



NEW YORK STATE ASSOCIATION OF PROFESSIONAL LAND SURVEYORS  
**56<sup>th</sup> ANNUAL SURVEYORS CONFERENCE AND EXHIBITION**  
TURNING STONE RESORT & CASINO - VERONA, NEW YORK  
JANUARY 21-23, 2015

*Don't miss the largest  
land surveying showcase  
in the northeast!*




Dear NYSAPLS Supporter:

We are delighted invite you to **NYSAPLS 56<sup>th</sup> Annual Surveyor's Conference and Exhibition**, January 21-23, 2015, at the Turning Stone Resort & Casino in Verona, New York. Enclosed you will find marketing opportunities that will both fit your budget and your key audience.

**Be the front line!** Our members make up a unique combination of decision-makers, strategists, field crew, draft-persons, technology gurus, principles, managers and office staff. They will be attending our conference looking for new ideas, networking opportunities and to be educated on what is up-and-coming in the land surveying field.

The NYSAPLS annual conference is the perfect opportunity to showcase your products and services. Show our members how YOU can help create a more productive and proactive workplace.

Included in this packet, you'll find the following opportunities to advertise and highlight what you have to offer:

-  **Exhibit at our tradeshow**
-  **Advertise in the NYSAPLS Membership Directory & Journal**
-  **Become a conference sponsor**

We look forward to working with you and learning more about your company. Feel free to contact me directly, at [amber@nysapls.net](mailto:amber@nysapls.net), should you wish to discuss what type of marketing works best for you. Thank you for your support of the New York State Association of Professional Land Surveyors!

Sincerely,



Amber Anderson  
Director of Operations

# CONTRACT

NYSAPLS 56<sup>th</sup> Annual Surveyors Conference & Exhibition  
January 21-23, 2015 | Turning Stone Resort & Casino | Verona, NY



## EXHIBIT | SPONSOR | JOURNAL ADVERTISING

FIRM NAME: \_\_\_\_\_  
CONTACT NAME/TITLE: \_\_\_\_\_  
TYPE OF BUSINESS: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
PHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_  
EMAIL: \_\_\_\_\_ WEBSITE: \_\_\_\_\_  
DATE: \_\_\_\_\_ SIGNATURE OF BUSINESS REPRESENTATIVE: \_\_\_\_\_

### PLEASE DONATE TO OUR SCHOLARSHIP AUCTION & RAFFLE!

- YES! I will donate a gift
- will donate funds for NYSAPLS to purchase a gift on my behalf \$ \_\_\_\_\_

### ① EXHIBITOR FEES:

#### Early Bird (contract must be received by October 3rd)

- Sustaining Member, \$950 for your first booth, \$375 each additional
- Non-Member, \$1250 for your first booth, \$450 each additional

#### After October 3<sup>rd</sup>

- Sustaining Member, \$1250 for your first booth, \$430 each additional
- Non-Member, \$1550 for your first booth, \$475 each additional

Number of Booths: \_\_\_\_\_

Number of Representatives: \_\_\_\_\_

Additional Rep Fee (\$75 per person, over 2-reps per booth) \$ \_\_\_\_\_

**\*EXHIBIT TOTAL: \$ \_\_\_\_\_**

EXHIBIT REPRESENTATIVES: (Print FULL names clearly)

1. \_\_\_\_\_
2. \_\_\_\_\_

ADDITIONAL REPS: (Print FULL names clearly)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### ② SPONSORSHIP OPPORTUNITIES:

