



NAEP UPSTATE NY 2019 CONFERENCE Procurement Professionals: Better - Faster - Smarter!

SUPPLIER EXHIBIT & SPONSORSHIP GUIDE

Wednesday October 2, 2019, 3-6 p.m.
High Peaks Resort, Lake Placid, New York

About the Conference

Welcome to the 2019 NAEP Upstate NY Conference and Supplier Exhibit. This year's event is an exciting opportunity to meet with Higher Education Procurement Professionals from all across the great state of New York. Over 100 Procurement professionals from private and public colleges and universities located across the state will attend this event. The 2019 Supplier Exhibit is expected to be a highly attended event with many new attendees. This year's theme is: **"Procurement Professionals: Better - Faster - Smarter!"** This NAEP Upstate NY event is the main event for suppliers and attendees to meet and discuss mutually rewarding opportunities. Be sure to register for your exhibit space today, this is an event you do not want to miss!

Hotel Accommodations

This year's conference will be at the High Peaks Resort, 2384 Saranac Ave, in Lake Placid, NY. The conference room rate is \$126.00 plus taxes and fees through 08/30/2019 at 5:00 p.m. For reservations, call 518-523-4411 and state you will be attending the NAEP Upstate NY Region Annual Conference. All reservations must be secured with a first night room deposit or guaranteed with a major credit card. The hotel will not hold any reservations unless secured.

Exhibit Space

The 2019 NAEP Upstate NY Supplier Exhibit will be held in the McIntyre Range & Avalanche Pass. The Supplier Exhibit will be on Wednesday October 2, 2019, from 3-6 pm. The standard 8'Wx6'D booth will consist of one (1) 6' draped and skirted table, two (2) folding chairs, a 7"x40" one-line identification sign indicating exhibitors name and a regular desk sized wastepaper basket.

Wired High Speed Internet and Electrical Requirements

High Peaks Resort offers free wifi throughout the building. High Speed Internet will be available at no extra charge during the Exhibitor Show. When you register, please indicate in the "Booth Requirements" section if you need electric/an extension cord. If you have additional requirements, please contact Lisa at 518-523-6288.

Space Assignment

Booth space is assigned based upon your paid registration and/or sponsorship level payment. Each booth is assigned to one exhibitor, as booth sharing is not permitted. Every attempt will be made to ensure that competing businesses are not placed adjacent to one another. Booths are assigned by the Upstate NY Committee by earliest to latest registration date.

Set-up and Tear down

Exhibitors may register and begin setting up starting at 11:00 a.m., Wednesday October 2, 2019. Exhibitors must be completely **set-up no later than 2:30 p.m.** The official exhibit hours are 3:00 p.m. to 6:00 p.m. Booth tear down may begin at 6:00 p.m. when the show ends and must be completed by 6:30 p.m.

Exhibitor & Sponsorship Opportunities

Exhibitor Booth Package: \$725

- Booth Space (8'Wx6'D) including pipe and drape
- Booth Space assigned on a first come/first honored basis.
- Entrance for two (2) representatives to the exhibit hall/booth space.
- Booth Signage
- One (1) copy of the conference program that contains a list of attendees. The program will be handed out during Exhibitor Registration on Wednesday.
- Exhibitor Business Name and contact information listing in the program. Each attendee receives a program which contains:
 - A list of all suppliers
 - A map of the exhibit
 - Platinum, Gold, Silver and Patron Sponsorship recognition
 - Regional information, attendee and conference information

Sponsorship Opportunities

Sponsorship is an excellent opportunity to market your business with little effort and reap the benefits of additional exposure to attendees. Sponsors at ANY level will enjoy increased visibility to the regional membership. Sponsors receive additional recognition on their exhibitor booth, in the program guide and at the luncheon held on Wednesday, October 2. Additional benefits are available for platinum, gold, silver and patron sponsors!

