



OCTOBER 20-22, 2024

**CONFERENCE SPONSORSHIP,
EXHIBITING & ADVERTISING PROSPECTUS**

**ALBANY CAPITAL CENTER
ALBANY, NY**

**Place Your Company Before
Green Industry Leaders from Across NYS!**



CONFERENCE & EXPO 2024 SPONSOR, EXHIBITOR & ADVERTISER INFORMATION

We invite you to join the **ENERGY & VISION** of a new Nursery and Landscaping Conference & Expo bringing together Green Industry Leaders from across the New York State & the Northeast!

WHY? In the post-pandemic era, it is now more important as ever to bring together NYSNLA members and supporters annually to meet, improve as professionals, complete training, network, get caught-up with colleagues, and conduct business. NYSNLA also wants to offer a major statewide trade show in order to increase attendance, provide greater support opportunities for vendors, and offer a diversified platform for promoting products and services. So, here we are with NYSNLA's first Annual Conference & Expo in over 20 years!

DON'T MISS OUT! Become a Conference & Expo Sponsor, Exhibitor, or Advertiser and make an impact on this vast state's Nursery, Landscape and Green Industry businesses and their employees! We look forward to seeing you in Albany, New York this coming October!

The Inaugural NYSNLA Conference & Expo Planning Committee

Conference Chair

Leigh McGonagle, CNLP (*PlantSTNY – Region 8*)

Co-Chairs

Melissa Caggiano, CNLP (*PlantLI-Region 1*) - Landscape Awards & Government Affairs

Elizabeth Snyder, Senior CNLP (*PlantSTNY-Region 8*) - Membership & Marketing

Beth Fry, Lifetime CNLP (*PlantCNY-Region 4*) - Programming & Professional Development

Jerry Parmenter, Senior CNLP (*PlantNENY-Region 3*) - Programming & Professional Development

Anthony Caggiano, Lifetime CNLP (*PlantLI-Region 1*) - Vendor Relations

Karl Naegler, CNLP (*PlantGFLX-Region 5*) - Vendor Relations

Kim Schichtel, CNLP (*PlantWNY-Region 6*) - Vendor Relations

and Representatives from across NYSNLA's Regions

Let's Work Together to Create the Perfect Package for Your Company!

On the following pages, please find wide range of opportunities to promote your company's products and services—and show your support for New York State's incredible nursery and landscape professionals and their businesses.

NYSNLA wants to work with you—to help your company gain the greatest exposure in front of our members and conference attendees. It's going to be a GREAT CONFERENCE!

2024 Conference & Expo Major Promotional Opportunities

Green Level

\$5,000.00

Premier trade show floor location
Company logo included on all event publicity
Sponsor banner on conference floor
Company introduction at event
+ all benefits of Premier Level

Note: Green Level Sponsorship will allow a company to bring MAJOR EQUIPMENT for a special display area. A timed product/service demonstration can also be conducted on the show floor (demonstration will be scheduled in program and publicly announced). Green Level Sponsors can also choose to have an equivalent display space of 4 booths.

Premier Level

\$3,500.00

Premier trade show floor location
Full page conference program advertisement
Special thank you listing on website
Special mention during conference events
Complete listing of all attendees
Conference bag contributor
1 year advertising on NYSNLA's website (with hyperlink)
Your company logo and link shared with all partner associations
+ Opportunity for timed product/service demonstration on the show floor (demonstration will be scheduled in program and publicly announced)

Executive Level

\$2,500.00

Major trade show floor location
Half page conference program advertisement
Special thank you listing on website & newsletter
Special mention during conference events
Complete listing of all attendees
Conference bag contributor
6 months of advertising on NYSNLA's website (with hyperlink)
Your company logo and link shared with all partner associations

Partner Level

\$1,500.00

Major trade show floor location
Quarter page conference program advertisement
Special thank you listing on website & newsletter
Special mention during conference events
Complete listing of all attendees
Conference bag contributor
6 months of company logo placement on NYSNLA's website (no hyperlink)
Your company logo and link shared with all partner associations

Note: Each sponsorship level includes daily meal tickets for two representatives. Additional representative tickets can also be purchased. Contact NYSNLA for full details.

2024 Conference & Expo Major Promotional Opportunities

Conference Exhibitor

\$500.00

Trade show floor location
Sponsor listing with company logo in conference program
Special thank you listing on website & newsletter
Special mention during conference events
Complete listing of all attendees
Conference bag contributor

Other Creative Sponsorship Opportunities

A great way to increase your visibility with conference attendees and support NYSNLA!

Conference Kick-Off Party

\$2,000.00

Sunday Night: Company logo and acknowledgement on all party materials; introduction at event; special listing in conference materials.

Green Industry Management Summit Sponsor

\$2,000.00

Place your company in front of this event-within-the-event gathering of decision-makers and believers in the Green Industry; Company logo and acknowledgement on all summit materials; introduction at Summit and opportunity to speak with Summit attendees; special listing in conference materials.

Celebration Cocktail Hour

\$2,500.00

Monday: Conference signature drink created and named after your company; special introduction during the reception; company logo and acknowledgement on all Celebration materials; special listing in conference materials.