- Welcome reception- Exclusive sponsor:..... \$2000
- Strolling luncheon (Wed. or Thurs.) - Exclusive sponsor: ..... \$1500
- Attendee lanyards - Exclusive sponsor: ..... \$1350
- Attendee giveaway – Travel Mugs - Exclusive sponsor: ..... \$1200
- Registration tote bags - Exclusive sponsor: ..... \$1100
- Attendee memo pads - Exclusive sponsor: ..... Purchased by Sponsor
- Thursday dinner – “Surveyors After Dark” - Exclusive sponsor: ..... \$1000
- Tradeshow breakfast for attendees - Per day: ..... \$1000
- Tradeshow stage & vendor presentation area - Exclusive sponsor: . \$1000
- Scholarship luncheon - Exclusive sponsor:..... \$1000
- Grand door prize - Exclusive sponsor:..... \$600
- Attendee pens - Exclusive sponsor: ..... \$600
- Thursday dinner door prize - Exclusive sponsor: ..... \$500
- Welcome reception door prize - Exclusive sponsor: ..... \$500
- Floral arrangements for Thursday dinner - Exclusive sponsor: ..... \$500
- Floral arrangements for tradeshow - Exclusive sponsor ..... \$500
- Pocket conference schedule for attendees - Exclusive sponsor: ..... \$500
- Coffee break - Per day/per break: ..... \$500
- Attendee badges - Exclusive sponsor: ..... \$500
- Thursday dinner programs - Exclusive sponsor: ..... \$400
- Scholarship & new licensee presentation programs ..... \$400
- Friend of the Association- Exclusive sponsor: ..... \$150
- Trivia Prize Donations - Thursday :List Prize: \_\_\_\_\_

**\*SPONSOR TOTAL: \$ \_\_\_\_\_**

### ③ JOURNAL & DIRECTORY ADVERTISING:

Rates:	Early Bird	After 10/3/14
<input type="checkbox"/> Full Page (8wx10h)	\$250.00	\$299.00
<input type="checkbox"/> ½ Page (4wx10h or 8wx5h)	\$175.00	\$215.00
<input type="checkbox"/> ¼ Page (4wx5h or 8wx2.25h)	\$125.00	\$150.00
<input type="checkbox"/> Business Card	\$ 65.00	\$ 75.00
<input type="checkbox"/> Sponsor Listing	\$ 35.00	\$ 50.00
<input type="checkbox"/> Inside front cover (8wx10h)	\$425.00	\$475.00
<input type="checkbox"/> Inside back cover (8wx10h)	\$425.00	\$475.00
<input type="checkbox"/> Outside back cover (8wx10h)	\$500.00	\$575.00

**\*JOURNAL TOTAL: \$ \_\_\_\_\_**

### Advertisement Submittal Info:

- Electronic file – black and white only
- Name of file: \_\_\_\_\_
- Program Used: \_\_\_\_\_
- Format:  IBM or  Mac
- Copy attached (camera ready)
- Sponsorship listing (no art or file attachment needed)
- Use the same ad as last year (attach copy)

**Ads will not be accepted after November 30, 2014**

### \*AMOUNT ENCLOSED:

- ① Exhibit Total: \$ \_\_\_\_\_
- ② Sponsor Total: \$ \_\_\_\_\_
- ③ Journal Total: \$ \_\_\_\_\_
- Auction Donation: \$ \_\_\_\_\_
- Addl. Gala Tix (\$65/ea) \$ \_\_\_\_\_
- TOTAL ENCLOSED: \$ \_\_\_\_\_**

Early bird exhibit fees, sponsorships & journal ads must be submitted to NYSAPLS by **Oct. 3, 2014**. Journal ads will not be accepted after **Nov. 30, 2014**; payment must accompany ad. Exhibit and sponsorship contracts will be accepted, based on availability, until **Dec. 31, 2014**; payment must accompany contract.

### PAYMENT METHOD:

- Check Enclosed (make payable to NYSAPLS)
- Please Charge my:  Visa  MC  AMEX
- Acct#: \_\_\_\_\_ Exp: \_\_\_\_\_
- Verification Code (3 or 4 digits): \_\_\_\_\_
- Card Holder's Name: \_\_\_\_\_
- Signature: \_\_\_\_\_

**Please read contract carefully. Your signature on this contract binds you to the NYSAPLS tradeshow.**

Please return contract with payment to:  
NYSAPLS – 146 Washington Ave., 2<sup>nd</sup> Floor, Albany, NY 12210  
**QUESTIONS? CALL US!** (518) 432-4046,  
fax: (518) 432-4055 or email: [contactnysapls@nysapls.net](mailto:contactnysapls@nysapls.net)

## 1. EXHIBITOR REGISTRATION –

Fee includes the following:

- 8' x 10' carpeted booth\* with 8' high draped backdrop and 3' high side rails, including 6' x 24" draped table with two folding chairs;
- I.D. sign on back drop (7" x 40");
- Welcome Cocktail Reception - 2 tickets per booth\*\*
- Thursday Dinner – 2 tickets with 1st booth purchased only\*\*
- Two continental breakfasts & two strolling lunches in Exhibit Hall – 2 tickets per booth, per meal/per day\*\*
- Two tradeshow ONLY passes that can be used to invite clients and potential customers. (These passes are good for 1 day at the tradeshow only, and cannot be used for additional representatives at your booth. No meals.)
- Complimentary attendee mailing labels printed upon request.

