Exhibitor and Sponsorship Opportunities

2020 NYAPT Conference and Trade Show

July 12-15, 2020

Saratoga Springs Hilton and Saratoga Springs City Center

Honoring America!

NYAPT offers one of the largest state trade shows in the country, bringing together professionals from all areas and levels of the pupil transportation industry. Our attendees represent school transportation operations from all areas of New York State.

Our conference this year expands on the message from Board President Michael Sweeney that Leadership Starts with Us and in our trade show, we strive to deliver the essence of its theme and bring together all branches of our industry to honor America!

As an exhibitor and Industry Leader or sponsor, join us as We Honor America – Birthplace of the School Bus!

**EXHIBITION BOOTH PACKAGE**

**BOOTH RATES: 2 Representatives Per Booth**

**FLOOR Booth:** $800

A benefit of Industry Membership - display includes:

- Standard 8’ high draped back wall, 3’ high draped side rails, 7”x44” signage
- 6-foot skirted display table, two chairs, trash can
- Display space is available
- Company logo included on NYAPT web program page
- Two lunch tickets and participation in any refreshment offered on the trade show floor
- Exhibitors receive attendee list prior to the show and a full updated list as follow up.

**BUS DISPLAY:**

**ONE BUS:** $500 (bus of any size)

This year’s Trade and Exhibit Show will have limited opportunities for the display of school buses as all displays will be inside the Saratoga Springs City Center. If you have questions regarding display space for buses, contact David Christopher at 518-463-4937 or email dave@nyapt.org.

**PAYMENT SCHEDULE**

**Booth:** Reserved exhibit space will be considered “PENDING” until paid in full. Any advance reservation unpaid 60 days prior to the trade show will be released. Any exhibit space reserved after 5/15/2020 must be paid in full to hold reservation.

**Sponsorships:** A deposit of 50% and signed contract is due within ten days of reserving sponsorship to secure sponsorship. Balance due no later than 90 days prior to the event.

**CANCELLATION**

Applicants who cancel in writing prior to JULY 1, 2020 may receive a refund of their exhibit space payment minus a 25% handling fee. Applicants who cancel after June 30th will receive no refund, regardless of cause. Future sponsorships or exhibit opportunities will not be available to vendors with outstanding cancellation fees. Cancellations must be received in writing to the NYAPT office, 1764 Route 9, P.O. Box 356, Clifton Park, NY 12065.

Honoring America!
SUPPORT OPPORTUNITIES

All Conference support levels include the VIP Service as described below!

Visibility: Your logo will be displayed on NYAPT website program page, as well as included on Conference Program handout and in the Supporter Slide Show.

Interaction: Includes opportunity to greet group of sponsored session and tickets to associated meal, if applicable, and a list of registered attendees 3-4 weeks prior to the conference.

Promotion: We will also include a flyer in attendee welcome packet. In addition, we offer visibility in News & Notes in the weeks leading up to the Trade Show.

OLD GLORY AWARDS BANQUET SPONSOR $6,500
Partner with NYAPT in our Annual Awards Banquet. In addition to the core package of benefits, the OLD GLORY includes four (4) tickets to the Awards Banquet, signage at the entrance, and recognition at the Awards Banquet.

LIBERTY BELL $5,000
In addition to the core package of benefits, the LIBERTY BELL includes six tickets to the sponsored event or session, signage at the entrance, the opportunity to introduce the presenter or address the reception group and one complimentary exhibit table!
- FEATURED PRESENTER: A highlight of the Conference, a featured speaker or keynote engages the group.
- BREAKFAST/LUNCH SPONSOR: Sponsors will have the opportunity to present to the group at a breakfast or lunch event.

AMERICAN EAGLE $2,000
In addition to the core package of benefits, the AMERICAN EAGLE includes the opportunity to address the break group or introduce the session sponsor.
- TOTE: A conference favorite! Your company logo will go home with every attendee!
- SESSION SPONSOR: Select the session your company would like to highlight.
- REFRESHMENT BREAK: Acknowledgement at Refreshment Break.

STATUE OF LIBERTY $1,000
- LANYARDS: Keep in front of the crowd with your company logo on every attendee badge.
- POSTER CONTEST: Celebrate the children’s creativity in this perennial event. Luck to the winner!

ACROSS THE USA $500
- A/V SUPPORT: It starts, continues and ends with A/V delivering the education.
- CHARGING STATIONS: Keep them energized! This station could be near your booth!

Thank You!

Honoring America!
CONTACT INFORMATION
Authorized Representative Name ______________________________________________________
Company ____________________________________________________________________________
Address ______________________________________________________________________________
City ___________________________ State _________ Zip __________________
Phone _(_______)____________________  Email ___________________________________________
*Authorized Signature ________________________________________________________________

INDUSTRY LEADERSHIP
☐ Ambassador $8,000 ☐ Advocate $5,000 ☐ Ally $3,000

Honoring America Annual Conference and Trade Show
☐ AMERICAN FLAG AWARDS BANQUET $6,500
☐ LIBERTY BELL  $5,000
   _____ Featured Presenter_____ Breakfast Sponsor
☐ AMERICAN EAGLE $2,000
   _____ Tote _____ Session Sponsor _____ Refreshment Break
☐ STATUE OF LIBERTY $1,000
   _____ Lanyards _____ Poster Contest
☐ ACROSS THE USA $500
   _____ AV SUPPORT _____ Charging Stations
SOLD
SOLD
SOLD

PAYMENT INFORMATION
If paying by check, please provide Check # _________________
Credit Card # ____________________________________________________________________________
Name ON Card ____________________________________________________________________________
Card Billing Address _______________________________________________________________________
City ___________________________ State _________ Zip __________________
Expiration _______________ Code _______________

Thank you for your interest in our Leadership Programs! Please contact us with any questions at 518.463.4937 or email membership@nyapt.org. Submit payment to NYAPT at 1764 Route 9/ PO Box 356 Clifton Park, NY 12065