

TRADE SHOW PROSPECTUS

Empire State Society of Association Executives

39th Annual Conference & Trade Show

Thursday, June 21, 2018
Saratoga Springs, NY

WHO WE ARE

ESSAE is a not-for-profit association that represents the association professionals who manage trade and professional organizations. Our goal is to strengthen the association profession by providing quality education, leadership and professional development opportunities to association executives, staff, meeting professionals, and our business partners.

The ESSAE Annual Conference & Trade Show is the premier association management and meeting professionals conference and trade show in upstate New York.

The annual one day conference and trade show is about professional development, networking, and showcasing your products and services, and is the place to interact with key decision makers in the association and hospitality industries. The trade show celebrates the true partnership of our association colleagues, meeting professionals, and exhibiting partners all across New York State.

WHO WILL ATTEND?

The **Trade Show & Annual Conference** will be marketed to an audience of association, non-profit, meeting and corporate executives in New York State and the Northeast, to include:

- All of NYS and neighboring regions;
- Association executives, CEOs and operating officers
- Government, corporate, and association meeting & event professionals
- Association management firms; and
- Fundraising executives, education directors, administrators, finance directors, membership directors, and other key association staff.

Help us to grow the show! We seek the help of our business and industry partners and exhibitors to provide us with prospects outside the association market. Your assistance is greatly appreciated!

HOW WILL THE SHOW BE MARKETING?

Social media and e-mail will reach the aforementioned audiences several times between March and June. A series of media releases will be sent to trade and general newspapers, statewide media, chambers of commerce and other business groups for publication.

SOCIAL MEDIA

The conference hashtag is #ESSAEAnnual

Twitter: @EmpireStateSAE

Facebook: www.facebook.com/EmpireStateSAE

Instagram: @EmpireStateSAE

WILL DOOR PRIZES BE OFFERED?

For attendees, business cards are collected at the registration desk and will be entered into the drawing for door prizes. The gifts vary from gift baskets, to getaways, to plane tickets! We will draw for door prizes while you walk the trade show floor, meeting the people who have donated these great items.

GRAND PRIZES are drawn at the end of the trade show and attendees **NEED** to be present to win! When determining your grand prize submission, please use the estimated value scale provided within this prospectus.

You may donate a prize and/or you may raffle off your own prize at your booth. **ESSAE will only publish and announce Door and Grand Prizes that are submitted in writing by May 21.**

DRAPE COLORS: Burgundy and Ivory

LOAD IN/OUT AND BOOTH SET UP

Exhibitor load in/set up will begin Wednesday, June 20, 2018. Exhibitors will have the option to load in/set up on Wednesday afternoon, between **2:00 to 5:00 PM** and on Thursday morning between **7:30 to 11:30 AM**. **No exhibitors will be allowed access to the trade show floor during lunch on Thursday.**

A single booth includes 8' x 10' space with draped back-wall and side rails, 6' table, 2 chairs, ID sign, and name badges.

No portion of any display may be higher than the 8' high backdrop without prior approval of the show manager and the facility. Exhibitors are prohibited from erecting backdrops or display panels that block the visibility of the balance of the aisle. Display materials or equipment at the sides of the booth shall not exceed the heights of the side rail within 4' of the front of the exhibit space. All material used for decoration, i.e., paper, cardboard, cloth, etc., shall be a flame-retardant type. Safety and fire exits and equipment must be left accessible and in full view at all times. The show manager reserves the right to remove or have removed at the exhibitor's expense any item(s) not meeting the show criteria.

No exhibitor may sublet, assign or apportion any part of the space allotted, or represent, advertise or distribute literature for any other firm or individual without prior written request and approval by ESSAE.

Booth space will be assigned in the order that contracts are received. ESSAE reserves the right to change location assignments at any time, as it may, in its sole discretion deem necessary. Electricity, telephone service, decorations, and carpeting are available at an extra charge. Contact the **Trade Show decorator, Total Events** for details. Exhibitors who do not order electric prior to the trade show will not have access to power.

The exhibitor shall comply, at the exhibitor's sole cost and expense, with all applicable national, state, city, mu-

nicipal and other governmental regulations, including, but not limited to, fire and safety laws and with the applicable rules and regulations of the facility in which the Exhibition is held.

Members of convention bureaus are urged to coordinate with their CVB /DMO representative to ensure proper placement within the exhibit hall.

Each exhibiting company must have a signed contract. Exhibit space will be assigned on a first come, first served basis!

