

# Trade Show/ Expo Information

New York Marriott Marquis, Feb. 15 – 17, 2026



**Please direct all exhibitor/sponsorship/corporate membership questions and completed forms to:**

Emily Kurtzner, Conference, Events and Education Manager

Email: [ekurtzner@nytowns.org](mailto:ekurtzner@nytowns.org)

Association of Towns, 150 State St., Albany, NY 12207

Phone: (518) 465-7933

## **Thank you for your support of New York State towns!**

The Association of Towns was formed in 1933 to provide a unified voice for towns looking to achieve greater efficiency and representation. We provide legal and technical information, research services, advocacy efforts and more to our members -- nearly 97 percent of all 933 towns in New York and their elected officials.

Because of your participation and support, we are able to keep meeting registration costs down, as well as membership dues, ensuring that the New York towns where we live, work and play continue to run within budget, while town officials receive the highest level of training possible!

## **Why attend our annual meeting?**

Our largest school every year, our Annual Meeting & Training School, attracts anywhere between 1,000 and 1,500 registrants. If you are looking for solid leads in the public sector to help your business grow, this is the place to do it.

In addition to an expansive exhibit space in the heart of Times Square, we make sure our meeting offers ample opportunities to meet and network with our membership, ensuring a lasting impression with decision makers in New York State. By participating in our Annual Meeting, you'll have the chance to meet with officials from all 62 New York counties and about one-third of all New York towns. You'll also receive a meeting roster and other membership information to use in your post-event marketing strategies.

On the following pages, you will find a description of exhibit and sponsorship opportunities offered at our Annual Meeting & Training School, an application for exhibit space, a sponsor form, terms and conditions, as well as a floor plan and hotel information.

By exhibiting at and/or sponsoring our annual conference, you are helping keep meeting costs for towns down, **one of the best ways to show your support for local government.**

Date Processed \_\_\_\_\_

Space Assigned \_\_\_\_\_

Check # \_\_\_\_\_

# 2026 Annual Training School

New York Marriott Marquis, Feb 15-17, 2026

**The following information will be used for your company listing in the event app and event program.**

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Product/Service \_\_\_\_\_

Address \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Email \_\_\_\_\_

**Event contact for marketing/event app profile/artwork deadline correspondence.**

Name \_\_\_\_\_ Email \_\_\_\_\_

**Full payment required with completed form. Make check payable to:**

**Association of Towns of the State of New York, Attn: Emily Kurtzner, 150 State St., Albany, NY 12207**

<b>\$1,500</b>	<b>\$2,000</b>	<b>\$2,500</b>	<b>2026 Corporate Member</b>
<b>Single Booth</b>	<b>Booth + Half-Page Digital Directory Ad*</b>	<b>Booth + Full-Page Digital Directory Ad*</b>	<b>_____ Platinum</b>
			<b>_____ Titanium</b>
			<b>_____ Gold</b>
			<b>_____ Silver</b>

**\*Artwork due to [lschirmer@nytowns.org](mailto:lschirmer@nytowns.org).**

**\*Ad Specs are on page 5 of this packet**

FEE INCLUDES wifi access and standard booth equipment.

One company per booth only. No reduced rates for multiple booths.

Show set up Sunday from 11 a.m. to 2 p.m.

Show hours are: Sunday, 2 p.m. - 5 p.m.; Monday, 8 a.m. - 5 p.m.; Tuesday, 9 a.m. - 12 p.m.

NOTE: Electrical outlets, floodlights, telephones, etc. are NOT included in booth fee. Upon confirmation, you will receive blank order forms for electrical requirements, telephone equipment, drayage, etc.

All booths are sold on a first-come, first-served basis. Preference given to AOT Corporate Members. Please refer to the enclosed floor plan to make your booth selections. In the event that no selections are available, AOT will assign the next best available location.

1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_ 3rd choice \_\_\_\_\_ 4th choice \_\_\_\_\_ 5th choice \_\_\_\_\_

By signing this application, you agree to the exhibitor terms and conditions enclosed.

