

# EXHIBITOR/SPONSOR OPPORTUNITIES



## 58th Annual County Finance School

May 1-3, 2024

Turning Stone Resort, Verona NY



58th Annual County Finance School  
Turning Stone Resort  
Verona, New York  
Oneida County  
**May 1-3, 2024**



# 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?

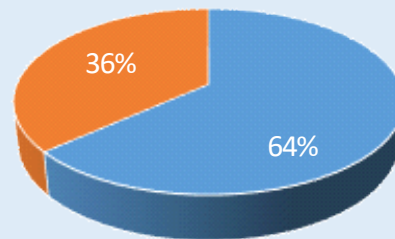
Our exhibitor and sponsorship packages offer companies the opportunity to market their products and services to county officials from across the state. Your employees will have the opportunity to network with our members, represent your brand in a county community and interact directly with local government 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 venues 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
Twitter	Followers 4,614
Event Program	Circulation up to 1,800 all three 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 \$1,500	EXHIBIT \$900	SILVER \$650
Complimentary employee registrations	4	3	2	1
Access to attend conference workshops	✓	✓	✓	✓
Access to 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 highlighting your support	✓	✓	✓	✓
Special Thank You in NYSAC News Magazine (4,000 statewide distribution)	✓	✓	✓	✓
Ribbon on name badge identifying your participation level	✓	✓	✓	✓
Label document by email for your company to mail info. regarding your participation 1-2 weeks before event	✓	✓	✓	✓
Company listing on County Finance School webpage	✓	✓	✓	✓
Meals included	✓	✓	✓	✓
Complimentary county directory Handed out or mailed to sponsors of Finance School	1	1		1
Display of promo items w/ logo imprint at Conference registration desk	✓			
Additional signage in high traffic locations	✓			
Full page Ad in event program	Included with \$3,500+ sponsorships			
Premium exhibit space- All Excelsior & Associate partners have priority selection of booth location. See deadline to register for priority placement.			✓	

★★ Additional benefits apply to certain special event sponsorships. Please call for more details.

# Sponsor Information

58th Annual County Finance School  
Turning Stone Resort  
Verona, New York (Oneida County)  
May 1-3, 2024

➤ **GOLD** \$1,500 up to three registrations incl.

➤ **SILVER** \$650 one registration included

➤ **SPECIAL EVENT** up to four registrations included. Call or email for availability.

Keynote Speaker	\$5,000	Breakfast (Thurs.)	\$3,000
Luncheon (Wed.)	\$4,000	Refreshment Break (Wed. or Thurs.)	\$2,500
Luncheon (Thurs.)	\$4,000	Workshop	\$2,000
<b>NEW!</b> Hotel Room Key logo	\$4,000	Conference Program	\$2,000

\*Call or email us to find out all of the benefits included with the special event package you are considering.

## ONLINE REGISTRATION ONLY @

<https://1.cventevents.com/FinSchool24Sponsors>

Please note that registration can only be processed online.

### HOW TO REGISTER: PLEASE READ ALL INSTRUCTIONS WHEN REGISTERING ONLINE.

1. The person who is registering your attendees and handling all of the details at your company should register as the sponsor contact, and again as an attendee if attending. If you are attending, you enter your information again after clicking the REGISTER ATTENDEES button.
2. You will be asked during registration, to enter the company information you want us to print in the exhibitor/sponsor guide. **We encourage you to have this information ready before you start registration.** You'll need your logo named after your company, 300 characters or less (with spaces) company description and a contact person.
3. You can register your attendees and yourself a few pages into the registration process. If you are working with another company like a partner, lobbyist, consultant, etc. they have to register on their own, separately to attend this event.
4. You'll want to print two copies of your confirmation/invoice, one for your records and one for accounts payable. If you don't received that email immediately, please check your spam filter.

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

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

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

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

### Deadline for logos and company information on print materials is April 19th.

See conference flyer for schedule, workshop, and hotel information. All sponsorships include meals for registered employees. Sponsorships do not include an exhibit booth.

