



# EXHIBITOR/SPONSOR OPPORTUNITIES LEGISLATIVE CONFERENCE

*February 24-26, 2025*





# NYSAC Events

## NYSAC Values Your Support!

New York State Association of Counties' (NYSAC) mission is to **foster excellence in county government and unite the voice of New York's county leaders.**

New York State Association of Counties (NYSAC) and its members value the support and participation of private sector companies that do business with county government. Your support enables our members to engage in training and education that is needed and allows your company the opportunity to develop and strengthen partnerships that offer solutions for our members.

## Why Exhibit & Sponsor with NYSAC?

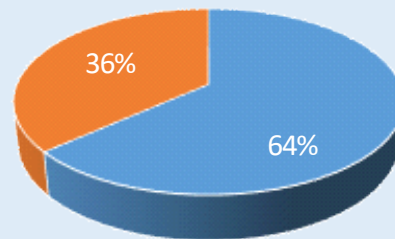
Our exhibitor and sponsorship packages offer companies the opportunity to market their products and services to county officials from across the state. Your employees will have the opportunity to network with our members, represent your brand in a county community and interact directly with local government decision makers. Your brand will be included in conference materials and signage throughout the event as well as other key outlets based on your level of participation.

## Who is Your Audience?

Over 2,000 people attend NYSAC events each year. Our attendees are decision makers and department heads from counties in New York State and are highly active consumers in almost every industry.

Being an exhibitor or sponsor of NYSAC events are effective ways to catch up with existing clients and develop new leads.

### County Attendees of NYSAC Events



■ County Decision Makers ■ County Department Heads

## NYSAC Media Outlets

NYSAC website	64,000 visitors annually
NYSAC News magazine	Distribution and events 4,500+
Counties in the News (enews)	Circulation 2,000+
County Perspective (enews)	Circulation 2,000+
Facebook	Followers 2,400
X (formerly Twitter)	Followers 4,800
Instagram	Followers 2,379
YouTube	Subscribers 1,300
Event Program	Circulation up to 1,400 Leg. & Fall events

## What is Your Potential Media Reach?

Your reach doesn't end at our events. We have an engaged group of members and others of interest that are tuned in to NYSAC media and publication channels. Increase your brand awareness within our network of county consumers who are seeking solutions from the products and services your company offers.

# NYSAC Exhibitor & Sponsor Packages

BENEFITS	SPECIAL \$2,000 +	GOLD \$1,000	EXHIBIT \$900	SILVER \$500
Complimentary employee registrations	4	3	2	1
Access to attend conference standing committee meetings, plenaries, workshops and networking breaks	✓	✓	✓	✓
Detailed company listing in Exhibitor/Sponsor Guide and conference app	✓	✓	✓	✓
Company name recognition in the event program and website	✓	✓	✓	✓
Company recognition on conference signage	✓	✓	✓	✓
Pre & post event email from NYSAC highlighting exhibitor and sponsor support	✓	✓	✓	✓
Special Thank You in NYSAC News Magazine (4,000 statewide distribution)	✓	✓	✓	✓
Mailing label document of all attendees sent by email to mail info. regarding your participation 1-2 weeks before event. This will be the only attendee list provided before the event.	✓	✓	✓	✓
One complimentary county directory mailed to sponsors in May	✓	✓	✓	✓
Display of sponsor promo items w/ logo imprint at conference registration desk	✓			
Additional signage in high traffic locations	★			
Provide additional items for your sponsored event	★			
Company logo & link on NYSAC website	★			
Exhibit booth near your sponsored event	★			
Premium exhibit space- Excelsior Partners receive first pick of exhibit space & Associate Partners (receive \$100 disc.) have priority selection of exhibit space by deadline 1/6. Associate Partners must enter discount code to receive discount.			★	
Depending on special event sponsorship, the following exposure may be included: sponsor slide, social media posts, emails, short company introduction & more	★			

★★ Most Special Event Sponsorships include additional benefits that are not listed here.  
Please send an email to [jmunguia@nysac.org](mailto:jmunguia@nysac.org) for details.

# Sponsor Information

2025 Legislative Conference  
Crowne Plaza Albany - The Desmond Hotel  
Albany, New York  
February 24-26, 2025

**GOLD** \$1,000

**SILVER** \$500

**SPECIAL EVENTS** Call for availability. Have a sponsorship idea? Call to discuss for consideration.

Keynote Speaker Sponsor	\$5,000	Monday Reception	\$3,500
Luncheon Sponsor (Mon. or Tues.)	\$4,000	Name Badge Holder Sponsor	\$3,500
Conference Gift (item handed out to each attendee)	\$4,000	Emergency Mgmt Training	\$3,500
Conference App	\$4,000	Intercounty Meeting Sponsor	\$3,000
Hotel Room Key	\$4,000	WIFI Sponsor	\$3,000
Meal Bands	\$4,000	Workshop Sponsor	\$2,000
Monday Dinner	\$3,500	Conference Program(ad on outside backcover)	\$2,000
Refreshment Breaks	\$3,500		

\*Call or email us to inquire about full benefits included with each of the special event sponsorships.

