

On behalf of NYSPHADA, I invite you to participate as a sponsor and/or an exhibitor in the 2023 Fall Conference held at 1000 Islands Harbor Hotel in Clayton, NY October 18 and 19.

At the 2023 Conference you will have the opportunity to market and showcase your goods and services to over seventy-five New York State housing authorities. This is the premiere conference to reach professionals who make decisions for housing authorities across the state. This is a cost-effective method of communicating directly with Executive Directors, Staffers and Board Members from New York State housing authorities as well as representatives from the U. S. Department of Housing and Urban Development.

NYSPHADA will assist you with your networking efforts by providing you with a high value booth package at a low cost. Our staff is eager to assist you to make this show a success for everyone.

If you have any questions about the conference, sponsorship or exhibiting please contact Stephanie White, Director of Events, at 202-246-8296 or email [swhite@nysphada.org](mailto:swhite@nysphada.org).

All vendors are required to register <https://www.nysphada.org>.

Sincerely,

William Simmons  
Executive Director-Syracuse Housing Authority  
President – NYS Public Housing Authority Directors Association

## WHY SHOULD YOU EXHIBIT AT NYS PHADA's 2023 Fall Conference?

<b>Exposure</b>	<b>Network</b>	<b>Connect</b>	<b>Learn</b>
<i>Gain exposure to over 75 housing authority executive directors/staffers and board members while showcasing your products, services, and goods</i>	<i>Network with key decision makers during one reception and two continental breakfasts in the exhibition hall</i>	<i>Connect with people you want to do business with at the NYSPHADA Scholarship Luncheon</i>	<i>Learn about the current issues affecting your clients in time-sensitive education sessions</i>

## Sponsorship Packages

Sponsorship Package Benefits	Platinum Sponsor \$3,000	Gold Sponsor \$2,000	Silver Sponsor \$1,500	Bronze Sponsor \$1,000
Color advertisement included in the conference program distributed to all conference attendees	full page inside cover	full page	½ page	¼ page
Recognition as an official conference sponsor with event signage at all main events	Yes	Yes	Yes	Yes
One-page marketing piece included in the conference bag distributed to every conference attendee (sponsor to provide inserts)	Yes	Yes	No	No
Logo listing in the sponsor section of NYSPHADA's conference program distributed to all conference attendees	Large logo listing	Medium logo listing	Small logo listing	Company name listing
Logo listing on all conference signage	Large logo listing	Medium logo listing	Small logo listing	Company name listing
First choice of exhibit booth location	Yes	Yes	No	No
Company profile listing on NYSPHADA's website Homepage banner	Yes	Yes	No	No
Company advertisement on NYSPHADA's website	Large Advertisement	Medium Advertisement	Small Advertisement	Company Listing
Invitation to President's Reception	Yes	Yes	Yes	Yes
Complimentary booth	Yes	Yes	Yes	Yes
Verbal recognition of sponsoring company by NYSPHADA's president at the opening general session	Yes	Yes	Yes	Yes
Complimentary conference registration	4 People	3 People	2 People	2 People
Reserved tables at NYSPHADA Scholarship Luncheon	Yes	Yes	No	No
Sponsor ribbon for name badge for all company attendees	Yes	Yes	Yes	Yes
Post-conference attendee list with contact information	Yes	Yes	Yes	Yes

Platinum Sponsor - \$3,000  
Gold Sponsor - \$2,000  
Silver Sponsor - \$1,500  
Bronze Sponsor - \$1,000

## Exhibitor Information

Exhibit Booth Only:  
\$650 (if paid by September 15)  
\$750 (if paid after September 15)  
\$350 add-on for double booth

## Advertising Opportunity

You may purchase advertising in the conference program that will be distributed to every attendee.

\$200 – ¼ page Choose One: □(2”h x 5” w) or □(4”h x 2½” w)  
\$300 – ½ page (4”h x 5”w)  
\$400 – full page (8”h x 5”w)  
\$500 – full page- Inside back cover (8”h x 5”w)  
\$1500 – Your Company logo on NYSPhada Conference Bag (one slot available, deadline August 31)  
\$500 – Morning or afternoon coffee break (two slots available)

Ads must be submitted electronically to [swhite@nysphada.org](mailto:swhite@nysphada.org) **October 1**. Ads must be in pdf or jpeg format.

Questions? Call Stephanie White, Director of Events at 202-246-8296 or by email [swhite@nysphada.org](mailto:swhite@nysphada.org).

