

STRATEGIC LEARNING

Be Prepared for
YOUR Next Move



NYSAC EXHIBITOR/SPONSOR OPPORTUNITIES

NYSAC 2024 Fall Seminar - September 9-11, 2024

Resorts World Catskills, Monticello, NY
Sullivan County

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?

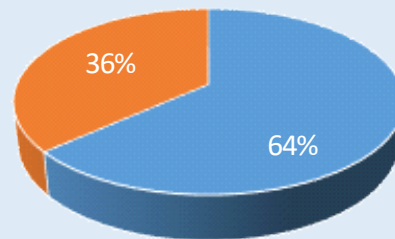
Our exhibitor and sponsorship packages offer companies the opportunity to market their products and services to county officials from across the state. Your employees will have the opportunity to network with our members, represent your brand in a county community and interact directly with local government 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.

NYSAC events are great events 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	50,000 visitors annually
NYSAC News magazine	Distribution + events 4,500
Counties in the News (enews)	Circulation 2,000
County Perspective (enews)	Circulation 2,200
Facebook	Followers 2,200
X	Followers 4,614
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	CORPORATE \$5,000	SPECIAL \$2,000 - ↑	GOLD \$1,000	EXHIBIT \$900	SILVER \$500
Complimentary employee registrations	5	4	3	2	1
Access to attend conference workshops and networking coffee breaks	✓	✓	✓	✓	✓
Detailed company listing in Exhibitor/Sponsor Guide	✓	✓	✓	✓	✓
Company name recognition in the event program	✓	✓	✓	✓	✓
Company recognition on conference signage	✓	✓	✓	✓	✓
Pre & post event email from NYSAC highlighting exhibit and sponsor support	✓	✓	✓	✓	✓
Special Thank You in NYSAC News Magazine (4,000 statewide distribution)	✓	✓	✓	✓	✓
Label document sent by email for your company to mail info. regarding your participation 1-2 weeks before event	✓	✓	✓	✓	✓
One complimentary county directory handed out at event	✓	✓	✓	✓	✓
Display of sponsor promo items w/ logo imprint at conference registration desk, or near by	✓	✓			
Additional signage in high traffic locations	✓	*			
Full page ad in event program	✓	*			
Company logo & link on NYSAC website	✓	*			
Exhibit booth, sponsorship, ad in program at the Legislative Conference and Fall Seminar	✓				
Premium exhibit space- All Excelsior & Associate partners (<i>priority & receive \$100 disc.</i>), and Corporate sponsors have priority selection of exhibit space by deadline provided	✓			✓	
Depending on special event sponsorship, the following exposure may be included: sponsor slide, tweets, emails, short company introduction, ad in conf. program, & more		*			

★★ Most Special Event Sponsorships include additional benefits that are not listed here.

Please send an email to jmunguia@nysac.org for details. **

Sponsor Information

2024 NYSAC Fall Seminar
Resorts World Catskills
Monticello, NY - Sullivan County
September 9-11, 2024

CORPORATE \$5,000

GOLD \$1,000

SILVER \$500

SPECIAL EVENTS

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

Plenary/Keynote Speaker Sponsor	\$5,000	Monday Reception	\$3,000
Luncheon Sponsor (Mon. or Tues.)	\$4,000	Name Badge Holder Sponsor	\$3,000
Conference Gift (item handed out to each attendee)	\$4,000	Coffee Break Sponsor	\$3,000
Monday Dinner Sponsor	\$3,500	Workshop Sponsor	\$2,000
		Conference Program (ad on outside backcover)	\$2,000

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

ADVERTISING: Advertise in our conference program. This booklet is handed to each attendee upon onsite registration. Advertising is **not a sponsorship** and event registration is **not** included. To advertise, you must register as an exhibitor or sponsor. *Special Event sponsorships at \$3,500 or higher include an ad in the program.*

Full page color ad \$900 **SPECS:** 4.25" wide by 8.5" high, full page color ad, jpg file.

Ad commitment and artwork due **August 16, 2024.**

Register Online @ <https://1.cventevents.com/NYSACFS24Sponsors>

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. Our meal packages are not available through the casino or hotel and cannot be purchased onsite during the event.

