

2020 CONFERENCE SPONSOR & EXHIBITOR PACKAGES

The New York State Community Action Association (NYSCAA) and New York State Weatherization Directors Association (NYSWDA) are pleased to invite you to participate in **Reconnect and Recharge: NYSCAA & NYSWDA's Annual Conference**. This virtual conference brings together Community Action Agency (CAA) Executive Directors, Weatherization Directors and staff to discuss strategies for improving the lives of low-income families across New York State.

As a resource provider, your products and services help our agencies perform effectively and efficiently. During this conference, you have the opportunity to showcase your organization and what it has to offer, while also building relationships with those who influence and/or make decisions within the New York Community Action and Weatherization networks.

CLICK THE LINK BELOW TO BECOME A SPONSOR/EXHIBITOR TODAY!

[HTTPS://NYSCAA.MEMBERCLICKS.NET/SPONSORS-AND-EXHIBITORS](https://nyscAA.memberclicks.net/sponsors-and-exhibitors)

Conference Dates:	Tuesday, December 1 st , Thursday, December 3 rd & Tuesday, December 8 th each day from 9:00 AM – 2:00 PM
Conference Venue:	Virtually, on Pathable
At-a-glance:	<p>Reconnect and Recharge: NYSCAA & NYSWDA's Annual Conference will feature:</p> <ul style="list-style-type: none"> • Quality training sessions, presentations, and speakers • 3 days to feature your products and services, with ads and exhibitor/sponsor pages up for one year. • Networking events and activities
Exhibit Hours:	<ul style="list-style-type: none"> • Exhibitor Set Up: setup your virtual booth a month in advance • Exhibiting Hours: each day from 9:00 AM – 5:00 PM

Registrations are on a first come first serve basis. The deadline for registration is October 30,2020.

HOW DOES THIS WORK VIRTUALLY?

Sponsors and exhibitors get participation in a community that lasts longer than the several days of the event itself. Think of it as your own “virtual tradeshow booth” that stays open 24 hours / day, 7 days / week for a full year.

Rather than being left with a web site and an info@ e-mail address, other attendees will see real human beings with real faces with whom they can connect, communicate and schedule meetings.



[Click here](#) to see a quick video of the Exhibitor/Sponsor Experience

Best of all, this value starts weeks before the event and continues for months after.

SPONSOR AND EXHIBITOR VALUE

Custom landing pages for exhibitors and sponsors create a year-round, virtual tradeshow. Exhibitors can manage their own logo, description, video, collateral, staff profiles and more. A searchable keyword index helps attendees find the exhibitors and sponsors who are relevant to them.

- Virtual tradeshow: Exhibitors and sponsors can customize their landing pages with their logo, description, tags, and even upload their own handouts and materials for delegate download
- Meet virtually on the fly: Meet attendees in your booth with audio and/or video
- Scavenger Hunt: Attendees will be encouraged to visit all the exhibitor booths through a virtual scavenger hunt
- Tutorials: Sponsors and Exhibitors will receive tutorials in advance of the event on how to use the Platform

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Reconnect and Recharge 2020 Sponsor & Exhibitor Benefits

The Sponsor and Exhibitor Recognition Program gives additional recognition to our Sponsors and Exhibitors who help make Reconnect and Recharge a special event. Depending on the level of support, companies will receive the following items, in addition to what is included in their specific sponsorship:

	PLATINUM \$2,500	GOLD \$1,800	SILVER \$1,000	EXHIBITOR \$450
LIVE SESSION BENEFITS				
Complimentary registration(s) and access to all conference events.	3 individuals	2 individuals	1 individual	1 individual
5 minute presentation before a Keynote Session	◆			
PRE-EVENT PROMOTIONS				
Digital ad (jpg/gif) on Reconnect and Recharge website*	970x90px	300x250px		
Top billing on Reconnect and Recharge website	◆			
Logo on website	◆	◆	◆	◆
Logo on promotional marketing emails	◆			
Logo on Reconnect and Recharge Registration confirmation email	◆			
Logo on Thank You/Survey email	◆			
VIRTUAL EXPO EVENT PLATFORM (PATHABLE) BRANDING				
Logo top billing	◆			
Logo placement on homepage	◆	◆	◆	◆
CUSTOM COMPANY PAGE ON VIRTUAL EVENT PLATFORM				
Ability to upload marketing collateral and/or white papers*	◆	◆	◆	◆
Pre-recorded corporate video *Max 3 minutes; sponsor to provide	◆	◆	◆	◆
Website and Social Media Links	◆	◆	◆	◆
Staff Profile Links	◆	◆	◆	◆
Static digital ad (jpg/gif)*	◆	◆	◆	◆
One (1) poll/survey*	◆	◆	◆	◆

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VIRTUAL BOOTH BENEFITS				
Virtual meetings with attendees with audio and/or video	◆	◆	◆	◆
Ability to pre-schedule meetings with attendees	◆	◆	◆	◆
Ability to host small virtual meetings between 2:00PM - 5:00 PM on the days of the Conference	◆	◆	◆	◆
ATTENDEE LIST (including Company, Name, Title, City, State, Country)				
List of event attendees with contact information	◆			
List of event attendees who visited your virtual booth	◆	◆	◆	◆
PROGRAM BOOK BENEFITS				
Company logo in the conference program	◆	◆	◆	◆
Advertisement in the conference program (payment must be secured before printing deadline)	Full Page Ad	Half Page Ad	Quarter Page Ad	◆

ADDITIONAL OPPORTUNITIES FOR PROMOTION:

Advertising (\$150 - \$500) – If you are unable to be a sponsor of the conference, you still have the opportunity to present your organization and products to the conference attendees and others. Consider becoming an advertiser in our conference program book. Ad rates are as follows: full page-\$500; half page-\$300; quarter page-\$150. Deadline for Advertising is October 30, 2020.