

NEW YORK PUBLIC WELFARE ASSOCIATION

NYPWA

156th Annual Winter Conference

Moving & Seeing Beyond the Tradition

January 28-31, 2025
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 29, and Thursday, January 30, 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 156th Annual NYPWA Winter Conference. Don't miss this opportunity to connect with your target audience. This annual event is scheduled for January 28-31, 2025, 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
- Full page Ad in Final Conference Brochure
- 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 announcing sponsorship, preferred booth space, and your company name 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
- Commissioners' Coffee Break
- Refreshment Break

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

Advertising Opportunity

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 see the attached registration form for more information or contact NYPWA for details.

Make plans now to exhibit and promote your program, organization, or business, at the New York Public Welfare Association's 156th Annual Winter Conference in Albany, New York, January 28-31, 2025.

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 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 28, from 3:00 PM to 6:00 PM. Exhibitors are also welcomed to set up before 9:00 AM on Wednesday, January 29.

THE EXHIBIT HALL SCHEDULE:

- Wednesday, January 29: 9:00 AM – 5:00 PM
- Thursday, January 30: 9:00 AM – 5:00 PM
- Morning and afternoon Coffee/Refreshment Breaks will take place in the Exhibit Hall on both days.

TEAR-DOWN: Exhibit tear-down will be Thursday, January 30, 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

Conference Gold Sponsorship - \$2,800

- Exhibit Booth (8' x 8') on Wednesday, January 29 and Thursday, January 30
- Coffee Break (morning and afternoon breaks are available on Wednesday and Thursday)
- Sign Acknowledging Sponsorship of Break (company logo required)
- Full Page Ad in Final Conference Brochure
- Special Recognition During the Conference Opening Ceremonies
- Four Registrations included in Sponsorship
- Acknowledgement and Materials that List Conference Sponsors

Coffee Break - \$1,800

(Morning and afternoon breaks are available on Wednesday and Thursday)

- Sign Acknowledging Sponsorship of Break (company logo required)
- Special Recognition During the Conference Opening Ceremonies
- Two Registrations included in Sponsorship
- Full Page Ad in Final Conference Brochure
- Acknowledgement and Materials that List Conference Sponsors

Refreshment Sponsorship - \$1,800

(All day lighter refreshment are available on Wednesday and Thursday)

- Sign Acknowledging Sponsorship of Break (company logo required)
- Special Recognition During the Conference Opening Ceremonies
- Two Registrations included in Sponsorship
- Full Page Ad in Final Conference Brochure
- Acknowledgement and Materials that List Conference Sponsors

Commissioners' Sponsorship - \$1,100

- Sign Acknowledging Sponsorship of Coffee Break (company logo required)
- Special Recognition During the Conference Opening Ceremonies
- One Registration included in Sponsorship
- Full Page Ad in Final Conference Brochure
- Acknowledgement and Materials that List Conference Sponsors

Advertisement - \$400

- Full Page Ad in Final Conference Brochure
- One Registration included in Sponsorship
- Materials that List Conference Advertisers

Organization Information

Company: _____

Exhibitor Contact: _____

Phone: _____

Email: _____

Exhibitor Address: _____

Billing Information

Contact: _____

Phone: _____

Email: _____

Address: _____

Final Conference Program Advertisement

Full-Page (7 1/2" x 10") \$400

Please send a high resolution PDF file of your ad to nicole.gee@nypwa.org by Friday, January 3, 2025. Please embed fonts and DO NOT protect the document to ensure that the file will be usable.

NYPWA Exhibit Booth - \$1,000

NYPWA Gold Sponsorship - \$2,800

Wednesday Morning Afternoon

Thursday Morning Afternoon

(Send a b & w, high resolution PDF of your logo by Jan. 3, 2025)

Coffee Break Sponsorship - \$1,800

Wednesday Morning Afternoon

Thursday Morning Afternoon

(Send a b & w, high resolution PDF of your logo by Jan. 3, 2025)

Refreshment Sponsorship - \$1,800

Wednesday **Thursday**

(Send a b & w, high resolution PDF of your logo by Jan. 3, 2025)

Commissioners' Sponsorship - \$1,100

(Send a b & w, high resolution PDF of your logo by Jan. 3, 2025)

Participating Representatives:

Name: _____

Title: _____

Name: _____

Title: _____

Name: _____

Title: _____

Name: _____

Title: _____

Name: _____

Title: _____

Name: _____

Title: _____

:Product/Services Description

Please provide your company's information (such as company name, address, contact name, phone, email, website, and 120 company word description), to info@nypwa.org. The deadline for submission is Friday, January 3, 2025