

EXHIBITOR/SPONSOR OPPORTUNITIES

FAST TRACK
TO COUNTY GOVERNMENT
EXCELLENCE

NYSAC 2023 FALL SEMINAR
September 13-15, 2023
Turning Stone, Verona, NY
Oneida 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?

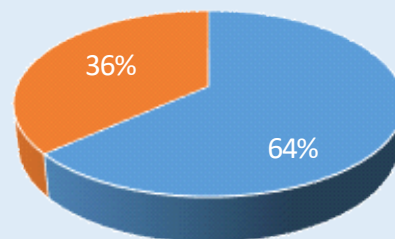
Our exhibitor and sponsorship packages offer companies the opportunity to market their products and services to county officials from across the state. Your employees will have the opportunity to network with our members, represent your brand in a county community and interact directly with local government 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 2,100
Twitter	Followers 4,608
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 and on our event webpage	✓	✓	✓	✓	✓
Company recognition on conference signage	✓	✓	✓	✓	✓
Pre & post event email from NYSAC highlighting sponsor or exhibitor 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 or to be used as attendee list	✓	✓	✓	✓	✓
One complimentary county directory handed out to a sponsor attendee at event	✓	✓	✓		✓
Display of sponsor promo items w/ logo imprint at conference registration desk, or on table 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. Half page ad in two NYSAC News magazines	✓				
Premium exhibit space- All Excelsior & Associate partners (receive \$100 disc.), and Corporate sponsors have priority - Selection of exhibit space by deadline provided	✓				
Depending on special event sponsorship, the following exposure may be included: tweets, emails, short company introduction & recognition in room, ad in conf. program, & more		★			

Additional benefits vary and apply to most special event sponsorships.

Please call 518-465-1473 x201 or email jmunguia@nysac.org for more details.

Sponsor Information

2023 NYSAC Fall Seminar
Turning Stone Resort, Verona, New York
Oneida County
September 13-15, 2023

CORPORATE \$5,000

GOLD \$1,000

SILVER \$500

SPECIAL EVENTS

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

Keynote Speaker	\$5,000	Thursday Networking Event	\$3,500
Luncheon (Wed. or Thurs.)	\$4,000	Name Badge Holder	\$3,000
Conference Gift (item handed out to each attendee)	\$4,000	Workshop Sponsor	\$2,000
Wednesday Dinner	\$3,500	Conference Program (ad on outside back cover)	\$2,000

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

ADVERTISING:

Advertise in our conference program that is provided to each attendee upon check in.

Advertising is **not a sponsorship** and event registration is **not** included. To attend this event, you must register as an exhibitor, sponsor, or partner. *Special Event sponsorships at \$3,500 or higher include an ad in the program.* Artwork due by **August 14, 2023**.

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

Register Online @ <https://1.cventevents.com/NYSACFS23vendors>

Please note that registration can only be processed 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 or casino and cannot be purchased onsite during the event. **Meal options are:**

All Event Meals (includes Wed. lunch and Wed. dinner, Thurs. breakfast and lunch, and Fri. Breakfast) \$244.50

Wednesday Meals ONLY (includes Wednesday lunch and dinner) \$125.50

Thursday Meals ONLY (includes Thursday breakfast and lunch) \$85.50

Payment is required prior to the start of the Conference.

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

Cancellation Policy: Cancellation of your sponsorship or advertisement and other related fees must be executed via email no later than 30 days prior to the event. 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 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: **August 23.**

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 level.

Register Online at <https://1.cventevents.com/NYSACFS23vendors>
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

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Exhibit Booth Includes: 10' wide by 10' deep exhibit space, 8' back drape and 3' side drape, 6' long draped table, 2 chairs, waste basket, standard electrical outlet, 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 10' by 10'.

Exhibit Booth Set Up: Wednesday, Sept. 13, 7am - 12pm (*many attendees start checking in at 8:30am*)

Exhibit Hall Hours: Wednesday, Sept. 13, 1pm - 5pm and Thursday, Sept. 14, 7:30am - 5pm

Exhibit Booth Breakdown: Thursday, Sept. 14, 5pm - 6:30pm

NEW! We are hosting a networking event in the exhibit hall on Thursday from 3:15pm-5pm.

Please stay for this event and wait to pack your materials at 5pm on Thursday.

After you register for this event, we will email you an exhibitor packet from Northeast Decorating. If you don't require their services, you can disregard their information. If you require their services, please note their deadlines, and reach out to them directly with any questions. Basic 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 already reserved, we will place you in the next best location. Please see the exhibit hall layout.

Hotel Arrangements: Visit www.nysac.org/fallseminar for information to make hotel arrangements with Turning Stone Resort.

