

2021 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 **Strengthen and Sustain: Building Resilient Communities – 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://WWW.NYCOMMUNITYACTION.ORG/STRENGTHENANDSUSTAIN-SPONSOR-EXHIBITOR](https://www.nycommunityaction.org/strengthenandsustain-sponsor-exhibitor)

Conference Dates:	Wednesday, October 6 th , Tuesday, October 12 th & Thursday, October 14 th , each day from 9:00 AM – 2:00 PM
Conference Venue:	Virtually, on Pathable
At-a-glance:	<p>Strengthen and Sustain: Building Resilient Communities – NYSCAA & NYSWDA’s Annual Conference will feature:</p> <ul style="list-style-type: none"> • Quality training sessions, presentations, and speakers • Three 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 Friday, September 10, 2021.

HOW DOES THIS WORK VIRTUALLY?

Sponsors and exhibitors get participation in a community that lasts longer than the several days of the event itself. This year, Sponsors and Exhibitors will be able to utilize the “Talk Now” feature that is new to the exhibitor experience this year. “Talk Now” allows attendees and exhibitors to connect through 1:1 online video calling.

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 the link
below to see a
quick video of the
[Talk Now Feature](#)

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 logo, description, video, collateral, staff profiles and more. A searchable keyword index helps attendees find the exhibitors and sponsors who are relevant to them.

- Personalized Vendor Pages: Exhibitors and sponsors can customize their landing pages with their logo, description, tags, and even upload their handouts and materials for delegate download
- Meet virtually on the fly: connect through 1:1 online video calling.
- 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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Strengthen and Sustain: Building Resilient Communities 2021 Sponsor & Exhibitor Benefits

The Sponsor and Exhibitor Recognition Program gives additional recognition to our Sponsors and Exhibitors who help make *Strengthen and Sustain: Building Resilient Communities* 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 \$2,000	GOLD \$1,500	SILVER \$1,000	EXHIBITOR \$250
LIVE SESSION BENEFITS				
Complimentary registration(s) and access to all conference events.	4 individuals	3 individuals	2 individuals	2 individuals
5-minute presentation before a Keynote Session	◆			
PRE-EVENT PROMOTIONS				
Digital ad (jpg/gif) on Strengthen and Sustain: Building Resilient Communities website*	700x500px	350x250px		
Top billing on Strengthen and Sustain: Building Resilient Communities website	◆			
Logo on website	◆	◆	◆	◆
Logo on promotional marketing emails	◆			
Logo on Strengthen and Sustain: Building Resilient Communities 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	◆	◆	◆	◆

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Static digital ad (jpg/gif)*	◆	◆	◆	◆
One (1) poll/survey*	◆	◆	◆	◆
VIRTUAL BOOTH BENEFITS				
Virtual meetings with attendees with audio and/or video	◆	◆	◆	◆
Ability to pre-schedule meetings with attendees	◆	◆	◆	◆
Ability to host virtual meetings during all Conference hours.	◆	◆	◆	◆
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	◆	◆	◆	◆