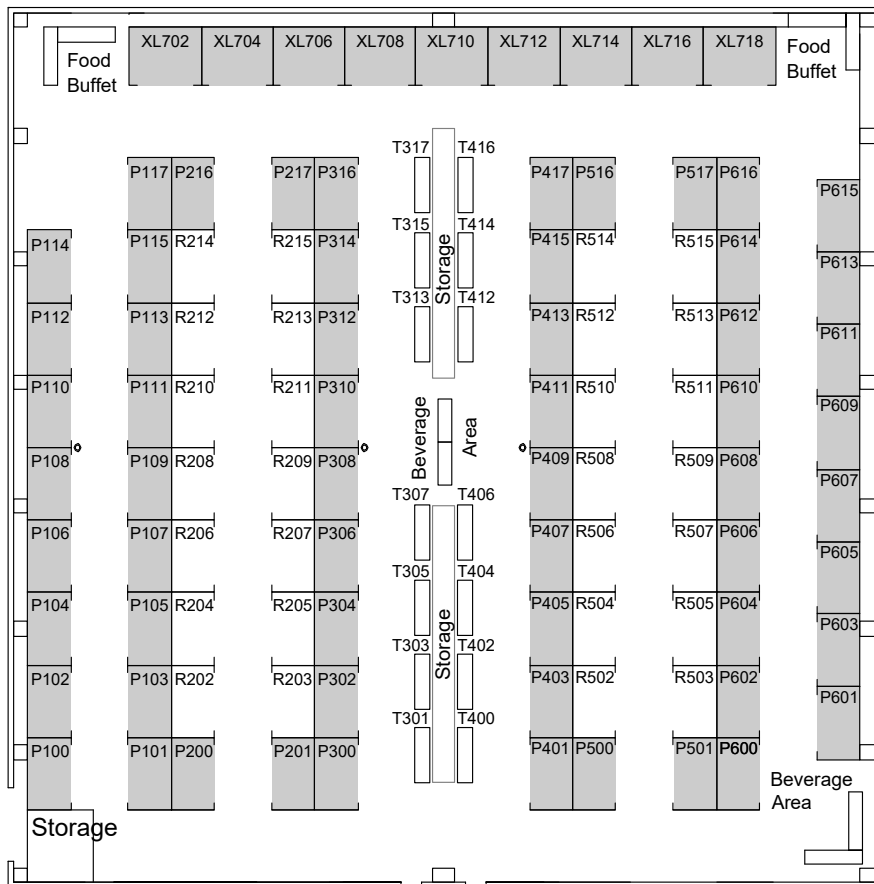


# 2019 TRADE SHOW FLOOR PLAN



# 2019 SIGN UP EARLY



- Best Location Selection
- Program Recognition
- Website Link
- Attendee List

Check out [nyfederation.org](http://nyfederation.org) for booth availability and sign up

“ The place to meet New York’s Who’s Who in Solid Waste and Recycling! ”

## EXHIBITOR BOOTHS

\$995	\$1095
<b>R(REGULAR)</b> • 6' x 10' Area	<b>P(PREMIUM)</b> • 6' x 10' Area • Food, Ends & Entrances
<b>T(TABLE TOP)</b> • 24" x 96" Table or Small Stand-Alone Displays Only • Center Aisle	<b>XL(EXTRA LARGE)</b> • 8' x 10' Area • Food and Back Wall
<b>ALL BOOTHS</b> • Full Size Table & Chair • Signage • Pipe and Drape • Website Hot Link • Electrical: Included • Wi-Fi • Program Listing • 1 Complimentary Conference Registration	<b>EXTRA</b> • Additional Booth Personnel (Meals Only)



## OUTDOOR EQUIPMENT DISPLAY

A limited number of spaces featuring equipment are available in the parking area between the Conference Center and Main Hotel. Attendees frequently walk between the two buildings and mingle in the area during breaks. A tent is provided with tables and chairs for refreshments during breaks.

