

# Trade Show / Expo Information

New York Marriott Marquis, Feb. 16 – 18, 2025



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

Libby Schirmer, Director of Communications & Member Engagement,

Email: [lschirmer@nytowns.org](mailto:lschirmer@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 Received \_\_\_\_\_

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

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

# 2025 Exhibitor Application

New York Marriott Marquis, Feb. 16 - 18, 2025

**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: Libby Schirmer, 150 State St., Albany, NY 12207**

<b>\$1,100</b>	<b>\$1,300</b>	<b>\$1,500</b>	<b>2025 Corporate Membership</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 7 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 Received \_\_\_\_\_

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

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

# 2025 Booth Rep Registration

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*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 (\$150 member / \$175 non-member). Rates will increase on Jan. 24, 2025. If you are not attending sessions or the Tuesday evening dinner and awards reception, no additional payment is required.

	Registration Type	Quantity (x)	Rate
	Member		\$150
	Non-member		\$175
Meal tickets must be purchased ahead of time	OPTIONAL Meal Ticket Herb Roast Chicken		\$80
	OPTIONAL Meal Ticket Grilled Filet of Beef		\$80
	OPTIONAL Meal Ticket Pan Roasted Salmon		\$80
	OPTIONAL Meal Ticket Eggplant Cannelloni		\$80
<b>TOTAL ENCLOSED</b>			

To reserve your room, visit <https://book.passkey.com/e/50888576>

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

**2024-2025 room rates are as follows:**

**Marquis Standard King/Double | \$295 early bird / \$317 regular rate (book between 10/31 and 1/24)**

**Times Square View | \$419\***

**Deluxe Suite | \$619\***

**Premier One-Bedroom Suite | \$729\***

Date Rec'd \_\_\_\_\_

Seq. Number \_\_\_\_\_

Payment \_\_\_\_\_

# 2025 Event Sponsorships

New York Marriott Marquis, Feb. 16 - 18, 2025

By choosing to sponsor a portion of our meeting beyond exhibiting or presenting, your company is committing an extra level of support to New York State towns! Each of these sponsorships includes a **full page ad** in our Exhibitor Directory and a *Talk of the Towns* 2025 issue of your choice, logos on cups, link to your website from our website, premium signage around the meeting space and registration for two to our Annual Meeting & Training School.

\_\_\_\_\_ Sunday Exhibit Hall Refreshments \$5,000

\_\_\_\_\_ Opening General Session Refreshment Station \$2,500 (multiple available)

\_\_\_\_\_ Coffee / Refreshment Station (Monday / Tuesday) \$3,000 (multiple slots available)

\_\_\_\_\_ Tuesday Dinner Sponsor \$5,000

\_\_\_\_\_ NEW THIS YEAR - Make an Impression -  
Ask about our PREMIUM EVENT SIGNAGE Opportunities

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

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

Address \_\_\_\_\_

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

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

**Employee contact for advertising artwork, logos and company profile on app.**

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

**Full payment required with completed form.**

Make check payable to:

Association of Towns,

ATTN: Libby Schirmer, 150 State St., Albany, NY 12207

**Company logo (.Eps or .Ai preferred) / ad artwork due**

to Libby Schirmer at [lschirmer@nytowns.org](mailto:lschirmer@nytowns.org)

# 2025 Exhibitor Checklist

New York Marriott Marquis, Feb. 16 – 18, 2025

## 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: Libby Schirmer, 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/e/50888576>
- 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: Libby Schirmer, Association of Towns, 150 State St., Albany, NY 12207.
- Reserve your hotel room at the Marriott Marquis – Times Square via <https://book.passkey.com/e/50888576>
- 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/e/50888576>.
- 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.

# 2025 Training School & Annual Meeting

New York Marriott Marquis

February 16 -18, 2025

## Rules and Regulations for Exhibitors

A. Exhibitor shall be bound by rules and regulations set forth herein and by such amendments or additional rules and regulations which may be established by the Association. References to the "Association" herein shall be deemed to include the Association of Towns of the State of New York, the exhibit manager and any duly authorized representative, agent or employee of the foregoing.

B. Standard Booth Equipment. Booths are 8' X 10' and consist of upright posts, side dividers, flameproofed drapes. Exhibitors having their own custom built displays cannot exceed those of the standard booths. Standard booth background drapes may not be removed. Background drapes are 8' high and side divider drapes are 3' high. Side and background drapes are made of flameproof material. Booth equipment includes 1-6' table with skirting, 2-folding chairs and 1-waste basket.

