



# 2019 ESSAE ANNUAL EXHIBITOR PROSPECTUS

Thursday, June 6, 2019  
Albany Capital Center | Albany, NY

## WHAT YOU'LL FIND INSIDE...

- About ESSAE
- What is #ESSAEAnnual?
- Who's Walking the Floor?
- Become an Exhibitor
- How to Optimize Your Experience
- Schedule at a Glance

## ABOUT ESSAE

Celebrating its 40th year, ESSAE is a not-for-profit association that represents 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.

It is the mission of the Empire State Society of Association Executives to guide and empower association leadership. Together we want to help members be their best by building connections to knowledge, ideas, relationships, and marketplace opportunities.



## WHAT IS THE ESSAE ANNUAL CONFERENCE & TRADE SHOW?

The ESSAE Annual Conference & Trade Show is the premier association management and meeting professionals conference and trade show in upstate New York. This year's show, which is held in conjunction with the annual conference, will take place at the Albany Capital Center in Albany, NY on Thursday, June 6, 2019 from 2:30 PM to 5:30 PM, with move in beginning Wednesday, June 5, 2019 at 2:00 PM.

The annual one day conference and trade show is about professional development, networking, and showcasing 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.



## WHY FACE-TO-FACE MATTERS

Even in our digitally connected world and workplace, nothing compares to the value that face-to-face meetings, events, and conferences provide. Trade Shows provide a unique opportunity to connect with attendees and provide them with an experience that resonates on a personal level.

Exhibitions foster business relationships and deliver unique value. No other face-to-face interaction comes close to the benefits of exhibiting, and that's why YOU should be exhibiting at the ESSAE Annual

Conference & Trade Show! Create valuable face-to-face interaction with your current and potential customers, expand awareness, and increase sales.

## WHO WILL ATTEND?

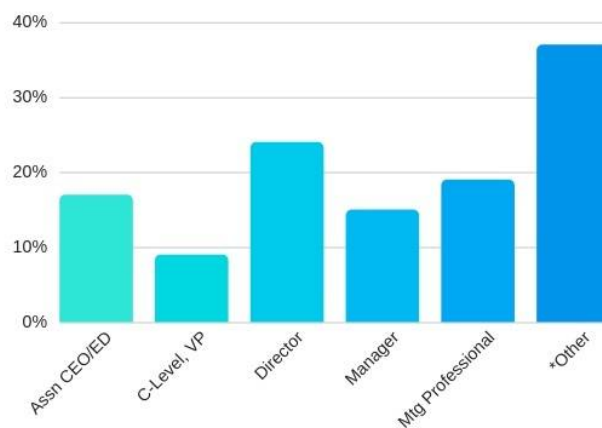
The **Annual Conference and Trade Show** will be marketed to an audience of association, non-profit, corporate executives and their staff in New York State and the Northeast, to include:

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

*As an exhibitor, you will have the opportunity to meet with association leaders and innovators who are looking to take their associations to the next level. By exhibiting, you can help associations stay ahead, make informed decisions, and support their ever-changing environment.*



Attendees by Position Level



\*Other includes job functions such as: Marketing/PR, Social Media, Administrative, HR, Financial, and Government Relations

## EXHIBITOR-CLIENT APPOINTMENTS

**Get in front of decision makers by opting into the Exhibitor-Client Appointment hour!**

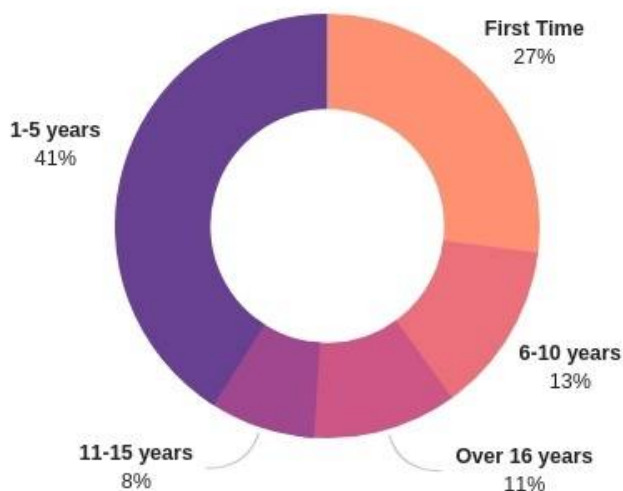
ESSAE will provide space for breakfast appointments with Exhibitors and Attendees. Exhibitors who are interested in participating in the appointments breakfast must select **YES** in the registration form by **Monday, April 1, 2019**. Those interested will be added to a list of exhibitors for attendees to choose from.

Attendees (Qualified Buyers) will be given the option to opt in and be able select which properties or companies they would like to meet with.

ESSAE will collect the information and let exhibitors know how many appointments they have received.

