

NEW YORK PUBLIC WELFARE ASSOCIATION

NYPWA

154th Annual Winter Conference

Making a Difference in People's Lives

January 24-27, 2023

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 social service districts.

The four coffee breaks scheduled on Wednesday, January 25, and Thursday, January 26, 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

Exhibitor Space

Prime exhibitor space is available at the 154th Annual NYPWA Winter Conference. Don't miss this opportunity to connect with your target audience. This annual event is scheduled for January 24-27, 2023, 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
- Company name, contact information, 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 electronic Final Conference Brochure, a morning or afternoon coffee break sponsorship, your company's logo or name announcing sponsorship, preferred booth space, and your company name and contact information published in the electronic 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! (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
- Entertainment
- 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 electronically to approximately 600 social services administrators, as well as being posted on the NYPWA website, please contact us for a sample. Full and half page ads are available.

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

New York Public Welfare Association

NYPWA 2023 Winter Conference

January 24-27, 2023
The Albany Marriott Hotel

Make plans now to exhibit and promote your program, organization, or business, at the New York Public Welfare Association's 154th Annual Winter Conference in Albany, New York, January 24-27, 2023.

THE SARATOGA HILTON HOTEL: Conveniently located at 189 Wolf Road, Albany, New York 12205.

REACH YOUR TARGET AUDIENCE: The NYPWA Conference draws more than 500 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 Tuesday, January 24, from 3:00 PM to 6:00 PM. Exhibitors are also welcomed to set up before 9:00 AM on Wednesday, January 25.

THE EXHIBIT HALL SCHEDULE:

- Wednesday, January 25: 18: 9:00 AM – 5:00 PM
- Thursday, January 26: 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 26, 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.

QUESTIONS: Please contact Nicole Gee, NYPWA Administrative Coordinator, at 518-465-9305, ext. 3 or nicole.gee@nypwa.org

Nicole Gee, Administrative Coordinator
518-465-9305 , ext. 3 • nicole.gee@nypwa.org
www.NYPWA.org

New York Public Welfare Association
NYPWA 2023 Winter Conference

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Conference Gold Sponsorship - \$2,400

- Exhibit Booth (8' x 8') on Monday, July 18, and Tuesday, July 19
- 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 and Materials that List Conference Sponsors

Coffee Break - \$1,500

(Morning and afternoon breaks are available on Monday, July 18, and Tuesday, July 19)

- Sign Acknowledging Sponsorship of Break
- Special Recognition During the Conference Opening Ceremonies
- Exhibitor/Sponsor will be named electronically in Final Conference Brochure
- Acknowledgement and Materials that List Conference Sponsors

Wednesday Morning Coffee Break - \$850

(Break for conference attendees on the morning of Wednesday, July 20)

- Sign Acknowledging Sponsorship of Break
- Special Recognition During the Conference Opening Ceremonies
- Exhibitor/Sponsor will be named electronically in Final Conference Brochure
- Acknowledgement and Materials that List Conference Sponsors

Commissioners' Coffee Break - \$850

(Coffee for State & Local Commissioners' Meeting on the afternoon of Monday, July 18)

- Sign Acknowledging Sponsorship of Break
- Special Recognition During the Conference Opening Ceremonies
- Exhibitor/Sponsor will be named electronically in Final Conference Brochure
- Acknowledgement and Materials that List Conference Sponsors

Opening Luncheon - \$2,600

(Conference Opening Luncheon on Monday, July 18, is attended by approximately 350 people)

- Tent Cards Acknowledging Sponsorship of Luncheon
- Special Recognition During the Conference Opening Ceremonies
- Exhibitor/Sponsor will be named electronically in Final Conference Brochure
- Acknowledgement and Materials that List Conference Sponsors

Networking Reception - \$1,800

(Evening Reception on Wednesday, January 25, 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

Thursday Evening Entertainment - \$1,000

(Musical entertainment during buffet dinner on Thursday, January 26)

- Tent Cards Acknowledging Sponsorship of Break
- Special Recognition During the Conference Opening Ceremonies
- Exhibitor/Sponsor will be named electronically in Final Conference Brochure
- Acknowledgement and Materials that List Conference Sponsors

NYPWA Annual Banquet - \$3,000

(NYPWA Banquet on Thursday, January 26 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

Nicole Gee, Administrative Coordinator
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Exhibitor/Advertiser/Sponsor Registration

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Organization Information

Company _____
Exhibitor Contact _____
Phone _____
Email _____
Exhibitor Address _____

Billing Information

Billing Contact _____
Phone _____
Email _____
Billing Address _____

Final Conference Program Advertisements:

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

Please send a high resolution PDF file of your ad to nicole.gee@nypwa.org by Friday, January 23. Please embed fonts and DO NOT protect the document to ensure that the file will be usable.

NYPWA Exhibit Booth - \$800

Participating Conference Representatives:

Name: _____
Title: _____
Name: _____
Title: _____

NYPWA Gold Sponsorship - \$2,400
(Booth/Ad/Coffee Break)

- Monday** Morning Afternoon
- Tuesday** Morning Afternoon

(Send a b & w, high resolution PDF of your logo by January 23, 2023)

Participating Conference Representatives:

Name: _____
Title: _____
Name: _____
Title: _____

Coffee Break Sponsorship - \$1,500

- Monday** Morning Afternoon
- Tuesday** Morning Afternoon

(Send a b & w, high resolution PDF of your logo by January 23, 2023)

Commissioners' Break Sponsorship - \$850

- Wednesday Friday

(Send a b & w, high resolution PDF of your logo by January 23, 2023)

Friday Break Sponsorship - \$850

(Send a b & w, high resolution PDF of your logo by January 23, 2023)

Wednesday Opening Luncheon - \$2,600

Wednesday Networking Reception - \$1,800

Thursday Banquet - \$3,000

Tuesday Buffet Dinner Music - \$1,000

Product/Services Description

Please provide your company's information, such as company name, address, contact name, phone, email, and website, to info@nypwa.org. The deadline for submission is Friday, January 23, 2023

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