



40th ANNUAL NYGFOA CONFERENCE

March 27-29, 2019
Pre-Conference Programs begin March 26th
Albany Marriott Hotel
189 Wolf Rd, Albany NY 12205



EXHIBITOR
& SPONSOR
PACKET

Exhibit & General Conference Information



ADVANTAGES OF EXHIBITING

- Exposure to a targeted audience of government finance professionals.
- Meet and engage with prospective customers face-to-face and strengthen your bond with existing customers.
- Opportunity to demonstrate products or services.
- Specific “Exhibitor Breaks” between sessions encourage attendee/vendor engagement.
- Full access to all conference events, sessions, and meals.

OVER 500 REASONS TO EXHIBIT

This is New York State’s premier event for government finance professionals! Interact with over 500 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.

WHO TYPICALLY EXHIBITS?

- Actuarial Companies
- Accounting Firms
- Audit Firms
- Banks
- Software Companies
- Credit Rating Agencies
- Energy Contracting Companies
- Financial Advisors (Public Sector)
- Governmental Agencies
- Investment Management Firms
- Municipal Insurance Brokers
- Leasing Companies
- Public Finance Law Firms
- Payment Services Companies
- and Others

CONFERENCE REGISTRATION

Each exhibiting company is entitled to two complimentary representatives. Additional representatives are \$200 each. To register additional representatives of your organization, please refer to page 6.

HOTEL INFORMATION

Hotel group reservation information is located on the back cover.

During the process of providing you services on behalf of NY Government Finance Officers’ Association, we may collect, store, or transmit your personal identifiable information such as name, address, contact information, preferences, demographic information, as well as any hotel or travel requests you provide us. This information is necessary for the facilitation of registration services for you. This information may be shared with other 3rd parties such as travel or lodging providers.

Exhibit Rules & Regulations 2019

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.

Booth Equipment

Booths consist of upright posts, side dividers and non-flammable drapes. Side rails may be omitted. Exhibitors having their own prefabricated displays cannot exceed the dimensions of the booth purchased. Booth background drapes may not be removed. Background drapes are 8' high and side divider drapes are 36" high.

Signs

A standard two line sign (7' x 44") is furnished by NYGFOA. Signs will have up to two lines of lettering giving the name of the company and booth number. These signs will be prepared and installed prior to Exhibitor's arrival at the Albany Marriott Hotel. An additional charge will be made for signs requiring work other than that outlined herein.

Attendance

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

Electrical Connections

No electrical wiring, installations or connections shall be made by or for the Exhibitor without the prior consent of NYGFOA and the Albany Marriott Hotel. Such wiring installations and connections shall be made at the Exhibitor's expense and solely in such manner, by such means and through such contractors as shall be designated by the Association.

Exhibitor Representative

Each company shall name one (1) person to be the onsite representative. Such representative shall direct installation, operation, and removal of the exhibit and

be authorized to enter into necessary service contracts. The representative shall be named on the Booth Space Contract as Representative #1.

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 of NYGFOA.

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 manner 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.

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.

Cancellation

Exhibit Booth Cancellation:

- By January 31, 2019: Any cancellation will be charged an administrative fee of \$100.00.
- February 1, 2019 and After: No Refunds. Payment is required on any and all unpaid booth space not canceled according to this policy.

Attendance Cancellation:

- By March 2, 2019: Any cancellations will be charged an administrative fee of \$25.00
- After March 2, 2019: No refunds.
- Payment is required on any and all registrations not canceled according to this policy.

Mail: NYGFOA, 126 State St, 5th Fl, Albany, NY 12207

Email: info@nygfoa.org

Fax: 518-434-4640

It is further understood and agreed that any booth payment will not be refunded if the space assignment is canceled after January 31, 2019. Cancellations by January 31, 2019 will be assessed a \$100.00 administrative fee.

NYGFOA will accept no telephone cancellations; all cancellations must be received in writing. Upon acceptance of this application by the New York State Government Finance Officers' Association, it shall be a legally binding contract between the Exhibitor and the Association; provided that either party may cancel this contract on condition that written notice of such cancellation is received by the remaining party at least forty-five (45) days prior to the scheduled opening of the Exhibit as provided herein.