Conference Lanyards

\$1,000.00

Item carries NYSNLA & Your Company Logo

Conference Hospitality Bags

\$1,000.00

Item carries NYSNLA & Your Company Logo

Conference Giveaway

\$ 750.00

Item carries NYSNLA & Your Company Logo

Conference Bag Stuffer

\$ 250.00

We will place your item and message in each conference bag.



An exciting add-on to your 2024 Annual Conference support...

SEND A GREETING & PROMOTE YOUR COMPANY TO THE GREAT LAKES NURSERY & LANDSCAPE LEADERSHIP CONFERENCE

Being hosted by NYSNLA on September 23-25, 2024 on Long Island

40 Senior Leaders & Executive Directors of the Nursery & Landscape Associations from Illinois, Indiana, Michigan, Minnesota, New York, Ohio, Pennsylvania, Wisconsin, and Ontario will meet to discuss strategy, best practices, latest developments, and networking. *Help us welcome them to NYS!*

This special offer allows your company's logo and contact information to be included in conference materials + your pamphlet, information, or giveaway to be included in the attendee bag. **\$150.00**

Conference Commemorative Program Advertising Rates

A full color program given to every conference attendee; after the event, it will be prominently placed and promoted on all participating partner websites and shared with members, ensuring maximum exposure for conference supporters.

| | |
|--------------------|------------|
| Back Cover | \$1,000.00 |
| Inside Back Cover | \$750.00 |
| Inside Front Cover | \$750.00 |
| Full Page | \$500.00 |
| Half Page | \$250.00 |
| Quarter Page | \$100.00 |
| Business Card | \$50.00 |



Auction/Raffle Basket Items Sought

Help NYSNLA advance its mission—and promote the value of hiring the best nursery and landscaping professionals the Empire State has to offer—by contributing items to our Auction! Auction donors will be acknowledged in the conference program. If you would like to contribute to the auction, please denote on sponsorship form.

Other Important Vendor Information

The **Expo Floor Layout** can be found on the following page.

Our conference set-up allows for **maximum exposure** of company sponsors and exhibitors.



Accommodations: All sponsors and professional partners are encouraged to arrange their accommodations at the Renaissance Hotel, located directly next door to the Albany Capital Center. A range of accommodations are available—with a special NYSNLA Conference rate of \$194.00. *We will notify you when the hotel reservation portal is open.*

Questions?

Please contact the NYSNLA Office at:
518-580-4063
info@nysnla.com



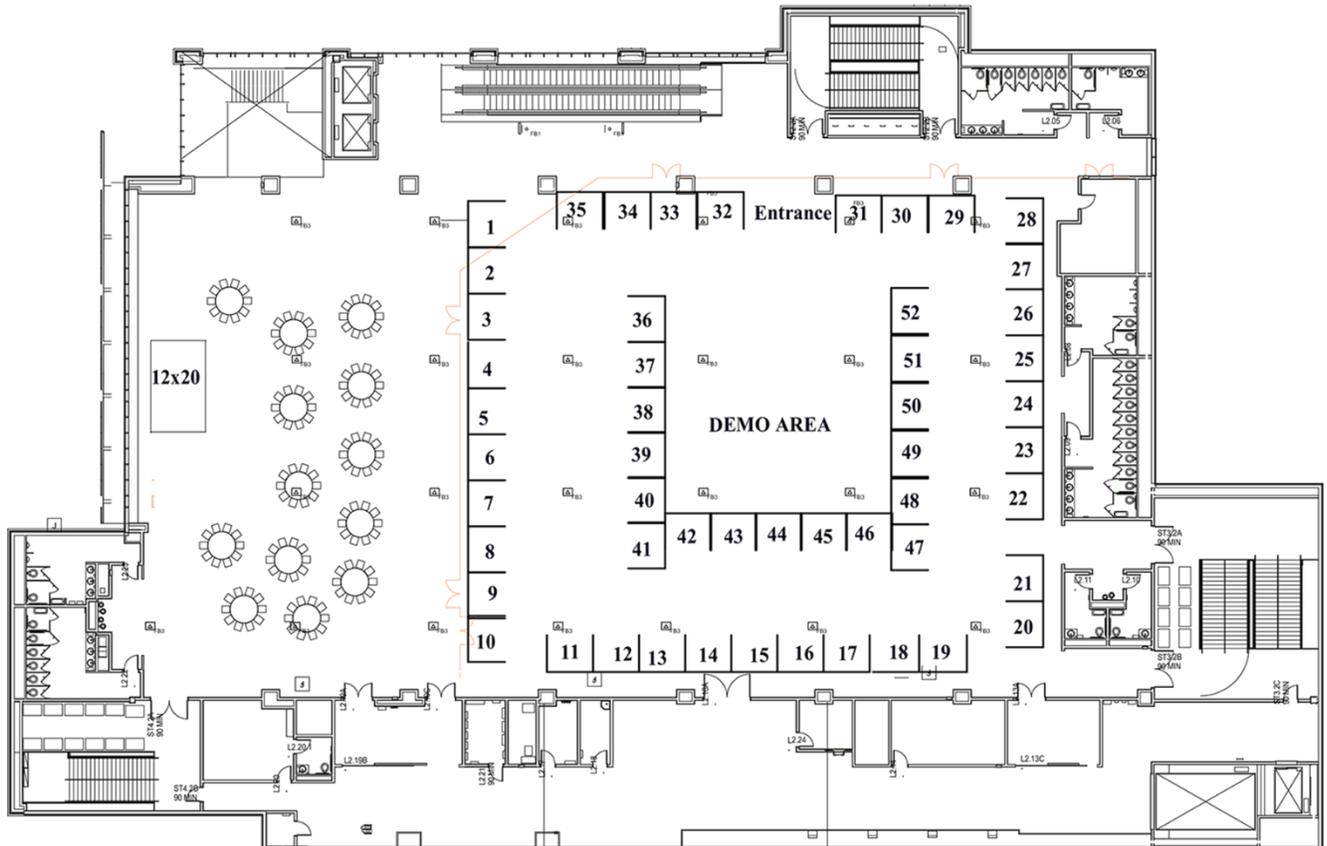
NYSNLA's 2024 Conference & Expo Floor Layout