- Collection
- Recycling
- Roll-off Trucks
- Cleaning & Vacs
- Hybrids
- Loaders
- Drones
- Skid Steers
- Screens
- Shredders



MAY 19-22  
**2019**

# EXHIBITOR APPLICATION

**STRIVE FOR SUSTAINABILITY**

*Solid Waste & Recycling  
Conference with Trade Show*

## 1. BONUS - Sign up by January 11, 2019 and be listed in the program!

Company \_\_\_\_\_ Attendee Name for Free Registration \_\_\_\_\_  
Tel (\_\_\_\_) \_\_\_\_\_ Attendee E-Mail \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Billing Contact \_\_\_\_\_ E-mail \_\_\_\_\_ Booth No. \_\_\_\_\_

## 2. Your Services

Brief Description of Product or Service (<25 words): \_\_\_\_\_  
\_\_\_\_\_

Company Website for Hotlink: \_\_\_\_\_

## 3. Exhibitor Booth Fees

See [nyfederation.org](http://nyfederation.org) for the availability.

Exhibitor Booth Fee	Amount	
Regular or Table Top	\$995	
Premium or Extra Large <i>Choice: 1st _____ 2nd _____ 3rd _____</i>	\$1095	
Additional Booth Personnel ( <i>Meals Only</i> ) <i>Name: _____</i> <i>Name: _____</i> <i>Check Day: _____ Sunday _____ Monday</i> <i>_____ Tuesday _____ Wednesday</i>	\$195/day	
Parking Lot Equipment Show	\$2,500	
<b>TOTAL DUE</b>		

You may sign up ([www.nyfederation.org](http://www.nyfederation.org)) separately for Golf, Fishing, Adirondack Hike, Kayaking, Horseback Riding, Culinary, Walking Adventure or Lake George Boat.

## 5. Information Request (✓ all applicable)

Please send me information about:

- Sponsoring  
 Conference Program  
 The Sagamore  
 Contact me at: \_\_\_\_\_

## 7. Payment Acknowledgement

**PHOTOGRAPH POLICY:** THE FEDERATION OF NY SOLID WASTE ASSOCIATION RETAINS THE RIGHT TO USE ANY AND ALL PHOTOGRAPHS TAKEN AT SUCH EVENTS FOR MARKETING PURPOSES. THESE PHOTOGRAPHS MAY APPEAR WITHOUT COMPENSATION IN NEWSPAPERS, PRODUCTIONS, PUBLICATIONS, WEB, OR OTHER PRINTED OR ELECTRONIC MATERIALS RELATED TO THE ROLE AND FUNCTION OF MARKETING THE FEDERATION OF NEW YORK SOLID WASTE ASSOCIATIONS, OR ITS AFFILIATES. PERSONS WHO DO NOT WISH THEIR PHOTOGRAPH TO BE USED SHOULD PROVIDE WRITTEN NOTIFICATION TO [CHAIR@NYFEDERATION.ORG](mailto:CHAIR@NYFEDERATION.ORG).

**Liability Release, Claims Waiver, and Indemnification Agreement (hereafter collectively "Agreement"):** In consideration for services of the Federation of New York Solid Waste Associations and its Affiliates (New York State Association for Solid Waste Management, New York State Association for Reduction, Reuse & Recycling and Solid Waste Association of North America, New York State Chapter), its agents, officers, volunteers, participants, employees and all other persons or entities acting in any capacity on their behalf (hereinafter collectively "NY Federation"), I, on behalf, of myself, heirs, assigns and my estate, hereby agree to release and discharge the NY Federation as follows: a.) agree to indemnify, and hold harmless the NY Federation from any and all claims, demands, or causes of action in any way connected with my participation in the conference, both on and off premises, including any claims with alleged negligent acts; and b.) agree to pay for any fees and costs should the NY Federation, or anyone acting on its behalf, be required to incur attorney's fees and costs to enforce this Agreement. I acknowledge for this Agreement: a.) no impediments or reasons why I would lack the capacity to enter into; b.) read and understood it; and 3.) be unconditionally bound by its terms.

By payment and/or signing this Registration Form, I, or my designee completing, acknowledge that I have read and accepted the Payment, Refund & Cancellation, Photograph and Liability Release, Claims Waiver and Indemnification Agreement on this form. Further, I understand that if I fail to appear that I, or my company/organization, will be responsible for the total charges due.

