Introduction

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:

**Table of Contents**

- F. A. Q.
- Booth Packages & Registration Deadlines
- One-Stop Resource

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.
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: 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. These dates are Thursday, October 28th and Friday, October 29th.

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 October 15th, 2021.

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 October 15th 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 October 15th 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.

Q: How do I purchase extra chairs or carpet? How do I purchase electrical?
○ We use Great Lakes as our service provider. To purchase carpet and any other additional furniture, please refer to this Exhibitor Packet.
○ As for electrical and other items such as mailing items to the OnCenter, please refer to the OnCenter’s service provider packet for Exhibitors here. To order electrical, please use this online form.

Up Next: Booth Packages
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.

**Please contact Christina directly to purchase this booth**

### Our Booth Packages

<table>
<thead>
<tr>
<th>Booth Package</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - Standard Booth</td>
<td>$1095</td>
</tr>
<tr>
<td>2 - VIP Booth</td>
<td>$1295</td>
</tr>
<tr>
<td>3 - VIP+ Booth</td>
<td>$1495</td>
</tr>
<tr>
<td>4 - Virtual Only Booth</td>
<td>$750</td>
</tr>
<tr>
<td>5 - Non-Profit Only Booth</td>
<td>$500</td>
</tr>
</tbody>
</table>

Up Next: Continued Booth Packages
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: OCTOBER 15TH, 2021**

**MATERIALS DEADLINE: OCTOBER 15TH, 2021**
**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: OCTOBER 15TH, 2021**

**MATERIALS DEADLINE: OCTOBER 15TH, 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 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: OCTOBER 15TH, 2021
MATERIALS DEADLINE: OCTOBER 15TH, 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!