



SPONSORSHIP APPLICATION

NYSBCA'S 67TH ANNUAL CONVENTION
OCTOBER 15 - 17, 2021 | TWA HOTEL AT JFK AIRPORT, NEW YORK, NY

Please go to www.nysbca.com/sponsorship to view the **sponsor benefits** for each sponsor item listed below. Our company is interested in sponsoring the following sponsorship (check the applicable line):

- ~~\$2,250~~, Registration Giveaway
- ~~\$2,000~~, Audiovisual Underwriting (Not available)
- ~~\$1,450~~, Convention Printing- (Not available)
- **\$1,300**, All Workshop Speakers
- **\$875**, Delegate Registration Snack Break (Friday)
- **\$475**, General Sponsorship

These items are no longer available.

- ~~Convention Nametags, \$1,250~~
- ~~Light Lunch (Saturday), \$3,500~~
- ~~Welcome Breakfast Buffet (Saturday), \$3,800~~
- ~~Welcome Reception (Friday), \$6,500~~
- ~~Annual Awards Reception and Dinner (Sat.), \$12,500~~
- ~~Networking Session Coffee Break (Sat. morning), \$1,850~~
- ~~Networking Session Coffee Break (Sat. afternoon), \$1,850~~
- ~~All Day Beverages (Saturday), \$1,000~~

COMPANY: _____

CONTACT: _____

TITLE: _____

ADDRESS/CITY/ST/ZIP _____

PHONE: _____

EMAIL: _____

PAYMENT (check the applicable line below):

- 1.) Please email me an **invoice**. For a copy of our W-9 form, go to www.nysbca.com/w-9form
- 2.) I would like to pay by **credit card**. You will receive an email to login to our secure payment portal to pay on-line via credit card or contact Tammy Mortier at (518) 217-2505 with your credit card information.
- 3.) I will pay by **check**. Make check payable to: **NYSBCA**
Mail to: NYSBCA, Tammy Mortier, PO Box 1352, Guilderland, NY 12084-1352

Please email tammy.mortier@nysbca.com and/or mail the following information on or before the deadlines listed below:

CONTACT INFORMATION:

- Company logo
- Company contact information including address, phone, fax, email and website
- Company description (100 words or less)
- Deadline for contact information is **Friday, October 1st**

PROMOTIONAL MATERIALS:

- Shipping of promotional materials due to the NYSBCA office by **Friday, October 1st**
- We anticipate approximately 140 delegates
- Materials can be sent to: NYSBCA, Tammy Mortier, PO Box 1352, Guilderland, NY 12084-1352

REGISTRATION LISTS:

- We will supply an electronic list of convention attendees to the email listed on this form on **Friday, October 8th**. Additionally, we will email you the final attendee list after the convention is over.

DELEGATE REGISTRATION: To attend the Annual Convention, registration is required in addition to your sponsorship. Please go to www.nysbca.com/events to the Annual Convention event and click on the "REGISTER" button.

AVAILABLE SPONSORSHIP OPPORTUNITIES

\$2,250 Registration Giveaway | Have your company promoted throughout the convention as the giveaway contributor. We find new or different giveaways sponsored by your company. NYSBCA logo will be the giveaway item.

SPONSOR BENEFITS:

- **Sponsor/Supplier Vendor Table:** You will receive a 6' skirted table with 2 chairs inside the meeting room space to promote your product and services. *(Optional)*
- Listing in newsletter, on NYSBCA'S website and in all convention marketing materials
- Company promotional materials/brochures included in the Annual Convention registration packet
- Special promotional handout in registration packet highlighting company's services with a description and contact information (as supplied to NYSBCA by the company)
- Electronic list of convention attendees' contact information supplied pre- and post-convention
- Signage or display booth set up at break (if supplied by company)
- Opportunity to greet delegates during registration
- **One (1) Annual Convention registration, 50% discount.** *Note registration is in addition to your sponsorship.*
- **Opportunity to participate in the "Five Minutes of Fame" Workshop** 🙋 - **for your company to address the delegates during Sat. 10/16 Lunch at 12pm.** *(Optional)*

\$1,450 Convention Printing | Have your company promoted throughout the convention as the Convention Printing sponsor.