Register Online @ <https://1.cventevents.com/NYSACLC25Sponsors>

Please note that registration can only be processed online.

## EVENT MEAL TICKETS

If you would like to purchase one of our meal packages, you must purchase them during your NYSAC online registration. Meals are not available through the hotel and cannot be purchased onsite during the event.

**Meals can be reserved and/or cancelled online no later than February 7. After this date, meals are not refundable.**

### Meal Packages:

**All Event Meals** (includes Mon. lunch and dinner, Tues. breakfast and lunch, and Wed. breakfast) \$227

**Monday Meals ONLY** (includes Mon. lunch and dinner) \$112

**Tuesday Meals ONLY** (includes Tues. breakfast and lunch) \$81

## Payment is required prior to the start of the Conference.

**Policy:** One company per sponsorship is permitted. Sharing of your sponsorship with representatives of another company is strictly prohibited including partners, consultants, lobbyists, etc. Registering representatives from another company may result in a second sponsorship fee. See our Terms and Conditions form for more details.

**Cancellation Policy:** Cancellation of your sponsorship must be executed via email no later than 30 days prior to the event. Your full sponsorship fee will be due to NYSAC if cancellation is made less than 30 days before the event. A minimum 25% admin. fee will be deducted from any cancellations or refunds made by NYSAC.

**You may cancel attendee registrations online by February 13. No cancellations will be made after this date.**

**Exhibitor/Sponsor Guide Listing:** You will be required to provide your logo and company information during online registration for us to print in the Exhibitor/Sponsor Guide that all attendees receive upon check in. This information is required before each event. Please have this information ready before you start registration.

**Deadline to submit your logo and company information online for print materials: FEBRUARY 7, 2024.**

If you register online after this date, we cannot guarantee that your company information will be printed on signage and materials. Other deadlines may apply depending on your sponsorship type.

Register Online @ <https://1.cventevents.com/NYSACLC25Sponsors>  
Juanita Munguia, Business Development Manager  
NYSAC, 515 Broadway, Suite 402, Albany, New York 12207  
Phone: 518-465-1473 x201 - Email: [jmunguia@nysac.org](mailto:jmunguia@nysac.org)

# Exhibit Information

\$900

2025 Legislative Conference  
Crowne Plaza Albany - The Desmond Hotel  
Albany, New York  
February 24-26, 2025

Register Online @ <https://1.cventevents.com/NYSACLC25Exhibit>

Please note that registration can only be processed online.

**Exhibit Booth Includes:** 8' wide x 8' deep or 8' wide x 6' deep or 10' wide x 6' deep exhibit space, side pipe and drape, 6' long draped table, 2 chairs, company identification sign, general overhead lighting, cleaning of exhibit area, up to two employee registrations. You may purchase 2 exhibit spaces if you require a wider exhibit space than what is available at the time we receive your request. Standard electrical outlet is additional and can be ordered through Crowne Plaza Albany.

**Exhibit Booth Set Up:** Monday, February 24, 7am - 11am (*many attendees start checking in at 8:30am*)

**Exhibit Hall Hours:** Monday, February 24, 1pm - 5pm and Tuesday, February 25, 7:30am - 5pm

**Exhibit Booth Breakdown:** Tuesday, February 25, 4pm - 6pm

We will email the information to rent equipment, delivery and shipping from Crowne Plaza Albany - The Desmond Hotel. If you don't require these services, you can disregard that information.

**Exhibit Space Selection:** All requests are processed on a first-come first-served basis. No exhibit number/location is guaranteed. You will be asked to provide up to five booth choices during online registration. If those spaces are already reserved, we will place you in the next best location. Please see exhibit hall layouts for locations and dimensions.

**Hotel Arrangements:** Visit [www.nysac.org/legislativeconference](http://www.nysac.org/legislativeconference) for our hotel room block at the Crowne Plaza Albany, or a list of area hotels after you have registered for our event online.

## Event Meal Tickets

If you would like to purchase conference meals, you must purchase them during your NYSAC online registration. Meals are not available through the hotel and cannot be purchased onsite during the event.

**Meals can be cancelled online by February 7. Meals will not be refunded after this date.**

**Meal options are:**

**All Event Meals** (includes Mon. lunch and Mon. dinner, Tues. breakfast and lunch, and Wed. Breakfast) \$227

**Monday Meals ONLY** (includes Monday lunch and dinner) \$112

**Tuesday Meals ONLY** (includes Tuesday breakfast and lunch) \$81

## Payment is required prior to the start of the Conference.

**Policy:** One company per exhibit is permitted. Sharing of your exhibit space with a representative of another company is strictly prohibited including partners, consultants, lobbyists, etc. employed by another company. Sharing of your exhibit space with another company will result in a second exhibit fee. See our Terms and Conditions page for more details.

**Cancellation Policy:** Cancellation of your exhibit space must be executed via email no later than 30 days prior to the event. Payment is still due to NYSAC if cancellation is made less than 30 days before the event. A min. 25% admin. fee will be deducted from any cancellations or refunds made by NYSAC. **You may cancel attendee registrations online no later than February 13. Cancellations cannot be made after this date.**

**Exhibitor/Sponsor Guide Listing:** There is a section in your online registration to provide your logo and company information to be printed in the Exhibitor/Sponsor Guide that all attendees receive upon check in. This information is required before each event. We do not save information from prior events.