Platinum Sponsor: \$3,500

- Includes items listed under Exhibitor Booth Package
- Booth Space is strategically located
- Prominent recognition as a Platinum Sponsor on signage in Lobby
- Prominent recognition as a Platinum Sponsor in attendee program
- Two (2) tickets to the Sponsorship Luncheon on Wednesday. Additional sponsor tickets are \$40 each.
- Recognition as a Platinum Sponsor during the Sponsorship luncheon on Wednesday
- Two (2) tickets for the Wednesday night dinner event. Additional sponsor tickets are \$60 each.
- Full page ad in the program

Gold Sponsor: \$2,500

- Includes items listed under Exhibitor Booth Package
- Booth space is strategically located
- Recognition as a Gold Sponsor on signage in Lobby
- Recognition as a Gold Sponsor in attendee program
- Two (2) tickets to the Sponsorship Luncheon on Wednesday. Additional sponsor tickets are \$40 each.
- Recognition as Gold Sponsor during the Sponsorship luncheon on Wednesday.
- Wednesday night dinner event, sponsor tickets are available at \$60 each.
- Half page ad in the program

Silver Sponsor: \$2000

- Includes items listed under Exhibitor Booth Package
- Booth space is strategically located
- Recognition as a Silver Sponsor on signage in Lobby
- Recognition as a Silver Sponsor in attendee program
- Two (2) tickets to the Sponsorship Luncheon on Wednesday. Additional sponsor tickets are \$40 each.
- Recognition as a Silver Sponsor during the Sponsorship luncheon on Wednesday
- Wednesday night dinner event, sponsor tickets are available at \$60 each.
- Quarter page ad in the program

Patron Sponsor: \$1000

- Includes items listed under Exhibitor Booth Package
- Booth space is strategically located
- Recognition as a Patron Sponsor in attendee program
- Two (2) tickets to the Sponsorship Luncheon on Wednesday. Additional sponsor tickets are \$40 each.
- Recognition as a Patron Sponsor during the Sponsorship luncheon on Wednesday
- Wednesday night dinner event, sponsor tickets are available at \$60 each.

Sponsorship Benefits

	Platinum \$3,500	Gold \$2,500	Silver \$2,000	Patron \$1000	Exhibitor \$725
Booth Space including pipe and drape	✓	✓	✓	✓	✓
Entrance for two (2) representatives to the Exhibit hall. Space assigned on first come basis. Supplier Name Signage	✓	✓	✓	✓	✓
Name and contact listing in the program.	✓	✓	✓	✓	✓
One (1) copy of the conference program that contains: - Attendee names and contact information - Supplier names and contact information	✓	✓	✓	✓	✓
Booth space strategically located	✓	✓	✓	✓	
Recognition as a Sponsor in the attendee program	✓	✓	✓	✓	
Two (2) tickets to the Sponsorship Luncheon - Wednesday	✓	✓	✓	✓	
Recognition as a Sponsor during the Sponsorship Luncheon	✓	✓	✓	✓	
Recognition as a Sponsor on signage in Lobby	✓	✓	✓		
Two (2) tickets for the dinner event – Wednesday night	✓				
Sponsor ad in attendee program - Full page	✓				
Sponsor ad in attendee program - Half page		✓			
Sponsor ad in attendee program - Quarter page			✓		

In-Kind Sponsor AND “Create Your Own” Sponsor

In-Kind and Create your Own Sponsorships are available. The value must equal one of the sponsorship levels. Contact Michelle to discuss your idea and to determine sponsorship level.

- Do you have a product or service such as printing, audio visual, or other?
- Do you have an idea for a sponsorship that will work for your company?
- All meal/event sponsorships would include prominent signage at each event as well as an opportunity to speak. Meal sponsorship opportunities are limited. Please contact Michelle McCarthy at mccartma@alfredstate.edu, discuss pricing and availability.
 - Host Event Sponsor - Wednesday night dinner, includes 2 tickets to the event
 - Break sponsor
 - Breakfast sponsor
 - Luncheon sponsor

NOTE – Exhibitor or Sponsorship packages do not include access to the full conference.

