



New York State Association of Town Superintendents of Highways

Paving The Way Forward

**2024 Association Sponsorship,
Exhibit and Advertising Guide**

**Tuesday, September 24 - Friday, September 27, 2024
Holiday Valley Resort | Ellicottville, New York**

WWW.NYSTOWNHWYS.ORG

A Message from the Vendor Relations Committee Chairman

Matt Mustico- Town of Elmira, Chemung County



We are seeking the support of our Associate Members as we prepare for the 2024 Annual Conference scheduled for September 24- 27 at Holiday Valley and Resort in Ellicottville, New York.

As Associate Members you play an integral part in our day-to-day operations. It is our hope that this comprehensive marketing guide allows you to better plan your sponsorship budget in just one step. You, our Associate Members, continually step up to the plate to support our association. For that we are very grateful.

We hope you take advantage of the opportunity to educate our members on the wonderful products and services you provide. We know our members are really looking forward to seeing everyone this coming fall.

Thank you Association Volunteer Leadership Representatives

Vendor Relations Committee Members

Matt Mustico	Town of Elmira, Chemung County
Greg Hallberg	Town of Ellery, Chautauqua County
David Miller	Town of Lockport, Niagara County (Retired)
Chase Winton	Town of Sherburne, Chenango County
Jamie Dussing	Town of Clarence, Erie County
Gary Thorington	Town of Windham, Greene County
Rich Benjamin	Town of Thompson, Sullivan County



Vendor Liaisons

Gary Mason	_____	Five Star Equipment
Jay Barnwell	_____	Tracey Road Equipment
Jake Eggleston	_____	Highway Rehab
Phil Brigandi	_____	Allegiance Trucks
Joe Cashin	_____	Innovative Surface Solutions



NYSAOTSOH Celebrates 95 Years!

Advantages of Annual Sponsorship:

- ▶ NYSAOTSOH members spend millions on goods and services each year to care for NYS roads and infrastructure. Put your company in front of the people who make the decisions on where and how town highway money is spent.
- ▶ Elevate your visibility with our membership and beyond.
- ▶ Take advantage of your annual budget and invest for the entire year.
- ▶ Position your company as a strategic partner and a true industry leader.
- ▶ We will promote, acknowledge and provide opportunities to showcase your company to our members!

On behalf of NYSAOTSOH we appreciate your support and look forward to working with you.

Please feel free to contact association headquarters should you have any questions at 518-426-1023.

Conference Exhibitors please note the following:

Exhibit Fee - \$500

Includes: One Free Conference Registration, Six-Foot Table (topped and skirted), Two Chairs, Company Signage, Wastebasket and Electricity.

There is a registration fee of \$150 per **ADDITIONAL** company representative, which is not included in the \$500. **Meals are also NOT included in the \$500.**

You will receive the Annual Conference Registration Brochure soon. On it you will also be able to reserve an exhibit booth.

