

# Financial Leadership

## **EXHIBITOR / SPONSOR OPPORTUNITIES**



## In Turbulent Waters

# NYSAC 60th Annual County Finance School

May 20-22 . 2026  
The Queensbury Hotel . Glens Falls . NY



# 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?

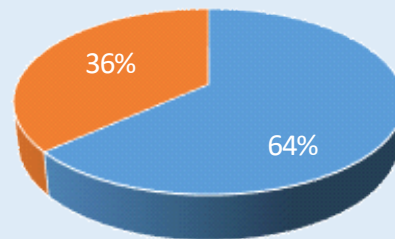
Our exhibitor and sponsorship packages offer companies the opportunity to market their products and services to county officials from across the state. Your employees will have the opportunity to network with our members, represent your brand in a county community and interact directly with local government 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	80,000 visitors annually
NYSAC News magazine	Distribution + events 4,500
Counties in the News (enews)	Circulation 2,000+
County Perspective (enews)	Circulation 2,000+
Facebook	Followers 2,700
X	Followers 4,650
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 \$1,000	SILVER \$650
Complimentary employee registrations	4	3	2	1
Access to attend conference workshops	✓	✓	✓	✓
Access to networking breaks	✓	✓	✓	✓
Detailed company listing in App & Exhibitor/Sponsor Guide	✓	✓	✓	✓
Company name recognition in the conference app	✓	✓	✓	✓
Company recognition on conference signage	✓	✓	✓	✓
Pre & post event email highlighting your support	✓	✓	✓	✓
Special Thank You in NYSAC News Magazine (4,000 statewide distribution)	✓	✓	✓	✓
Exhibitor or Sponsor band 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 at Finance School if available by event	1	1		1
Display of promo items w/ logo imprint at Conference registration desk	✓			
Additional signage in high traffic locations	✓			
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.

You only receive the items **check-marked** in the column of the sponsorship or exhibit above that you secure online. **Exhibits are not included in our sponsorships** \*\*

# Sponsor Information

60th Annual County Finance School  
The Queensbury Hotel  
Glens Falls, New York (Warren County)  
May 20-22, 2026

- **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.

Plenary	\$3,000	Refreshment Breaks (Wed. & Thurs.)	\$2,500
Hotel Room Key logo	\$4,000	Luncheon (Thurs.)	\$2,500
Wednesday Dinner	\$3,500	Luncheon (Wed.)	\$2,500
Breakfast (Thurs.)	\$2,500	Workshop	\$2,000
		Recharge Lounge	\$1,750

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

## ONLINE REGISTRATION ONLY @ [www.nysac.org/marketingopportunities](http://www.nysac.org/marketingopportunities)

Please note that registration can only be processed online.

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

1. The person who is registering your attendees and handling all of the details at your company should list themselves as the sponsor contact on the first page of registration, and again as an attendee if attending.
2. You will be asked during registration, to enter the company information you want us to print in the Exhibitor/Sponsor guide and conf app. **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 to be printed in the Guide and listed in the app.
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 will be placed in pending approval status until we email you about your updated status.** You'll want to save a copy of your confirmation/invoice, and forward it to your accounts payable as back up or to process your payment. 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 minimum 25% administrative fee will be deducted from any cancellations or refunds made by NYSAC. You must send an email to [jmunguia@nysac.org](mailto:jmunguia@nysac.org) if you wish to cancel your sponsorship.

**App & Exhibitor/Sponsor Guide Listing:** There will be a section in your online registration to provide company information to be printed in the guide and conference app 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 **May 4th.**

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

Register online at [www.nysac.org/marketingopportunities](http://www.nysac.org/marketingopportunities)  
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

\$1,000

60th Annual County Finance School

The Queensbury Hotel

Glens Falls, New York (Warren County)

May 20-22, 2026

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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 list themselves as the exhibitor contact on the first page of registration, and again as an attendee, if attending.
2. You will be asked during registration to enter the company information you want us to print in the Exhibitor/Sponsor guide and/or conference app. **We encourage you to have this information ready before you start registration so it doesn't time out on you.** Logo file 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 will be placed in pending approval status until you receive an email with your updated status.** Save a copy of your confirmation/invoice, and forward it to your accounts payable as back up or to process your payment. If you don't received 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 minimum \$200 fee will be deducted from any cancellations or refunds made by NYSAC. NYSAC reserves the right to reject or accept any and all registrations completed our CVENT application without cause. See terms and conditions page. You must email [jmunguia@nysac.org](mailto:jmunguia@nysac.org) to cancel exhibit space.

**Exhibitor/Sponsor Guide Listing:** There will be a section in your online registration to provide the company information for the app and printed 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 **May 4th.**

See conference flyer for schedule, workshop, and hotel information. Registration includes meals.

**NYSAC Exhibit Booths Include:** tabletop exhibits: 8' long draped table, 2 chairs, general overhead lighting, cleaning of exhibit area, and access to an electrical outlet. **You must bring your own electrical cords.** Exhibit space is 10' 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. Your equipment and materials must fit in your space.

**Exhibit Booth Set Up:** Wednesday, May 20, 7am - 8:30am

**Exhibit Hall Hours:** Wednesday, May 20, 8:30am - 5:30pm and Thursday, May 21, 8am - 5pm

**Exhibit Booth Breakdown:** Thursday, May 21, 4pm - 6pm

We will email the information regarding delivery/shipping to and from this location closer to the event.

**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 [www.nysac.org/marketingopportunities](http://www.nysac.org/marketingopportunities)  
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)

 = STANDARD WALL  
OUTLET - 2 PLUGS  
120 VOLTS

Bring your own power  
cord

10' wide x 6' deep  
exhibit space

**TENTATIVE LAYOUT**



# 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. Our events are not open to the public. 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. NYSAC reserves the right to reject or accept any and all registrations completed in our CVENT application without cause.

**CANCELLATION:** If you must cancel your sponsorship, exhibit reservation, and/or registration, cancellation must be executed by clicking on the cancel registration button. We will consider a minimum \$200 exhibit fee or 25% of sponsor fee refund at NYSAC's discretion. Fees (*booth, sponsorship, additional attendees*) will still be due to NYSAC if cancellation is made less than 30 days before the event.

**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 at our event. 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:** NYSAC Code of Conduct: NYSAC is committed to fostering a welcoming and inclusive environment. Harassment and /or unprofessional behavior of any kind will not be tolerated. Participants and guests experiencing harassment at any NYSAC event should 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. At NYSAC's discretion, any harassment or unprofessional behavior that is a violation of this Code of Conduct may result in the immediate removal from current or future events.

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.