

**NEW YORK PUBLIC WELFARE ASSOCIATION**

# ***NYPWA***

**148<sup>th</sup> Annual Summer Conference**

## ***The Ripple Effects of Care, Compassion, and Respect***

**July 16-19, 2017 • The Saratoga Hilton Hotel**



**EXHIBITOR • SPONSOR • ADVERTISER PROSPECTUS**

The NYPWA Conference is the perfect venue to showcase your products and services to decision-makers from New York's 58 local departments of social services, state government agencies, and other organizations. No other conference can offer you more direct contact with commissioners and other upper level administrators from local social service districts.

The four coffee breaks scheduled on Monday, July 17, and Tuesday, July 18, will all take place in the exhibit area in order to promote high traffic.

Reserve your booth space now! Prime booth space is assigned based on registration date and level of conference sponsorship. Don't miss this opportunity to be recognized at the New York Public Welfare Association conference as an exhibitor, advertiser, or sponsor.

[www.NYPWA.org](http://www.NYPWA.org)

## Exhibitor Space

Prime exhibitor space is available at the 148<sup>th</sup> annual NYPWA Summer Conference. Don't miss this opportunity to connect with your target audience. This annual event is scheduled for July 16-19, 2017, and will be held at the Saratoga Hilton Hotel, 534 Broadway, Saratoga Springs, New York.

Your Exhibitor Registration Fee will include:

- 2 complimentary conference registrations for your company representatives
- A description in the conference program detailing your organization and booth location
- Two full days to exhibit
- 8' x 8' exhibit booth

Please see the attached exhibitor information and registration form for more information, or contact NYPWA staff listed below for details.

## Gold Sponsorship

Be among the premier companies to be recognized as a NYPWA Gold Sponsor. Gold Sponsors will receive a full page ad in the Final Conference Brochure, a morning or afternoon coffee break sponsorship, your company's logo or name on signs announcing sponsorship, preferred booth space, and your company description and contact information published in the Final Conference Brochure. Gold Sponsors will also receive special recognition during the conference Opening Ceremonies. Take advantage of this great marketing opportunity and sign up today! (Sponsorships will be limited).

Please see the attached exhibitor information and registration form for more information, or contact NYPWA staff listed below for details.

## Event Sponsorships

If you cannot commit to staffing booth space, please consider these additional sponsorship opportunities:

- Coffee Break
- Opening Luncheon
- Commissioners' Coffee Break
- Conference Program Printing

Please see the attached sponsor information and registration form for more information, or contact NYPWA staff listed below for details.

## Advertising Opportunities

Advertise in the NYPWA Conference Brochure. The final Conference Brochure will be distributed to approximately 700 conference attendees, as well as being posted on the NYPWA website. Please contact us for a sample, or go to the "Conferences" page at [www.NYPWA.org](http://www.NYPWA.org), and click on "Past Conference Programs." Full and half page ads are available.

Please see the attached registration form for more information, or contact NYPWA staff listed below for details.

**Beth Keitel, Conference Coordinator**  
**518-465-9305 • [beth.keitel@nypwa.org](mailto:beth.keitel@nypwa.org)**  
**[www.NYPWA.org](http://www.NYPWA.org)**

Make plans now to exhibit and promote your program, organization, or business, at the New York Public Welfare Association's 148<sup>th</sup> Annual Summer Conference in Saratoga Springs, New York, July 16-19, 2017.

**THE SARATOGA HILTON HOTEL:** Conveniently located at 534 Broadway, Saratoga Springs, NY, 12866.

**REACH YOUR TARGET AUDIENCE:** The NYPWA Conference draws more than 600 upper level administrators from local departments of social services and state agencies. No other conference can offer you a better opportunity to showcase your products and services to decision-makers from New York's 58 local departments of social services, state government agencies, and community organizations.

**WHAT YOUR BOOTH FEE INCLUDES:** Each exhibit booth registration entitles you to two complimentary conference registrations, including access to most conference workshops. Exhibit booths measure 8' x 8' and include one 6' x 24" topped and skirted table, two chairs, one 7" x 44" sign, one 120 volt electrical outlet, an 8' backdrop, and a wastebasket.

**BOOTH SELECTION:** Booths will be assigned on a first-come, first-served basis, with special consideration given to Conference Gold Sponsors.

**MOVE-IN:** The NYPWA Exhibit Hall move-in for exhibitors is on Sunday, July 16, from 3:00 PM to 6:00 PM. Exhibitors are also welcome to set up before 9:00 AM on Monday, July 17.

#### **THE EXHIBIT HALL SCHEDULE:**

- Monday, July 17: 9:00 AM – 5:00 PM
- Tuesday, July 18: 9:00 AM – 5:00 PM
- Morning and afternoon Coffee Breaks will take place in the Exhibit Hall on both days.

**TEAR-DOWN:** Exhibit tear-down will be Tuesday, July 18, from 5:00 PM to 6:00 PM.

**REGISTRATION:** All representatives must register for the conference. Please fill out an Exhibitor Registration Form and an Exhibitor Agreement, and fax, email, or mail them to the NYPWA.