Program Sponsorship Levels & Benefits

DIAMOND SPONSOR \$20,000	PLATINUM SPONSOR \$15,000	GOLD SPONSOR \$10,000	SILVER SPONSOR \$5,000	BRONZE SPONSOR \$3,000
Annual Dues Membership & Electronic Membership Database	Annual Dues Membership & Electronic Membership Database	Annual Dues Membership & Electronic Membership Database	Annual Dues Membership & Electronic Membership Database	Annual Dues Membership & Electronic Membership Database
Website Recognition	Website Recognition	Website Recognition	Website Recognition	Website Recognition
Annual Conference Signage	Annual Conference Signage	Annual Conference Signage	Annual Conference Signage	Annual Conference Signage
One Six Foot Display Table at Annual Conference	One Six Foot Display Table at Annual Conference	One Six Foot Display Table at Annual Conference	One Six Foot Display Table at Annual Conference	One Six Foot Display Table at Annual Conference
Company Recognition on Annual Conference Marketing Materials	Company Recognition on Annual Conference Marketing Materials	Company Recognition on Annual Conference Marketing Materials	Company Recognition on Annual Conference Marketing Materials	Company Recognition on Annual Conference Marketing Materials
Audio Visual Logo Throughout the Event	Audio Visual Logo Throughout the Event	Audio Visual Logo Throughout the Event	Audio Visual Logo Throughout the Event	Audio Visual Logo Throughout the Event
Listing in the Conference Event App	Listing in the Conference Event App	Listing in the Conference Event App	Listing in the Conference Event App	Listing in the Conference Event App
Two Full Page Color Ads in Annual Yearbook	One Full Page Color Ad in Annual Yearbook	One Full Page Black and White Ad in Annual Yearbook	One Half Page Black and White Ad in Annual Yearbook	One Quarter Page Black and White Ad in Annual Yearbook
Two Annual Conference Attendee Full Package Registrations	Two Annual Conference Attendee Full Package Registrations	One Annual Conference Full Package Registration	One Annual Conference Attendee Registration	One Annual Conference Attendee Registration
Opportunity to Address Annual Conference Attendees at a Breakfast or Lunch	Opportunity to Address Annual Conference Attendees at a Breakfast or Lunch	Opportunity to Introduce Keynote Speaker and to Address Annual Conference Attendees	Opportunity to Address Annual Conference Attendees at a Breakfast or Lunch	
Four Annual Banquet Dinner Tickets	Two Annual Banquet Dinner Tickets	Two Annual Banquet Dinner Tickets	One Annual Banquet Dinner Ticket	
Sole Annual Conference Golf Sponsor	Sponsor Tuesday Night Hospitality Networking Event	Sponsor Keynote Speaker		
Advertisement in Winter AND Summer Newsletter	Advertisement in Winter OR Summer Newsletter			

CONFERENCE SUPPORTER (\$1,000)

- Website Recognition
- Company Recognition on Annual Conference Marketing Materials
- Audio Visual Logo Throughout the Event
- Annual Conference Signage
- Recognition During Announcements as a Conference Supporter

EXCLUSIVE SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

▶ **Thursday's Banquet – \$10,000**

Host Thursday evening's premier event. Your sponsorship will include all benefits of the Gold level sponsorship as well as your logo placed on each seating card, announcement from the podium and the opportunity to place collateral in the back of the room.

▶ **Room Key Card – \$10,000**

Put your company name and logo in the hands of all the conference attendees via their hotel room keys. In addition, receive all Gold level sponsorship benefits.

▶ **Presidents Welcome Reception – \$5,000**

Welcome attendees to the conference on Tuesday evening. Your sponsorship will include all benefits of the Silver level sponsorship as well as your company logo on cocktail napkins and the opportunity to place collateral at the entrance of the room.

▶ **Lanyards – \$5,000**

Get exposure to all conference attendees with your company logo on the badge lanyards while receiving all the benefits of a Silver level sponsor.

▶ **Thursday Banquet Entertainment – \$5,000**

Host Thursday's Banquet entertainment – have your company logo displayed during the performance. In addition, receive all Silver level sponsorship benefits.

▶ **Conference Event App – \$5,000**

Get exposure to attendees through our conference event app. Your logo will be front and center in the app, as well as receive the same benefits of a Silver level sponsor.

▶ **Conference Welcome Bags – \$5,000**

Get exposure to all attendees at the conference and beyond with your company logo on welcome bags that are handed out to each attendee upon arrival at registration, as well as receive the same benefits of a Silver level sponsor.

▶ **Thursday Cocktail Reception – \$5,000**

Host Thursday evening's cocktail reception prior to the Banquet. Your sponsorship will include all the benefits of a Silver level sponsor as well as your company logo on the bars and on cocktail napkins, and the opportunity to place collateral at the entrance of the event space.

▶ **Conference Gift – \$3,000**

Get exposure to all attendees at the conference and beyond with your company logo on the gift handed out to each attendee with their registration packet and welcome bag, and receive all the benefits of a Bronze level sponsor.

