

# ADVERTISING OPPORTUNITIES

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

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

## ADVERTISEMENT PACKAGE INCLUDES

*(Package is only available when both AD and PAYMENT are received by January 13, 2017. 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*). 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. Advertiser will be advised of estimated charges if changes have to be made to digital files because production specs are not met. Should you require assistance in ad creation, please contact our designer via email at [Shauna@ShaunaCross.com](mailto:Shauna@ShaunaCross.com).

### File Formats

We use MAC format. High-resolution (300 dpi) PDF with all fonts embedded is preferred. Additional formats accepted:

- Adobe InDesign (include all fonts and images)
- Adobe Illustrator (with fonts converted to paths)
- Adobe Photoshop (with fonts converted to paths)
- High-resolution TIFF, EPS, or JPEG
- No Word or Publisher files

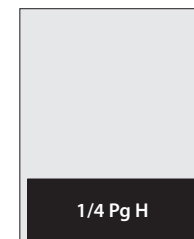
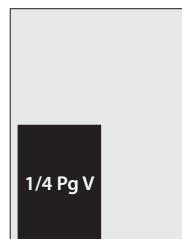
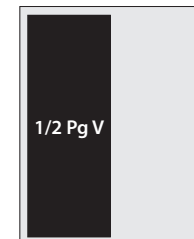
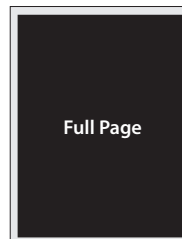
### Resolution

All files must be at least 300 dpi at the final size used.

### File Submission

Completed ad must be received no later than January 13, 2017. Please label your materials with company name, contact, e-mail and phone number. Once your file is received, a PDF proof will be supplied for final approval. *\*Please note that we cannot guarantee a match of colors. CDs and proofs will not be returned.*

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





# Advertisement Application—May 21-24, 2017

## STRIVE FOR SUSTAINABILITY Solid Waste & Recycling Conference with Trade Show

### 1. For Complete Package - Sign up by January 13, 2017 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 [www.nyfederation.org](http://www.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 13, 2017. No credit for partial packages.)*

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### 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 13, 2017. No phone cancellations.

#### Signature Required

- Application is "complete" upon payment.
- Full payment due by January 13, 2017.
- 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 13, 2017.

**By Mail:** Matt Curley  
c/o ERCSWMA  
21 Church Street  
Melrose, New York 12121

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

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

### 6. 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 [aschmidt@dunn-pc.com](mailto:aschmidt@dunn-pc.com).

**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 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