Exhibitors will be notified of their space assignment by e-mail. Exhibitors must indicate their first, second and third choice for exhibit space. If space requests are un-available, space will be assigned as close to your preference as possible.

BANNERS

If you are interested in hanging a banner from the ceiling, you must contact the **Saratoga City Center** to make arrangements. A fee will be associated with hanging banners. Banners will be hung the day prior to the trade show.

IMPORTANT RESTRICTIONS

- No compressed or bottled gas
- No flammable materials
- No open flames or cooking on exhibit floor
- No animals permitted inside the facility
- Nothing taped, nailed or affixed to wall surfaces
- Food & beverage items must be pre-approved by the Saratoga Hilton

SECURITY

Insurance of booth contents and personnel is recommended. ESSAE does not insure exhibitor property. ESSAE shall use reasonable care in providing security services during the hours of installation, the show and dismantling for the protection of the exhibitor's materials and display. Beyond this, ESSAE, the show facility, their respective officers, directors, employees and/or agents shall not be responsible for the safety or protection of the property or of the exhibitor, its employees and agents from any cause. Exhibitors shall provide to ESSAE copies of all insurance and/or policy riders which includes ESSAE as a coinsured.

ADMISSION

ESSAE shall have sole control over all admission policies at all times. Non-exhibiting suppliers or vendors of goods and services will be prohibited from entering the exhibit hall. Badges must be worn at all times.

CANCELLATION/NO SHOW POLICY

Applicants who apply for space may cancel, in writing, prior to April 13 may receive a refund of their payment minus a 50% handling fee. Applicants who cancel on or after April 14 will receive no refund, regardless of cause. Cancellations must be received in writing to the ESSAE office, 1A Pine

West Plaza, Albany, NY 12205.

There is no refund for non-attendance or no-shows.

LIABILITY

By exhibiting, exhibitor for and on behalf of itself, its employees, agents, and invitees, and each other, releases and waives any and all claims, demands or actions against the Empire State Society of Association Executives, Inc. and Saratoga Springs City Center and their respective officers, directors, employees and agents resulting from any act or omission of exhibitor, its employees, agents and invitees. In addition, exhibitor agrees to hold harmless and indemnify the Empire State Society of Association Executives, officers, directors, employees and agents, and each of them for any and all claims, demands or actions arising out of or as a result of any act or omission on the part of exhibitor, its officers, directors, employees, agents or invitees, and each of them as a result of its exhibit or otherwise related to the show.

EVENT DECORATOR

Total Events, LLC
POC: Melissa Carrier
(518) 383-8602
info@totaleventsny.com

EVENT CATERER

The Saratoga Hilton
POC: Joyce Mitchell, Director – Event Services
(518) 693-1033
Joyce.Mitchell@Hilton.com

SAMPLING POLICY

The Saratoga Hilton has exclusive right to all food and beverage service for consumption on the premises.

Sample sizes are as follows:

- Alcohol: Not more than two (2) ounces
- Food: Not more than two (2) ounces
- Non-Alcoholic Beverages: Not more than four (4) ounces

Exhibitors who plan to have samples at their booths must provide the Saratoga Hilton a full description of all items that will be sampled and must agree to the ounce limitations as listed above. Those exhibitors handing out alcoholic samples will need to contact the hotel 30 days in advance so hotel can apply for a NYSLA permit. Health permits for food must be sent to the Saratoga Hilton as well.

The Saratoga Hilton is a union property and has guidelines that must be adhered by, especially when it comes to the NYS Liquor Authority. If you plan to bring any alcoholic beverages to the City Center for the trade show, we kindly request that you reach out to the Saratoga Hilton prior to your arrival so as not to jeopardize their liquor license. Failure to notify the hotel of any alcoholic beverages in advance of the trade show will result in the exhibitor/vendor not being able to have alcohol at their

booth.

POLICY ON SERVING ALCOHOL

The Saratoga Hilton is the caterer of record and carries the Liquor Liability for the ESSAE trade show. Due to NYS Liquor Authority regulations, any exhibitors who wish to serve an alcoholic beverage must:

- Arrange, at least 30 days in advance, with the Saratoga Hilton so hotel can apply for a NYSLA permit.
- Contract with the Hilton for bartender service to dispense the beverage samples. Fees will apply.
- Any and all additional costs are the responsibility of the exhibitor.

The City Center Authority reserves the right to prohibit alcoholic beverages if proper procedures for serving alcohol are not followed.