C. Barton Services will serve as decorator. Barton will process orders and furnish services as may be required by the Exhibitor. Nails, pins, tacks, etc. must not be used on either posts or drapes.

D. Signs. The standard two-line sign (9" X 44") is furnished by the decorator. Any changes or alterations to the original sign must be paid for by the exhibitor. Signs will have two lines of lettering giving the company name, city and state, and booth number(s). These signs will be prepared and installed prior to Exhibitor's arrival at the New York Marriott Marquis. An additional charge will be made for signs requiring work other than that outlined herein.

E. Attendance. The Association shall have sole control over all admission policies at all times. Representatives of Exhibitor will be required to register and wear an appropriate badge while in attendance at the exhibit. Exhibitor shall not: (1) make any material change in its exhibit or the displays therein after the initial installation; (2) fail to keep its exhibit fully open and properly manned during the specified exhibit hours.

F. Protection Service. The Association will provide 24-hour protection service during the Exhibition. Exhibitors are urged to take all such steps, measures and precautions as may be necessary to protect their exhibit, displays and property, against all possible injury, damage, loss and destruction at, in and during the Meeting's scheduled dates.

G. Electrical Connections. No electrical wiring, installations or connections shall be made by or for the Exhibitor without the prior consent of the Association and the New York Marriott Marquis. Such wiring installations and connections shall be made at the Exhibitor's expense and solely in such manner, by means and through such contractors as shall be designated by the New York Marriott Marquis.

H. Exhibit Representative. Each Exhibitor shall name one person to be his/her representative. Such representative shall direct installation, operation and removal of exhibit and be authorized to enter into necessary service contracts.

I. Shipments and Consignments. Instructions for shipment of exhibit equipment and materials by the Exhibitor, for delivery at Barton Services prior to the show dates, will be provided in your Exhibitor's packet upon confirmation of this contract for space.

J. Dates of Installation and Dismantling. Delivery and installation instructions will be provided Exhibitors in their Exhibitor's packet upon confirmation of contract for space.

K. Use of Exhibit Space. Sales which include the payment of money or delivery of merchandise in the exhibit halls are prohibited. Exhibitors shall confine all selling activities to within the limits of their own booths. Booth activities or materials which cause people to congregate in the aisles are prohibited. The level of sound producing materials shall be kept low enough so as not to be objectionable to other Exhibitors. The exhibit shall not obstruct the view of the adjoining exhibits. An Exhibitor shall not sublet, divide or share his/her booth space without permission of exhibit manager.

L. Liability. Neither the Association nor the New York Marriott Marquis – Marriott International, Inc. shall have any liability or responsibility for any injury, damage or loss to the Exhibitor, its agents, representatives or employees in connection with the Exhibitor's exhibits or the displays therein, irrespective of the manner under which any such injury, damage, or loss may occur. Neither the Association nor the New York Marriott Marquis – Marriott International, Inc. shall have any liability or responsibility for any loss, damage or destruction of any property belonging to the Exhibitor uses in or in connection with its

exhibits or the displays therein, irrespective of the manner under which any such injury, damage, or loss may occur. All claims and causes of action therefore shall be deemed to be waived, released and discharged for all purposes. The Exhibitor shall indemnify and keep and hold safe, free and harmless the Association and the New York Marriott Marquis, and each of them, from all claims, losses and damages arising in, at, out of or in connection with the Exhibitor's exhibit or the installation, maintenance, conduct, use, operation or removal of said exhibit or any part or parts thereof, including, without limitation, any and all such claims, losses and damages which may arise out of, be attributable to or in any manner or to any extent involve any negligence or claimed negligence on the part of the Association and the New York Marriott Marquis or either of them. The Exhibitor shall carry and maintain all such insurance coverage as may be required to fully protect it against all risks assumed or incurred in or in connection with its exhibit, the exhibition of the meeting, or under the terms and conditions of this contract.

