

81st Annual NYS Assessors Association
Fall Meeting and Seminar on
Assessment Administration

Exhibitor and Sponsor
Prospectus



October 3-6, 2021
Sheraton Niagara Falls
30 Third Street
Niagara Falls, NY 14303
www.nyassessor.org

THE NEW YORK STATE ASSESSORS ASSOCIATION

ANNUAL MEETING AND FALL CONFERENCE

is the premier event for you to meet and interact with more than 200 assessment professionals and their staff from across New York State! Our exhibitor and sponsorship opportunities allow you to customize your presence for maximized benefits before, during, and after the event!

Why Exhibit?

Whether you're a first-time exhibitor or an old pro, NYSAA will help you develop new contacts and generate leads.

For the first time, NYSAA offers two ways to extend your reach—in person and online! In addition to speaking with in-person attendees, exhibitors will be able to upload a video and marketing materials, and make appointments with online attendees to promote virtual networking!

Exhibit space is 10'x10', and exhibitors will need to provide their own signage. The Exhibit Hall will not be locked during off hours, so please plan accordingly. Electric (if requested) and wifi are included.

To reserve an exhibitor booth, please fill out and return the form on page 4. After we receive your form, we will send you details about exhibiting in person and online.

For more exhibit information, contact:

James Molinaro, Jr., IAO
845-642-1900
J.molinaro@clarkstown.org
PO Box 195
Congers, NY 10920

Why Sponsor?

NYSAA offers a variety of sponsorship levels and benefits to meet your needs. We will work with you to create the package that works for you! Sponsors receive extensive acknowledgement at the conference, as well as recognition on the conference website and in NYSAA's newsletter, the Bulletin.

For the first time, NYSAA offers two ways to extend your reach to attendees—in person and online! In addition to speaking with in-person attendees, sponsors will be able to upload marketing materials and make appointments with online attendees to promote virtual networking!

Please see page 3 for sponsorship opportunities and the sponsor commitment form. To make a sponsorship commitment, please fill out and return the form.

For more information about sponsorship benefits, contact:

Tracy Carman
315-706-3424
admin@nyassessor.org
116 Salina St., Suite 8
Liverpool, NY 13088

Why is NYSAA's Fall Conference different this year?

It's a hybrid event—with both in person and online attendees!

Extend your reach beyond Niagara Falls—across the state!

Enjoy all the benefits of our hybrid event with an exhibitor booth and sponsorship!



NYSAA ANNUAL FALL CONFERENCE ON ASSESSMENT ADMINISTRATION

October 3-6, 2021

SHERATON NIAGARA FALLS

300 3rd St., Niagara Falls, NY 14303

NYSAA SPONSOR PROGRAM

_____ Yes, we will participate in the NYSAA Sponsor Program.

Name of Company _____

Contact, Title _____

Address _____

City _____ State _____ Zip _____

Cell Phone _____ Email _____

Sponsorship amount \$ _____

Please make checks payable to the New York State Assessors Association and return to Warren J. Wheeler, IAO, Executive Director, 116 Salina St., Suite 8, Liverpool, NY 13088. Questions? Please call Tracy Carman at 315-706-3424 or email admin@nyassessor.org.

Thank you for your support!

BENEFITS	Diamond \$1,500.00	Gold \$1,000.00	Silver \$750.00	Bronze \$500.00
Your company name on a foil-wrapped chocolate at dinner of your choice (limit	✓			
Ad in conference program	Full page	½ page		
Logo and link on NYSAA's conference website (includes opportunity to upload marketing materials and make appoint-	✓	✓	✓	
Acknowledgment in conference program	✓	✓	✓	✓
Acknowledgment in NYSAA's news- letter, the Bulletin	✓	✓	✓	✓
Signage in prominent areas of the con- ference indicating level of sponsorship	✓	✓	✓	✓
Sponsor badge ribbon	✓	✓	✓	✓



NYSAA ANNUAL FALL CONFERENCE ON ASSESSMENT ADMINISTRATION

October 3-6, 2021

SHERATON NIAGARA FALLS

300 3rd St., Niagara Falls, NY 14303

NYSAA VENDOR DISPLAY BOOTH REGISTRATION FORM

Contact Person: _____

Names of Individuals Attending Conference: _____

Cell Phone/Email: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Electric outlet requested? _____

Your booth registration fee includes two complimentary conference registrations (\$400 value). Additional vendor attendees are welcome at the following additional cost:

NYSAA Member \$200 Non-Member \$300

Reservation deadline is **September 10, 2021**. Sorry, **NO REFUNDS** will be made after that date.

Your booth registration fee supports the John H. Way – John M. Costello Memorial Educational Fund of the NYS Assessors Association. The Fund Trustees are Robert A. Criddle, IAO, Chair; Patrick J. Duffy, IAO; James J. Molinaro, Jr., IAO; Denise M. Spaulding, IAO; and Timothy Sheares, IAO. The Fund helps to defray costs associated with advancing assessor education. Thank you!

Please make your check payable to the John H. Way/John M. Costello Memorial Educational Fund in the amount of \$950 plus any applicable fees for extra vendor booth attendees and mail to Way/Costello Education Fund, c/o James Molinaro Jr., PO Box 195, Congers, NY 10920. Questions? Contact James Molinaro at 845-642-1900 or j.molinaro@clarkstown.org.