Below please see the Expo Floor Layout for our show. We are offering 52 exhibit booth spaces, each measuring 8' x 10'. Each booth provided with the following:

- Sign with Company Name
- 8' Back Drape & 3' Side Drapes
- 6' Skirted Table
- 2 Chairs
- Wastebasket
- House WiFi Service

Upon completion of registration, we will send you a Sponsor/Exhibitor Packet that will provide instructions on how to request additional exhibit furnishings or equipment.

*Please provide your top 3 booth choices on the registration form.
Placements will be assigned based upon order received by the NYSNLA Office.*





NYSNLA 2024 Conference & Expo Professional Partner Registration Form/Contract

Please complete this form and submit with payment to address listed below. Please send any artwork electronically to the NYSNLA Office at info@nysnla.com. Please keep a copy of this contract for your records. We will confirm all arrangements with you upon receipt of paperwork.

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State/Province: _____ Zip: _____

E-Mail: _____ Phone: _____

Please indicate your preferences for booth/display space:

Booth Choice/Alternates ___ Booth 1st Choice ___ Booth 2nd Choice ___ Booth 3rd Choice

Major Sponsorships

___ Green - \$5,000.00 ___ Premier - \$3,500.00 ___ Executive - \$2,500.00
___ Partner - \$1,500.00 ___ Exhibitor - \$500.00

Other Sponsorship Opportunities

___ Kick-Off Party - \$2,000.00 ___ Celebration Cocktail Party - \$2,500.00 ___ Summit - \$2,000.00
___ Lanyards - \$1,000.00 ___ Hospitality Bag - \$1,000.00 ___ Conference Giveaway - \$750.00
___ Bag Stuffer - \$250.00

Program Advertising

___ Back Cover - \$1,000.00 ___ Inside Back Cover - \$750.00
___ Inside Front Cover - \$750.00 ___ Full Page - \$500.00 ___ Half Page - \$250.00
___ Quarter Page - \$100.00 ___ Business Card - \$50.00

Additional Company Registrations/Meal Tickets (*for those extras listed on next page*)

Total # _____ x \$200.00 = \$ _____

Add-On Opportunity: Great Lakes Nursery & Landscape Leadership Conference Welcome

___ We also want to welcome our Great Lakes Visitors to Long Island - \$150.00.

Total Enclosed: \$ _____

___ Check Enclosed (Please make payable to: NYSNLA)

___ Credit Card

Type of Card: ___ Visa ___ MasterCard ___ Amex ___ Discover

Name on Card: _____

Card Number: _____

Expiration Date: _____ Security #: _____

Registration Form continues on next page →

Company Name: _____

Did a Region refer you to NYSNLA? _____

Company Representatives Attending

Please indicate who will be representing your company at the Conference. You may add other names from the time of registration right through to the conference—just contact NYSNLA.

Each sponsorship level includes daily meal tickets for two representatives. Additional individual conference registrations/meal tickets can also be purchased. Exhibitors need to register their representatives.

| Name(s) | Meals |
|-------------------------|----------|
| Representative 1: _____ | Included |
| Representative 2: _____ | Included |

Additional Company Representatives/Attendees

| Name(s) | Register |
|-------------------------|----------|
| Representative 3: _____ | _____ |
| Representative 4: _____ | _____ |
| Representative 5: _____ | _____ |
| Representative 6: _____ | _____ |
| Representative 7: _____ | _____ |
| Representative 8: _____ | _____ |

Auction Donation

___ Yes, we will donate to the NYSNLA Auction in order to further support the mission.

Item(s) being donated: _____

Value: \$ _____

| | |
|---|---|
| <p>Questions?</p> <p>Please contact the NYSNLA Office: 518-580-4063 info@nysnla.com</p> | <p>Submit this form to:</p> <p>E-Mail to: info@nysnla.com Fax to: (518) 463-8656 or Mail to: NYSNLA 230 Washington Ave. Ext., Suite 101 Albany, NY 12203</p> |
|---|---|