SPONSOR BENEFITS:

- **Sponsor/Supplier Vendor Table:** You will receive a 6' skirted table with 2 chairs inside the meeting room space to promote your product and services. *(Optional)*
- Listing in newsletter, on NYSBCA'S website and in all convention marketing materials
- Company promotional materials/brochures included in the Annual Convention registration packet
- Special promotional handout in registration packet highlighting company's services with a description and contact information (as supplied to NYSBCA by the company)
- Electronic list of convention attendees' contact information supplied pre- and post-convention
- Full convention promotional materials with NYSBCA logo to sponsoring company (where possible)
- **One (1) Annual Convention registration, 30% discount** *Note registration is in addition to your sponsorship.*
- **Opportunity to participate in the "Five Minutes of Fame" Workshop** 🙋 - **for your company to address the delegates during Sat. 10/16 Lunch at 12pm.** *(Optional)*

Not Available

\$1,300 All Workshop Speakers | Workshop speakers are the heart of the convention. Get your company recognized throughout the day.

SPONSOR BENEFITS:

- **Sponsor/Supplier Vendor Table:** You will receive a 6' skirted table with 2 chairs inside the meeting room space to promote your product and services. *(Optional)*
- Listing in newsletter, on NYSBCA'S website and in all convention marketing materials
- Company promotional materials/brochures included in the Annual Convention registration packet
- Special promotional handout in registration packet highlighting company's services with a description and contact information (as supplied to NYSBCA by the company)
- Electronic list of convention attendees' contact information supplied pre- and post-convention
- Logo and special thanks projected on the screen between presentations and during down time
- **One (1) Annual Convention registration, 25% discount** *Note registration is in addition to your sponsorship.*
- **Opportunity to participate in the "Five Minutes of Fame" Workshop** 🙋 - **for your company to address the delegates during Sat. 10/16 Lunch at 12pm.** *(Optional)*

\$875 Delegate Registration Snack Break (Friday) | Meet and greet delegates/guests as they arrive for the convention.

SPONSOR BENEFITS:

- **Sponsor/Supplier Vendor Table:** You will receive a 6' skirted table with 2 chairs inside the meeting room space to promote your product and services. *(Optional)*
- *Note registration is in addition to your sponsorship.*
- Listing in newsletter, on NYSBCA'S website and in all convention marketing materials
- Company promotional materials/brochures included in the Annual Convention registration packet
- Special promotional handout in registration packet highlighting company's services with a description and contact information (as supplied to NYSBCA by the company)
- Electronic list of convention attendees' contact information supplied pre- and post-convention

\$475 General Sponsorship | Help support the Association with a general sponsorship to help underwrite general convention expenses.

SPONSOR BENEFITS:

- **Sponsor/Supplier Vendor Table:** You will receive a 6' skirted table with 2 chairs inside the meeting room space to promote your product and services. *(Optional)*
- *Note registration is in addition to your sponsorship.*
- Listing in newsletter, on NYSBCA'S website and in all convention marketing materials
- Company promotional materials/brochures included in the Annual Convention registration packet
- Special promotional handout in registration packet highlighting company's services with a description and contact information (as supplied to NYSBCA by the company)
- Electronic list of convention attendees' contact information supplied pre- and post-convention

NYSBCA's 67TH ANNUAL CONVENTION

OCTOBER 15 – 17, 2021 | → TWA Hotel at JFK Airport, NY



SPONSOR TABLE DETAILS

as of 9/22/21

VACCINATION/MASK TWA HOTEL POLICY

- Vaccination is required by the hotel. Attendees will need to show proof of vaccination. Masks are NOT required at this time. Approved methods for proof of vaccination:
 - Showing a photo or hard copy of your CDC Vaccination Record Card
 - Showing your NYC COVID Safe App
 - Showing your New York State Excelsior Pass
 - Showing an official Vaccination Record
 - Showing a photo or hard copy of an official vaccination record of a vaccine **IF administered outside the US** for one of the following vaccines: AstraZeneca/SK Bioscience, Serum Institute of India/COVISHIELD and Vaxzevria, Sinopharm, or Sinovac.