**Deadline to submit your logo and company information online for print materials: FEBRUARY 7.**

Register Online at <https://1.cventevents.com/NYSACLC25Exhibit>  
Juanita Munguia, Business Development Manager  
NYSAC, 515 Broadway, Suite 402, Albany, New York 12207  
Phone: 518-465-1473 x201 - Email: [jmunguia@nysac.org](mailto:jmunguia@nysac.org)



RESTROOMS

**FORT ORANGE BALLROOM**

Fort Orange Courtyard Exhibit Hall

- All booths inside the courtyard are 8ft. x 8ft.
- All booths on the walkway are 8ft. wide x 6ft. deep (these booths are shaded)

**THIS LAYOUT IS TENTATIVE AND SUBJECT TO CHANGE.**



**King Street Exhibit Hall**

All booths are 8ft x 8ft except those shaded which are 10ft wide x 6ft deep and #s 64-68, 71 are table top displays only 8ft wide x 6ft deep

**THIS LAYOUT IS TENTATIVE AND SUBJECT TO CHANGE.**

# Terms & Conditions Form

**PAYMENT POLICY:** Companies/Agencies are required to agree to all appropriate sponsor fees, exhibitor fees, meal fees, and/or registration fees by registering online. You, as a representative of your company/agency, agree to the terms stated therein. Additionally, you acknowledge that once you register online, your company is responsible for any fees incurred before and during the event whether or not employees of your company attended this event. Payment is due immediately upon receipt of invoice. NYSAC reserves the right to resell and reassign any sponsorships or exhibit space if a company fails to pay for their sponsor or exhibit fee on or before the first day of the event. There is an additional \$100 charge for any returned checks.

**REGISTRATION:** All of your company employees must be registered in advance of the event. Your sponsor or exhibit package includes a certain number of complimentary registrations (see page 3 of this exhibitor/sponsor opportunities packet for details). To register additional employees, there is an additional \$150 per person fee. Only employees of your company/agency can be registered under your company sponsorship or exhibit. Partner companies, consultants, lobbyists, and others must register under their own company exhibit or sponsorship. If representatives of another company are registered under your sponsorship or exhibit, your company may be responsible for a second exhibitor or sponsor fee. All private sector representatives must register as a sponsor, exhibitor, or non-county official to attend NYSAC events.

**CANCELLATION:** If you must cancel your sponsorship or exhibit, cancellation must be executed via email no later than 30 days prior to the event to [jmunguia@nysac.org](mailto:jmunguia@nysac.org). All cancellations are subject to approval based on marketing and benefits that may have already been provided for your company and all fees may still be due. All fees will still be due to NYSAC if cancellation is made less than 30 days before the event. A minimum 25% administrative fee will be deducted from any cancellations or refunds approved and made by NYSAC. Attendee registrations and meals can be cancelled online by the listed deadlines. Cancellations cannot be made after these deadlines and fees will be due to NYSAC.

**RESTRICTIONS:** The size of exhibit booths available are listed on your exhibitor form and/or exhibit hall layout. If you should bring a display that does not fit in your exhibit space, neither NYSAC nor the venue is responsible to accommodate your oversized display. NYSAC reserves the right to decline or prohibit any exhibit or part of any exhibit, or prohibit or restrict any activity or conduct within the exhibit area which, in NYSAC's opinion, is not appropriate or would cause NYSAC to be in violation of its contract with the hotel. Exhibitors shall not host a hospitality suite or other events for attendees at any time in which conference events are taking place. Usage of any equipment that disturbs the event such as, but not limited to, microphones, bullhorns, speakers, etc. is strictly prohibited. It is your company/agency's responsibility to arrange for delivery and shipping with the venue. NYSAC is not responsible for handling sponsor or exhibitor equipment.

**LIABILITY AND INSURANCE:** All property of the sponsor or exhibitor is under the sponsor or exhibitor's control and custody during transit and throughout the entire event. Property and personal liability insurance is the sole responsibility of the company that is contracted to sponsor or exhibit. It is recommended that sponsors and exhibitors obtain adequate property and personal insurance coverage, at their own expense, for any property loss or damage and personal injury.

**COMMUNICATION:** The contact person assigned on the first page of online registration will be the sole person that NYSAC directs all correspondence, questions, and invoices to related to this event. It will be their responsibility to share information and communication with their team.

**NYSAC Events Code of Conduct:** NYSAC is committed to fostering a welcoming and inclusive environment for all participants at our conferences and events. Participants include NYSAC members, NYSAC employees, vendors, attendees, invited guests, and speakers. Harassment of any kind, including verbal and/or physical will not be tolerated. Participants experiencing harassment should immediately report the incident to the venue staff and a NYSAC employee as soon as possible. NYSAC will review all complaints thoroughly and take appropriate action, which may include removal from current or future conferences or events.

By registering online, you agree to the terms and conditions of online registration, and this exhibitor / sponsorship opportunities packet.