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

Date Processed \_\_\_\_\_

Registration Type \_\_\_\_\_

Check # \_\_\_\_\_

# 2026 Booth Rep Registration

## New York Marriott Marquis, Feb. 15 - 17, 2026

*The information on this form is used to generate your exhibitor badge.*

Company Name \_\_\_\_\_

Exhibitor/Speaker Name \_\_\_\_\_

Title \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Email \_\_\_\_\_

Are you a/n? \_\_\_\_\_ **Exhibitor Only**\_\_\_\_\_ **Speaker Only**\_\_\_\_\_ **Speaker/Exhibitor**

To attend breakout sessions, please include a check for the appropriate registration rate (\$185 member / \$215 non-member). Rates will increase on Jan. 24, 2026. If you are not attending sessions or the Monday luncheon and awards reception, no additional payment is required.

	Registration Type	Quantity (x)	Rate
	Member		\$185
	Non-member		\$215
Meal tickets must be purchased ahead of time	OPTIONAL Meal Ticket Pan Roasted Chicken (DF, GF)		\$65
	OPTIONAL Meal Ticket Roasted Beef Tenderloin ( DF,GF)		\$65
	OPTIONAL Meal Ticket Winter Squash Risotto (GF, V)		\$65
<b>TOTAL ENCLOSED</b>			

To reserve your room, visit <https://book.passkey.com/e/51084536>

Rooms with an asterisk (\*) next to them have limited availability.

**2025-2026 room rates are as follows:**

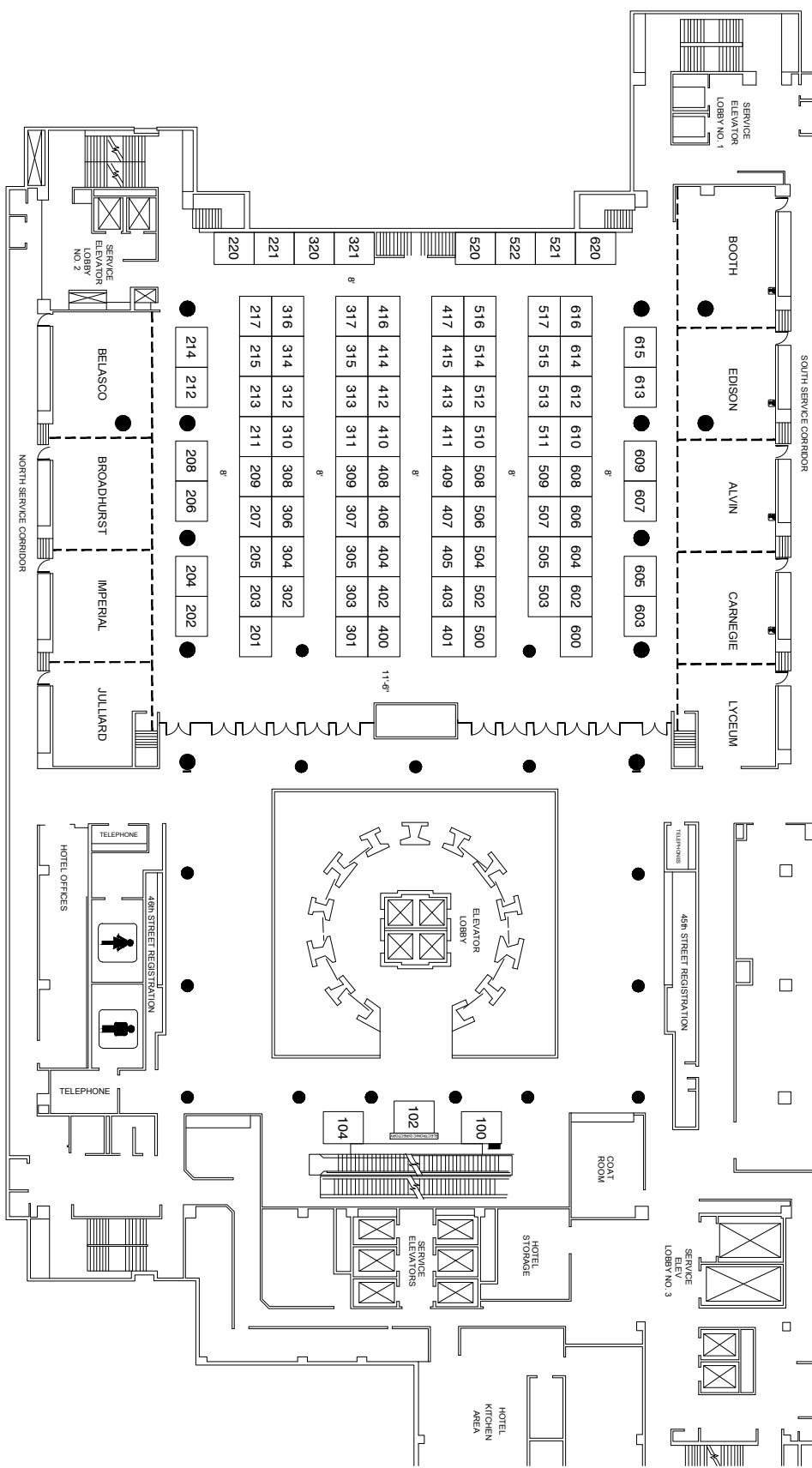
**Marquis Standard King/Double | \$303 early bird / \$322 regular rate (book between 10/31 and 1/24)**