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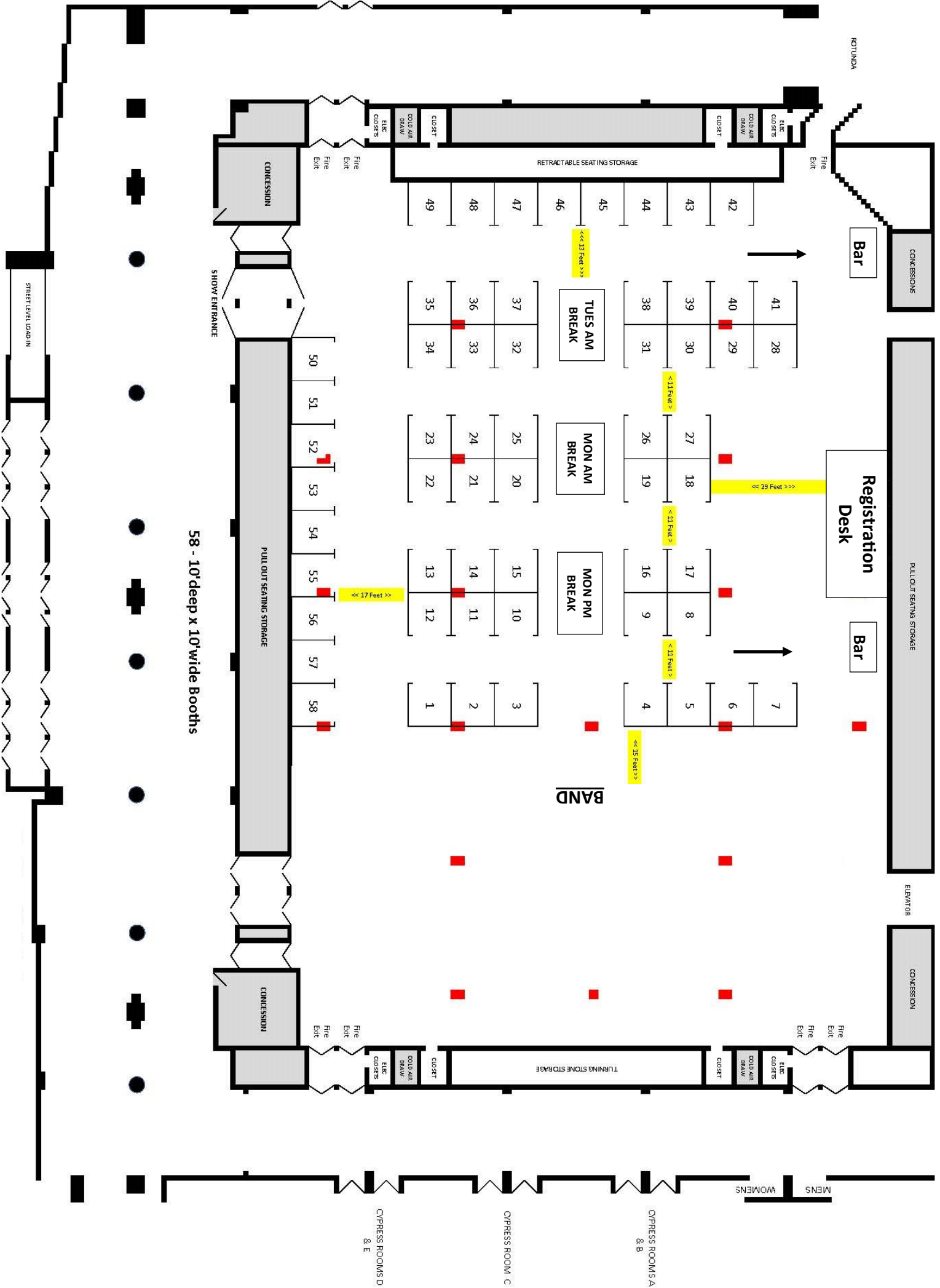
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Cancellation Policy: Cancellation of your exhibit space and other related fees must be executed via email no later than 30 days prior to the event. Fees will still be due to NYSAC if cancellation is made less than 30 days before the event. A min. 25% admin. fee will be deducted from any cancellations or refunds made by NYSAC.

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Juanita Munguia, Business Development Manager
NYSAC, 515 Broadway, Suite 402, Albany, New York 12207
Phone: 518-465-1473 x201 - Email: jmunguia@nysac.org



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 re-assign 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. Private sector representatives who wish to attend this event without marketing may register as a non-county official.

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 venue. 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. Exhibit space is not included in sponsorship packages, except Corporate. If you want to exhibit and be a sponsor, you would register for both separately.

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 during online registration will be the sole person that NYSAC directs all correspondence, questions, and invoices to related to this event. The contact person is responsible for sharing all event information with their registered attendees.

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.