- **Exhibitors are not required** to participate in the Breakfast Appointments
- Exhibitor Appointments will be held on Thursday, June 6 from 7:30 AM to 8:30 AM
- Appointments: 5 appointments at 10 minutes each
- Attendees select the exhibitors they wish to meet
- ESSAE will collect & coordinate appointments
- ESSAE does **not** guarantee that all exhibitors who opt into the breakfast event will have appointments

Years Participated



## What Your Exhibit Booth Includes:

- Three exclusive, non-competing exhibit hours
- Online exhibitor registration and real time floor map
- Ability to access and edit online exhibitor profile, upload promo videos and include products & services list—all showcased on the official conference app
- Listing in the Digital Exhibitor Directory, including a 150 word description on the event website and mobile app. (*upgrades available for inclusion in printed directory\**)
- Recognition in the annual meeting onsite brochure\*
- Visibility on the live online floor plan with link to your company website, social media, email address, and logo
- Ability for conference attendees to schedule one-on-one appointments with you
- 2019 “I’m Exhibiting” image/logo to use on your website, email signature, or with any social media marketing
- Pre- and post-show attendee lists; *emails not included unless attendees opt-in*
- Standard 8’ Deep x 10’ Wide booth with draped back-wall and side rails, 6’ skirted table, 8’ backdrop, 2 chairs, booth identification sign, waste basket, and name badges
- Load-in & set-up available starting Wednesday afternoon

*\*Subject to print deadlines*

*Exhibitors are invited to register for conference breakout sessions at reduced rates (two per booth).*

## Exhibit Booth Rates

Type of Space	Member		Non-Member	
	Early	After April 2	Early	After April 2
One Standard	\$660	\$760	\$1,015	\$1,115
One Premium	\$775	\$875	\$1,130	\$1,230
Shared*	\$540	\$640	\$720	\$820
Shared Premium*	\$625	\$725	\$805	\$905

### **Standard or Premium Booth:**

*One (1) Company and Two (2) representatives per booth.*

*One additional booth personnel can be added for \$300.*

*Max three (3) people per booth.*

### **\*Shared Booth:**

*Cost is per exhibiting company in a single (one) booth.*

*Maximum two companies can share a booth.*

*One representative per company.*

*One additional booth personnel can be added for \$300.*

*Maximum three (3) people per booth*

### **Join today to receive discounted exhibitor rates!**

To become a member, contact ESSAE at (518) 463-1755.

Visit [www.essae.org/membership](http://www.essae.org/membership) for additional membership benefits, features, and details.

The ESSAE Trade Show brings the top NYS Meeting Planners and Decision Makers under one roof in one day!

**Linda Persico, CMP, Conference & Event Center Niagara Falls**

**WHO WILL ATTEND?**

### **Reserve Your Booth. Two ways to sign up!**

Exhibitors can submit a completed paper form and return to ESSAE via email or mail, but we **strongly** encourage you to use the online registration system for real time booth availability and online payment.

### **Register Online: <https://bit.ly/2S2PM0F>**

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. Once booth assignments have been made you will be provided an exhibitor login. Using this login, exhibitors can update their profile, make additional purchases, and include personnel changes.

Hotels/Venues who are coordinating their exhibiting efforts through a CVB/DMO, must submit a **completed exhibitor registration form from each venue/hotel exhibiting within the block. Any CVB/DMO who submits the initial request to exhibit (contract) is responsible for ensuring payment is received.**



## Schedule of Events\*

*\*Schedule is subject to change.*

*Additional registration fee applies for any educational sessions.*

### Wednesday, June 5

2:00 PM to 5:30 PM  
Exhibitor Load-In & Set Up

### Thursday, June 6

7:00 AM  
Attendee & Exhibitor Registration Desk Open

7:00 AM to 12:00 PM  
Exhibitor Load-In & Set Up

7:30 – 8:30 AM  
Exhibitor-Client Appointments

8:00 – 9:00 AM  
CEO to Emerging CEO Breakfast

9:00 - 9:30 AM  
CSR Activity

9:30 – 10:45 AM  
Welcome & Keynote Presentation

11:00 AM - 12:00 PM  
Concurrent Educational Sessions

12:00 PM - 1:30 PM  
Exhibit Hall Closed | No Access

12:00 – 1:15 PM  
Lunch & ALA Graduation

1:30 – 2:30 PM  
Concurrent Educational Sessions

2:30 – 5:30 PM  
Trade Show

5:45 PM  
Exhibitor Breakdown

## Advertising & Sponsorship

The key to success at any trade show is pre-promoting your company's participation.

How else will your clients and prospects know where to find you? Pre-promoting is easy because we provide the pre- and post-show attendee mailing lists free of charge - available to contracted ESSAE Annual Conference & Trade Show exhibitors only.

