

**SPONSOR & EXHIBITOR
BROCHURE**



October 28-30, 2015
Hilton Albany ■ Albany, New York

www.nysgis.net

Sponsor & Exhibitor Information

The NYS GIS Association invites you to participate as a sponsor or exhibitor at the upcoming 2015 NYGeoCon taking place in Albany, New York. This is a perfect opportunity to network and reach decision makers who need your products and services. You will be able to develop new leads and contacts while building existing relationships. All sponsors can attend sessions and meals to maximize their contributions. This is an exciting opportunity so don't pass it by!

SPONSORSHIP OPPORTUNITIES & BENEFITS:

As a Sponsor you will receive varying degrees of visibility at the conference appropriate to your investment. Please review the entitlement grid on the following page for details, and select the level that's right for you: **Platinum Level** (\$2,250), **Gold Level** (\$1,750), **Silver Level** (\$1,250), **Bronze Level** (\$750). A portion of each sponsorship will help to fund conference scholarships. If you wish to contribute an additional amount, please do so when you register. A standard exhibit space will include a 10' x 8' space with a 6' skirted table. Premium spots inside the main meeting and dining room will be assigned to Platinum, Gold and Silver Level sponsors, then on a first paid, first served basis.

EDUCATIONAL INSTITUTE RESOURCE TABLE:

If you are an educational institute that would like to display at the conference, we offer a discounted option. Please refer to the entitlement grid for details. Only educational institutes are eligible for this option.

EXHIBIT DETAILS:

Exhibit Set-Up: Wednesday, October 28, 12pm-6pm

Exhibit Hours: During meals and breaks

Exhibit Tear-Down: Friday, October 30, 2:30pm

LOCATION & LODGING:

A special group rate of \$149/night plus tax is available at the Hilton Albany. Please call the hotel directly at 518-462-6611 by October 1, 2015 and mention "NYGeoCon Room Block" to book your room and reserve this rate.

QUESTIONS:

Please contact Elise Wernhoff, the Conference Sponsorship Coordinator, by calling 802-865-5202 or emailing Elise@delaneymeetingevent.com.

SCHEDULE AT-A-GLANCE

(subject to change)

Wednesday, October 28

12:00pm - 6:00pm	Registration & Exhibitor Set-up
1:00pm - 5:00pm	Pre-Conference Workshop
7:00pm	Informal Get-together (offsite)

Thursday, October 29

8:00am - 9:00am	Registration & Breakfast with Sponsors
9:00am - 10:30am	Concurrent Sessions
10:30am - 11:00am	Mid-Morning Break with Sponsors
11:00am - 11:45am	Opening Plenary and State of the State
11:45am - 1:00pm	Lunch with Sponsors
1:00pm - 2:30pm	NYS GIS Association Meeting
2:30pm - 3:00pm	Afternoon Break with Sponsors
3:00pm - 4:00pm	Concurrent Lightning Talks
4:15pm - 5:00 pm	Keynote Speaker
5:00pm - 5:30pm	Awards Presentation
5:30pm - 7:30pm	Networking Reception

Friday, October 30

7:30am - 8:30am	Registration & Breakfast with Sponsors
8:30am - 10:00am	Concurrent Sessions
10:00am - 10:30am	Mid-Morning Break with Sponsors
10:30am - 12:00pm	Concurrent Sessions
12:00pm - 1:00pm	Lunch with Sponsors
1:00pm - 2:30pm	Concurrent Sessions & Raffle Drawings
2:30pm	Adjourn



Sponsor & Exhibitor Entitlement Grid

Sponsors will receive recognition based on the level of your sponsorship through a variety of channels as described below. Select the level that is best for you!

Benefits	Platinum Level \$2,250	Gold Level \$1,750	Silver Level \$1,250	Bronze Level \$750	Educational Institute Resource Table \$500
Speaking Time in Front of Conference Attendees	✓ 10 Minutes				
Sponsor a “Level A” Event/Item* Choice of: Branded Conference App, Conference Internet**, Keynote Speaker, Lunch Day 1, Lunch Day 2, Reception, Award Dinner	✓ Choice of 1 from Level A, B, or C				
Sponsor a “Level B” Event/Item* Choice of: Tuesday Reception, Breakfast Day 1, Breakfast Day 2, Conference Lanyard***		✓ Choice of 1 from Level B or C			
Sponsor a “Level C” Event/Item* Choice of: Informal Get Together, Afternoon Break Day 1, Afternoon Break Day 2, Morning Break Day 1, Morning Break Day 2		✓ Choice of 1 from Level C			
Verbal Recognition at General Sessions	✓	✓			
Company Banner Displayed	✓	✓			
Company Logo on Sponsored Event Signage	✓	✓	✓		
Company Logo in Conference Materials	✓ Prominent Placement	✓	✓		
Digital Conference Attendee List Post Event	✓	✓	✓	✓	
Company Logo on Conference Website with Link to your site	✓	✓	✓ Logo Only	✓ Logo Only	
Complimentary Conference Registration	3	2	1	1	1
Company Description in Final Program and on Conference App	✓ Enhanced description with logo	✓	✓	✓	✓ Name Only
Exhibit Space (10' x 8' with 6' Display Table)	✓	✓	✓	✓	6' Table Only

* Based on a first come, first served basis. Please see registration form for reserving an event/item or table.

** Company name will be wireless internet passcode used throughout conference

*** Exclusive logo on item

Sponsor & Exhibitor Registration Form

Please complete the form below with the contact information of who to send confirmation materials to. For Platinum, Gold and Silver level sponsors, please indicate what item/event are your first, second and third choices. You will be notified shortly after submitting your registration to confirm your event/item choice, or if your choices are no longer available.

2015 NYGeoCon Conference

Organization: _____
 Contact Person: _____ Phone: _____
 Mailing Address: _____
 City: _____ State: _____ Zip Code: _____
 Country: _____ Email: _____
 Website: _____

Sponsorship Level	Event/Item Choice	Fee	Total
Platinum	1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____	\$2,250	
Gold	1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____	\$1,750	
Silver	1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____	\$1,250	
Bronze		\$750	
Educational Institute Resource Table		\$500	
Additional Scholarship Contribution		\$	
Total Amount Due			

Payment Method:

Check payable to *NYS GIS Association*

Credit Card

Number: _____ Exp. _____

Cardholder Signature: _____

Please submit completed form and payment before September 6, 2015

MAIL: NYGeoCon Office, c/o Delaney Meeting & Event Mgt., 1 Mill Street, Suite 315, Burlington, VT 05401

EMAIL: Elise@delaneymeetingevent.com **FAX:** (802) 865-8066