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.

booth layout

ALBANY MARRIOTT HOTEL

40th NYGFOA ANNUAL CONFERENCE

march 27-29, 2019
pre-conferences begin march 26

Set Up and Exhibit Hours

Registration Hours:

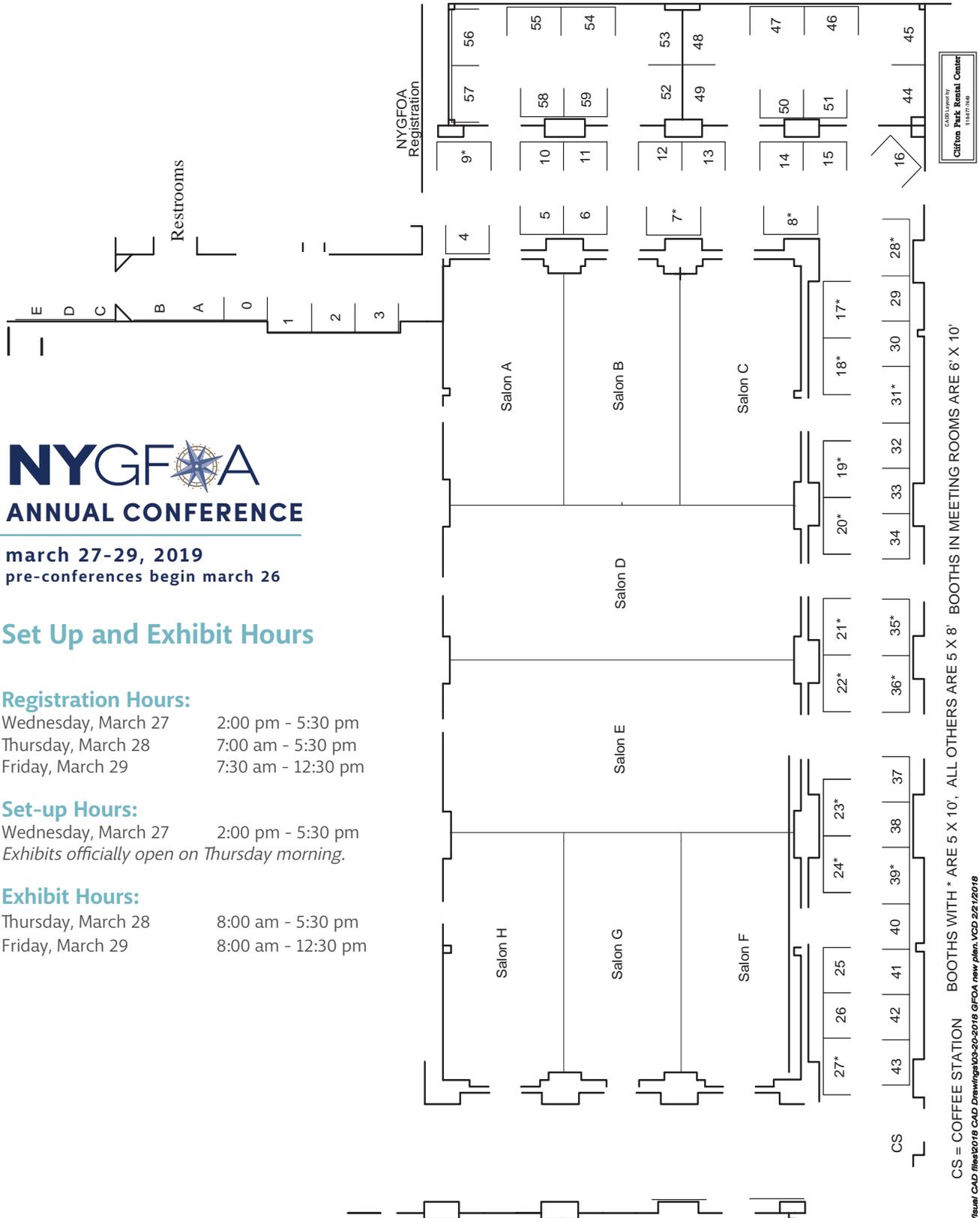
Wednesday, March 27 2:00 pm - 5:30 pm
Thursday, March 28 7:00 am - 5:30 pm
Friday, March 29 7:30 am - 12:30 pm

Set-up Hours:

Wednesday, March 27 2:00 pm - 5:30 pm
Exhibits officially open on Thursday morning.

Exhibit Hours:

Thursday, March 28 8:00 am - 5:30 pm
Friday, March 29 8:00 am - 12:30 pm



BOOTH SPACE CONTRACT

Booth contracts are due no later than January 8, 2019. **PAYMENT** is required in full and received by NYGFOA no later than February 8, 2019. Booths will be sold and assigned on a first come, first served basis. Every effort will be made to assign the space you prefer with full consideration given to the previous year's exhibitors and NYGFOA members. Requests cannot be guaranteed. Under this contract **NO REFUNDS** will be given if you cancel your booth space after Friday, January 31, 2019.