SPONSOR/SUPPLIER TABLE

- You will receive a 6' foot skirted table with 2 chairs inside the meeting room space.
- There is no pipe and drape.
- This is a small intimate setting with suppliers and our attendees.
- Tables will be assigned by the Event Organizer at SETUP on 10/16. There are no requests for table location. Sponsor tables inside the meeting room are first come, first served based on when your sponsorship application was received. Your company name will be placed on the table that you have been assigned to at setup. Supplier tables will be placed outside the room if we run out of space inside the meeting room.

ELECTRICITY

- **SEE ATTACHED HOTEL ELECTRICAL FORM.**

CARPET

- The meeting room is carpeted. You do not need carpet.

RULES

- You can have a MAX of 2 representatives at a table.
- You can bring tabletop displays but nothing big that will block other vendors. You can have pop-up banners behind your table or to the side if they fit.

REGISTRATION FEE IS IN ADDITION TO SPONSORSHIP (*Registration Discounts are given at the \$1,000 level and up.*)

- **To register to go:** <https://www.nysbca.com/event-4366499>
- You must register as an ATTENDEE in addition to your sponsorship.
- NOTE – the Guest Registration in the system is meant for Spouses attending the awards dinner and other meals. You can NOT register as a guest attendee; unfortunately; the system would not allow support text to make that clear. **You will be billed for the difference if you registered as a guest.**
- Registration for members is \$395 for members and \$445 for non-members. *After 9/14, the registration fee increases by \$100.
- If you are a sponsor at the \$1,000 level and up, reach out to Tammy Mortier to have her register you in the system so you receive your discount.
- The registration fee includes all meals.

QUESTIONS CONTACT TAMMY MORTIER



(518) 217-2505 | TAMMY.MORTIER@NYSBCA.COM

SUPPLIER SCHEDULE – SATURDAY, OCTOBER 16

7:00 – 8:15 am – SETUP

7:30 am – Breakfast with sponsors and contractors

10:30 am – Coffee Break with sponsors and contractors

12:00 pm – Light Lunch with sponsors and contractors (**5 MINUTES OF FAME WORKSHOP – limited to sponsors starting at the \$1,250 level and up.**)

2:45 pm – Afternoon Break with sponsors and contractors

4:30 pm – Adjournment | Breakdown

6:30 pm – Annual Awards Dinner (optional)

*Please join us on Friday, October 15 for our Welcome Reception at 6:00 pm at the hotel. Further details will be provided on the convention agenda link.

CONVENTION AGENDA

- To view the convention agenda, go to: <https://nysbca.com/2021-Convention-Agenda/>
- Updates will be made to the agenda up until the convention. Go to the link for new updates as they are posted.

5 MINUTES OF FAME WORKSHOP OPPORTUNITY

- You **MUST** be a sponsor at the \$1,250 level and up to participate.
- The "Five Minutes of Fame" workshop is an opportunity for your company to address the delegates during Saturday's lunch at 12:00 pm.
- Each company will have five minutes to make a presentation on your company's product(s) and the benefits of using them.
- **Please send an email to tammy.mortier@nysbca.com to confirm you want to participate to get on the schedule.** If you do NOT confirm you want to participate prior to the convention, you will not be on the list to participate. This is optional.

