



**2025**

# **EXHIBITORS GUIDE**

NEW YORK STATE  
ASSOCIATION OF  
AMBULATORY SURGERY  
CENTERS  
**[NYSAAASC]**

Annual Conference  
Tuesday October 7, 2025,  
and  
Wednesday October 8, 2025



**CROWNE PLAZA®**  
AN IHG® HOTEL  
ALBANY – THE DESMOND HOTEL

Crowne Plaza Albany  
Desmond Hotel  
660 Albany Shaker Road  
Albany, New York 12211

**<https://www.desmondhotelsalbany.com>**

Event Planning Committee  
NYSAAASC

### **Conference Dates**

Tuesday October 7, 2025, and Wednesday October 8, 2025.

Exhibitors Hall in *Fort Orange Square* opens on Tuesday, October 7, 2024, @ 8:00 AM

Cocktail Reception in *Fort Orange Square* on Tuesday, October 7, 2024, from 5:40 – 7:00 PM

Networking Dinner in *King Street Ballroom* on Tuesday, October 8, 2024, from 7:00 – 9:00 PM

***We ask that you RSVP to [info@nysaasc.org](mailto:info@nysaasc.org) by Tuesday, September 2, 2025, with the number of guests attending the Networking Dinner.***

### **Exhibitor Set Up**

**Sunday October 5, 2025, 6:00 PM to 8:00 PM in Fort Orange Square.**

**Monday October 6, 2025, 8:00 AM to 6:00 PM in Fort Orange Square**

### **Exhibitor Breakdown**

**Wednesday, October 8, 2025. beginning 2:00 PM**

### **Each exhibitor will be provided.**

Table - 1 6' x 30" table with gray floor length table cover

Chairs - 2 Chairs

Power - Standard electrical service (a 110-volt outlet) is included. Bring a power strip.

If you require additional power contact **Kehli Peek** - [kpeek@onservices.com](mailto:kpeek@onservices.com)

### **Delivery of Equipment/Promotional Materials to Crowne Plaza Albany – The Desmond Hotel**

Due to limited space, packages and meeting materials will be accepted no earlier than three (3) days prior to the meeting for which they are intended.

The hotel will accept deliveries starting on **Friday, October 3, 2025**

Any shipment over 100 lbs. must be communicated in advance to our Event Manager, and is subject to a receiving fee of \$50.00 per 100 lbs.

Event Manager: Phil Genovese

Direct line: 518.640.6080

Email: [pgenovese@desmondhotels.com](mailto:pgenovese@desmondhotels.com)

### **LABEL EACH BOX AS FOLLOWS AND INCLUDE YOUR COMPANY NAME**

FROM: "ABC Company"

ATT: Crowne Plaza Albany – The Desmond Hotel

C/O: NEW YORK STATE ASSOCIATION OF AMBULATORY SURGERY CENTERS

DATE OF EVENT: OCTOBER 7, 2025

ON SITE CONTACT: ATTN: Giovanna Guerci  
660 Albany Shaker Road  
Albany, New York 12211

Materials being shipped at the conclusion of the event must be pre-paid and labeled for shipment and must be given to a member of the hotel staff at the time of departure.

Materials will be held for up to five (5) days after your function; if at that time you have not claimed your goods or materials, they will be discarded.

The hotel is not responsible for damaged packages or the safety or security of items once they have been distributed to the on-site contact.

**Attendance**

The expected attendance is 150.

**Attendee List**

The attendee list will be emailed to registered exhibitors but may be incomplete as attendees may register on the day of the conference.

**Hotel Reservations**

Crowne Plaza Albany, Desmond Hotel, 660 Albany Shaker Rd, Albany, NY 12211  
Early booking is recommended to secure your room and onsite parking is complimentary.

