



MAKE CONNECTIONS
with hundreds of NYS town officials!

2021 Exhibit & Sponsorship Opportunities

2021 Annual Meeting & Training School

February 15 - 16, 2021

A Virtual Networking and Educational Event

Exhibitor and Sponsor Information

An all-virtual event, Feb. 15 - 16, 2021

Thank you for your support of New York State towns!

The Association of Towns was formed in 1933 to provide a unified voice for towns looking to achieve greater efficiency and representation. We provide legal and technical information, research services, advocacy efforts and more to our members -- nearly 97 percent of all 933 towns in New York and their elected officials.

Because of YOUR participation and support, we are able to keep meeting registration costs down, as well as membership dues, ensuring that the New York towns where we live, work and play continue to run within budget, while town officials receive the highest level of training and certification possible, especially important for this year, with town budgets all across New York State strained due to COVID.

Due to public safety concerns, we have decided to change the format of this year's Annual Meeting from an in-person meeting to an all-virtual event. Our virtual event will still have many of the networking opportunities you have come to rely on and benefit from. We will host an event app with virtual meeting and exhibit space with abilities to share content and information, as well as set up one-on-one consultations or appointments with our attendees. Over the late summer and fall, we launched a webinar training series that was extremely well-attended by our members, including several sessions that either sold out or almost sold out. We expect that same enthusiasm to translate to our virtual annual conference.

Check out what's new this year!

We strongly encourage all of our exhibitors and sponsors to take time to fill out the profiles on their virtual booths as thoroughly as possible! This will be where you interact with our members and other attendees. All of our conference will happen within the confines of the app! Stay tuned for a virtual booth orientation prior to the meeting.

- **All of our virtual attendees who register by Jan. 26 will receive a printed program with our agenda and exhibitor directory mailed to them.**
- **All virtual exhibitors will be able to add contact information as well as video or advertising content to their unique company page in the mobile event app. You will also be able to set up consultation times with attendees, as well as add discount or coupon codes to your page.**

**All exhibitor/sponsorship/corporate membership questions
and completed forms should be directed to:**

Kim Splain, Deputy Director, Association of Towns
Phone: (518)465-7933 Email: ksplain@nytowns.org

2021 Exhibitor Application

An all-virtual event, Feb. 15 - 16, 2021

FOR ASSOCIATION USE ONLY

Date Received _____

Space Assigned ___ N/A ___

Check # _____

Company Name _____

Contact Person _____ Title _____

Product/Service _____

Address _____

Phone () _____ Email _____

Please provide the name of employee we can contact for deadline reminders and general questions. This is for internal use only.

Name _____ Email _____

FULL PAYMENT REQUIRED WITH COMPLETED FORM. MAKE CHECK PAYABLE TO:

ASSOCIATION OF TOWNS OF THE STATE OF NEW YORK,

ATTN: KIM SPLAIN, 150 STATE ST., ALBANY, NY 12207

***AD ARTWORK DUE BY JAN. 11, 2021 TO LSCHIRMER@NYTOWNS.ORG**

\$350	\$500	\$650	Corporate Membership
Virtual Booth	Booth + Half-Page Directory Ad*	Booth + Full-Page Directory Ad*	___ Platinum
			___ Gold
			___ Silver

BOOTH FEE INCLUDES:

- ABILITY TO ADD COMPANY LOGO, BIO, CONTACT INFO AND PRINTED AD
 - LISTING IN OUR EXHIBITOR GUIDE
- ABILITY TO ADD SESSIONS YOU ARE PRESENTING OR SPONSORING
 - ABILITY TO ADD VIDEO CONTENT OR CALL TO ACTION
- ABILITY TO SCHEDULE ONE-ON-ONE CONSULTATIONS WITH ATTENDEES
 - MEETING ROSTER
- FREE MEETING APP ORIENTATION FOR ALL EXHIBITORS PRIOR TO OUR MEETING KICKOFF

One company per virtual booth only. No reduced rates for multiple booths.

Show hours are: Monday, 8 a.m. - 5 p.m.; Tuesday, 9 a.m. - 4 p.m.

By signing this application, you agree to the exhibitor terms and conditions enclosed.

Applicant Signature

Date

2021 Annual Meeting Sponsorship

An all-virtual event, Feb. 15 - 16, 2021

FOR ASSOCIATION USE ONLY

Date Rec'd _____

Seq. Number _____

Payment _____

Meeting registration.

1. Exhibitors / Speakers who want to attend sessions will need to register online to have access to the breakout sessions.
2. Registration for sessions will be done all online. Register beginning Dec. 1 online at www.nytowns.org.
3. RATES:

Member municipality, conference | \$100
Non-member municipality, conference | \$125
CLE Member | \$300*
CLE Non-member | \$325*

(CLE rates are \$25 per credit hour and include meeting registration rates. CLE attendees will receive a PDF of all materials.)

4. Download the event app at www.eventmobi.com/nytowns2021

Sponsorships.

By choosing to sponsor a portion of our meeting beyond exhibiting or presenting, your company is committing an extra level of support to New York State towns! Each of these sponsorships includes a **full page ad** in our Exhibitor Directory, link to your website from our event website, recognition in our magazine and social media pages with your company logo and bio information and signage and logo placement around the virtual meeting space. All of these will be sold first come, first-served. *Options noted.*

_____ Opening General Session Sponsor - **\$500 (2 available)**

_____ Tuesday Morning "Breakfast" Session Sponsor **\$500 (2 available)**

_____ Virtual Event App & Banner Ad **\$2,500 (5 available)**

_____ Coffee / Happy Hour Networking Session **\$1,500 / \$1,500**

FULL PAYMENT FOR SPONSORSHIP REQUIRED WITH COMPLETED FORM. MAKE CHECK PAYABLE TO:

**ASSOCIATION OF TOWNS OF THE STATE OF NEW YORK,
ATTN: KIM SPLAIN, 150 STATE ST., ALBANY, NY 12207
COMPANY LOGO (.EPS OR .AI PREFERRED) / AD ARTWORK DUE
JAN. 11, 2021 TO LSCHIRMER@NYTOWNS.ORG**