



**SAANYS 2021 ANNUAL CONFERENCE**  
Crowne Plaza Albany | The Desmond Hotel  
OCTOBER 17, 2021

**Company Information:**

Organization: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-Mail: \_\_\_\_\_ Website Address: \_\_\_\_\_

**Sponsorship:**

- Exhibitor Sponsor (\$2,500)
- Conference Keynote Sponsor (\$5,000)
- Conference Featured Speaker Sponsor (\$4,000)
- "No Booth" Option flier insert (\$650)
- Luncheon Presentation Sponsor (\$5,000 includes lunch cost)
- Networking Dinner Reception (\$3,500)
- Conference Board of Directors Meeting Sponsor (\$4,500)

**Payment Method:**

Please check:  MasterCard  Visa  American Express  
 Check payable to: SAANYS

Name as it appears on the card (Print CLEARLY):  
\_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration: \_\_\_\_\_ Code: \_\_\_\_\_

**Please mail the above information and payment to:**  
SAANYS  
Deborah G. Taylor  
8 Airport Park Blvd.  
Latham, NY 12110  
Fax: (518) 782-9552  
dtaylor@saanys.org

*(Upon receipt of this form, you will receive a confirmation.  
All booth space must be paid for 30 days in advance or you may lose your designated space.)*

**Exhibiting Sponsor - \$2,500**

**Before the Conference**

- Name and logo will appear on pre-conference marketing materials
- Acknowledgment of conference sponsors on the SAANYS website and in the newsletter

**At the Conference**

- **Exhibit Space:** Exhibits will be in the lobby area that leads conference participants between workshops, keynote sessions and meals. Coffee breaks and a cocktail reception will be held in this area to ensure a high traffic pattern
- One table top display in the exhibit area to include one 6' display table with 2 chairs
- Company name and logo displayed prominently on signage
- Corporate recognition and write-up in the annual conference program and conference app
- Includes one hour cocktail reception in the exhibitor area
- Invitation for two representatives to the member networking reception
- Special rate on lodging at the conference hotel
- Opportunity to attend all conference workshop sessions, receptions, and keynotes

## Advertising/Exhibiting Sponsor - \$2,500

### After the Conference

- *News & Notes* newsletter feature on conference sponsors (emailed to nearly 8,000 members)
- List of conference participants
- Website link on the SAANYS website for one year
- One-half page color advertisement in the SAANYS magazine (\$1,200 value) – issue: \_\_\_\_\_  
(Fall, Winter, or Spring)
- Receipt of all publications for one year
- 150 word write-up and website link in one issue of e-newsletter

## Conference Featured Speaker Sponsor - \$4,000

### All of the benefits of Exhibiting Sponsor, plus...

- Acknowledgment and introduction
- Opportunity to make brief welcoming remarks
- Signage with logo at the meeting
- Corporate materials on chairs at the meeting
- One-quarter page advertisement in the conference program
- Advertising in one issue of the SAANYS online newsletter, *News & Notes*

## Luncheon Presentation Sponsor - \$5,000

### 4 opportunities (includes all lunch costs)

### All of the benefits of Exhibiting Sponsor, plus...

- Introduction by SAANYS board member and the opportunity for an hour lunch presentation in a private room
- Premium exhibit space
- Signage with logo
- Opportunity to distribute materials to all attendees
- One-half page advertisement in the conference program
- 2 minute video clip advertisement shown at various times during the conference

## Board of Directors Meeting Sponsor - \$4,500 – 1 Exclusive Opportunity!

### All of the benefits of Exhibiting Sponsor, plus...

- Introduction by SAANYS president and the opportunity for a 10 minute presentation at the meeting
- Premium exhibit space
- Signage with logo at the board meeting
- Opportunity to distribute materials to all attendees
- One full page advertisement in the conference program
- 2 minute video clip advertisement shown at various times during the conference
- One full page, full color advertisement in SAANYS *Vanguard/Practices* magazine (\$1,700 value)

## Conference Keynote Sponsor - \$5,000

### All of the benefits of Exhibiting Sponsor, plus...

- Acknowledgment and introduction by SAANYS president at the keynote
- Opportunity to introduce keynote speaker and make welcoming remarks
- Premium exhibit space
- Signage with logo at the keynote session
- Corporate materials on chairs at the keynote session
- One full page, full color advertisement in the SAANYS conference program
- 2 minute video clip advertisement shown at various times during the conference
- 4 advertisements in SAANYS *News & Notes* e-newsletter
- Two full page, full color advertisements in SAANYS *Vanguard/Practices* magazine (\$3,500 value)

## Networking Dinner Receptions – \$3,500

Opportunity to co-host a networking international food station reception to be held on Sunday evening, 7:15 pm-9:15 pm. Includes signage and advertising. A wonderful opportunity to interact with all conference attendees!

## “No Booth” Option – \$650

Sponsors will have their materials distributed to all attendees in the conference bag and receive sponsorship recognition in signage at the conference and in the conference program. Companies may also send a prize for a drawing which will be announced in advance.

## Additional Sponsorship Opportunities

Lanyards, bags, pens, refreshment breaks, breakfast, dessert sponsor, cocktail reception, transportation, institute gifts (supply gifts).