.375"

Logo Submission: Please email your high-resolution logo file (PNG or EPS) to info@nysaasc.org immediately upon registration.

***All company ads included with sponsorship packages
must be received by October 15, 2026
in order to be included in the program.**

Name Badges

If you have not done so already, please provide the names, titles, and email addresses of all company representatives attending, *exactly as they should appear on badges*. Please see the number of included representatives on your sponsorship/exhibitor package.

Contact Information

Questions about sponsorship or exhibiting:

Primary Contact: Jeffrey Flynn

Phone: 646-350-3326

Email: jflynn@nysaasc.org

General conference questions and logo/artwork submissions:

Email: info@nysaasc.org

Important Exhibitor Dates

Item	Due date	Notes
Exhibitor registration and logo submission	Upon registration	Provide a high-resolution logo file (PNG or EPS) when you register
Program ad submission	Oct 15, 2026	Required for inclusion in the printed conference program
Badge information submission	Oct 30, 2026	Submit names, titles, and email addresses for all exhibitor representatives
Advance shipping window opens	Nov 13, 2026	Hotel can receive exhibitor packages up to three days before the conference start
Exhibitor set-up	Nov 16, 2026 at 11 AM	Monday evening setup available until reception begins 6 PM
Exhibitor show opens	Nov 17, 2026 at 7 AM	Exhibit Hall open to attendees from 7:00 AM to 7:00 PM
Exhibitor breakdown	Nov 18, 2026 at 1 PM	Breakdown begins after final session