Register online at <https://1.cventevents.com/FinSchool24Sponsors>  
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

58th Annual County Finance School

Turning Stone Resort

Verona, New York (Oneida County)

May 1-3, 2024

ONLINE REGISTRATION ONLY @

<https://1.cventevents.com/FinSchool24Exhibit>

Please note that registration can only be processed online.

## HOW TO REGISTER: PLEASE READ ALL INSTRUCTIONS WHEN REGISTERING ONLINE.

1. The person who is registering your attendees and handling all of the details at your company should register as the exhibitor contact, and again as an attendee, if attending. If you are attending, you enter your information again after clicking the REGISTER ATTENDEES button.
2. You will be asked during registration to enter the company information you want us to print in the exhibitor/sponsor guide. **We encourage you to have this information ready before you start registration so it doesn't time out on you.** Logo named after your company, 300 character or less (with spaces) company description, and contact person.
3. You can register your attendees and yourself a few pages into the registration process. If you are working with another company like a partner, lobbyist, consultant, etc. they have to register on their own, separately to attend this event.
4. You'll want to print two copies of your confirmation/invoice, one for your records and one for accounts payable. If you don't receive that email immediately, please check your junk or spam filter.

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

**Policy:** One company per exhibit allowed. Sharing of your exhibit space with a representative of another company is strictly prohibited including partners, consultants or lobbyists employed by another company. Sharing of your exhibit space with another company can result in a second exhibit fee. See our Terms and Conditions form 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. Exhibit fees will still be due to NYSAC if cancellation is made less than 30 days before the event.

A 25% administrative fee will be deducted from any cancellations or refunds made by NYSAC.

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

## Deadline for logos and company information on print materials is April 19th.

See conference flyer for schedule, workshop, and hotel information. All exhibit booths include meals for registered employees.

**NYSAC Exhibit Booths Include:** tabletop exhibits: 6' long draped table, 2 chairs, general overhead lighting, cleaning of exhibit area, and 1 standard electrical outlet. Exhibit space is 6' wide by 6' deep with no pipe and drape. \*Please note that this space does not accommodate any signage or equipment that would use floor space.

**Exhibit Booth Set Up:** Wednesday, May 1st - 7am - 8:30am

**Exhibit Hall Hours:** Wednesday, May 1st - 8:30am - 5:30pm and Thursday, May 2nd - 8am - 5pm

**Exhibit Booth Breakdown:** Thursday, May 2nd - 4pm - 6pm

We will email the information regarding delivery/shipping from Turning Stone.