\*Electrical outlets must be purchased separately through Isaacs Nationwide Expo Services, Inc.

\*\*Two representatives will be permitted per booth; an additional fee of \$75 will be charged for each additional representative which will include a ticket for admission to the Welcome Reception, continental breakfasts and strolling lunches in the exhibit hall. Thursday dinner must be purchased separately.

**2. EXHIBIT SPACE** - Special requests for space should be made on the official contract. Final location and selection of booth remains the right of the Committee. Booth assignment will be made after contracts have been paid in full. **Notification of booth assignment and the booth location diagram will be mailed on or around December 31, 2014.** Information regarding booth set-up, drayage, etc. will be provided once exhibit space is secured.

**3. USE OF SPACE** - Exhibitors are not permitted to sublet or divide space or display any items of any non-exhibitor without written approval from the Committee in advance. Distributing of advertising is limited to each booth. The back of the booth must not exceed eight feet (8') in height and not exceed four feet (4') in height on either side. Exhibits 8' high may not extend more than 3' from the booth backwall nor should they be more than 4' high in space from the backwall to the front of the booth. If in doubt, consult the Committee.

**4. ELECTRICAL USE** - Exhibitors shall make arrangements with Isaacs Nationwide for their electrical requirements. Ordering information will be forwarded approximately 6 weeks prior to the conference.

**5. INSTALLATION OF EXHIBITS** - The exhibit area at the Turning Stone Resort & Casino will be ready for occupancy from 3:00pm – 7:00pm on January 20 and 7:00am – 10:00am on January 21. Exhibitors are required to have booth setup completed by 10:00am on January 21.

**6. REMOVAL OF EXHIBITS** - No exhibit may be taken down during the show hours of the convention. Exhibitors are responsible for packing and shipping of their own exhibits.

**7. LIMITATION OF LIABILITY** - It is mutually agreed that NYSAPLS and the Turning Stone Resort & Casino shall not be liable to an exhibitor for any damage to infer the loss or destruction of an exhibit or the property of an exhibitor or injuries to his/her person or persons from any cause, all claims for any such loss, damage or injury, being waived expressly by exhibitor. It is expressly agreed that exhibitor will be liable for any and all injuries to any person or property which may occur as a result of any act or omission by the exhibitor or any one acting in behalf such area in a clean and orderly fashion. Any and all insurance for any such injuries must be purchased by exhibitor.

**8. EXHIBITOR HOLD HARMLESS** - Exhibitor hereby expressly agrees that it will defend indemnify and hold harmless NYSAPLS for any and all liability NYSAPLS may incur as a result of exhibitor's negligence or failure to conform to the terms of this contract.

**9. GENERAL POLICY** - As a matter of general policy, NYSAPLS reserves the right to restrict exhibits which, because of noise, method of operation, materials, or any other reason become objectionable, and allow prohibiting or evicting any exhibit which in the Association's opinion may detract from the general character of any exhibit as a whole. This policy includes persons, things, conduct, printed matter, or anything of a character which is determined to be objectionable to the exhibit. In the event of such restriction or eviction, the NYSAPLS is NOT LIABLE for any refunds or rentals or other exhibit expense, for a liability loss of prestige to the company, business volume loss, expense of personnel to the conference, etc.

**10. FIRE REGULATIONS** - All materials used in the exhibit hall must be flame proof and conform to all Fire Department Regulations.

**11. ACCEPTANCE** - Upon acceptance of the application/contract by the NYSAPLS, it shall be a legally binding contract between the exhibitor and the NYSAPLS.

