

NEW YORK PUBLIC WELFARE ASSOCIATION

NYPWA

149th Annual Winter Conference

Celebrating Hope, Progress, and Lasting Change

January 23-26, 2018

The Albany Marriott 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 districts.

The four coffee breaks scheduled on Wednesday, January 24, and Thursday, January 25, will all take place in the exhibit area in order to promote high traffic. The exhibit area is also designed such that attendees will need to pass through on the way to many workshops, meetings, and meals.

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

Exhibitor Space

Prime exhibitor space is available at the 149th 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 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
- 10' x 5' 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 with 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 and Annual Banquet. Take advantage of this great marketing opportunity and sign up today! (Space 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
- Commissioners' Coffee Break
- Opening Luncheon
- Networking Reception
- NYPWA Annual Banquet

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 more than 600 conference attendees, as well as being posted on the NYPWA website. Please contact us for a sample, or go the "Conferences" page at 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
www.NYPWA.org

Make plans now to exhibit and promote your program, organization, or business, at the New York Public Welfare Association's 149th Annual Conference in Albany, New York, January 23-26, 2018.

THE ALBANY MARRIOTT HOTEL: Conveniently located at 189 Wolf Road, Albany, New York, 12205.

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 other 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 10' x 5' 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: All 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 Tuesday, January 23, from 3:00 PM to 6:00 PM. Exhibitors can also set up before 9:00 AM on Wednesday, January 24.

THE EXHIBIT HALL SCHEDULE:

- Wednesday, January 24: 9:00 AM – 5:00 PM
- Thursday, January 25: 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 Thursday, January 25, from 5:00 PM to 6:00 PM.

REGISTRATION: All representatives must register for the conference. Please fill out a Registration Form and Exhibitor Agreement and fax, email, or mail 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 Kristy Bryant at the Albany Marriott Hotel: 518-437-6343 or Kristy.Bryant@marriottsales.com .

QUESTIONS? Please contact Beth Keitel, NYPWA Conference Coordinator, at 518-465-9305 or beth.keitel@nypwa.org .

Conference Gold Sponsorship - \$1,900

- Exhibit Booth (10' x 5') on Wednesday, January 24, and Thursday, January 25
- Coffee Break (See details of Coffee Break below.)
- Full Page Ad in Final Conference Brochure
- Special Recognition During the Conference Opening Ceremonies and at the Annual Banquet
- 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 Wednesday, January 24, and Thursday, January 25)

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

Friday Morning Coffee Break - \$550

(Break for conference attendees on the morning of Friday, January 26)

- Sign Acknowledging Sponsorship of Break
- Special Recognition at the Conference Opening Ceremonies and Annual Banquet
- 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

(Breaks for commissioners during Wednesday and Friday meetings)

- Sign Acknowledging Sponsorship of Break
- Special Recognition at the Conference Opening Ceremonies and Annual Banquet
- 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 Wednesday, January 24, is attended by approximately 350 people)

- Table Cards Acknowledging Sponsorship of Luncheon
- Special Recognition at the Conference Opening Ceremonies and Annual Banquet
- 120 Word Company Description in Exhibitor/Sponsor Section of Final Conference Brochure
- Acknowledgement on Signs and Materials That List Conference Sponsors

Networking Reception - \$1,500

(Evening Reception on Wednesday, January 24, is attended by approximately 250 people)

- Table Cards Acknowledging Sponsorship of Reception
- Special Recognition at the Conference Opening Ceremonies and Annual Banquet
- 120 Word Company Description in Exhibitor/Sponsor Section of Final Conference Brochure
- Acknowledgement on Signs and Materials That List Conference Sponsors

NYPWA Annual Banquet - \$2,000

(NYPWA Banquet on Thursday, January 25, is attended by approximately 300 people)

- Table Cards Acknowledging Sponsorship of Banquet
- Special Recognition at the Annual Banquet and 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 (7½" x 5") \$300
- Full-Page (7½" x 10") \$400
- Cover (7½" x 10") \$700
 - Inside Front Back Inside Back

Please send a high resolution PDF file of your ad to beth.keitel@nypwa.org by Friday, December 8. 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)

Wednesday Morning Afternoon

Thursday Morning Afternoon

(Send a b & w, high resolution PDF of your logo by Dec. 20, 2017.)

Participating Conference Representatives:

Name: _____

Title: _____

Name: _____

Title: _____

Coffee Break Sponsorship - \$1,100

Wednesday Morning Afternoon

Thursday Morning Afternoon

Friday Coffee Break Sponsorship - \$550

Commissioners' Coffee Break - \$550

Wednesday Friday

Wednesday Opening Luncheon - \$2,000

Wednesday Networking Reception - \$1,500

Thursday Banquet - \$2,000

(Send a b & w, high resolution PDF of your logo by Dec. 20, 2017.)

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 info@nypwa.org. Descriptions that exceed 120 words will be edited. DESCRIPTIONS ARE DUE BY **WEDNESDAY, DECEMBER 20, 2017.**

Fax: 518-465-5633

Email: beth.keitel@nypwa.org

NYPWA • 130 Washington Avenue • Albany, New York 12210