**On-Line Booking Link**

[NYS Association of Ambulatory Surgery Centers \(NYSAAASC\) 2025 Conference BOOK HERE](#)

**Call-in Reservations**

Hotel direct at 518-869-8100, Group Code AZZ

**PLEASE NOTE: The cut-off date for group block reservations is September 14, 2025, @ 12:01 A.M.**

**Program Ads**

Exhibitors entitled to a program ad and exhibitors that buy program ads must have their final copy emailed to Giovanna Guerri at [gguerri@friedlanderassociates.com](mailto:gguerri@friedlanderassociates.com) **NO** later than

**Friday, August 29, 2025.**

**Ad Copy Sizes**

	<b>AD SIZE</b>
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"
1/4 Page	Full Bleed: 4.375" x 5.625" Trimmed Size: 4.125" x 5.375"

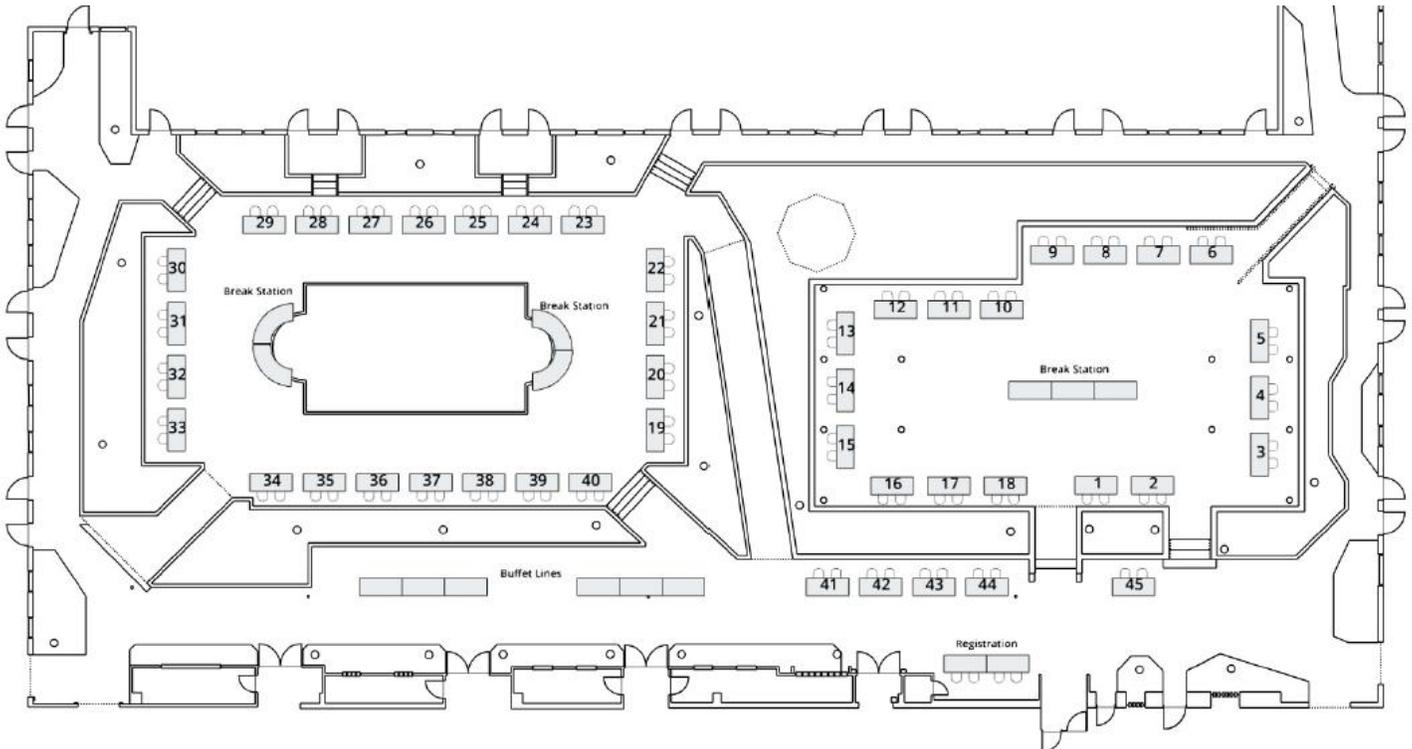
**Name Tags**

Please provide the Names for each attendee for their name tag.

**Floor Plan**

*Please note the floor plan may be changed, and additional space has been reserved.*

Booth numbers will emailed.



**Fort Orange Square**