**12. CANCELLATION OF EXHIBIT SPACE** - Should exhibitor desire to cancel this contract, written notice shall be provided to NYSAPLS. In the event that notice of cancellation is received after December 15, 2014, exhibitor agrees to pay the full amount of exhibit fee, plus any additional expenses incurred by NYSAPLS; payment by exhibitor of said amounts shall relieve exhibitor of any further obligations under this agreement. Should NYSAPLS desire to cancel this contractor be unable to provide exhibit space or perform this contract for any reason, written notice shall be provided to exhibitor. In the event of such cancellation, NYSAPLS agrees to refund exhibitor only the amounts paid by exhibitor to NYSAPLS for the exhibit fee. Payment by NYSAPLS of said amounts shall relieve NYSAPLS of any further obligation under this agreement. Exhibitor hereby agrees that any amounts expended by exhibitor in reliance, advancement or execution of this contract, other than the exhibit fees noted in this paragraph, are solely the responsibility and obligation of exhibitor and in no instance shall NYSAPLS be responsible for any loss incurred by exhibitor resulting from cancellation of this contract. Exhibitor

agrees that failure to adhere to the stipulations stated herein on the decorum of a business exposition could result in the closing of an exhibit and cancellation of this contract by NYSAPLS with no refund of any amount to exhibitor.

**13. SPONSORSHIP** - As a sponsor, your company name and information will be listed on all NYSAPLS marketing brochures and the official NYSAPLS conference journal. In order to guarantee a listing in the journal, contracts must be received by November 30, 2014.

**14. CANCELLATION OF SPONSORSHIP** - all cancellations must be made in writing. Cancellations made before October 21, 2014 receive full refund less a 10% processing fee; between October 21 and November 21, 2014 receive a 50% refund; after November 21, no refund will be issued. No refunds made on imprinted items.

**15. JOURNAL & MEMBERSHIP DIRECTORY ADVERTISING**- To ensure the quality of your advertisement in the program book, please adhere to the following guidelines for submitting ads: No bleeds, we CANNOT use faxed, photocopied artwork or 72 DPI Web images. Acceptable file formats include: PDF, Photoshop, Quark, Illustrator, PageMaker, TIF, JPEG, and EPS. Media accepted: e-mail is preferred (please send electronic files to [amber@nysapls.net](mailto:amber@nysapls.net)), CD-ROM, Zip disks.

**Note:** include all elements for your ad, including fonts & images. Please be sure to include contact name, organization name, phone number, e-mail address & payment with your ad. If sending an email, disk or CD, please include a hardcopy print.

**16. ADA ACCOMMODATION** – In accordance with the Title III of the Americans with Disabilities Act, we invite all registrants to advise us of any disability and any requests for accommodation to that disability. Your request should be submitted as far as possible in advance of the program you wish to attend.

## 17. TENTATIVE TRADESHOW SCHEDULE – (Subject to change)

**Tuesday, January 20th**  
3:00pm – 7:00pm Exhibitor Move-in

**Wednesday, January 21nd**  
7:00am – 10:00am Exhibitor Move-in  
11:00am – 4:00pm Exhibits Open  
12:00pm – 2:00pm Strolling Lunch  
6:00pm – 8:00pm Welcome Reception

**Thursday, January 22nd**  
7:30am – 5:30pm Exhibits Open  
7:30am – 8:30am Continental Breakfast  
12:00pm – 2:00pm Strolling Lunch

**Friday, January 23rd**  
7:30am – 11:00am Exhibits Open  
7:30am – 8:30am Continental Breakfast  
11:00am – 2:00pm Exhibitors Breakdown

**If you have questions, please contact us at:**  
NYSAPLS, Inc.

146 Washington Ave • Albany, NY 12210  
Phone: (518) 432-4046 • Fax: (518) 432-4055  
Email: [contactnysapls@nysapls.net](mailto:contactnysapls@nysapls.net)  
Website: [www.nysapls.org](http://www.nysapls.org)

# Booth Exhibits

*Your company will have exclusive tradeshow time when no other activities occur, paving the way for heavier traffic flow to your booth. In addition, several meal functions throughout the day will be stationed in the exhibit hall, guaranteeing you exclusive, face-to-face networking with nearly 1,000 surveyors.*