▶ **Morning Refreshment Breaks – \$3,000**

Attendees grab "a cup of joe" compliments of your company at the Wednesday or Thursday morning refreshment break. You will receive special signage, ability to place your promotional materials on a table provided, as well as all the benefits of the Bronze level sponsorship. (2 available – Wednesday and Thursday mornings)

▶ **Conference Grand Prize – \$3,000**

Host a grand prize drawing with your company announced as the sponsor during Wednesday's premier event, Vendor Night, while receiving the benefits of a Bronze level sponsor.

▶ **Optional Activity Sponsor – \$3,000**

Signage with company logo and receive all the benefits of a Bronze level sponsor.

▶ **Education Session Sponsor – \$3,000**

Your company logo placed on pens and paper handed out at all educational sessions. Gain company exposure while attendees are taking notes during the educational sessions and presentations offered at the conference. Receive all the benefits of a Bronze level sponsor.

▶ **Early Morning Coffee – \$3,000**

Attendees grab "a cup of joe" compliments of your company each morning before breakfast. You will receive special signage, ability to place your promotional materials on a table provided, as well as all the benefits of the Bronze level sponsorship.

Other Sponsorship Opportunities!

▶ **HOLE SPONSORSHIP AT WEDNESDAY'S GOLF TOURNAMENT – \$250 (EACH)**

Sponsors will receive a sponsor sign with their name placed at a tee.

▶ **BAG STUFFER – \$375 (EACH)**

Gain company exposure by including a handout to the conference bag, given out to every attendee.

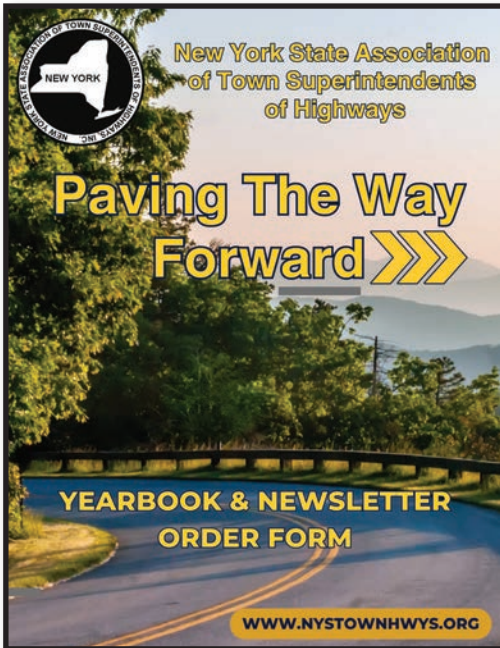
Yearbook and Newsletter Advertising Opportunities

NYSAOTSOH has two additional exciting advertising opportunities and we hope you will recognize the benefits of placing an ad in either our statewide yearbook publication or our newsletters.

These publications have proven to be a key resource for New York State Town Superintendents of Highways, Associate Members, industry partners and key decision makers.

Choosing to advertise with us is an opportunity to showcase your company to our members.

Your advertising helps us to advance our mission to offer quality educational opportunities to all of our members.



