2021 EXHIBITOR HANDBOOK

2021 HYBRID NYLA CONFERENCE & TRADE SHOW

NOVEMBER 5TH - 6TH

Connect with Christina by:
marketing@nyla.org 518-432-8952 X 105

See Updates & Register Here:
https://www.nyla.org/nyla2021-trade-show
We are thrilled you have decided to join us this year!

We are working hard to make sure this is the best conference and trade show for our attendees and vendors alike.

After heaps of research, we have developed the following exhibitor handbook that includes frequently asked questions, hybrid booth packages, and more.

Please see the table of contents below:

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If you have any other questions or concerns regarding the Hybrid Trade Show that weren't covered in the handbook, connect with Christina via email at marketing@nyla.org or by phone at 518-432-6952 x105.

**Up Next: F. A. Q.**
Q: When are the start and end dates of the 2021 NYLA Annual Conference & Trade Show?
- As of March 1st, we are still determining the exact hours of the Trade Show. The NYLA2021 Conference hours are Thursday, November 4th | 10:30 AM – 5:00 PM and Friday, November 5th | 8:00 AM – 12:00 PM.
- Please visit https://www.nyla.org/nyla2021-trade-show/ for the latest updates.

Q: How does a hybrid Conference & Trade Show work?
- We will have an in-person conference and trade show on Thursday, November 4th, and Friday, November 5th. All in-person vendors will be able to set up their booths the day before, but these times are still to be determined.
- There will be designated hours for the in-person trade show and events and programs that will happen in person throughout the two days.
- Then, there will be an online component through Pheedloop with On-Demand programs and a Virtual Trade Show. Depending on your booth package, you will either have your logo featured on the site, a static virtual booth, or an interactive booth.

Q: When can I pick my booth location?
- Due to the ever-evolving reality we see ourselves in, we cannot provide an accurate Trade Show map until earliest August 1st. We are determining how the map will look based on the most recent NYS regulations and CDC guidelines. This is determined by the number of people fully vaccinated and the COVID-19 curve.
- With this being said, we will be opening up the map to our vendors by July 1st and will be on a first-register basis based on your vendor booth package that was fully paid for.
- For example, let’s say that Vendor A purchased the VIP Booth Plus, Vendor B purchased a Standard Booth, and Vendor C purchased a VIP Booth all on March 1st. Vendor A will be first to be assigned a booth location and then Vendor C and then Vendor B.
- Starting August 1st, we will be in contact with every vendor to choose their booth location on the most up-to-date map.

Q: I purchased a VIP Booth or a VIP Booth Plus. When do I need my digital booth materials in?
- If you purchased a VIP Booth, I will need your company logo, description, company contact information, social media links, digital handouts, introductory video, and all other photos or digital collateral by the latest September 30th, 2021.
- If you purchased a VIP Plus Booth, I will need your company logo, description, company contact information, social media links, digital handouts, introductory video, the names and emails of those on staff, and all other photos or digital collateral by the latest August 31st, 2021. This will give me time to schedule a 1:1 Virtual Booth Exhibitor Q&A session for these vendors.

Q: Do you have a list of vendors and their descriptions who have agreed to participate?
- We will have a constantly evolving list available here for vendors to see who else has registered for the trade show. This does not include bios since when vendors register, they don’t always submit a description immediately.
- Closer to September 30th, we will have a finalized list that will include all companies, their bios, logos, and contact descriptions for our hybrid Conference & Trade Show pamphlet. So, please stay tuned!

Q: What is the link to the website with the 2021 NYLA Hybrid Conference & Trade Show information?
- You can find all details regarding the 2021 NYLA Hybrid Conference & Trade Show here. We are still revamping the website to reflect the changes. All registration pages are live as of March 1st.
- We will have the entire website for the Trade Show and Conference formatted by September 30th since that is the last day to register for the Trade Show.

Q: As an exhibitor, when will we receive an attendees list? What is included in this list?
- We will provide a full attendee list with names and addresses and analytics of your virtual booth performance (if you are a VIP Booth or VIP Booth Plus) at most two weeks after the conference. We do not share the emails or phone numbers of the attendees for privacy reasons.
We are thrilled you have decided to join us this year! We are working hard to make sure this is the best hybrid conference and trade show yet for our attendees and vendors alike.

After heavily monitoring the COVID-19 Vaccine Distribution Process and heaps of research, we have decided to have a hybrid model for our 2021 Conference & Trade Show. This means that we will have a physical Trade Show floor that will be determined by August 1st.

However, we are encouraging our vendors to register early for the Trade Show and pay in full by August 1st, and then we will begin assigning booth locations, based on your package tier, as discussed in our F.A.Q section. All of our booth packages also include digital components since this is a hybrid event.