## Why should you exhibit?

- More than half of attendees told us they are the decision-makers of their business - show them what you can do for their business
- Over 45% attendees said they plan to invest in new technology within the next two years
- Over one-third of attendees said they've purchased products off our show floor
- Touch base with current customers and network with prospects to boost your bottom line
- NYSAPLS' program is designed to promote steady trade show traffic. Exclusive trade show time is planned, including meal functions held directly on showroom floor
- Increase brand awareness and build credibility for your business solutions
- Promote customer service by speaking directly with your customers
- Prime location, spacious booths and excellent exhibit floor layout



### Exhibit Booth Fees:

**Early Bird – contract must be received by October 3rd**

Sustaining Member: \$950 for your first booth, \$375 each additional

Non-Member: \$1250 for your first booth, \$450 each additional

**After October 3<sup>rd</sup>**

Sustaining Member: \$1250 for your first booth, \$430 each additional

Non-Member: \$1550 for your first booth, \$475 each additional

## Highlights of our show!

- Exhibit hall features strolling luncheons, continental breakfasts and coffee breaks.
- Welcome reception held in the exhibit hall Wednesday evening, including cocktails and a light dinner! Exhibitors receive 2 tickets per paid booth – a \$100 value!
- Continental breakfasts to be held in the hall Thursday & Friday to dedicate more time for tradeshow traffic
- Presentation area on the exhibit floor for vendors to showcase their services or hold a product demo. This is available to exhibitors ONLY, on a first-come, first-served basis. **Call now to reserve your time-slot!**
- Exhibitor and sponsor logos will be prominently displayed on a large screen within the exhibit hall.
- Staggered lunch breaks, longer attendee breaks and updated floor layout to promote more attendance and steadier traffic flow.

**NEW! Thursday Dinner & Games: "Surveyors After Dark"** – each exhibitor receives 2 tickets to Thursday evening's dinner with their 1<sup>st</sup> booth reservation. Additional tickets can be purchased at \$65/each.

### NOT a Sustaining Member?

Consider joining NYSAPLS today (\$500 annual dues) and take advantage of the, discounted, sustaining member booth rate, as well as all the additional benefits of being a NYSAPLS member. For more information, contact NYSAPLS at (518) 432-4046.

## Exhibit Hall Schedule

### Tuesday, January 20<sup>th</sup>

3:00pm – 7:00pm.....Exhibitor Move-in

### Wednesday, January 21<sup>st</sup>

7:00am – 10:00am .....Exhibitor Move-in

11:00am – 4:30pm .....Exhibits Open

12:00pm – 2:00pm ....Strolling Lunch with Exhibitors

6:00pm – 8:00pm.....Welcome Reception with Exhibitors

### Thursday, January 22<sup>nd</sup>

7:30am – 5:00pm..... Exhibits Open

7:30am – 8:30am ..... Continental Breakfast with Exhibitors

12:00pm – 2:00pm .... Strolling Lunch with Exhibitors

6:30pm - 10:00pm ..... Thursday Dinner & Games: "Surveyors After Dark"

### Friday, January 23<sup>rd</sup>

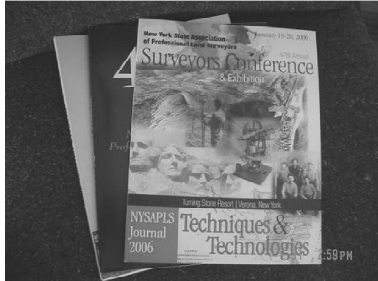
7:30am – 11:00am ..... Exhibits Open

7:30am – 8:30am ..... Continental Breakfast with Exhibitors

11:00am - 2:00pm ..... Exhibitors Breakdown

*\*Many additional breaks with attendees will occur throughout each day when classes stop/start.*

# Annual Conference Journal & Membership Directory Advertising



***Bring more attention to your booth and your business by placing an ad in the official conference journal. You won't believe how reasonable the rates are. Attendees keep this journal as their complimentary membership directory, and use it in the office as a desk reference, giving your ad an even longer shelf life.***