X \_\_\_\_\_

Signature Required

## 4. Select a method of payment - Signature Required

- CHECK: Make payable to SWANA, NYS (drawn on a U.S. bank, in U.S. dollars)  
 CREDIT CARD: I authorize SWANA, NYS to charge my: VISA | MasterCard | AMEX

Name exactly as it appears on credit card \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature Required \_\_\_\_\_

### Refund & Cancellation Policy:

- Refunds ONLY if WRITTEN cancellation. No phone cancellations.
- Cancellation Fee: 50% after January 25, 2019; 100% after April 15, 2019.
- We invoice for no-shows!
- Application is "complete" upon payment.
- Full payment due by April 15, 2019.
- There will be a \$25 fee for returned checks.

## 6. Send completed exhibitor registration form to:

**By Mail:** Federation of NY Solid Waste Associations  
c/o Matt Curley  
P.O.Box 114  
Valley Falls, New York 12185

**By Email:** [show@nyfederation.org](mailto:show@nyfederation.org)

**Or Call:** (518) 813-5126



# ADVERTISING OPPORTUNITIES

## ADVERTISEMENT PACKAGE INCLUDES:

- Placement in Conference Program
- Placement in Welcome Program
- Attendee Database EXCEL
- 1 year listing (name, description and hotlink) on Conference Website's Resource Marketplace

**Act early to draw attention and maximize your investment!**

## ADVERTISEMENT PACKAGE INCLUDES

(Package is only available when both ad and payment are received by January 11, 2019. No credit for partial packages.)

### CONFERENCE PROGRAM:

The printed Conference Program is a FULL COLOR, 8.5" x 11" booklet. It includes the technical program, attendee registration form, hotel information and early sign up of exhibitors and sponsors. It is mailed in late January and has a widespread distribution of approximately 7,000. An additional 1,000 are made available through environmental trade groups and state agencies for mass distribution. It is also electronically available on the conference website for three (3) months prior to the event.

### WELCOME PROGRAM:

The printed Welcome Program is a BLACK & WHITE, 8.5" x 11" stapled book. It includes the final technical program, trade show floor plan, acknowledges all the generous sponsors and Products & Services (company name, booth #, website and description). It is distributed on site to approximately 700.

### RESOURCE MARKETPLACE:

Resource Marketplace is part of the year round Conference Website ([nyfederation.org](http://nyfederation.org)). The company name, description and hotlink are listed. Searches can be done by category and alphabetically. The website receives 45,000 hits annually and Resource Marketplace receives 7,000 hits annually.

### ATTENDEE LISTING:

An Excel Attendee Database is provided two weeks prior to the conference.

## ADVERTISEMENT RATES AND SIZES

Size	Dimensions (w x h)	Amount
Full	7.874" x 10.374"	\$1,000
1/2 Vertical	3.837" x 9.687"	\$750
1/2 Horizontal	7.874" x 4.74"	\$750
1/4 Vertical	3.837" x 4.74"	\$500
1/4 Horizontal	7.874" x 2.22"	\$500
Business Card	3.837" x 2.22"	\$250

*Get it for FREE with your Platinum or Gold Sponsorship, OR take a \$250 credit towards a larger ad size.*

## ADVERTISEMENT SUBMISSION GUIDELINES

### PRODUCTION CHARGES

Production charges, including layout, design, and copy changes, are \$90 per hour, with a quarter-hour minimum. Should you require assistance in ad creation, please contact our designer [Shauna@ShaunaCross.com](mailto:Shauna@ShaunaCross.com).

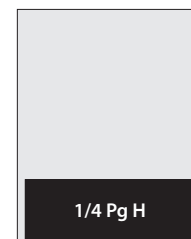
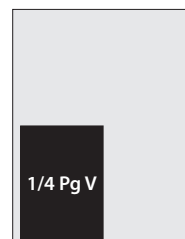
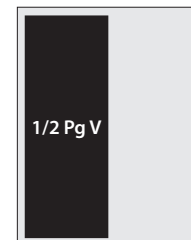
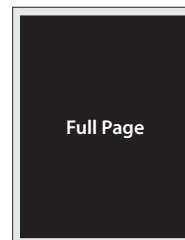
### FILE FORMATS

High-resolution (300 dpi) PDF with all fonts embedded is preferred.

