

# NYPWA

Exhibitor  
Advertiser &  
Sponsor Prospectus

New York Public Welfare Association

149<sup>th</sup> Annual

Winter Conference

January 23-26, 2018

The Albany Marriott Hotel

Albany, New York

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.

This is an opportunity for you to support the New York Public Welfare Association by exhibiting, advertising, or sponsoring and for your role to be recognized at our conference.

# NYPWA Exhibitor Opportunities

## 149<sup>th</sup> Annual NYPWA Winter Conference

Don't miss this opportunity to connect with your target audience. This annual winter event is scheduled for January 23-26, 2018, and will be held at the Albany Marriott Hotel, 189 Wolf Road, Albany, New York.

### Your Exhibitor Registration Fee of \$700 will include:

- A conference registration fee waiver for two of your representatives
- A description in the conference program detailing your organization and booth location
- Two full days to exhibit
- Your 5' x 10' booth will include:
  - An 8' backdrop
  - One 6' x 24" table
  - Two chairs
  - One 7" x 44" identification sign
  - One waste-basket
  - One 120 volt electrical outlet

Please note that you will receive an Exhibitor Information Package from Clifton Park Rental. Any additional decorating or electrical needs must be ordered directly through Clifton Park Rental, 518-877-7449. If you require internet access, please contact Kristy Bryant at the Albany Marriott Hotel: 518-437-6343 or [Kristy.Bryant@marriottsales.com](mailto:Kristy.Bryant@marriottsales.com).

## Company Name

\_\_\_\_\_

(Please list the name as you would like it to appear on the identification sign.)

## Exhibitor Information

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

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

## Billing Information

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

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

## Participating Company Representatives

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

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

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

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

## Product/Services Description

Please email your company name, address, contact name, phone, email, and website, and a 120 word description for inclusion in the Final Program to [beth.keitel@nypwa.org](mailto:beth.keitel@nypwa.org). Descriptions that exceed 120 words will be edited. COPY RECEIVED AFTER WEDNESDAY, DECEMBER 27, 2017, WILL NOT BE ACCEPTED.

Please mail or fax this form to:  
New York Public Welfare Association, Inc.  
130 Washington Avenue • Albany, New York 12210  
Phone: 518-465-9305 • Fax: 518-465-5633 • E-mail: [info@nypwa.org](mailto:info@nypwa.org)

# NYPWA Advertiser & Sponsor Opportunities

## Advertise

Connect with your target audience and leave a lasting impression with state and local administrators in the social services field by advertising in the Conference Program.

## Break Sponsor

The NYPWA will once again feature morning and afternoon coffee breaks, showcasing the break with signs acknowledging your company's sponsorship.

## Gold Sponsor

Be among the premier companies to be recognized as a NYPWA Gold Sponsor. Members of this category will receive a full page ad in the Conference Program, an am/pm coffee break opportunity with your company's name or logo on signs, and prime booth space! Gold Sponsors will also receive special recognition at the Opening Address and Annual Banquet. Take advantage of this great marketing opportunity and sign up today! (Space is limited.)

**I would like to advertise in your conference program**

- Half-Page (7 1/2" x 5") \$300
- Full-Page (7 1/2" x 10") \$400
- Cover \$700
  - Inside Front
  - Inside Back
  - Back

**I would like to sponsor a coffee break - \$1100**

- Wednesday  Morning  Afternoon
- Thursday  Morning  Afternoon

(Send a b & w, high resolution PDF of your logo by Dec. 27, 2017.)

**I would like to be a NYPWA Gold Sponsor - \$1,900**

**Other Ideas?** \_\_\_\_\_

To discuss additional sponsorship and advertising ideas, please contact Beth Keitel, Conference Coordinator, at 518-465-9305 or [beth.keitel@nypwa.org](mailto:beth.keitel@nypwa.org)

### Organization Information

Company: \_\_\_\_\_

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

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**NEW YORK PUBLIC WELFARE ASSOCIATION, INC**

130 Washington Avenue

Albany, New York 12210

Phone: 518-465-9305 ~ Fax: 518-465-5633 ~ Email: [info@nypwa.org](mailto:info@nypwa.org)