*Additional advertising options, upgrades, and mailing lists can be found on page 7 of this prospectus.*

### Booth Prize Promotion

Inform ESSAE about any prizes that you will be raffling from your booth, and we'll list your company name, booth number, and prize info on our website for free!

Grand Prizes will also be listed in the official onsite conference program, if received by publication deadline.  
*ESSAE will only publish grand prizes that are submitted in writing by April 1, 2019.*



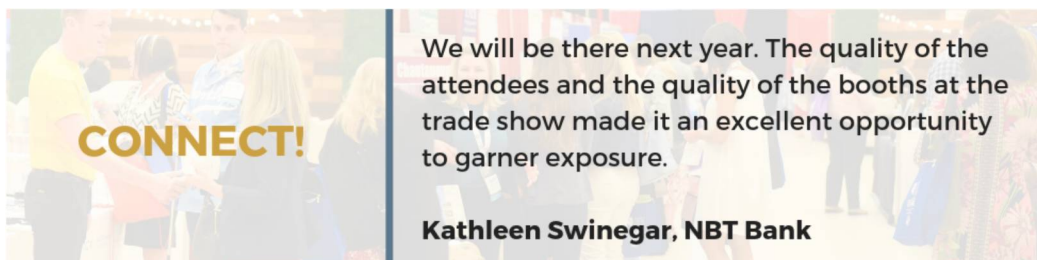
### Social Media

Hashtag #ESSAEAnnual

Twitter: [@EmpireStateSAE](https://twitter.com/EmpireStateSAE)

Facebook: [www.facebook.com/EmpireStateSAE](https://www.facebook.com/EmpireStateSAE)

Instagram: [@EmpireStateSAE](https://www.instagram.com/EmpireStateSAE)



# Terms & Conditions

## MOVE IN/OUT AND EXHIBITOR SET UP

Exhibitor load in/set up will begin Wednesday, June 5. Exhibitors will be able to load in/set up on Wednesday afternoon, between **2:00 to 5:30 PM** and on Thursday, June 6 morning between **7:00 AM to 12:00 PM**. **No exhibitors will be allowed access to the trade show floor during lunch on Thursday between 12:00 PM and 1:30 PM.**

## APPLICATION TO EXHIBIT

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. **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 email. Exhibitors must indicate their first, second and third choice for exhibit space. If space requests are unavailable, space will be assigned as close to your preference as possible.

A **single booth includes 8' D x 10' W space** with draped back-wall and side rails, 6' table, 2 chairs, waste basket, 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.

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

## 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

## INSURANCE & SECURITY

Insurance of booth contents and personnel is recommended. ESSAE does not insure exhibitor property. The Albany Capital Center and 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 Albany Capital Center, 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. ESSAE is not responsible for lost or stolen items.

## DISMANTLING OF EXHIBITS

Packing or dismantling of exhibits will be prohibited until after the official closing of the trade show floor hours. If an exhibitor starts breaking down prior to the closing of the trade show floor, they will be subjected to a \$250 penalty, payable to ESSAE. At the closing of trade show, the official show decorator (Total Events) will begin collecting table drapes and other items. If an exhibitor fails to remove the exhibit, removal will be arranged by ESSAE at the expense of the exhibitor. Exhibitors are responsible for packing their own materials at the end of the trade show and arranging for shipping. All exhibitors must be prepared to staff their booth until the closing of the trade show.

## 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

Applicants who apply for space may cancel, in writing, prior to April 1, 2019 may receive a refund of their payment minus a 50% handling fee. Applicants who cancel on or after April 2, 2019 will receive no refund, regardless of cause (no exceptions). Any exhibitor cancelling with a balance due is responsible for paying the remainder in full within 30 days of the cancellation.

## FAILURE TO OCCUPY SPACE

Exhibitors are considered "no show" if a company does not occupy and exhibit in the designated space by 2:30 PM on Thursday, June 6, 2019 and has not given ESSAE the required written notice of cancellation. ESSAE has the right to use the "no show" exhibit space in such a manner as it may deem in the association's best interest. Failure to occupy exhibit space does not relieve the exhibitor from

their obligation to pay the full booth rental fee. Any space not occupied prior opening of the trade show floor shall be deemed forfeited by exhibitor and no refund shall be paid.

### **LIABILITY / FORCE MAJEURE**

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 Albany Capital 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.

### **FOOD, BEVERAGES, AND CONDUCT**

Food and/or beverage samples may be offered if the product being sampled is served by the exhibiting company. A current health permit and/or NYSLA marketing permit **MUST** be on file with the catering office.

Sample sizes are as follows:

- Beer & Wine: Three (3) fluid ounces or below
- Spirits: Quarter ounce (1/4) or below
- Non-Alcoholic Beverages: Not more than four (4) ounces
- Food: All food samples should be bite sizes. No full size meals shall be served as a sample.