### FILE SUBMISSION

Completed ad must be received no later than January 11, 2019. Please label your materials with company name and size. *\*Please note that we cannot guarantee a match of colors.*

**Email:** [Shauna@ShaunaCross.com](mailto:Shauna@ShaunaCross.com)



MAY 19-22  
**2019**

# ADVERTISING APPLICATION

**STRIVE FOR SUSTAINABILITY**

*Solid Waste & Recycling  
Conference with Trade Show*

## 1. BONUS - Sign up by January 11, 2019 and be listed in the program!

Company \_\_\_\_\_ Billing Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Tel (\_\_\_\_) \_\_\_\_\_ E-Mail \_\_\_\_\_

## 2. Your Services

Brief Description of Product or Service (<25 words): \_\_\_\_\_

Company Website for Hotlink: \_\_\_\_\_

## 3. Advertisement Package Rates

See [nyfederation.org](http://nyfederation.org) for more information.

Size	Dimensions (width x height)	Amount
Full	7.874" x 10.374"	\$1,000
1/2 Vertical	3.837" x 9.687"	\$750
1/2 Horizontal	7.874" x 4.74"	\$750
1/4 Vertical	3.837" x 4.74"	\$500
1/4 Horizontal	7.874" x 2.22"	\$500
Business Card	3.837" x 2.22"	\$250

*(PACKAGE IS ONLY AVAILABLE WHEN BOTH AD AND PAYMENT ARE RECEIVED BY JANUARY 11, 2019. NO CREDIT FOR PARTIAL PACKAGES.)*

*Get it for FREE with your Platinum or Gold Sponsorship, OR take a \$250 credit towards a larger ad size.*

## 4. Select a method of payment - Signature Required

- CHECK: Make payable to SWANA, NYS (drawn on a U.S. bank, in U.S. dollars)  
 CREDIT CARD: I authorize SWANA, NYS to charge my: VISA | MasterCard | AMEX

Name exactly as it appears on credit card \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature Required \_\_\_\_\_

### Refund & Cancellation Policy:

- Refunds ONLY if WRITTEN cancellation received by January 11, 2019.
- No phone cancellations.

### Signature Required

- Application is "complete" upon payment.
- Full payment due by January 11, 2019.
- There will be a \$25 fee for returned checks.

## 5. Send completed advertisement application form to:

Please submit your completed APPLICATION no later than January 11, 2019.

**By Mail:** Federation of NY  
Solid Waste Associations  
c/o Matt Curley  
P.O.Box 114  
Valley Falls, New York 12185

**By Email:** [show@nyfederation.org](mailto:show@nyfederation.org)

**Or Call:** (518) 813-5126

## 6. Payment Acknowledgement

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By payment and/or signing this Registration Form, I, or my designee completing, acknowledge that I have read and accepted the Payment, Refund & Cancellation, Photograph and Liability Release, Claims Waiver and Indemnification Agreement on this form. Further, I understand that if I fail to appear that I, or my company/organization, will be responsible for the total charges due.

X \_\_\_\_\_

Signature Required

# SPONSORSHIP OPPORTUNITIES

## ALL SPONSORSHIPS INCLUDE:

- Listing in the Conference Program
- Event Signage & Recognition
- Attendee Database EXCEL
- 1 year listing (name, description and hotlink) on Conference Website's Resource Marketplace

### PLATINUM

**\$5,000**

A company that takes on a PLATINUM SPONSORSHIP opportunity will benefit from the prime location of their booth, giving them the maximum exposure and greatest opportunity for brand recognition and awareness. Stand out amongst the conference program with a platinum sponsorship!

#### INCLUDES:

- Premium 6' x 10' booth space located at Food, Row Ends and Entrances with 1 Complimentary Conference Registration
- Business Card Ad in the Conference Program
- Logo in the Conference Program and Website with your hotlink
- Your Choice of (Choose one):
  - Co-Sunday BBQ Buffet
  - Sunday Welcome Fireworks
  - Co-Monday Lunch
  - Co-Tuesday Cocktail Reception

### SILVER

**\$750**

Rise to the occasion and show leadership in the industry with a SILVER SPONSORSHIP. These sponsorship opportunities are ideal for a company considering stepping it up in this competitive industry.

#### INCLUDES:

- Logo in Conference Program
- Name on Conference Website
- Your Choice of (Choose one):
  - Call for Opportunities Print and Mail
  - Co-Program Mailing
  - E-News
  - nyfederation.org Host
  - Room Key Card
  - Monday Bonfire
  - Fishing Charters
  - Lake George Boat Sightseeing
  - Conference DJ (Company Name & Services Announcement Daily)
  - Wednesday Brunch Omelets

### COPPER

**\$250**

Maybe you have taken a hit with the changing economy but you still want to express your commitment to this professional program. Retain your position in the industry with a COPPER SPONSORSHIP that keeps you in the game!