## **Advertisement Rates:**

	<b>Early Bird</b>	<b>After 10/3</b>
<b>Full Page</b> (8w x 10h) .....	<b>\$250.00</b> .....	\$299.00
<b>Half-Page</b> (4w x 10h or 8w x 5h) .....	<b>\$175.00</b> .....	\$215.00
<b>Quarter Page</b> (4w x 5h or 8w x 2.25h) .....	<b>\$125.00</b> .....	\$150.00
<b>Business Card</b> .....	<b>\$ 65.00</b> .....	\$ 75.00
<b>Supporter Message</b> .....	<b>\$ 35.00</b> .....	\$ 50.00
<b>Inside front cover/full, 4-color</b> (8w x 10h) .....	<b>\$425.00</b> .....	\$475.00
<b>Inside back cover/full, 4-color</b> (8w x 10h) .....	<b>\$425.00</b> .....	\$475.00
<b>Outside back cover/full, 4-color</b> (8w x 10h).....	<b>\$500.00</b> .....	\$575.00

## **Ad specifications**

To ensure the quality of your advertisement in the program book, please adhere to the following guidelines for submitting ads:

- No bleeds
- We CANNOT use faxed/photocopied artwork or 72 DPI web images
- MS Word documents should be saved as a PDF file before sending

## **We accept most file formats:**

PDF (high resolution preferred), Photoshop, Quark, Illustrator, PageMaker, TIF, JPEG, EPS

## **Media we accept:**

- E-mail is preferred. Send files to [amber@nysapls.net](mailto:amber@nysapls.net)
- 3.5" floppy disks
- CD-ROM
- Zip disks

*Note: include all elements for your ad, including fonts & images*

## **Please include the following with your artwork:**

- Your name & organization name
- Phone number
- E-mail address
- If sending an email, disk or CD, please include a hardcopy print

**Early bird Journal ads must be submitted to NYSAPLS by October 3, 2014.**

**Ads will not be accepted after November 30, 2014. Payment must accompany advertisement.**

If you have any specific questions, please email Amber Anderson, [amber@nysapls.net](mailto:amber@nysapls.net) or call (518) 432-4046.

# NYSAPLS 56<sup>th</sup> Annual Surveyor's Conference & Exhibition

## SPONSORSHIP OPPORTUNITIES

### **Welcome Reception**

**Exclusive sponsor: \$2,000**

This grand reception is held in the exhibit hall on our opening night, catering to over 500 attendees. Sponsorship includes a large banner prominently hung inside the exhibit hall, speaking opportunity to address all attendees, signage inside and outside of the event, listing in all marketing materials, general on-site sponsor signs and mentioned in the annual conference journal and membership directory. Sponsor is also invited to donate a small marketing item to be placed throughout the hall.

### **Strolling Luncheon**

**Wed. or Thurs., Per day: \$1,500**

A delicious lunch buffet offered in the exhibit hall to get attendees energized and ready for the day. Your sponsorship includes signage by each lunch station, listing in all marketing materials, general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

### **Attendee Lanyards**

**Exclusive sponsor: \$1,350**

Given to all conference registrants, many attendees use their conference lanyards to hold office keys or display employee name tags long after the event. Your company name and logo will appear on the lanyard, along with a listing in all marketing materials, general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

### **Attendee Give-away: Travel Mugs**

**Exclusive sponsor: \$1,200**

Given to all attendees at registration. Your logo will appear on the item alongside NYSAPLS'. Sponsorship also includes a listing in all marketing materials, general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

### **Registration Tote Bags**

**Exclusive sponsor: \$1,100**

Attendees will keep and re-use this tote bag for years to come. Your company name and logo will appear on the tote given to all attendees upon registration. Sponsorship includes a listing in all marketing materials, general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

### **Attendee Memo Pads**

**Exclusive sponsor: Purchased by Sponsor**

Given to all conference registrants at check-in. Your company name and logo will appear on the memo pad given to all attendees upon registration, along with a listing in all marketing materials, general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

### **Thursday Dinner & Games: "Surveyors After Dark"**

**Exclusive sponsor: \$1,000**

This casual, relaxed, fun-filled celebration includes a night of mingling, team themed trivia games, cocktails and dinner, followed by our live scholarship auction. Sponsorship includes a large banner prominently hung on stage, speaking opportunity during dinner service, signage inside and outside of the event, listing in all marketing materials, general on-site sponsor signs and mentioned in the annual conference journal and membership directory. Sponsor is also invited to donate a small item to be displayed at each table setting.