Meal Package Options:

All Event Meals (includes Mon. lunch and dinner, Tues. breakfast and lunch, and Wed. breakfast) \$222

Monday Meals ONLY (includes Mon. lunch and dinner) \$106

Tuesday Meals ONLY (includes Tues. breakfast and lunch) \$75

MEALS CAN ONLY BE PURCHASED THROUGH ONLINE REGISTRATION AND CANNOT BE PURCHASED AT THE EVENT.

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 or inviting 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, advertisement, or other event related fees 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.

Exhibitor/Sponsor Guide: You will be required to provide your logo and company info. during online registration for the printed Exhibitor/Sponsor Guide that all attendees receive upon check in. Please have all company information ready before you begin registration including a 300-character or less company description including spaces.

Deadline to submit your logo and company information online for print materials: August 23.

Registration Deadline to add last minute attendees and mal packages: August 30.

Register Online @ <https://1.cventevents.com/NYSACFS24Sponsors>
Juanita Munguia, Business Development Manager
NYSAC, 515 Broadway, Suite 402, Albany, New York 12207
Phone: 518-465-1473 x201 - Email: jmunguia@nysac.org

Exhibit Information

\$900

2024 NYSAC Fall Seminar
Resorts World Catskills
Monticello, NY - Sullivan County
September 9-11, 2024

Register Online at <https://1.cventevents.com/NYSACFS24Exhibit>

Please note that registration can only be processed online.

Exhibit Booth Includes: 8' wide by 8' deep **or** 8' wide by 6' deep exhibit space, 8' back drape and 3' side drape, 6' long draped table, 2 chairs, waste basket, company identification sign, general overhead lighting, cleaning of exhibit area, up to two employee registrations. You may purchase additional exhibit space if your display is larger than 8' by 8' or 8' by 6'. Power cords are not included.

Exhibit Booth Set Up: Monday, Sept. 9, 7am - 12pm (*many attendees start checking in at 8:30am*)

Exhibit Hall Hours: Monday, Sept. 9, 1pm - 5pm and Tuesday, Sept. 10, 7:30am - 5pm

Exhibit Booth Breakdown: Tuesday, Sept. 10, 5pm - 6pm

We will email the assigned company contact person an exhibitor packet from Northeast Decorating. If you don't require their equipment or services, you can disregard their packet. Please note their deadlines, and reach out to them directly with any questions regarding their services. WI-FI will be provided by the venue.

Exhibit Space Selection: All requests are processed on a first-come first-served basis. No exhibit number/location is guaranteed. Please provide up to five booth choices during online registration. If those spaces are not available, we will place you in the next best location. Please see the exhibit hall layouts.

Hotel Arrangements: Visit www.nysac.org/fallseminar for information to make hotel arrangements with Resorts World Catskills. We encourage you to make hotel arrangements as soon as you register for the conference to secure your hotel needs. Our hotel room block will sell out fast.

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 or casino and cannot be purchased onsite during the event. **Meal options are:**

All Event Meals (includes Mon. lunch and dinner, Tues. breakfast and lunch, and Wed. Breakfast) \$222

Monday Meals ONLY (includes Monday lunch and dinner) \$106

Tuesday Meals ONLY (includes Tuesday breakfast and lunch) \$75

Payment is required prior to the start of the Conference.

Policy: All attendees must be pre-registered online to attend this event. Sharing exhibit registration with a representative of another company is strictly prohibited including partners, consultants, lobbyists, etc. employed by another company. Registering or inviting representatives who are not employed by your company as exhibitors will result in a second exhibit fee. See our Terms and Conditions page for more details.

Cancellation Policy: Cancellation of your exhibit space and other related fees must be executed via email no later than 30 days prior to the event. Fees will still be 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.