**DECORATING/SHIPPING & STORAGE SERVICES:** The NYPWA will be contracting with a tradeshow decorating company that will be available to help you with all shipping and storage needs. After you register you will receive an Exhibitor Information Packet from Clifton Park Convention Services. Any additional decorating, shipping, or electrical needs must be ordered directly through Clifton Park Convention Services, 518-877-7449. If you require internet access, please contact DJ McKeon at PSAV at the Saratoga Hilton: [dmckeon@PSAV.com](mailto:dmckeon@PSAV.com) .

**QUESTIONS?** Please contact Beth Keitel, NYPWA Conference Coordinator, at 518-465-9305 or [beth.keitel@nypwa.org](mailto:beth.keitel@nypwa.org) .

### **Conference Gold Sponsorship - \$1,900**

- Exhibit Booth (8' x 8') on Monday, July 17, and Tuesday, July 18
- Coffee Break (See details of Coffee Break below.)
- Full Page Ad in Final Conference Brochure
- Special Recognition During the Conference Opening Ceremonies
- 120 Word Company Description in Exhibitor/Sponsor Section of Final Conference Brochure
- Acknowledgement on Signs and Materials that List Conference Sponsors

### **Coffee Break - \$1,100**

(Morning and afternoon breaks are available on Monday, July 17, and Tuesday, July 18)

- Sign Acknowledging Sponsorship of Break
- Special Recognition During the Conference Opening Ceremonies
- 120 Word Company Description in Exhibitor/Sponsor Section of Final Conference Brochure
- Acknowledgement on Signs and Materials that List Conference Sponsors

### **Commissioners' Coffee Break - \$550**

(Coffee for State & Local Commissioners' Meeting on the afternoon of Monday, July 17)

- Sign Acknowledging Sponsorship of Break
- Special Recognition During the Conference Opening Ceremonies
- 120 Word Company Description in Exhibitor/Sponsor Section of Final Conference Brochure
- Acknowledgement on Signs and Materials that List Conference Sponsors

### **Wednesday Morning Coffee Break - \$550**

(Break for conference attendees on the morning of Wednesday, July 19)

- Sign Acknowledging Sponsorship of Break
- Special Recognition During the Conference Opening Ceremonies
- 120 Word Company Description in Exhibitor/Sponsor Section of Final Conference Brochure
- Acknowledgement on Signs and Materials that List Conference Sponsors

### **Opening Luncheon - \$2,000**

(Conference Opening Luncheon on Monday, July 17, is attended by approximately 350 people)

- Tent Cards Acknowledging Sponsorship of Luncheon
- Special Recognition During the Conference Opening Ceremonies
- 120 Word Company Description in Exhibitor/Sponsor Section of Final Conference Brochure
- Acknowledgement on Signs and Materials that List Conference Sponsors

### **Tuesday Evening Entertainment - \$1,000**

(Musical entertainment during buffet dinner on Tuesday, July 18)

- Tent Cards Acknowledging Sponsorship of Break
- Special Recognition During the Conference Opening Ceremonies
- 120 Word Company Description in Exhibitor/Sponsor Section of Final Conference Brochure
- Acknowledgement on Signs and Materials that List Conference Sponsors

### Organization Information

Company \_\_\_\_\_

Exhibitor Contact \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Exhibitor Address \_\_\_\_\_

### Billing Information

Billing Contact \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Billing Address \_\_\_\_\_

### Final Conference Program Advertisements:

- Half-Page (7 1/4" x 5") \$300
- Full-Page (7 1/4" x 10") \$400
- Cover (7 1/4" x 10") \$700
  - Inside Front  Back  Inside Back

Please send a high resolution PDF file of your ad to [beth.keitel@nypwa.org](mailto:beth.keitel@nypwa.org) by Friday, June 16. The back cover ad will be printed in color with no bleed. All other ads will be printed in black and white with no bleed. Please embed fonts and DO NOT protect the document to ensure that the file will be usable.

### NYPWA Exhibit Booth - \$700

#### Participating Conference Representatives:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

### NYPWA Gold Sponsorship - \$1,900 (Booth/Ad/Coffee Break)

**Monday**     Morning     Afternoon

**Tuesday**     Morning     Afternoon

(Send a b & w, high resolution PDF of your logo by June 16, 2017.)

#### Participating Conference Representatives:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

### Coffee Break Sponsorship - \$1,100

**Monday**     Morning     Afternoon

**Tuesday**     Morning     Afternoon

(Send a b & w, high resolution PDF of your logo by June 16, 2017.)

### Commissioners' Break Sponsorship - \$550

(Send a b & w, high resolution PDF of your logo by June 16, 2017.)

### Wednesday Break Sponsorship - \$550

(Send a b & w, high resolution PDF of your logo by June 16, 2017.)

### Monday Opening Luncheon - \$2,000

### Final Conference Brochure - \$1,500

### Product/Services Description

Please email a **120 word company description** plus any **contact information** that you would like printed in the conference program, such as company name, address, contact name, phone, email, and website, to [info@nypwa.org](mailto:info@nypwa.org). Descriptions that exceed 120 words will be edited. The deadline for submission is **FRIDAY, JUNE 16, 2017**.

Fax: 518-465-5633

Email: [beth.keitel@nypwa.org](mailto:beth.keitel@nypwa.org)

NYPWA • 130 Washington Avenue • Albany, New York 12210