



DOUBLETREE HOTEL
BINGHAMTON, NY
NOVEMBER 21-23, 2025

navigating the waves

Sponsorship = Maximum Visibility!



Major Sponsor Benefits	Platinum (limit 1) \$3500	Gold (limit 2) \$2500	Silver (limit 3) \$1500
Complimentary 8'x10' Exhibit Booth	* 2	*	*
Priority booth placement in exhibit hall	*	*	-
Exclusive company provided tote bags (must be durable, reusable, and include NYSATA conference logo)	*	-	-
Free lunch! Valid on exhibit days only	*4	*2	*1
Company logo/link on the conference app during the conference and on the NYSATA website for one year	*	*	*
Free advertising in the NYSATA News for one year (3 digital and one print issue)	* full page or back cover	* ½ page	* ½ page
Free advertising in the conference app and program, your company logo on signage in registration area	* full page	* ½ page	* ½ page
Your company listed as a co-sponsor of president's reception	* full page	-	-

More Exclusive Sponsorship Opportunities

Sponsors of these items receive discounted college table or booth space rental, free ½ page ad and listing as a sponsor in the conference program, free advertising (½ page ad) in the digital NYSATA News for one year.

- ✓ Conference app sponsorship (\$500) MAXIMIZED VISIBILITY!!!
- ✓ Company or Institution provided notepads (need 650)
- ✓ Company or Institution provided pens (need 650)
- ✓ Company or Institution provided conference folders (need 650)
- ✓ Company or Institution provide lanyards (need 650)

NYSATA 2025 Annual Conference Sponsorship Terms and Conditions

Reservations

All exhibit and sponsorship opportunities are available on a first-come, first-served basis. All applications must be accompanied by payment in full.

Cancellation

Cancellations must be made in writing and submitted to the NYSATA Exhibits Coordinator. Cancellations received by October 1, 2025 will receive a refund of 50% of the total amount paid. No refunds will be given for cancellations received on or after October 1, 2025.

NYSATA Identity

The relationship between NYSATA and the sponsoring organizations/corporations of an event or event-related item does not represent an exclusive agreement between NYSATA and the specific organization/corporation, nor does it suggest that NYSATA endorses the programs, products, or services of the organization/corporation.

The name(s) and logos of NYSATA may not be used in any advertising or publicity, or otherwise to indicate NYSATA's sponsorship of or affiliation with any product or service, without NYSATA's expressed written permission.

Photography Rights

NYSATA reserves the right to capture any images of all Exhibit Hall booths and exhibitors on site. Images may be posted on the NYSATA website and used in printed promotional pieces.

Default

If sponsor fails to perform any condition of this agreement, NYSATA reserves the right to terminate the agreement immediately and to retain all funds paid by the sponsor. Sponsorships may not be resold, shared, or sublet without signed application and written permission from NYSATA. In the event of a failure or other error or omission of NYSATA in its performance and terms of this contract, the sponsor's sole remedy shall be to seek reimbursement of the payment made. Sponsors waive any and all claims against NYSATA or its employees or agents, or any other liability of loss arising out of this agreement or actions of NYSATA with respect to said opportunity.

Ad Artwork

A company logo must be submitted upon confirmation of sponsorship. Please send to NYSATA Conference Sponsorship Coordinator, sponsorship@nysata.org. Logos must be high resolution PNG, JPEG, EPS.

Partial Sponsorship

Should any event or other sponsorship opportunity be partially funded, the sponsoring organization/corporation will receive the benefits outlined, but with the caveat *sponsored in part by [name of company]*.

Right of Refusal

NYSATA reserves the right, at its sole discretion, to accept or refuse any application or sponsorship offer.

Questions?

Conference Coordinator(s)
conference@nysata.org

Sponsorship Coordinator
sponsorship@nysata.org

Exhibits Coordinator
exhibitors@nysata.org

Sponsorship Deadline

Please submit Sponsorship Reservation Form, Signed Agreement and Payment by August 1, 2024 to:

Terri Konu, NYSATA Revenues Manager
9200 Sixty Road, Phoenix, NY 13135
tkonu@nysata.org
Phone & Fax: 315-695-2500

2025 Sponsorship Agreement

(Not for In-Kind Sponsorship—See Information Section above)

Contact Information

Company _____
Street _____ City _____ State _____ Zip _____ Country _____
Phone _____ Fax _____ E-mail _____
Contact Name _____ Title _____

Payment Information (NYSATA Revenues Manager will invoice via email):

Accounts Payable Contact Name _____
Email _____ Phone _____

Sponsorship Details

Sponsorship choice _____ Amt \$ _____ **Deadline August 1, 2025**

Sponsor: I, the undersigned, an authorized agent of the afore-named company, agree to adhere to the specified terms and conditions of this agreement (as described above) and understand I am responsible for ensuring all other company representatives in the company's booth do the same. I acknowledge that NYSATA reserves the right to accept or reject this application.

Authorized Signature _____ Date _____

Print Name _____ Please make a copy for your records.

NYSATA Authorized Signature _____ Date _____