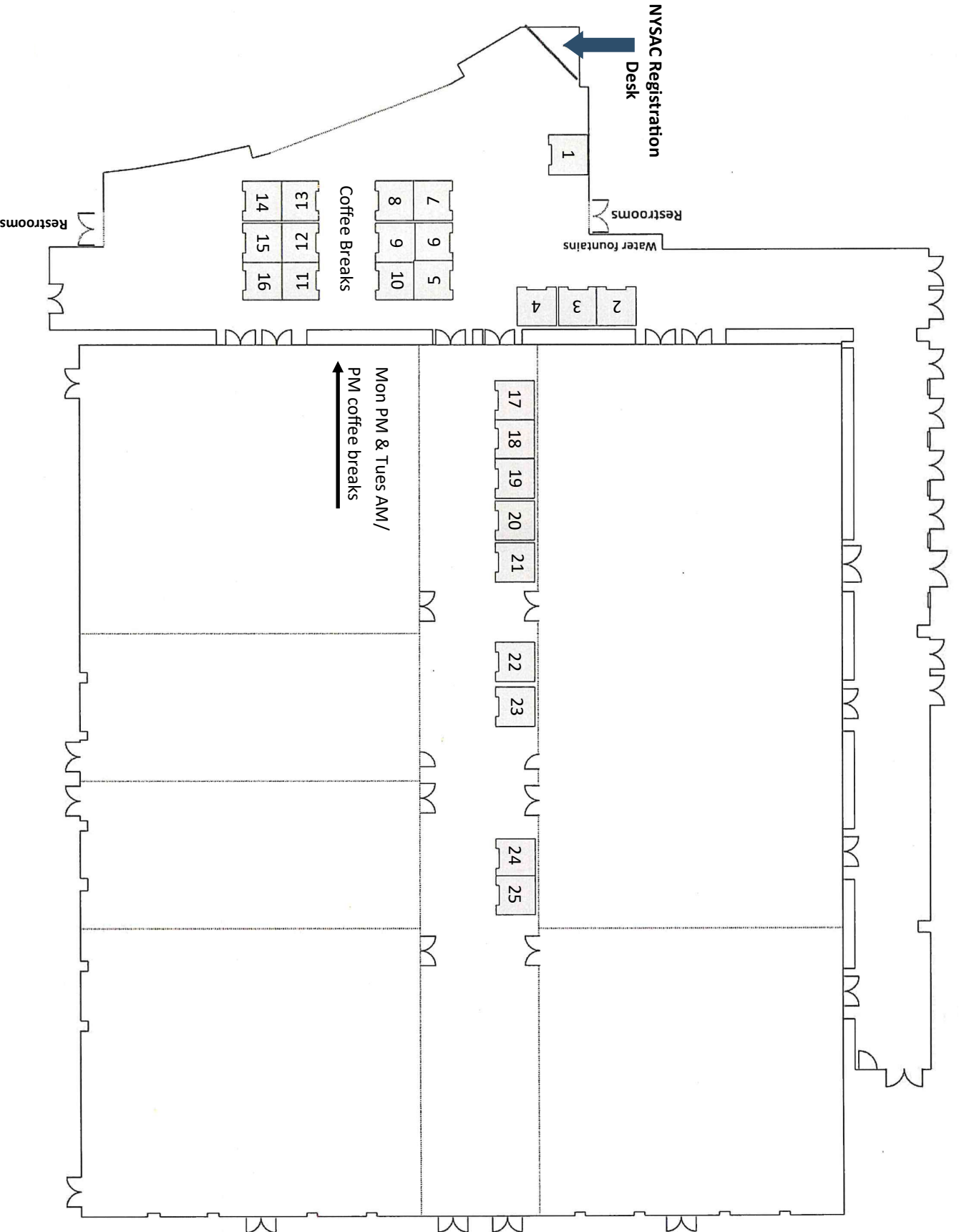
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Register Online at <https://1.cventevents.com/NYSACFS24Exhibit>
Juanita Munguia, Business Development Manager
NYSAC, 515 Broadway, Suite 402, Albany, New York 12207
Phone: 518-465-1473 x201 - Email: jmunguia@nysac.org

First Floor NYSAC Registration Desk, Meeting Space, Exhibits, and Coffee Breaks



Second Floor NYSAC Meeting Space, Exhibits and Coffee Breaks

***Booth #'s 26-30 and 51-55 are 8' wide by 6' deep. All others, including the addition of 56-61 are 8x8.
 All exhibits have access to a standard electrical outlet.
 All coffee breaks are upstairs and downstairs.