YEARBOOK

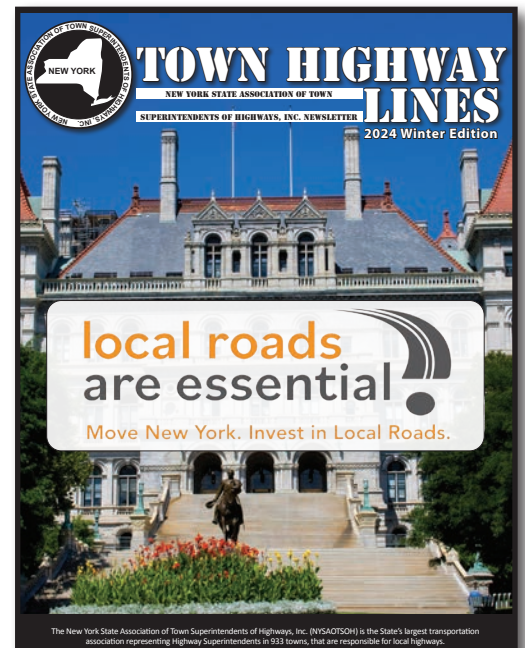
Ad Size	Member	Non-Member
1/8 Page	\$200 (full color \$800)	\$400 (full color \$1,000)
1/4 Page	\$300 (full color \$900)	\$500 (full color \$1,100)
1/2 Page	\$400 (full color \$1,000)	\$600 (full color \$1,200)
Full Page	\$600 (full color \$1,200)	\$800 (full color \$1,400)
Inside Front Cover (Members only, call to reserve)	\$1,500 (full color \$2,100)	NA

Reserve Your Yearbook Advertisement Space By **Friday, July 12, 2024.**

NEWSLETTER

Ad Size	Member	Non-Member
1/8 Page (4 available)	\$200	\$400
1/4 Page (2 available)	\$400	\$600
1/2 Page (2 available)	\$600	\$800

Summer & Winter Editions Available

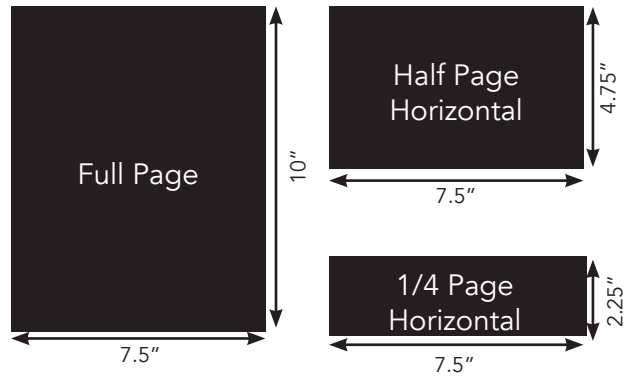


Newsletter Advertising space is limited so orders will be filled on a first come, first served basis

SUBMITTING ADS

All advertisements must be provided in electronic format.

Final Yearbook Artwork Must be Submitted by Friday, July 12, 2024



Acceptable Electronic Formats:

For the best quality reproduction, advertisers should supply artwork in one of the following electronic formats: tif, pdf, or jpg. (Along with electronic file please be sure to send a hard copy of the ad to NYSAOTSOH Headquarters.)

Advertising Sizes

Full Page – 7.5" by 10"

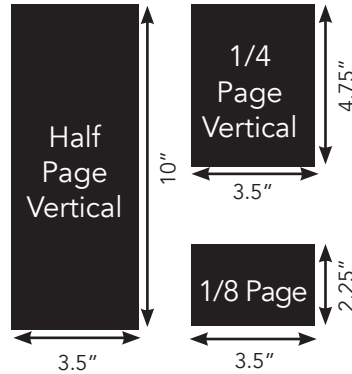
1/2 Page Horizontal – 7.5" by 4.75"

1/2 Page Vertical – 3.5" by 10"

1/4 Page Horizontal – 7.5" by 2.25"

1/4 Page Vertical – 3.5" by 4.75"

1/8 Page – 3.5" by 2.25"



If you have any questions regarding layout, please contact Beth Gould at 518-426-1023 or info@nystownhwys.org.