#### INCLUDES:

- Logo in Conference Program
- Name on Conference Website
- Your Choice of (Choose one):
  - Flowers
  - Sunday Arrival Refreshments
  - Co-Monday Coffee Break
  - Monday Parking Lot Snacks
  - Tuesday Tea & Cookies
  - Tuesday Ice Cream Break
  - Co-Tuesday Coffee Break
  - Wednesday Regional Coffee & Danish - Great Networking!

### GOLD

**\$2,500**

Take the next step to make your business grow! A company with a GOLD SPONSORSHIP will have the ability to make a statement with their sponsorship while benefiting from a balance of exposure and attendee acknowledgement.

#### INCLUDES:

- Regular 6' x 10' booth space with 1 Complimentary Conference Registration
- Business Card Ad in the Conference Program
- Logo in the Conference Program and Website with your hotlink
- Your Choice of (Choose one):
  - Attendee Gift
  - Registration Table
  - Co-Program Printing
  - Welcome Program (On-site) Printing
  - Monday Exhibitors' Reception - EXCLUSIVE!
  - Co-Tuesday Lunch
  - Tuesday Golf Gifts
  - Tuesday Casino Night
  - Tuesday Night Casino Prizes
  - Tuesday Night Dessert Bar - Exclusive!
  - Co-Wednesday Brunch
  - Parking Lot Equipment Demo

### BRONZE

**\$500**

Just starting out or new to the industry, BRONZE SPONSORSHIP will give your marketing efforts a boost with exposure during some of the program's fun activities. Make attendees think of good times when they think of your company!

#### INCLUDES:

- Logo in Conference Program
- Name on Conference Website
- Your Choice of (Choose one):
  - Signage
  - General Conference Support
  - Co-Monday Adirondack Breakfast
  - Co-Monday Exhibitors Reception Chocolate Extravaganza
  - Co-Tuesday Adirondack Breakfast
  - Tuesday "Juice" Bar - NEW!
  - Chef Sagamore' Culinary
  - Hike and Bus
  - Walking Adventure
  - Horseback Riding
  - Tuesday Golf Refreshments at the 9<sup>th</sup>
  - Co-Tuesday Night Dessert Bar

### GREEN

**\$150**

A little bit goes a long way! GREEN SPONSORSHIP is perfect for a company that wants to spice up their marketing strategies and put their foot in the door as they plan for future larger sponsorships.

#### INCLUDES:

- Welcome Program Listing
- Name on Conference Website
- Your Choice of (As Many As You Like!):
  - 18 Golf Tees
  - 18 Golf Greens

**ACT NOW TO RESERVE YOUR LEVEL OF PARTICIPATION AND TO OBTAIN PROGRAM RECOGNITION!**

MAY 19-22  
**2019**

# SPONSORSHIP APPLICATION

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*Solid Waste & Recycling  
Conference with Trade Show*

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Company \_\_\_\_\_ Billing Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Tel (\_\_\_\_) \_\_\_\_\_ E-Mail \_\_\_\_\_

## 2. Your Services

Brief Description of Product or Service (<25 words): \_\_\_\_\_  
\_\_\_\_\_

Company Website for Hotlink: \_\_\_\_\_

## 3. Sponsorship Fees

See [nyfederation.org](http://nyfederation.org) for the available sponsorships.

Sponsorship Fee		Item or <u>Day</u>	Amount
Diamond	\$10,000		
Platinum	\$5,000		
Gold	\$2,500		
Silver	\$750	M TU W	
Bronze	\$500	M TU	
Copper	\$250	M TU W	
Green	\$150	Golf Tee	
<b>TOTAL DUE</b>			

## 4. Select a method of payment - Signature Required

- CHECK: Make payable to SWANA, NYS (drawn on a U.S. bank, in U.S. dollars)  
 CREDIT CARD: I authorize SWANA, NYS to charge my: VISA | MasterCard | AMEX

Name exactly as it appears on credit card

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature Required \_\_\_\_\_

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**X** \_\_\_\_\_  
Signature Required