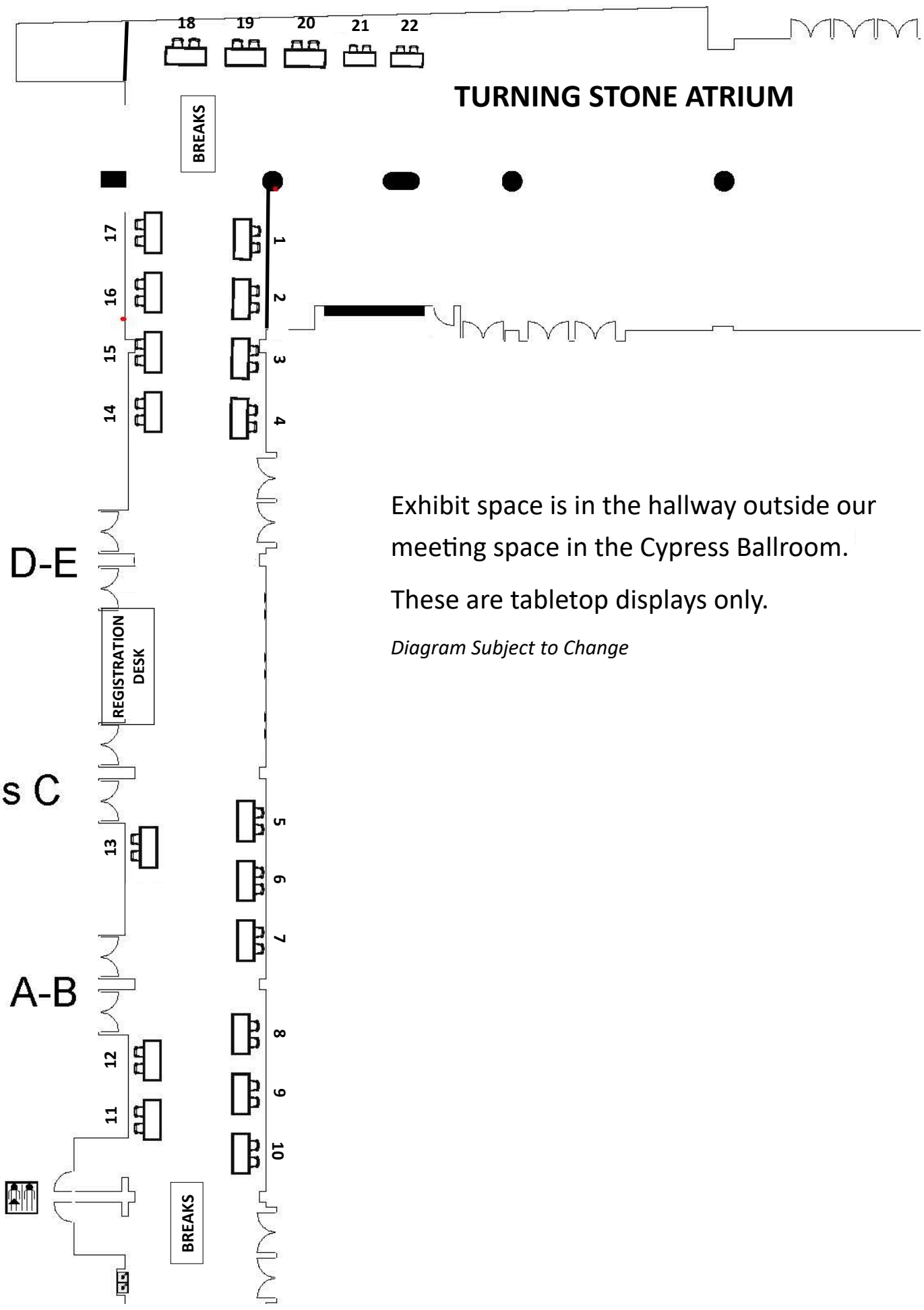
**Exhibit Space Selection:** All requests are processed on a first-come first-served basis. No exhibit number/location is guaranteed. You will be asked to provide four booth choices during your online registration. If those spaces are already taken, we will place you in the next best location.

Register ONLINE at <https://1.cventevents.com/FinSchool24Exhibit>

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)



**TURNING STONE ATRIUM**

Cypress D-E

Cypress C

Cypress A-B

Exhibit space is in the hallway outside our meeting space in the Cypress Ballroom.

These are tabletop displays only.

*Diagram Subject to Change*

# Terms & Conditions Form

**PAYMENT POLICY:** Companies/Agencies are required to agree to all appropriate sponsor fees, exhibitor fees, advertising fees, and/or registration fees by registering online. As a representative of your company, you 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 a \$100 charge for 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 register under your sponsor or exhibit package. Partner companies, subcontractors, consultants and lobbyists must register under their own company exhibitor or sponsorship package. If representatives of another company are registered under your NYSAC package, 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 network at or attend NYSAC events. NYSAC Excelsior and Associate Partners can register as an attendee without having to register as a sponsor or exhibitor. Companies that do not want marketing at the event may register as a non-county official. Advertising in the conference program does not include registration to the event.

**CANCELLATION:** If you must cancel your sponsorship, exhibit reservation, advertising, and/or registration, cancellation must be executed by email no later than 30 days prior to the event to [jmunguia@nysac.org](mailto:jmunguia@nysac.org) for a credit or refund of any amount to be considered. Fees (*booth, sponsorship, additional attendees, ads*) will still be due to NYSAC if cancellation is made less than 30 days before the event. A 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 or personal injury.

**COMMUNICATION:** The contact person assigned during online registration will be the sole person that NYSAC directs all correspondence and invoices to related to this event.

**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, attendees, 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.

By registering online, you confirm that you've reviewed and agree to the terms and conditions on this page, your Exhibitor/Sponsor Opportunities packet, conference flyer and online registration.