

NYPWA

Exhibitor
Advertiser &
Sponsor Prospectus

New York Public Welfare Association

142nd Annual

Winter Conference

February 1-4, 2011

The Albany Marriott Hotel
Albany, New York

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.

This is an opportunity for you to support the New York Public Welfare Association by exhibiting, advertising, or sponsoring and for your role to be recognized at our conference.

NYPWA Exhibitor Opportunities

142nd Annual NYPWA Winter Conference

Don't miss this opportunity to connect with your target audience. This annual winter event is scheduled for February 1-4, 2011, and will be held at the Albany Marriott Hotel, 189 Wolf Road, Albany, New York.

Your Exhibitor Registration Fee of \$700 will include:

- A conference registration fee waiver for two of your representatives
- A description in the conference program detailing your organization and booth location
- Two full days to exhibit
- Your 5' x 10' booth will include:
 - An 8' backdrop
 - One 6' x 24" table
 - Two chairs
 - One 7" x 44" identification sign
 - One waste-basket
 - One 120 volt electrical outlet

Please note that you will receive an Exhibitor Confirmation Package from Clifton Park Rental. Any additional decorating or electrical needs must be ordered directly through Clifton Park Rental, 518-877-7449. If you require internet access, please contact Jennifer Rexus at the Albany Marriott Hotel: 518-437-6332 or jennifer.rexius@marriott.com.

Company Name

(Please list your name as you would like it to appear on the identification sign.)

Exhibitor Information

Exhibitor Contact _____

Phone _____ Fax _____

Email _____

Exhibitor Address _____

Billing Information

Billing Contact _____

Phone _____ Fax _____

Email _____

Billing Address _____

Participating Conference Representatives

Name: _____

Title: _____

Name: _____

Title: _____

Product/Services Description

Please email your company name, address, contact name, phone, email and website, and a 120 word description for inclusion in the Final Program to nypwa@nycap.rr.com. Descriptions that exceed 120 words will be edited. **COPY RECEIVED AFTER FRIDAY, DECEMBER 31, 2010 WILL NOT BE ACCEPTED.**

Please mail or fax this form to:
New York Public Welfare Association, Inc.
130 Washington Avenue • Albany, New York 12210
Phone: 518-465-9305 • Fax: 518-465-5633 • E-mail: nypwa@nycap.rr.com

NYPWA Advertiser & Sponsor Opportunities

Advertise

Connect with your target audience and leave a lasting impression with state and local administrators in the social services field by advertising in the Conference Program.

Break Sponsor

The NYPWA will once again feature morning and afternoon coffee breaks, showcasing the break with signs acknowledging your company's sponsorship and napkins with your logo.

Gold Sponsor

Be among the premier companies to be recognized as a NYPWA Gold Sponsor. Members of this category will receive a Full Page Ad in the Conference Program, an am/pm break opportunity with your company's logo on napkins, and premier booth space! Gold Sponsors will also receive special recognition at the Opening Address. Take advantage of this great marketing opportunity and sign up today! (Space will be limited).

I would like to advertise in your conference program

- Half-Page (7 1/4" x 5") \$300
- Full-Page (7 1/4" x 10") \$400
- Cover \$700
- Inside Front Inside Back Back

I would like to sponsor a coffee break - \$1100

- Wednesday Morning Afternoon
Thursday Morning Afternoon

(Send a b & w, high resolution PDF of your logo by Dec. 3, 2010.)

I would like to be a NYPWA Gold Sponsor - \$1,900

Other Ideas? _____

To discuss additional sponsorship and advertising ideas, please contact Beth Keitel, Conference Coordinator, at 518-465-9305 or bethkeitel@nycap.rr.com

Organization Information

Company: _____

Contact: _____ Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

NEW YORK PUBLIC WELFARE ASSOCIATION, INC

130 Washington Avenue

Albany, New York 12210

Phone: 518-465-9305 ~ Fax: 518-465-5633 ~ Email: nypwa@nycap.rr.com