YEARBOOK CLASSIFIED DIRECTORY

PLEASE INDICATE YOUR CHOICES BELOW

LISTINGS:

- Aggregates
- Asphalt Distributors
- Asphalt Maintenance
- Equipment
- Asphalt Paving
- Asphalt Paving Equipment
- Asphalt Recycling
- Asphaltic Concrete
- Asphaltic Materials
- Associations
- Auction Services
- Automotive Repair & Service
- Bituminous Materials
- Bridge Construction
- Bridge Repair
- Calcium Chloride
- Catch Basin & Pipe Cleaning
- Cement & Ready Mix Concrete
- Chains
- Chip Spreaders
- Cold Planing
- Construction Equipment Dealers
- Contractor Supplies
- Corrugated Steel Pipe

- Crack & Joint Materials
- Crushed Stone
- Crushing
- Culverts & Drainage Systems
- Cutting Edges
- Diesel Power Equipment
- Engineers
- Engines-Diesel & Gasoline
- Equipment Rental
- Erosion Control
- Excavating
- Gear Lubricants & Greases
- Guide Rail
- Heavy Equipment
- Highway Construction
- Hot Mix Asphalt
- Ice Control – Chemical, Salt
- Ice Control Equipment
- Lighting
- Loaders
- Magnesium Chloride
- Material Spreaders
- Material Handling
- Mowers

- Municipal & Construction Equipment Sales, Service & Rental
- Oils & Lubricants
- Pavment Management
- Publications
- Rental Equipment
- Roadside Vegetation
- Salt
- Salt & Sand Storage
- Sand & Gravel
- Signs
- Snow Removal Equipment
- Software
- Soil Stabilization
- Spreaders
- Surveyors
- Traffic Paint
- Traffic Signals
- Training Schools
- Tractors & Equipment
- Truck Equipment
- Trucks & Truck Parts
- Other: _____

2024 SPONSORSHIP AND ADVERTISING ORDER FORM

NAME _____

ORGANIZATION _____

JOB TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

FAX _____

EMAIL _____

SPONSORSHIP

- Diamond (\$20,000)
- Platinum (\$15,000)
- Gold (\$10,000)
- Silver (\$5,000)
- Bronze (\$3,000)
- Conference Supporter (\$1,000)
- Exhibitor (\$500)

EXCLUSIVE SPECIAL EVENT SPONSORSHIP

- Thursday's Banquet – \$10,000
- Room Key Card – \$10,000
- Presidents Welcome Reception – \$5,000
- Lanyards – \$5,000
- Thursday Banquet Entertainment – \$5,000
- Conference Welcome Bags – \$5,000
- Thursday Cocktail Reception – \$5,000
- Conference App – \$5,000
- Conference Gift – \$3,000
- Morning Refreshment Breaks – \$3,000
- Conference Grand Prize – \$3,000
- Optional Activity Sponsor – \$3,000
- Education Session Sponsor – \$3,000
- Early Morning Coffee – \$3,000
- Hole Sponsorship – \$250 each
- Bag Stuffer – \$375 each

2024 ANNUAL YEARBOOK AND DIRECTORY ADS

AD SIZE	Member	Non-Member
<input type="checkbox"/> Eighth Page Ad	\$200	\$400
<input type="checkbox"/> Fourth Page Ad	\$300	\$500
<input type="checkbox"/> Half Page Ad	\$400	\$600
<input type="checkbox"/> Full Page Ad	\$600	\$800
<input type="checkbox"/> Inside Front Cover (members only)		\$1,500
<input type="checkbox"/> Full Color (Additional Cost)		\$600

2024 TOWN HIGHWAY LINES NEWSLETTER AD

AD SIZE	Member	Non-Member
<input type="checkbox"/> Eighth Page Ad	\$200	\$400
<input type="checkbox"/> Fourth Page Ad	\$400	\$600
<input type="checkbox"/> Half Page Ad	\$600	\$800

TOTAL AMOUNT ENCLOSED \$ _____

CREDIT CARD



CREDIT CARD NUMBER _____

EXP. DATE _____

SECURITY CODE _____

NAME ON CARD _____

ADDRESS (CITY/STATE/ZIP) _____

SIGNATURE _____

PLEASE MAKE CHECKS PAYABLE TO: NYSAOTSOH
RETURN TO: 111 Washington Ave., Suite 600
Albany, NY 12210

NYSAOTSOH Association Headquarters
(518) 426-1023 or info@nystownhwys.org