Host Event/Dinner Reservations

Our Host Event Dinner and Entertainment has become a highlight for our exhibitors. If your schedule permits, please plan to join us on Wednesday, October 2nd @ 7:00 p.m. for dinner and pleasant conversation among colleagues and attendees.

The cost of the dinner is \$60.00 per person. Please make reservations prior to September 13, 2019.

Exhibit Table Raffles/Prizes

Suppliers are encouraged to have prizes to promote their businesses. Please let us know if you would like to provide Raffle prizes/giveaways (participation is not required).

Exhibitors are responsible to:

- Securely display your prize at your table
- Provide a container to collect attendee business cards
- Distribute the prize

NAEP Upstate will:

- Draw all winning entries from the business cards received by the exhibitor
- Announce winner(s) names. NOTE: Winner(s) must be present to win

2019 Basket Raffle

Donate to the 2019 Basket Raffle... An additional opportunity to promote your business

We need your help to help make our Conference Basket Raffle a super success! This is your chance to get involved in raising money for THREE great causes. This year, the proceeds will benefit:

- **Lake Placid area Special Olympics**
- **NAEP Sons & Daughters Scholarship**
- **A memorial fund for the family of Todd Hawkins, past NAEP Treasurer**

Suppliers may donate large or small items to the Basket Raffle. All donations are greatly appreciated. Please email Terri Locher at lochertm@buffalostate.edu with any questions and to coordinate your donation. Thank you in advance for supporting our project!

Register Online Today

Pre-registration is required for this event. Click [here](#) to register online today and secure your booth space. Make your reservations prior to August 30, 2019 to ensure your company's name and contact information is included in the conference program materials.

Payment

Payment is due by August 30th via check or credit card and is required to secure your booth space. Send your check to either address:

- NAEP Upstate NY Region, c/o T. Locher, 4217 Misty Meadow Lane, Hamburg, NY 14075
- NAEP National Office, 8840 Stanford Boulevard, Suite 2000, Columbia, MD 21045

Additional Details

Exhibitors must read the attached Rules and Regulations for the NAEP Upstate NY Supplier Exhibit. Upon registration, you agree to the Rules and Regulations set forth which becomes a binding agreement between you/your company and NAEP Upstate NY. NAEP Upstate NY reserves the right to modify rules at any time without prior notice.

Contact Information

Michelle McCarthy, 2nd VP
Alfred State College
mccartma@alfredstate.edu
Office phone: 607-587-3938

Rules and Regulations for NAEP Upstate NY Supplier Exhibit

The planned layout of floor space and booth configurations for the 2019 NAEP Upstate NY Supplier Exhibit is as accurate as possible to date. Changes and modifications may be necessary for reasons of safety, fire prevention, or program changes. When space changes or modifications occur, exhibitors will receive equitable adjustments as determined by NAEP Upstate NY. Neither NAEP, NAEP Upstate NY, the Hotel, any officers or staff of the above, shall be responsible for loss or damage to property of exhibitors from thefts, strikes, and damage by fire, water, storm, vandalism or other causes. The organizations will take reasonable precautions to protect exhibitors from such loss and damage. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damages to displays, equipment and other property brought upon the premises of the High Peaks Resort. The exhibitor shall indemnify, defend and hold harmless the NAEP and NAEP Upstate NY Officials and any of its officers and/or staff members, the Hotel, plus any affiliated companies, agents, servants and employees from any and all such losses, damages and claims. Neither NAEP, NAEP Upstate NY, nor the Hotel shall provide insurance coverage for loss or damage from such causes, and it is thus expected that exhibitors will provide their own floater insurance as needed.

Sell Outs

It is possible that the number of requests for booth space will exceed available space. If space runs out and you have submitted a payment, you can be put on a waiting list or your monies can be returned. We will contact you for your decision prior to the Conference. Exhibitors are encouraged to register early.

Failure to Occupy Space

Any exhibitor not set-up or registered by 2:30 p.m. on Wednesday, October 2, 2019, shall be considered a no-show cancellation unless the exhibitor has made previous arrangements with Michelle McCarthy.

