



# NYGeoCon

October 17 - 19, 2017  
Conference Center at Lake Placid  
Lake Placid, New York

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2017 Exhibit &  
Sponsorship Packet  
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Hosted by:

**NYS GIS Association**

<http://www.nysgis.net>



# Sponsor & Exhibitor Information

The NYS GIS Association invites you to participate as a sponsor or exhibitor at the upcoming 2017 NYGeoCon taking place in beautiful Lake Placid, New York at the Conference Center at Lake Placid. 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:** Tuesday, October 17, 12pm-6pm

**Exhibit Hours:** During meals and breaks

**Exhibit Tear-Down:** Thursday, October 19, 2:30pm

## LOCATION & LODGING:

A special group rate has been established at the Crowne Plaza located next to the Convention Center. The rate will be the 2017 prevailing government per diem. Please call the hotel directly at 518-523-2556 by September 25, 2017 and mention "NYGeoCon Room Block" to book your room and reserve this rate.

## SCHEDULE AT-A-GLANCE

(subject to change)

### Tuesday, October 17

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10:00am - 5:00pm	Registration
10:00am - 3:00pm	Exhibit Set up
12:30pm - 5:00pm	Pre-Conference Workshops
7:00pm	Informal Get-together ( <i>offsite</i> )

### Wednesday, October 18

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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

### Thursday, October 19

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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

## QUESTIONS:

Please contact Elise Wernhoff, the Conference Sponsor Coordinator, by calling 802-865-5202 or emailing [Elise@delaneymeetingevent.com](mailto:Elise@delaneymeetingevent.com).

# 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				
<b>Sponsor a “Level A” Event/Item*</b> 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				
<b>Sponsor a “Level B” Event/Item*</b> Choice of: Tuesday Reception, Breakfast Day 1, Breakfast Day 2, Conference Lanyard***		✓ Choice of 1 from Level B or C			
<b>Sponsor a “Level C” Event/Item*</b> 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.

## 2017 NYGeoCon

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		\$	
<b>Total Amount Due</b>			

### Payment Method:

Check payable to *NYS GIS Association*

Credit Card

Number: \_\_\_\_\_ Exp. \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

### Please return completed form and payment to:

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

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