**Times Square View | \$429\***

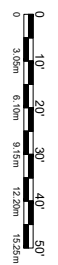
**Deluxe Suite | \$629\***

**Premier One-Bedroom Suite | \$739\***

Dimension	Size	Qty	SqFR
8x10'	80	93	7,440
Totals:	93		7,440



NOTE: Floorplan is subject to N.Y.C. Department of Buildings Approval



**barton services**

2320 Linwood Avenue  
Suite 4A  
Fort Lee, NJ 07024  
Tel: 201.884.8347  
Fax: 201.731.5357

**Association of Towns Training School & Annual Meeting**  
**February 15 - 17, 2026**  
**NY Marriott Marquis - West Side Ballroom - New York, NY**

DRAWN BY: T. Harris

REVISION DATE: 09/27/17

Disclaimer: Every effort has been made to ensure the accuracy of all information contained on this floor plan. However, no warranties, either expressed or implied, are made with respect to this floor plan. If the location of building columns, utilities or other architectural components of the facility is a consideration in the construction or usage of an exhibit, it is the sole responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations.

# 2026 Exhibitor Information

New York Marriott Marquis, Feb. 15 – 17, 2026

## Important Deadlines and Other Information\*

*\*Keep this checklist as a reminder of things to do depending on your commitment level.*

### For Exhibitors only:

- Mail check for booth with booth preferences, application and contract to: Emily Kurtzner, Association of Towns, 150 State St., Albany, NY 12207.
- Include any additional registration fees in check total and fill out a form for each individual person.
- Book your room at the Marriott Marquis – Times Square via <https://book.passkey.com/event/51084536>
- Complete your company profile on our event mobile app through your personalized link, which will be sent via email.

### For Exhibitors purchasing an ad in the Exhibitor Directory:

- Mail check for booth and ad with booth choices, application and contract to: Emily Kurtzner, Association of Towns, 150 State St., Albany, NY 12207.
- Reserve your hotel room at the Marriott Marquis – Times Square via <https://book.passkey.com/event/51084536>
- E-mail your half-page or full-page ad to [LSchirmer@nytowns.org](mailto:LSchirmer@nytowns.org)
- AD SPECS:** 7.5" wide x 4.75" high (half-page ad) or 7.5" x 9.5" high (full-page ad).
- The file should be sent as either a PDF or JPG no lower than 300 dpi.
- Complete your company profile on our event mobile app through your personalized link, which will be sent via email.

### For Exhibitors purchasing an ad in the Directory and/or a Sponsorship:

- Mail check for booth, ad and sponsorship with booth choices, registration fees, application and contract to: Libby Schirmer, Association of Towns, 150 State St., Albany, NY 12207.
- Reserve your hotel room at the Marriott Marquis – Times Square <https://book.passkey.com/event/51084536>.
- E-mail your full-page ad to [LSchirmer@nytowns.org](mailto:LSchirmer@nytowns.org).
- AD SPECS:** 7.5" wide x 9.5" high
- The file should be sent as either a PDF or JPG no lower than 300 dpi.
- All sponsorships require your logo.** Please e-mail your company logo (.eps preferred) to [LSchirmer@nytowns.org](mailto:LSchirmer@nytowns.org).
- Upon confirmation of sponsorship, we will e-mail you with details.
- Complete your company profile on our event mobile app through your personalized link, which will be sent via email.