EXHIBITOR BOOTH FEES

Booth pricing includes a single booth within an 8' x 10' space with draped back-wall and side rails, 6' table, 2 chairs, ID sign, name badges for (2) two representatives from the same exhibiting company and inclusion in the Happy Hour on the Floor (*Access to lunch is an additional fee, participation not required.*) An additional representative can be added for a fee, max of three (3) people per booth.

****Add a Third Rep: \$200 (M) / \$300 (NM)****

PREMIUM BOOTH

Early Bird Rate – On or before April 15

Member: \$775 | Non-Member: \$1,125

Regular Rate – On or after April 16

Member: \$875 | Non-Member: \$1,225

STANDARD BOOTH

Early Bird Rate – On or before April 15

Member: \$650 | Non-Member: \$1,000

Regular Rate – On or after April 16

Member: \$750 | Non-Member: \$1,100

SHARED BOOTH: MEMBERS ONLY

*Share a booth! **This option is for ESSAE Members Only!** Buy one booth, feature two companies. Limited to one representative from each company, unless a third rep ticket is purchased. Max number of people per booth is three (3). Add a Third Rep for \$200!*

Early Bird Rate – On or before April 15

Premium Booth Share: \$1,240

Member Booth Share: \$1,075

Regular Rate – On or after April 16

Premium Booth Share: \$1,440

Member Booth Share: \$1,275

EXHIBITOR ONLINE REGISTRATION

While Exhibitors can submit a completed paper form, we encourage you to use the online registration system for real time booth availability.

<https://shows.map-dynamics.com/essae2018/?register>

Exhibitors will be required to submit their booth preferences. Booths will be assigned on a first come, first served basis - in the order that completed registrations are received. Final booth assignments will be made by ESSAE.

Companies who are part of block (i.e.: Visit Syracuse, Schenectady, Visit Rochester, Buffalo, Albany, Saratoga, Westchester, Niagara Falls, etc.), your booths may be coordinated by the CVB/DMO or main point of contact for that particular block. **We REQUIRE a completed exhibitor registration form from each company exhibiting in the block.**

EXHIBITOR APPOINTMENTS (OPTIONAL)

ESSAE will provide space for breakfast appointments with Exhibitors and Attendees. Exhibitors who are interested in participating in the appointments breakfast must select **YES** in the registration form by **Monday, April 16, 2018**. Those interested will be added to a list of exhibitors for attendees to choose from.

Attendees (Qualified Buyers) who register for the annual conference and/or trade show will have the option to opt in and will be provided a form to select which properties or companies they would like to meet with.

ESSAE will collect the information and let exhibitors know how many attendees have selected their property/venue/service for an appointment. Registration will include a message to attendees: *Drop-ins are welcome, but pre-registration is encouraged as exhibitors who are not selected for appointments, may not be available.*

- **Exhibitors are not required** to participate in the Breakfast Appointment
- Exhibitor Appointments will be held on Thursday, June 21 from 7:30 AM to 8:30 AM
- Appointments will be approximately 10 minutes each (Approximately 5 appointments)
- Attendees will select the exhibitors they wish to meet with
- ESSAE will collect the information and provide details to the exhibitors to coordinate appointments
- ESSAE does **not** guarantee that all exhibitors who opt into the breakfast event will have appointments

HOTEL ACCOMMODATIONS

Reduced rates are being provided by area hotels for June 20 through June 22 and will be posted on the registration page linked on the ESSAE homepage at www.essae.org. Call early to ensure availability as each hotel has different deadlines! Be sure to mention ESSAE when making reservations.

Get the word out! Advertising options available for both on and off-site!

_____ Membership Mailing List - Excel Spreadsheet: \$350

Let them know you'll be in town! Connect with all ESSAE members prior to the show! *(emails not included)*

_____ Attendee Mailing List - Excel Spreadsheet: \$250

Send a mailing to conference attendees prior to the show! *(emails not included)*

_____ Mailing Labels: \$100

Sent as a PDF file. Avery 5160 label set up. **Select One:** _____ ESSAE Members or _____ Conference Attendees

Digital Descriptions: Exhibitors can purchase a digital detailed description which will appear on the trade show landing page that will include a description, e-mail and a hot link. **For \$50 more you can add your description to the conference program. For an additional \$25 your photo can be added to the conference program and website.**

_____ Digital Description: \$50 _____ Include in Program: \$50 _____ Include a Photo: \$25

Please e-mail a description of your company (no more than 125 words) to rebecca@essae.org. Please write "Exhibitor Digital Description" in the subject line. Exhibitors that do not purchase a digital description will only have their company name listed in the conference program and on the website.