HOTEL INFORMATION

- **Book your room online – [click here!](#)**
- Reservations: (212) 806-9000 | Don't forget to use our Group Code "**NAC450**" to receive the NYSBCA discounted rate of **\$219.00**, per night, excluding taxes and fees.
- Deadline for the discount rate: **September 15, 2021**
- TWA Hotel website: <https://www.twahotel.com>
- TWA Hotel address: One Idlewild Drive, New York, NY 11430-1962 | [Directions](#)
- TWA Hotel phone #: 212-806-9000

PROMOTION MATERIALS SEND TO THE TWA HOTEL

You MUST follow the TWA Hotel instructions. See attached Shipping & Delivery Details

We anticipate approximately **120 - 140 delegates.**





Meeting and Events Shipping & Delivery Details

For your vendor table materials AND Sponsor promotional materials (including special offers) to be included in the Attendee Registration Packets, please mail to the TWA Hotel to arrive by:

Tuesday, October 12, 2021 OR Wednesday, October 13, 2021.

Registration Packets will be assembled on-site at the TWA Hotel.

Note we anticipate 120-140 attendees to know how many materials to send.

Packages should **not** be delivered to the Hotel more than (3) three business days prior to your confirmed reservation arrival date which is Fri., 10/ 15/2021.

All packages, boxes and/or materials being sent should be communicated to the Hotel prior to delivery. **Contact Laura Schwarz at (212) 790-3615 or lschwarz@twahotel.com**

Please send an email to: tammy.mortier@nysbca.com with the date shipped, and the # of boxes. Please label the boxes that are promotional materials for the registration packets.

The appropriate shipping label must be attached to all boxes and/or materials being sent to include the name (NYSBCA Annual Convention 10/15-16/21) and date of your reservation (10/15/21).

The shipping label must be filled out completely including delivery instructions of where the items need to be sent upon arrival to the hotel. **See next page for details!**



YOUR Return Address:

Deliver to:

TWA Hotel

One Idlewild Drive

JFK International Airport

New York, New York, 11430

Hotel Contact: Laura V. Schwarz

(212) 790-3615, Event Contact: Tammy

Mortier, NYSBCA (518) 217-2505

Event Name: New York School Bus Contractors Association (NYSBCA) Annual Convention 2021

Meeting Room for Delivery: Constellation Ballroom A with Movies

Delivery Date: **Tuesday, October 12 OR Wednesday, October 13, 2021**

Time of Delivery:

Senders Name & Phone Number: **(Your information)**

Proactiv Technologies Corporation
251 E. Erie St.
Blauvelt, NY 10913
845-359-5000
fax: 359-5008
www.proactivtechnologies.com



PROACTIV
TECHNOLOGIES

VENDOR ELECTRICAL REQUEST FORM --- NYSBCA CONFERENCE

I _____ give Proactiv Technologies Corporation permission to charge my credit card. I also authorize Proactiv Technologies Corporation to ship to an address other than my billing address.

The charge listed is for providing an electrical connection with power strip to one specific vendor table during the NYSBCA Conference at the TWA Hotel on October 16, 2021. The amperage will be sufficient for a single laptop and monitor. PLEASE EMAIL COMPLETED FORM TO KURT@PTAV.NET BY OCTOBER 8, 2021. IF YOU REQUIRE MORE AMPERAGE, PLEASE CONTACT KURT@PTAV.NET

Company _____

Charge Amount: \$168.02

Card Type (circle one): (Personal/Corporate) (MC / Visa / AMEX/)

Card #: _____

Identity Code # _____

Expiration Date: _____

Name on Card: _____

Billing Address (for above card):

Date: _____

Signature of Card Holder _____

NOTE: PAYMENT MUST BE EMAILED TO KURT@PTAV BY 5PM ON FRIDAY, OCTOBER 8, 2021. AFTER OCTOBER 8, AN EXTRA CHARGE OF \$500 WILL BE ADDED –NO EXCEPTIONS.