

ANNUAL 2024 CONFERENCE

APRIL 17-19

ALBANY MARRIOTT, ALBANY

EXHIBIT & SPONSORSHIP INFORMATION

Over 600 Reasons to Partner With Us

The NYGFOA Annual Conference is New York State's premier event for government finance professionals! Interact with over 600 finance professionals from all levels of state and local government as well as the private sector. Commissioners, comptrollers, directors of finance, financial analysts, treasurers, clerks, supervisors, CFOs, accountants, budget directors, business managers, cash managers, council members, supervisors, and others will be in attendance.

Advantages of Partnering at the Conference

- Exposure to a targeted audience of government finance professionals.
- Face-to-face interactions with prospective customers and strengthened bonds with existing customers.
- Opportunity to demonstrate products and services.
- Scheduled "exhibitor breaks" between sessions encouraging attendee/vendor engagement.
- Full access to all conference events, sessions and meals.

Companies that are represented

- Actuarial Companies
- Accounting Firms
- Audit Firms
- Banks
- Credit Rating Agencies
- Energy Contracting Companies
- Financial Advisors
- Governmental Agencies
- Investment Management Firms
- Municipal Insurance Brokers
- Leasing Companies
- Public Finance Law Firms
- Payment Services Companies
- Software Companies
- And More!

HOTEL INFORMATION

Reserve directly with the hotel by **March 4, 2024**. Reserve online or by phone. Information for the hotel is provided below and on the NYGFOA website. DO NOT DELAY. Group blocks fill quickly – well before the cutoff date. Reservations made after **March 4, 2024** will be subject to availability.

The conference rate will be honored for registered conference attendees only. Reservations that do not have a corresponding conference registration will be removed from the group block before the start of the conference.

HOTEL	DISTANCE FROM CONFERENCE	RATE PER NIGHT	PHONE	WEBSITE
Albany Marriott	Site of Conference	\$145.00	518-458-8444	To make reservations online, please visit our website and click on the hotel tab at nygfoa.org/conference

BOOTH LOCATION	MEMBER RATE	NON-MEMBER RATE
Main Hallway Booth	\$1,600	\$2,000
Exhibitor Room and Off-Main Hallway Booth	\$1,400	\$1,800

Booths Include:

- Draped back wall with two draped side rails
- Standard 2-line sign with company name and booth number
- 5-foot dressed table
- 2 chairs
- Wastebasket

Booths cannot accommodate additional items besides the table and chairs provided due to depth restrictions. Alternatives to these standard items are available through Clifton Park Convention Services (CPCS).

Alternatives or Additional Booth Items:

An exhibitor kit from Clifton Park Convention Services (CPCS) will be mailed to the coordinator listed on page 3 of this contract once full payment for your booth is received. You must work with CPCS directly on shipping and special orders. Alternatives to the standard set up and other booth enhancements are an additional charge through (CPCS).

Exhibiting Companies will Receive:

- Two complimentary conference registrations for company representatives.
- Access to populate online company profile and enhance it with contact information, links to sites and/or downloadable images and materials.
- Pre-attendee list with mailing address and phone numbers one month prior to conference.
- Final attendee list with mailing address and phone numbers after the conference.
- Additional representatives may attend at the discounted rate of \$225. Please fill out last page of this packet to receive the discounted rate.

Payments & Contract:

- Contracts are due by **January 12, 2024**. Booth will be released for general sale after this date.
- Full payment is due by **February 16, 2024**. (CPCS) Kit will not be sent until full payment is received.

Booth Cancellation:

- Cancellations made on or before **January 26, 2024** will be charged a \$100 administrative fee.
- Cancellations made after **January 26, 2024** will not be refunded.
- Payment is required for any and all unpaid booth space not canceled according to this policy.

Additional Company Representatives Cancellation:

- Cancellations made on or before **March 2, 2024** will be charged \$25 administrative fee.
- Cancellations made after **March 2, 2024** will not be refunded.
- Payment is required for any and all unpaid registrations not canceled according to this policy.

Failure to Furnish Space:

Should the Association fail to furnish the exhibitor the space herein described, for any reason whatsoever, it shall promptly refund to the exhibitor sums paid hereunder, and such refund shall be accepted by the exhibitor in full settlement of loss or damage suffered by the exhibitor.