## Exhibition Schedule (subject to change)

### Tuesday, October 17

12:00 pm – 8:00 pm Exhibitor Registration and Set-up

### Wednesday, October 18

8:00 am – 9:00 am Continental Breakfast  
9:00 am – 9:15 am Opening General Session  
9:15 am – 7:30 pm Exhibition Open  
12:00 pm – 1:30 pm Lunch in the Exhibit Hall  
5:30 pm – 7:30 pm Reception

### Thursday, October 19

8:00 am – 9:00 am Continental Breakfast  
8:00 am – 12:00 pm Exhibition Open

# Exhibitor Rules and Regulations

- 1. Contract for Space:** This contract is for space and formal notice of assignment by NYSPHADA. Checks should be made payable to NYSPHADA.
- 2. Cancellation of Space:** Cancellation notification must be in writing to NYSPHADA no later than September 15. No refunds after September 15. All refunds prior to September 15 are subject to a 40% administrative fee.
- 3. Cancellation of Conference:** If conference is cancelled for reason beyond the control of NYSPHADANYSPHADA will refund the rental payment in full thereby canceling the contract and NYSPHADA from any liability.
- 4. Payment for Space:** Payment must be received in full by October 1.
- 5. Use of Space:** NYSPHADA reserves the right to restrict or evict exhibits, which because of noise, method of operation, materials or any other reason, become objectionable, and also to prohibit any exhibit, which in the opinion of NYSPHADA may detract from the general character of the conference as a whole. Exhibitors must provide ample space within the confines of their booths for the collection of refuse. Wastebaskets or other containers must not be placed in aisles.
- 6. Circulation and Solicitation:** Distribution of circular of promotional material may be made only within the booth assigned to the Exhibitor presenting such material.
- 7. Booth Construction:** No exhibits will be permitted that interferes with the use of other exhibits or impedes access to them or impede the free use of the aisle. Booth activities, which cause people to congregate in the aisles, are prohibited. All booth personnel must be appropriately attired to maintain the professional and businesslike climate of the conference. All booth construction shall be subject to rules of *1000 Islands Harbor Hotel* and the discretion of NYSPHADA. Booths shall be no larger than 10 ft. in length (6' table).
- 8. Giveaways, Drawings, and Distribution of Gifts:** All drawings or contests must be held within the confines of the exhibit booth and ticket holders need to be present when a drawing is held. All prizes must be on display in the exhibitor's booth during the conference.
- 9. Passport Cards:** Exhibitors will be responsible for stamping the Passport cards provided by NYSPHADA.
- 10 Promotion:** All promotional material must be submitted for approval to NYSPHADA before use and must be in compliance with New York State and Local laws on regulations on any merchandise, advertising, or promotional schemes that involve attracting visitors to Exhibitor's location by an inducement that might be construed as a lottery.
- 11. Loss, Damage, and Injury:** NYSPHADA and *1000 Islands Harbor Hotel* will not be responsible for any injury, loss, or damage that may occur to the Exhibitor's employees or property from any cause whatsoever. NYSPHADA and *1000 Islands Harbor Hotel* will not be liable for any injury, loss, or damage which may be sustained by any person who may be on the premises leased or rented to the Exhibitor, or watching, observing, or participating in any demonstration or exhibit of the Exhibitors.
- 12. Liability and Insurance:** Exhibitors must provide for the safeguarding of their own goods, materials, equipment, and display at all times. Exhibitors assume all responsibility for any damage their exhibits may cause to *1000 Islands Harbor Hotel*. In addition, the Exhibitor shall defend, indemnify, and hold harmless NYSPHADA and *1000 Islands Harbor Hotel* and their respective employees and agents from any and all liability and expense that may arise from the Exhibitor's participation in the NYSPHADA Conference. NYSPHADA and *1000 Islands Harbor Hotel* will not be held liable for injuries to any person or for the loss or damage to property owned or controlled by the Exhibitors, or for the loss or damage to property owned or controlled by the Exhibitor's, or for claims, damages or injuries which may be incident to, arise from, or be in any way, connected with the Exhibitor's occupation of display space, and hold NYSPHADA, *1000 Islands Harbor Hotel* and other exhibit service organizations harmless against any and all such claims. The Exhibitor understands that neither NYSPHADA nor *1000 Islands Harbor Hotel* maintain insurance covering the Exhibitor's property. It is the sole responsibility of the Exhibitor to insure themselves at their own expense against property loss or damage and against liability for bodily injury. Upon request vendors may be requested to supply NYSPHADA and *1000 Islands Harbor Hotel* with a Certificate of Insurance.
- 13. Compliance with Law:** Exhibitor shall not engage in any display, publication, performance, or other activity, which is in conflict with state or local law or ordinance. Firearms may not be used as part of an exhibit, or as a giveaway. Exhibitor will not display or bring into the exhibit any animal, bird, fish, or other nonhuman creature.
- 14. Interpretation and Amendment:** NYSPHADA shall have full power to interpret or amend these rules. Exhibitor agrees to abide by any rules or regulations that may be here and after adopted by NYSPHADA, which shall be as much a part hereof as though fully incorporated herein.
- 15. Materials Handling:** Exhibitors will hand-carry their own material into the facility.
- 16. These Rules and Regulations become part of the contract between the Exhibitor and NYSPHADA. They have been formulated for the best interests of the Exhibitor and NYSPHADA. The rules and regulations of *1000 Islands Harbor Hotel* are also part of this contract.**