escalator/elevator to 1st fl. mtg space



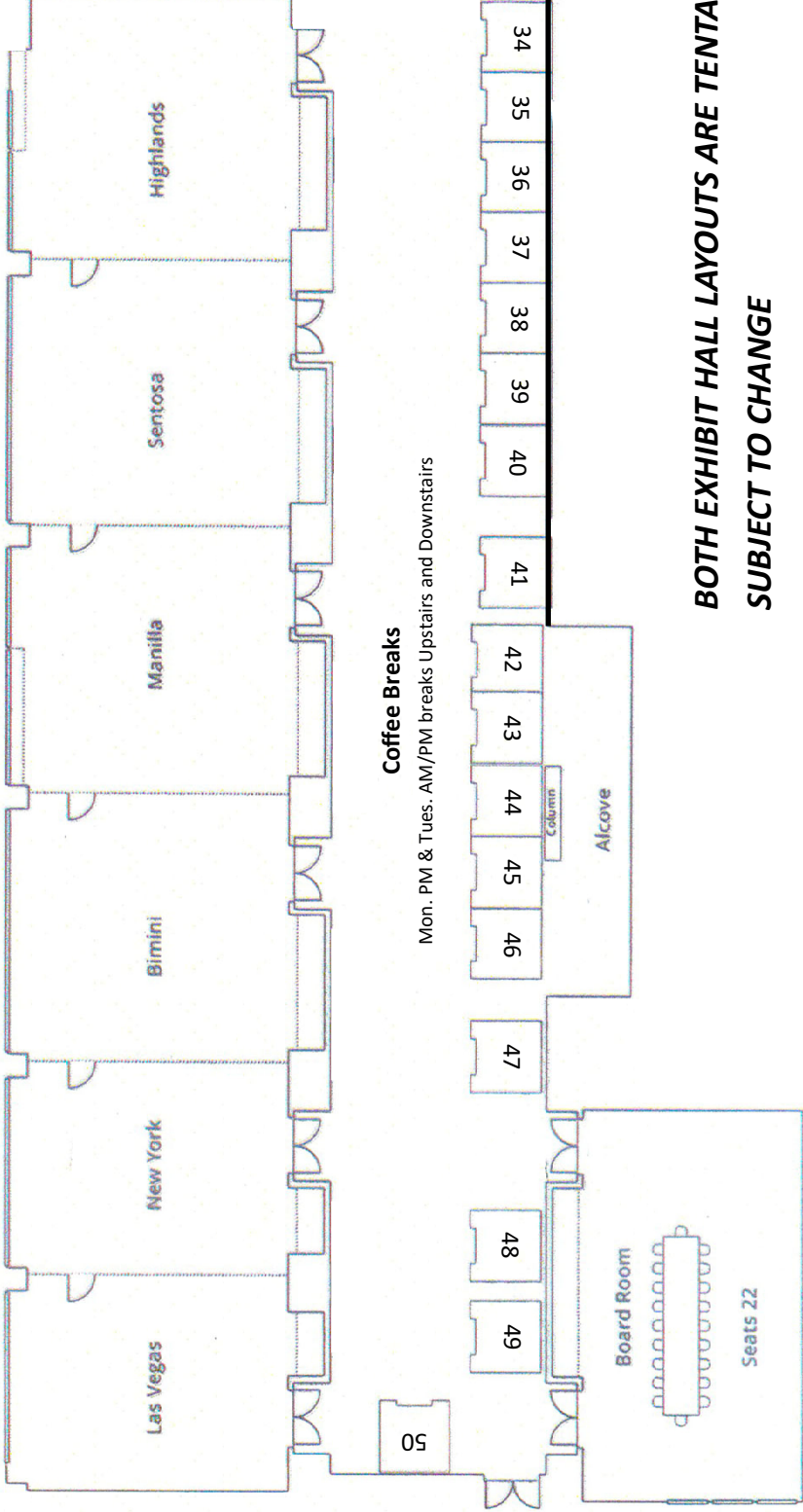
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59

55 54 53 52 51

61 60

26 27 28 29 30 31 32 33



BOTH EXHIBIT HALL LAYOUTS ARE 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, advertising 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 \$75 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 or exhibitor to attend NYSAC events. Only NYSAC Excelsior and Associate Partners can register at a discounted rate, without having to register as a sponsor or exhibitor. Advertising does not include registration to the event.

CANCELLATION: If you must cancel your sponsorship, exhibit, ad reservation, or meals, cancellation must be executed via email no later than 30 days prior to the event to 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 applicable 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.

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 the 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: The New York State Association of Counties (NYSAC) professional conference enable our members to receive continuing education, build professional networks, and discover new products and services for government efficiencies. To provide all participants - members, speakers, exhibitors, sponsors, staff, and volunteers - the opportunity to learn and share best practice ideas, NYSAC is committed to providing a professional environment for everyone. As an attendee to a NYSAC conference or meeting, you have a shared responsibility to create and maintain that professional environment for the benefit of all. Failure to adhere to the code of conduct may result in the removal of the company or agency participation.

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