Acceptance:

Exhibitor shall be bound by rules and regulations set forth herein and by such amendments or additional rules and regulations, which may be established by the Association. References to the "Association" herein shall be deemed to include the New York Government Finance Officers' Association, the event planner, and any duly authorized representative of the aforementioned.

Use of Exhibit Space:

Sales that include the payment of money or delivery of merchandise in the general exhibit areas are prohibited. Exhibitors shall confine all selling activities to within the limits of their own booths. The level of sound producing materials shall be kept low enough so as not to be objectionable to other exhibitors. The exhibitor shall not sublet, divide or share booth space without permission by NYGFOA.

Enforcement:

NYGFOA shall have power to adopt and enforce exhibit attendance rules and regulations with respect to the kind, nature and eligibility of exhibitors adopted by it or set forth herein, and its decision on any questions relating to this paragraph which may arise shall be final.

Liability:

Neither NYGFOA nor the Albany Marriott Hotel shall have any liability or responsibility for any injury or damage to the exhibitor, its agents, representatives or employees, business invitees, visitors or guests, or for any loss, damage or destruction of any property belonging to the exhibitor or used in or in connection with its exhibit or the displays therein, irrespective of the manner in which or circumstances under which any such injury, damage, loss or destruction may occur, and all claims and causes of action therefore shall be, and shall be deemed to be, waived, released and discharged for all purposes. The exhibitor shall indemnify and keep and hold safe, free and harmless the Association and the Albany Marriott Hotel, and each of them, from and against all claims, losses and damages arising in, at, out of, or in connection with the exhibitor's exhibit or the installation, maintenance, conduct, use, operation or removal of said exhibit or any part(s) thereof, including, and without limitation, any and all such claims, losses and damages which may arise out of, be attributable to, or in any or to any extent involve any negligence or claimed negligence on the part of the Association and the Albany Marriott Hotel or either of them. The exhibitor shall carry and maintain all such insurance coverage as may be required to fully protect it against all risks assumed or incurred in or in connection with its exhibit, the exhibition or the Conference, or under the terms and conditions of this contract.

Attendance:

NYGFOA shall have sole control over all admission policies at all times. Representatives of the exhibiting company will be required to register and wear the conference provided badge while in attendance at the exhibit booth and conference.

Booth Layout

ALBANY MARRIOTT HOTEL

ANNUAL 2024 CONFERENCE

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ALBANY MARRIOTT, ALBANY



Registration Hours:

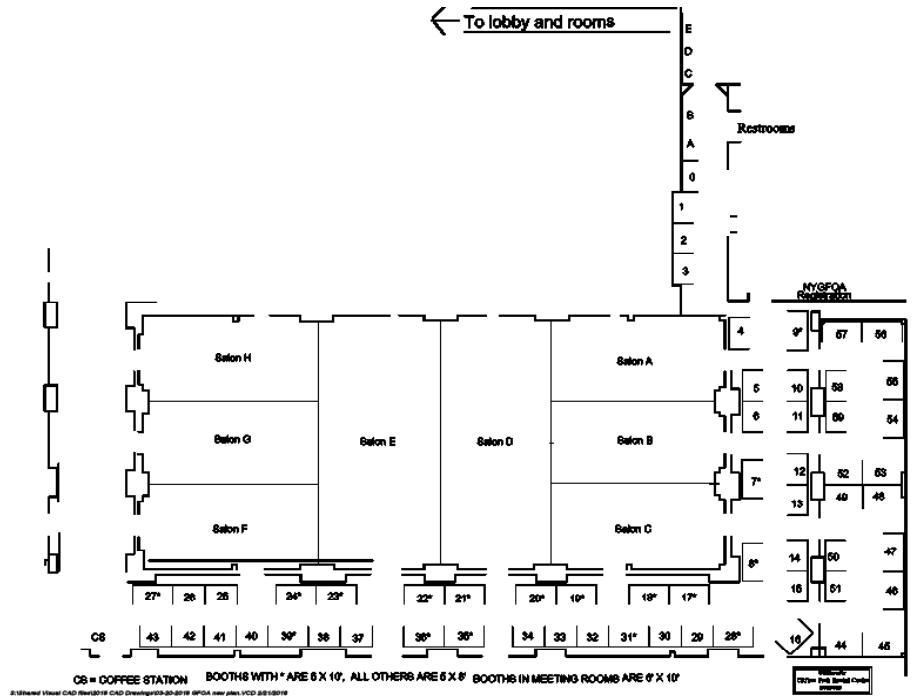
Wednesday, April 17	10:00 am - 5:30 pm
Thursday, April 18	8:00 am - 5:30 pm
Friday, April 19	8:00 am - 10:00 am

Set-up Hours:

Wednesday, April 17	10:00 am - 5:00 pm
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Exhibit Hours:

Thursday, April 18	8:00 am - 5:30 pm
Friday, April 19	8:00 am - 12:30 pm



Booth assignments are at the discretion of NYGFOA.