**Our Booth Packages**

1 - Standard Booth $1095
2 - VIP Booth $1295
3 - VIP+ Booth $1495
4 - Virtual Only Booth $750
5 - Non-Profit Only Booth $500

**Please contact Christina directly to purchase this booth**
You will have a standard physical booth at the Trade Show in Syracuse and will also have the following virtual trade show perks:

- Your logo will be included in a Banner Ad at the top right of the “Conference Hall” landing page. This will be the first advertisement that attendees will see when they log into the conference.
- Your company logo and description will be included on our 2021 Hybrid Conference & Trade Show website as a vendor, our digital and physical 2021 Hybrid Conference & Trade Show booklet, and in our marketing and social media collateral leading up to the conference.
- Logo used at the bottom of 2021 Hybrid Conference & Trade Show eBlast Updates to attendees leading up to the conference.

**MATERIALS & PAYMENT DEADLINE: SEPTEMBER 30TH, 2021**

You will have a customizable and interactive virtual booth that includes your company logo, description, website, contact information, digital handouts, and an introductory video for virtual attendees to watch.

- The booth includes 1:1 attendee engagement through either a built-in live video chat function or through text chat with the ability to track which attendees have visited your booth in real-time.
  - This means we will need at least 2 staffers on duty to "table" throughout the entire duration of the Trade Show.
- 1:1 tech support throughout the duration of the conference for any technical issues that may arise.
- Your logo will be included in a Banner Ad at the top right of the Conference Hall landing page.
  - This will be the first advertisement that attendees will see when they log into the conference.
- Your company will be included in an ad on the Conference Hall Landing Page that will be featuring the Virtual Trade Show and your specific booth hours.
- Your company logo and description will be included on our 2021 Hybrid Conference & Trade Show website as a vendor, our digital and physical 2021 Hybrid Conference & Trade Show booklet, and in our marketing and social media collateral leading up to the conference.
- Logo used at the bottom of 2021 Hybrid Conference & Trade Show eBlast Updates to attendees leading up to the conference.
- Full analytics report after the conference on attendee engagement with your virtual booth with their name and address for any follow-up purposes.

**FULL PAYMENT DEADLINE: AUGUST 1ST, 2021**

**MATERIALS DEADLINE: SEPTEMBER 30TH, 2021**

**Standard Booth**

- **Booth Packages**
- **Non-Profit Only Booth**
  - **$500**

**Virtual ONLY Booth**

- **$750**
VIP Booth
$1295

You will have a standard physical booth at the Trade Show with priority access to the conference map in Syracuse and will also have the following virtual trade show perks:

- You will have a static but customizable virtual booth that includes your company logo, description, website, contact information, digital handouts, and an introductory video for virtual attendees to watch.
- Your logo will be included in a Banner Ad at the top right of the “Conference Hall” landing page. This will be the first advertisement that attendees will see when they log into the conference.
- Your company logo and description will be included on our 2021 Hybrid Conference & Trade Show website as a vendor, our digital and physical 2021 Hybrid Conference & Trade Show booklet, and in our marketing and social media collateral leading up to the conference.
- Logo used at the bottom of 2021 Hybrid Conference & Trade Show eBlast Updates to attendees leading up to the conference.
- Full analytics report after the conference on attendee engagement with your virtual booth with their contact information for any follow-up purposes.

FULL PAYMENT DEADLINE: AUGUST 1ST, 2021
MATERIALS DEADLINE: SEPTEMBER 30TH, 2021
VIP+ Booth

$1495

You will have a standard physical booth at the Trade Show with top priority access to the conference map in Syracuse and will also have the following virtual trade show perks:

- You will have a customizable and interactive virtual booth that includes your company logo, description, website, contact information, digital handouts, and an introductory video for virtual attendees to watch.
- The booth includes 1:1 attendee engagement through either a built-in live video chat function or through text chat with the ability to track which attendees have visited your booth in real-time.
  - This means we will need at least 2 staffers on duty to "table" throughout the entire duration of the Trade Show.
- 1:1 tech support throughout the duration of the conference for any technical issues that may arise.
- Your logo will be included in a Banner Ad at the top right of the “Conference Hall” landing page. This will be the first advertisement that attendees will see when they log into the conference.
- Your company will have a featured ad before one of the pre-recorded sessions. This will be a 30-second ad that can feature a combination of video, audio, or pictures representing your company.
  - We ask those purchasing this package to provide us with the video ad.
  - It is a first-come, first-served basis for being able to choose which on-demand session your ad will be featured in.
- Your company logo and description will be included on our 2021 Hybrid Conference & Trade Show website as a vendor, our digital and physical 2021 Hybrid Conference & Trade Show booklet, and in our marketing and social media collateral leading up to the conference.
- Logo used at the bottom of 2021 Hybrid Conference & Trade Show eBlast Updates to attendees leading up to the conference.
- Full analytics report after the conference on attendee engagement with your virtual booth with their name and address for any follow-up purposes.

FULL PAYMENT DEADLINE FOR VIP BOOTH: AUGUST 1ST, 2021
MATERIALS DEADLINE: AUGUST 31ST, 2021
Your Point Of Contact

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Your Important Links

Exhibitor & Booth Registration Page

NYLA 2021 Trade Show Update & General Information Page

NYLA 2021 Conference Landing Page

NYLA Facebook

NYLA Twitter

NYLA Instagram

Thank You For Choosing NYLA
We Can't Wait To See You In Nov!