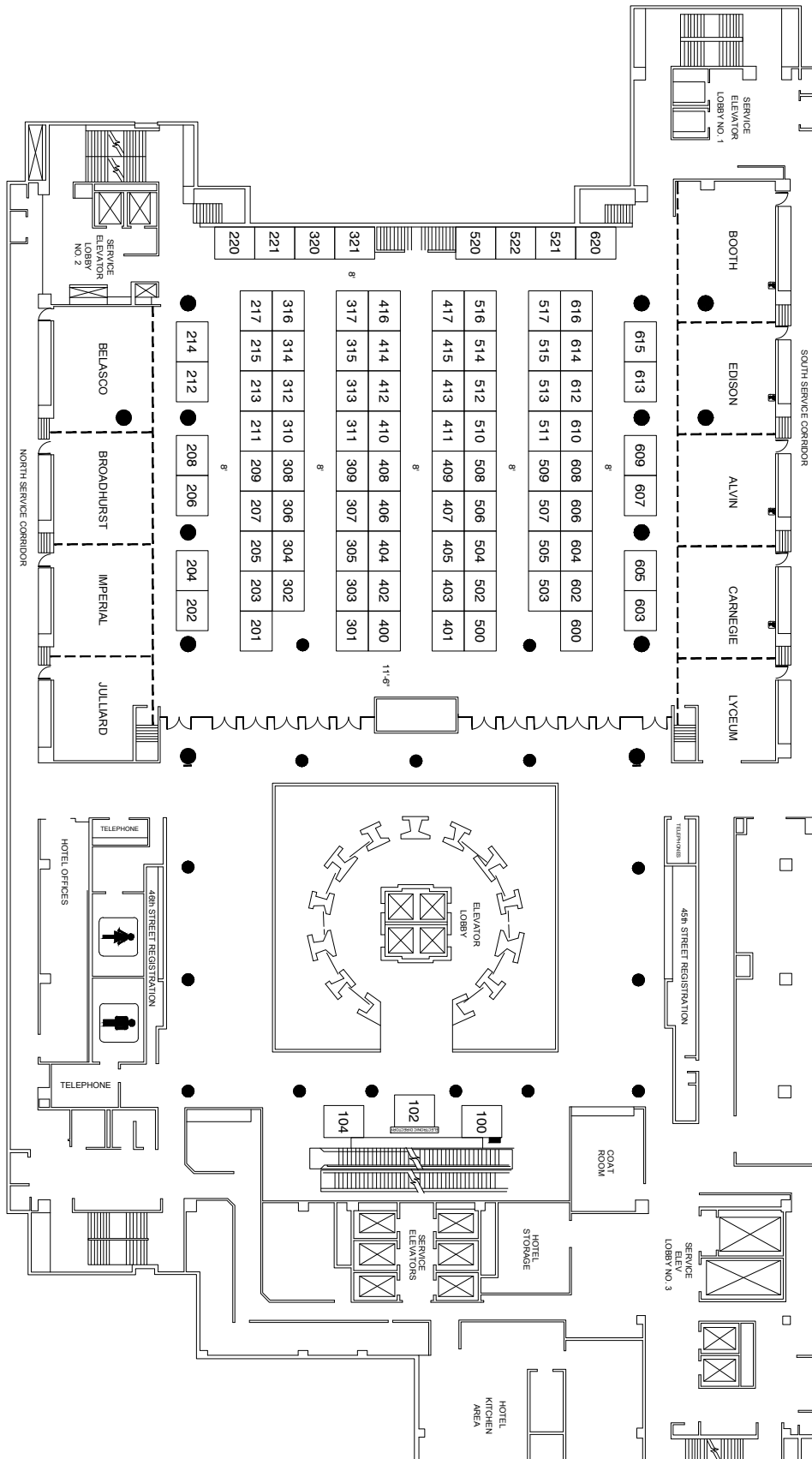
M. The Association shall have power to adopt and enforce exhibit attendance rules and regulations with respect to the kind, nature and eligibility of exhibitors adopted by it or set forth herein, and its decision on any questions relating to this paragraph which may arise shall be final.

N. Upon acceptance of this application by the Association of Towns of the State of New York, it shall be a legally binding contract between the Exhibitor and the Association; provided that either party may cancel this contract on condition that written notice of such cancellation is received by the remaining party at least 30 days prior to the scheduled opening date of the Exhibit as provided herein, and further provided that the amount of rental paid will be refunded only on condition that such cancellation is made by the Association of Towns of the State of New York .

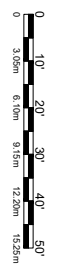
O. Should the Association fail to furnish the Exhibitor the space herein described, for any reason whatsoever, it shall promptly refund the Exhibitor all sums paid hereunder, and such refund shall be accepted by the Exhibitor in full settlement of all loss or damage suffered by the Exhibitor.

AO1 2018 as of 09/28/2017 12:03pm

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



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



**barton services**

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**Association of Towns Training School & Annual Meeting**  
**February 16 - 18, 2025**  
**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.