Exhibit Booth Requirements:

Booths are required to be fully set up from 5:00 pm on Wednesday, April 17th until 12:30 pm on Friday April 19th. Failure to do so will result in loss of booth location the following year.

Exhibiting Company _____

Coordinator _____ Title _____

Email _____ Phone _____

Booth Number Requeste (PLEASE NOTE THAT BOOTH NUMBERS WILL NOT BE FINALIZED UNTIL JANUARY. DO NOT SENT PAYMENT UNTIL BOOTH IS CONFIRMED)

Exhibitor Rules & Regulations:

Signing this contract is confirmation that your company has read and agrees to abide by the rules and regulations cited within this application.

I have read, initialed and agree to page 1 of the Exhibit Booth Contract

I have read, initialed and agree to page 2 of the Exhibit Booth Contract

Coordinator's Signature _____ Date _____

GENERAL SPONSORSHIP

SPONSORSHIP BENEFITS	PLATINUM \$5,000	GOLD \$2,600	SILVER \$2,100	BRONZE \$1,600
Logo inclusion on website	Yes	Yes	Yes	Yes
Logo inclusion on conference app	Yes	Yes	Yes	Yes
Logo inclusion sponsor on sponsor board	Yes	Grouped	Grouped	Grouped
Pre-attende list with mailing address / phone one month in advance	Yes	Yes	Yes	–
Optional material giveaway to conference attendees in welcome bag	Yes	Yes	–	–
Complimentary conference passes	3 passes	1 pass	–	–
Complimentary banner in the Conference App	Yes	–	–	–

IN-KIND SPONSORSHIP

PRE-CONFERENCE LUNCH \$1,850 <ul style="list-style-type: none"> Wednesday opportunity Logo placed on all meal signage Collateral on tables 	WELCOMING RECEPTION \$5,300 <ul style="list-style-type: none"> Wednesday Opportunity Logo placed on all reception signage 4 complimentary passes 	BREAKFAST \$3,600 <ul style="list-style-type: none"> Thursday & Friday opportunities Logo placed on all meal signage 2 complimentary passes 	KEYNOTE \$5,000 <ul style="list-style-type: none"> Logo sign placed in keynote room and advanced keynote marketing 4 complimentary passes (split w/ co-sponsored) Can be co-sponsored (\$2,500 each)
THURSDAY AFTERNOON BREAK \$2,500 <ul style="list-style-type: none"> Logo placed on all break signage 	THURSDAY LUNCH \$5,100 <ul style="list-style-type: none"> Logo placed on all meal signage Collateral on tables 4 complimentary passes 	SCHOLARSHIP DINNER \$6,400 <ul style="list-style-type: none"> Logo placed on all meal signage Collateral on tables 4 complimentary passes Can be co-sponsored 	THURSDAY NIGHT ENTERTAINMENT \$4,000.00 <ul style="list-style-type: none"> Logo placed on all event signage 4 complimentary passes Can be co-sponsored
CONFERENCE APP BUTTON \$2,000 <ul style="list-style-type: none"> Logo button on home page that directs to company page 	WIFI \$3,700 <ul style="list-style-type: none"> Branded network name and password Logo on Wifi info cards to all attendees 2 complimentary passes 	THURSDAY NIGHT REFRESHMENTS \$3,700 <ul style="list-style-type: none"> Logo placed on all refreshment signage 2 complimentary passes 	A.M. COFFEE BREAK \$2,500 <ul style="list-style-type: none"> Thursday & Friday opportunities Logo placed on all break signage
HOTEL KEY CARDS \$2,700 <ul style="list-style-type: none"> Logo key cards for hotels in room blocks 1 complimentary passes 	LANYARDS (SPONSOR SUPPLIED) <ul style="list-style-type: none"> Branded name badge lanyards 	TOTE BAGS (SPONSOR SUPPLIED) <ul style="list-style-type: none"> Branded conference welcome totes 	CONFERENCE APP BANNER \$475 <ul style="list-style-type: none"> Rotating banner on Conference App Not exclusive, can have multiple banners
GIVEAWAY IN WELCOME BAG \$650 (SPONSOR SUPPLIED) <ul style="list-style-type: none"> Limited: First-come, first-served Items must be approved by NYGFOA 	CHARGING STATION \$4,000 <ul style="list-style-type: none"> Branding on charging stations 2 complimentary passes 		