_____ Mobile Floor Plan Ad: \$50

Highlight your company by advertising on the Mobile Floor Plan! MapDynamics is the Trade Show event app! Showcase your logo or other message on the floor plan viewed by attendees. Ads can be hyperlinked to a webpage of your choice.

Advertise in the Conference Program

Select Your Ad	Type	Price
	1/8 Page Horizontal(3.5 W x 2.125 H)	\$125
	1/4 Page Vertical (3.5 W x 4.75 H)	\$250
	Half Page Horizontal (7.5 W x 4.75 H)	\$350
	Half Page Vertical (4.75 W x 7.5 H)	\$350
	Full Page (8 W x 10.5 H)	\$500
	Back Cover: Full Page Only	\$700

GRAND PRIZES: ESSAE is seeking grand prize giveaways and raffle items to be announced during the trade show floor hours. These prizes are separate from any prize/raffles that are given directly from your booth. If you are interested in donating a Grand Prize, below is an estimated value scale for your convenience. Please include a description and retail value. Prize descriptions below will be included in the conference program and on the Trade Show webpage. Attendees must be present to win any prizes with a retail value of \$800 or more. *ESSAE will only publish and announce Door and Grand Prizes that are submitted in writing by May 21, 2018.*

FIRST GRAND: \$1,500+ value

SECOND GRAND: \$1,200+ value

THIRD GRAND: \$800+ value

Grade Prize Description:

On the Floor Door Prizes and/or Give Away (please describe)

PRINT OR TYPE ALL INFORMATION. THE TRADE SHOW RULES, REGULATIONS AND INFORMATION ARE HEREBY MADE PART AND PARCEL OF THIS CONTRACT. READ THE ACCOMPANYING MATERIALS TO COMPLETE THIS CONTRACT AND APPLICATION.

BOOTH / COMPANY NAME: _____

How many Booths? _____ Booth Share? **Yes** | **No** List sharing company: _____

Booth Block? **Yes** | **No** Group Block Name: _____

Appointments: _____ **YES**, add my company to the list of available vendors _____ **NO**, we are unable to participate

Contact Person Information: *This person will serve as ESSAE's main point of contact for the Trade Show.*

Name: _____ Title: _____

Company: _____

Address: _____

City/State/Zip: _____ Phone: _____

Mobile: _____ E-Mail: _____

Exhibitor Info: Please include *names and titles* of all exhibitors

Exhibitor #1: _____ Title: _____ Lunch? _____ **YES** _____ **NO**

Exhibitor #2: _____ Title: _____ Lunch? _____ **YES** _____ **NO**

Exhibitor #3 *extra fee: _____ Title: _____ Lunch? _____ **YES** _____ **NO**

Exhibitor #4 (2 booths): _____ Title: _____ Lunch? _____ **YES** _____ **NO**

Two (2) exhibitors per booth. A third person can be added for \$200 M/\$300 NM) Max three (3) people per booth. Please provide total number of lunch tickets needed to the list below.

Booth Space Preference: *ESSAE reserves the right to assign space if preferred space is occupied*

1st Choice: _____ **2nd Choice:** _____ **3rd Choice:** _____

Be sure to fill in **ALL** appropriate amounts below.

	Quantity	Total
Booth Registration (\$)	_____	_____
Lunch (\$35pp)	_____	_____
3rd Representative (\$200/\$300)	_____	_____
Membership Mailing List (\$350)	_____	_____
Attendee Mailing List (\$250)	_____	_____
Digital Description (\$50)	_____	_____
Include in Program (\$50)	_____	_____
Include a Photo (\$25)	_____	_____
Mobile Floor Plan Ad (\$50)	_____	_____
Program Advertisements (\$)	_____	_____
<i>(select from previous page)</i>		
Total:	_____	_____

Remit payment to:
Empire State Society of Association Executives
1A Pine West Plaza | Albany, NY 12205
(518) 463-1755

No cancellations or refunds after April 13, 2018.
No shows will be billed.

CONTACT US!
Vanessa LaClair, CMP
Executive Director
vanessa@essae.org

Rebecca Sheehan
Membership, Marketing, and Event Specialist
rebecca@essae.org

Who will issue payment? _____

In accordance with exhibitor rules, regulations & information, I hereby accept the Terms & Conditions and fees for exhibiting at the ESSAE Trade Show on June 21, 2018 and as they may be amended from time to time by ESSAE. This completed form represents a binding agreement between the exhibitor, the exhibitor's employing organization, and ESSAE.

Authorized by:

Name: _____ Title: _____

Signature: _____ Date: _____