### **Tradeshow Breakfast for Attendees**

**Thursday or Friday, Per day: \$1,000**

A delicious display of pastries and refreshments offered in the exhibit hall to get attendees energized and ready to learn, network and enjoy the day. Your sponsorship includes signage by each breakfast station, listing in all marketing materials, general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

### **Scholarship Luncheon**

**Exclusive sponsor: \$1,000**

A delicious lunch buffet will be offered during the Scholarship Luncheon. Your sponsorship includes signage in the Luncheon room, listing in all marketing materials, general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

### **Tradeshow Stage & Vendor Presentation Area**

**Exclusive sponsor: \$1,000**

The focal point of our tradeshow - where all announcements are made, new licensees introduced, scholarships awarded and vendor presentations given. Your sponsorship includes signage on/around the stage throughout the duration of the conference, listing in all marketing materials, general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

### **Tradeshow Lounge Area**

**Sponsored by: Insure Care Brokers**

A relaxing area setup for the convenience of our attendees to gather, relax and catch up with each other. Your sponsorship includes signage near/around the lounge throughout the duration of the conference, listing in all marketing materials, general on-site sponsor signs and mentioned in the annual conference journal and membership directory. You may also use this area to place company brochures or other marketing materials that may be of interest to our attendees.

### **Grand Door Prize**

**Exclusive sponsor: \$600**

Door prize chosen by NYSAPLS and put on display at the conference. Your sponsorship includes signage near/around the displayed prize, general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

**Thursday Dinner Door Prize****Exclusive sponsor: \$500**

Door prize chosen by NYSAPLS and put on display at the conference. Sponsorship includes signage near displayed prize, general on-site sponsor signs and mention in the annual conference journal & directory.

**Welcome Reception Door prize****Exclusive sponsor: \$500**

Door prize chosen by NYSAPLS and put on display at the conference. Your sponsorship includes signage near/around the displayed prize, general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

**Floral Displays for Thursday Dinner****Exclusive sponsor: \$500**

Floral arrangements to be set on the dinner tables at our event as a centerpiece. Your sponsorship includes signage around each centerpiece display, general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

**Floral Displays for Tradeshow****Exclusive sponsor: \$500**

Floral arrangements to be set on various tables throughout our tradeshow floor. Your sponsorship includes signage around each floral display, general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

**Floral Displays - Scholarship Luncheon****Exclusive sponsor: \$500**

Floral arrangements to be set on tables throughout our Scholarship Luncheon room. Your sponsorship includes signage around each floral display, general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

**Pocket Conference Schedule****Exclusive sponsor: \$500**

Our pocket program is referenced by all attendees and vendors continuously throughout our 3-day event. Your sponsorship includes an advertisement on the back of the pocket program, general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

**Coffee Breaks****AM or PM, Per day: \$500 (or \$2,000 for all breaks)**

Put your name in front of the one stop all attendees don't forget to make! Your sponsorship includes signage around each coffee display, general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

**Attendee Pens****Exclusive sponsor: \$600**

Given to all attendees and used long after the conference. Your company name will be displayed prominently on the barrel of each pen. Your sponsorship also includes general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

**Attendee Badges****Exclusive sponsor: \$500**

This highly visible sponsorship includes your logo on EVERY attendee's name badge. Your company will also be included on our general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

**Member Celebration Dinner & Pillar Award Programs****Exclusive sponsor: \$400**

Your company name will be featured on the evening's program. Also included with this sponsorship inclusion on our general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

**Scholarship & New Licensee Presentation Programs****Exclusive sponsor: \$400**

Your company name will be featured on the event's program. Also included with this sponsorship inclusion on our general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

**Friend of the Association****Per sponsor: \$150**

Perfect for individuals who want to show their support of our organization! Your name will be featured on our general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

**Thursday Night Trivia Prizes****Prize supplied by sponsor**

We are looking for some fun and exciting prizes for our trivia winners! Do you have a product, gift certificate or cash prize that you would like to share with our guests? Be part of the fun and excitement! Your name will be featured on our general on-site sponsor signs and mentioned in the annual conference journal and membership directory.

**Custom Sponsorship****Call Us!**

Don't see what you're looking for? NYSAPLS is happy to work with any company to build a custom sponsorship that will meet your organization's marketing needs.

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