



NYSAR Business Meetings Sponsorship Opportunities

NYSAR Business Meetings Dates & Locations

2020 Mid-Winter Business Meetings
February 9 -13, 2020
Desmond Hotel - Albany, NY

2020 Fall Business Meetings
October 4-7, 2020
Turning Stone - Verona, NY



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.



2020 SPONSORSHIP OPPORTUNITIES

		Platinum (Exclusive)	Gold (Exclusive)	Silver	Bronze	Exhibitor Only
	INVESTMENT:	\$7,500	\$5,000	\$3,000	\$1,500	\$1,000
PRE-EVENT						
	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 E-News Weekly	2 times	1 time			
	Recognition on the inside front cover of Business Meetings promotional materials	✓	✓			
	Dedicated email to all registrants	✓				
DURING EVENT						
	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		
POST-EVENT						
	Full page ad** in an issue of New York State REALTOR® 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
(Sponsor provides flyer to be included in welcome bags for all hotel guests)	
Phone Charging Station (exclusive)	\$350

2020 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 Scott Morlock, NYSAR Director of Communications.

Email: smorlock@nysar.com
 Fax: 518.463.0300 ext. 208.
 Mail: NYSAR, 130 Washington Avenue, Albany, NY 12210

Questions? Contact Scott Morlock at smorlock@nysar.com or 518.463.0300 ext. 208.

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		
A La Carte Sponsorships			
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: _____