Each exhibit booth receives TWO complimentary registrations for company representatives. ANY ADDITIONAL ATTENDEES are \$200 each. Please see Exhibitor & Sponsor Registration Form on page 6.

Exhibiting Company _____

Coordinator * _____

Title _____

Email _____

Phone _____

Use the enclosed Exhibitor Registration Form for the second complimentary representative.

* This year the coordinator will be able to directly upload company content, logo and other important information to company profile on the Conference app. Please list the best person to complete this task as 'Coordinator' above.

BOOTH SIZE REQUESTED	MEMBER
5 x 10 in hallway	<input type="checkbox"/> CK \$1,350.00 / CC \$1,391.00
5 x 8 in hallway	<input type="checkbox"/> CK \$1,150.00 / CC \$1,185.00
6 x 10 off hallway (44-59)	<input type="checkbox"/> CK \$1,150.00 / CC \$1,185.00

BOOTH SIZE REQUESTED	NONMEMBER
5 x 10 in hallway	<input type="checkbox"/> CK \$1,750.00 / CC \$1,803.00
5 x 8 in hallway	<input type="checkbox"/> CK \$1,550.00 / CC \$1,597.00
6 x 10 off hallway (44-59)	<input type="checkbox"/> CK \$1,550.00 / CC \$1,597.00

PREFERRED BOOTH NUMBER:

1st choice: _____ 2nd choice: _____ 3rd choice: _____

ALTERNATIVES OR ADDITIONAL BOOTH ITEMS

An exhibitor packet from Clifton Park Convention Services (CPCS) will be mailed to you once full payment for your booth is received by NYGFOA. You must work with CPCS directly on shipping and special orders.

EXHIBITOR RULES & REGULATIONS

Signing this contract is confirmation that your firm has read and agrees to abide by the rules and regulations cited within this application. A signed copy of this contract will be returned to you once payment has been received.

Signature of exhibiting company representative _____

Signature of NYGFOA representative _____

OFFICE USE ONLY:

Date Received: _____
 Amount Paid: _____
 Check Number: _____

EXHIBIT BOOTH RATES & INFORMATION:

*5' x 8' and 5' x 10' 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. See 'Additional Information' Section. Prefabricated booths more than 8' wide require a 10' wide booth.

INCLUDED WITH BOOTH:

- Two complimentary conference registrations for company representatives.
- One table of specified size, with skirt and two folding chairs.
- Draped back wall and two side rails.
- One booth identification sign.
- A company listing with specified contact in the conference app.
- Acknowledgment in the Summer issue of the NYGFOA magazine.
- An attendee list of pre-registrants a month in advance of the conference.
- A complete list of all attendees emailed to you following the conference.

ADDITIONAL INFORMATION:

- Additional company representatives may register for \$200. Please fill out page 6.
- Electricity, alternatives to the standard set up, and other booth enhancements are an additional charge through Clifton Park Convention Services (CPCS). A CPCS Exhibitor Kit will be emailed to the exhibit coordinator once payment in full has been received.

BOOTH AVAILABILITY:

We have a waiting list for booths. Contracts must be in by **January 8, 2019**. If you have not returned your signed contract by January 8th, your booth will be made available to those on the waiting list.

If you do not receive a booth this year, please consider sponsorship.
 We have lots of opportunities to showcase your company.

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

EXHIBITORS: 2 COMP PASSES

SPONSORS: SEE PAGE 7

EXHIBITOR/SPONSOR REGISTRATION FORM

1. REPRESENTATIVE COMP #1 CK \$200 / CC \$206

Name _____ Professional Designation _____

Title _____

Entity/Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

2. REPRESENTATIVE COMP #2 CK \$200 / CC \$206

Name _____ Professional Designation _____

Title _____

Entity/Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

3. REPRESENTATIVE COMP #3 CK \$200 / CC \$206

Name _____ Professional Designation _____

Title _____

Entity/Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

4. REPRESENTATIVE COMP #4 CK \$200 / CC \$206

Name _____ Professional Designation _____

Title _____

Entity/Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

5. REPRESENTATIVE CK \$200 / CC \$206

Name _____ Professional Designation _____

Title _____

Entity/Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

6. PAYMENT

- Check/PO/Voucher enclosed
 - Please make checks/vouchers payable to **NYGFOA** and mail to: NYGFOA, 126 State Street, 5th FL, Albany, NY 12207.
- 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

SPONSORSHIP CONTRACT

Sponsoring Company _____

Coordinator¹ _____ Title _____

Email _____ Phone _____

¹ This year the coordinator will be able to directly upload company content, logo and other important information to company profile on the conference app. Please list the best person to complete this task as 'Coordinator' above.

