



New York State Association of REALTORS®, Inc.

# NYSAR Business Meetings Sponsorship Opportunities

## WHY SPONSOR?

Take advantage of highly visible sponsor and/or exhibitor opportunities during the Mid-Winter and Fall Business Meetings, which attract more than 500 industry leaders from across New York State. With various options available, there are a myriad of opportunities to connect with REALTOR® decision-makers and local board leadership – at a price that fits your budget.

## WHO CAN YOU REACH?

### Attendee statistics:

- 67% are brokers or associate brokers – they make decisions for their office.
- 81% have been licensed more than 10 years – they're dedicated to their profession.
- More than 90% are repeat attendees – they know the value of participation at the state level.

*SOURCE: NYSAR 2017 Fall Business Meetings satisfaction survey.*



## NYSAR Business Meetings Dates & Locations

2018 Mid-Winter Business Meetings

February 4-8, 2018

The Desmond Hotel & Conference Center, Albany, NY

2018 Fall Business Meetings

September 30 - October 3, 2018

Turning Stone Resort & Casino, Verona, NY

# 2018 SPONSORSHIP OPPORTUNITIES

		Platinum (Exclusive)	Gold (Exclusive)	Silver	Bronze	Exhibitor Only
	<b>INVESTMENT:</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$1,500</b>	<b>\$1,000</b>
<b>PRE-EVENT</b>						
	Logo* & link in Meetings section at NYSAR.com, promotional materials and emails	✓	✓	✓	✓	
	Sponsor's ad* included in promotional materials	Full page	1/2 page	1/4 page	1/4 page	
	Recognition with link on NYSAR's social media pages	3 times	3 times	2 times	1 time	
	580x85 pixel banner ad* in promotional emails	✓	✓			
	Recognition in NYSAR's <i>E-News Weekly</i>	2 times	1 time			
	Recognition on the inside front cover of Business Meetings promotional materials	✓	✓			
	Dedicated email to all registrants	✓				
<b>DURING EVENT</b>						
	Exhibit table & sign with company name and logo	2	1	1	1	1
	Company representatives may attend and network during President's Reception	4	4	2	2	2
	Logo included in the on-site program	✓	✓	✓	✓	✓
	Logo included on NYSAR's Meeting Planner	✓	✓	✓	✓	✓
	Recognition on NYSAR's social media channels	✓	✓	✓	✓	
	Recognition on the cover of on-site program	✓				
	Sponsor sign displayed at General Session	✓				
	Logo displayed on screens prior to the General Session	✓				
	Company representative may greet attendees from the stage at the General Session	✓				
	Sponsor sign displayed at President's Reception		✓			
	Sponsor sign displayed at one continental breakfast			✓		
	Company representatives may attend and network during breakfast			2		
<b>POST-EVENT</b>						
	Full page ad** in an issue of <i>New York State REALTOR®</i> magazine (\$4,000 value!)	✓				

Flyer sizes:  
 Full: 8.5" x 11"  
 Half: 7.75" x 5.25"  
 Quarter: 3.75" x 5.25"

\* The sponsor must submit these items to NYSAR's Marketing Department for inclusion.  
 \*\* The sponsor must submit a print-ready, high resolution PDF to NYSAR's Marketing Department. The ad submission deadlines are:  
 March/April issue: January 9  
 May/June issue: March 9  
 July/August issue: May 9  
 September/October: July 9  
 November/December: September 9

## A LA CARTE SPONSORSHIPS

## INVESTMENT

Afternoon Snack (3 maximum) .....	\$1,250
Coffee Break (3 maximum) .....	\$1,000
Welcome Bag (5 maximum) .....	\$500
<i>(Sponsor provides flyer to be included in welcome bags for all hotel guests)</i>	
Phone Charging Station (exclusive) .....	\$350

# 2018 SPONSOR & EXHIBITOR RESERVATION FORM

Thank you for deciding to sponsor and/or exhibit at the NYSAR Business Meetings. We think you'll be happy you did.

Company Name:	
Contact Person:	
Title:	
Address:	
City, State Zip:	
Phone:	
Fax:	
Email:	

**Please complete and return this form with payment to Pam Morrison, Meeting Coordinator/Administrative Assistant.**

Email: pmorrison@nysar.com

Fax: 518.462.5474

Mail: NYSAR, 130 Washington Avenue,  
Albany, NY 12210

**Questions?** Contact Pam Morrison at pmorrison@nysar.com or 518.463.0300.

Please select the sponsor or exhibitor level and which set of meetings you are reserving:

Sponsor Level	Cost (per event)	Mid-Winter	Fall
Platinum (Exclusive)	\$7,500		
Gold (Exclusive)	\$5,000		
Silver	\$3,000		
Bronze	\$1,500		
Exhibitor Only	\$1,000		
<b>A La Carte Sponsorships</b>			
Afternoon Snack (3 max)	\$1,250		
Coffee Break (3 max)	\$1,000		
Welcome Bags (5 max)	\$500		
Phone Charging Station (Exclusive)	\$350		

*Exclusive sponsorships are available on a first-come, first-served basis.*

## PAYMENT:

- My check, made payable to the New York State Association of REALTORS®, in the amount of \$\_\_\_\_\_ is enclosed.
- Please charge my credit card (circle one):    AMEX    DISCOVER    MasterCard    Visa
- Authorized amount of payment: \$\_\_\_\_\_ Credit card #: \_\_\_\_\_
- Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_
- Print name of Cardholder: \_\_\_\_\_ Date: \_\_\_\_\_
- Signature of authorized user: \_\_\_\_\_