Event Cancellation

Registrant requests for refunds must be submitted in writing to NAEP coordinator, Shane Boyle (email address: sboyle@naepnet.org). Cancellations postmarked or received on or before July 5, 2019, are entitled to a 50% refund minus a \$150 processing fee per registrant. No refunds will be granted for cancellations made after July 5, 2019.

CONFERENCE NO SHOWS are liable for the full amount due. Substitutions are accepted. You will need to obtain the registration confirmation number for the person whose registration you will be using and inform Michelle McCarthy at mccartma@alfredstate.edu

Exhibit Materials

Think Green and be innovative! Suppliers are requested to provide information sustainably, keeping paper documents to the minimum. Consider inexpensive thumb drives to send information home with conference attendees.

Shipping and Receiving of Exhibit Materials to High Peaks Resort

High Peaks Resort has limited storage space for display materials. Please be mindful in planning your exhibit space. Exhibitors shipping materials for the Vendor Exhibit must adhere to the following SHIPPING and RECEIVING requirements:

- Please do not send your materials earlier than 3 days prior to the conference. If you do, there is a charge of \$5 per box/per day up to 60 pounds.
- The outside of the box should provide the following information:
 - Hold for: Company name - Exhibitor's name
 - NAEP Conference - October 2, 2019
- If you have a special request, contact Lisa Williamson at 518-523-6288.

Fire Prevention

All booth decorations must be flame proofed and all hangings must clear the floor. Electrical wiring must conform to National Electrical Code Safety Rules. If inspection indicates that any exhibitor has neglected to comply with these regulations, or otherwise creates a fire hazard, the right is reserved to demand removal of all or such part of their exhibit as may be nonconforming or hazardous. The exhibitor is charged with the knowledge of all local laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this show.

Compliance with such laws is mandatory of all exhibitors and the sole responsibility is that of the exhibitor. Ceilings over

exhibits are not permitted if the exhibit is below a building sprinkler device. Any exhibit which proposes to incorporate a ceiling or cover must be submitted to NAEP, NAEP Upstate NY Region, and High Peaks Resort, for prior approval by fire prevention authorities.

Exhibitor shall be liable to the High Peaks Resort for all damage caused by the exhibitor and shall hold harmless and indemnify the High Peaks Resort management for any damage caused to them by exhibitor.

Use of Space

All demonstrations or other promotional activities must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet or share the space with another exhibitor without the knowledge and written consent of the NAEP Upstate NY Region. Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Exhibitors producing sound must do so at a volume not objectionable to neighboring exhibitors. Displays may not exceed 13 feet in height. Any variances must be pre-approved by the NAEP Upstate NY Region Planning Committee and the High Peaks Resort. Exhibits must not be objectionable to adjacent exhibitors.

Distribution of circulars, promotional materials and solicitation of business must be confined to the exhibitor's assigned booth.

The exhibitor is charged with the knowledge of national, state and local legal restrictions on any merchandising, advertising or promotional scheme which involves attracting visitors to an exhibitor's location by an inducement, which may be construed as an illegal lottery.

NAEP Upstate NY reserves the right to prohibit and/or evict exhibitors whose presentation is in any manner deemed by them to be offensive to conference attendees by reason of bad taste, questionable morals or controversial content. In event of such prohibition or eviction, NAEP Upstate NY shall not be liable to exhibitor for refunds of exhibit fees.

Unusual Displays

Whenever an exhibitor plans to utilize or construct displays that will be unusual, outsized or designed in a manner which will require special booth hookup, installation or other advance technical assistance, such proposed plans must be submitted to NAEP Upstate NY and the Albany Marriott at the earliest practical time after this contract is executed, in no case less than 30 days before the conference. NAEP Upstate NY and the High Peaks Resort may deny such proposals; in any event, approval thereof may be obtained only by such advance submission and review.

Sole Authority

NAEP Upstate NY shall have sole authority to interpret and enforce all rules in the best interests of its members and exhibitors. Acceptance of fees does not imply an endorsement by NAEP Upstate NY of any product or service.