EXCLUSIVE EVENT SPONSORSHIP

Please indicate the event(s) you choose to sponsor:

- Pre-Conference Lunch (3/26)* CK \$1,850.00 / CC \$1,906.00
- Pre-Conference Lunch (3/27)* CK \$1,850.00 / CC \$1,906.00
- Welcoming Reception*** CK \$5,300.00 / CC \$5,459.00
- Breakfast (3/28)** CK \$3,000.00 / CC \$3,090.00
- Breakfast (3/29)** CK \$3,000.00 / CC \$3,090.00
- Keynote# **** CK \$6,000.00 / CC \$6,180.00
- Break (3/28)* CK \$1,875.00 / CC \$1,931.00
- Lunch (3/28)*** CK \$4,650.00 / CC \$4,790.00
- Scholarship Dinner# **** CK \$6,400.00 / CC \$6,592.00
- Entertainment# **** CK \$7,500.00 / CC \$7,725.00
- Entertainment Refreshments^{(R)*} CK \$3,000.00 / CC \$3,090.00
- Wifi^{(R)*} CK \$3,000.00 / CC \$2,575.00
- AM Coffee Break (3/28) CK \$1,000.00 / CC \$1,030.00
- AM Coffee Break (3/29) CK \$1,000.00 / CC \$1,030.00
- Hotel Key Cards^{(R)*} CK \$2,000.00 / CC \$2,060.00
- Lanyards & Badge Holders^{(R)*} Sponsor supplied
- Tote Bags* Sponsor supplied
- Conference App Button CK \$1,000.00 / CC \$1,030.00
- Conference App Banner CK \$400.00 / CC \$412.00

GENERAL SPONSORSHIP

- Platinum level*** CK \$5,000.00 / CC \$5,150.00
- Gold level* CK \$1,600.00 / CC \$1,648.00
- Silver level CK \$1,250.00 / CC \$1,288.00
- Bronze level CK \$850.00 / CC \$876.00

^(R) Advanced Form Reserved
 # Can be Co-Sponsored with other companies.
 * Includes one complimentary pass.
 ** Includes two complimentary passes.
 *** Includes three complimentary passes.
 **** Includes four complimentary passes.

BENEFITS OF EXCLUSIVE EVENT SPONSOR:

- Company logo and link on promotional materials
- Company logo on exclusive display board at sponsored event
- Company name and logo in conference app
- Podium acknowledgment at sponsored event or if the event does not have a podium opportunity, acknowledgment will be given at the next available podium opportunity
- "Sponsored by" note cards at each table during sponsored meal events.
- Complimentary conference attendance (see key, bottom left)
- Advance attendee address list
- Branding option at sponsored event (sponsor is welcome to provide collateral; items with a company logo are permissible)
- Sponsor ribbon on badges of all company representatives

BENEFITS OF GENERAL SPONSORSHIP:

- Company logo and link on selected advance promotional materials
- Company name and logo on group display board
- Company name and logo in conference app
- Podium acknowledgment during conference
- Sponsor ribbon on badges of all company representatives
- Platinum sponsorship receives complimentary app banner

For complete description of sponsorship levels and benefits, please refer our website www.nygfoa.org/conference/marketing-opportunities



For a complete list of pre-conference
and conference sessions, visit
www.nygfoa.org

HOTEL INFORMATION

Reserve directly with the hotel of your choice by March 2, 2019. Reserve online or by phone. Information for each hotel is provided on the NYGFOA website. **DO NOT DELAY.** Group blocks fill quickly - well before the cutoff date. Reservations made after March 2, 2019 will be subject to availability at each hotel.

Hotel Group Rates for Registered Conference Attendees Only. The conference rate will be honored only for registered conference attendees. 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	\$143.00	518-458-8444	www.nygfoa.org/conference , click on Albany Marriott
The Desmond (IHG)	2 Miles	\$125.00	518-869-8100	www.nygfoa.org/conference , click on The Desmond (IHG)

* If Marriott is your PREFERRED hotel, we HIGHLY recommend reserving your room as soon as possible.



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