Sponsoring Companies will Receive:

- Access to populate online company profile within the Conference App and enhance it with contact information, links to sites and/or downloadable images and materials.
- Select levels will receive complimentary passes. Please refer to chart on previous page.
- Platinum, Gold, Silver and In-Kind sponsors more than \$2,100 receive advanced attendee list with mailing addresses and phone numbers one month prior to conference.
- Final attendee list after the conference.
- Acknowledgement in the summer edition of the NYGFOA newsletter sent to 1,100+ members.
- Additional representatives attend at the discounted rate of \$225. (Please fill out the Exhibitor/Sponsor Registration form on the next page for discounted rate).

Payments & Contract:

- Contracts are due by **January 12, 2024**. Unpaid Sponsorships will be released after this date.
- Full payment is due by **February 16, 2024**. Company will not be included in marketing until full payment is received.

Sponsorship Cancellation:

- Cancellations made on or before **January 26, 2024** will be charged a \$100 administrative fee.
- Cancellations made after **January 26, 2024** will not be refunded.
- Payment is required for any and all unpaid sponsorships not canceled according to this policy.

Additional Company Representatives Cancellation:

- Cancellations made on or before **March 2, 2024** will be charged a \$25 administrative fee.
- Cancellations made after **March 2, 2024** will not be refunded.
- Payment is required for any and all unpaid registrations not canceled according to this policy.

Sponsor Level Requested

- **Please do not send in a check until you have confirmed that the sponsorship level is open and you receive an invoice.**
- **Please note that sponsorship levels may not be finalized until January.**

Sponsoring Company

Coordinator

Title

Email

Phone

Sponsorship Rules & Regulations:

Signing this contract is confirmation that your company has read and agrees to abide by the rules and regulations cited within this application.

I have read, initialed and agree to page 1 of the Sponsorship Contract

I have read, initialed and agree to page 2 of the Sponsorship Contract

Coordinator's Signature

Date

Exhibitor/Sponsorship Registration

EXHIBITORS: 2 COMP PASSES
SPONSORS: SEE SPONSOR CONTRACT PAGE 1

- To ensure complimentary and discounted registrations, online registration is not available.
- This form must be completed to receive discounted rate.

1. REPRESENTATIVE

COMP CK \$250 | CC \$258

Name		Professional Designation
Title		
Entity/Company		
Address		
City	State	Zip
Telephone	Email	

2. REPRESENTATIVE

COMP CK \$250 | CC \$258

Name		Professional Designation
Title		
Entity/Company		
Address		
City	State	Zip
Telephone	Email	

3. REPRESENTATIVE

COMP CK \$250 | CC \$258

Name		Professional Designation
Title		
Entity/Company		
Address		
City	State	Zip
Telephone	Email	

4. REPRESENTATIVE

COMP CK \$250 | CC \$258

Name		Professional Designation
Title		
Entity/Company		
Address		
City	State	Zip
Telephone	Email	

5. REPRESENTATIVE

COMP CK \$250 | CC \$258

Name		Professional Designation
Title		
Entity/Company		
Address		
City	State	Zip
Telephone	Email	

6. PAYMENT

- Check/PO/Voucher
 - Please make checks/vouchers payable to NYGFOA and mail to: NYGFOA, 3 Pine West Plaza, Suite 308, Albany, NY 12205.
- Credit Card: MasterCard, Visa, Discover (AMEX not accepted.)
 - Please call NYGFOA office 518-465-1512

QUESTIONS? Contact Us

NEW YORK GOVERNMENT FINANCE OFFICERS' ASSOCIATION

Phone: 518-465-1512

Email: info@nygfoa.org