Exhibitors who plan to have samples at their booths must provide Mazzone Hospitality 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 a copy of Mazzone Hospitality's license to apply for the SLA permit, which will be submitted to Mazzone Hospitality for record keeping and liability purposes. Health permits for food must be sent to Mazzone Hospitality as well.

Exhibitors hiring talent or model personnel for assistance in their exhibit must be approved by ESSAE and are liable for maintain decorum by these personnel. Lewd attire and behavior will not be tolerated. Exhibitors are responsible for having non-company personnel properly badged as Exhibit Personnel.

### **POLICY ON SERVING ALCOHOL**

Mazzone Hospitality 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 Mazzone Hospitality.
- Contract with Mazzone for bartender service to dispense the beverage samples. Fees will apply.
- Any and all additional costs are the responsibility of the exhibitor.

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

### **FACILITY SERVICES**

Banners, Electricity, Internet, Booth Cleaning, Telephone, and HVAC must all be ordered through the Albany Capital Center. Exhibitors who do not order electric prior to the trade show will not have access to power. Facility services and guidelines will be provided to all registered exhibitors. *Note, the trade show floor at the Albany Capital Center is carpeted.*

### **CONTACT INFORMATION**

#### **ESSAE**

**Vanessa LaClair, CMP**

Tel: (518) 463-1755

[vanessa@essae.org](mailto:vanessa@essae.org)

**Amy Colvin**

Tel: (518) 463-1755

[amy@essae.org](mailto:amy@essae.org)

#### **AUDIO/VISUAL**

**CMI AV**

**Rob Flick**

(518) 487-2171

[rflick@cmiav.com](mailto:rflick@cmiav.com)

#### **SHOW DÉCOR & SHIPPING**

**Total Events, LLC**

**Melissa Carrier**

(518) 383-8602

[info@totaleventsny.com](mailto:info@totaleventsny.com)

#### **EVENT CATERER**

**Mazzone Hospitality @ ACC**

**Nadine Lewis**

(518) 487-2167

[nadinel@mazzonehospitality.com](mailto:nadinel@mazzonehospitality.com)

#### **FACILITY CONTACT**

**Albany Capital Center**

**Shannon Licygiewicz, CEM**

(518) 487-2009

[shannon.licygiewicz@albanycapitalcenter.com](mailto:shannon.licygiewicz@albanycapitalcenter.com)

*Complete and return your exhibitor forms as soon as possible to ensure you maximize your inclusion on printed materials and your visibility on the ESSAE website, within the e-News, and on all event announcements.*

*You can still register to exhibit after the deadlines (if space is available) as indicated on the preceding pages, but not all promotional inclusions will be guaranteed*

## Upgrade Your Marketing: Stand out from the crowd & increase visibility!

A pre-attendee list will be shared with all exhibitors (5160 PDF labels). Please use this form to select your upgrades.

### \_\_\_\_\_ Membership Mailing List - Excel Spreadsheet: \$350

Let them know you'll be exhibiting! Grow attendance on the floor & connect with members! (emails not included)

### \_\_\_\_\_ Attendee Mailing List - Excel Spreadsheet: \$250

Build booth traffic: send a mailing to conference attendees prior to the show! (emails not included)

### \_\_\_\_\_ Mailing Labels of ESSAE Members: \$100

Sent as a PDF file. Avery 5160 label set up.

### \_\_\_\_\_ Program Description: \$50 \_\_\_\_\_ Include a Photo/Logo: \$25

Exhibitors can purchase a detailed description which will appear within the printed on-site conference program. **For an additional \$25, your photo/logo can be added to the conference program!** Please e-mail a description of your company (no more than 125 words) to [vanessa@essae.org](mailto:vanessa@essae.org). Please write "Exhibitor Program Description" in the subject line. Exhibitors that do not purchase a program description will only have their company name listed in the conference program.

### \_\_\_\_\_ 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

**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 April 1, 2019.**

**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**

*Two (2) exhibitors per booth. A third person can be added for \$300. 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 (\$35 pp)	_____	_____
Add'l Rep. (\$300)	_____	_____
Membership Mailing List (\$350)	_____	_____
Attendee Mailing List (\$250)	_____	_____
Program Description (\$50)	_____	_____
Include a Photo (\$25)	_____	_____
Mobile Floor Plan Ad (\$50)	_____	_____
Program Advertisements (\$)	_____	_____
<i>(select from previous page)</i>		
<b>Total:</b>	_____	_____

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 1, 2019.  
*No shows will be billed.*

**CONTACT US**  
**Vanessa LaClair, CMP**  
Executive Director  
[vanessa@essae.org](mailto:vanessa@essae.org)

**Amy Colvin**  
Membership & Event Coordinator  
[amy@essae.org](mailto:amy@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 6, 2019 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: \_\_\_\_\_