



NEW YORK LIBRARY ASSOCIATION
The Voice of the Library Community

2024 EXHIBITOR HANDBOOK

**2024 NYLA CONFERENCE &
TRADE SHOW**

IN SYRACUSE

NOVEMBER 7TH - 8TH

Connect
with C by:



marketing@nyla.org



518-432-6952 X105

See Updates &
Register Here:



<https://www.nyla.org/trade-show>

Introduction

We are thrilled you have decided to join us this year!

We are working hard to make sure this is the best conference and trade show for our attendees and vendors alike. The following exhibitor handbook includes frequently asked questions, our booth packages, and more.

Please see the table of contents below:

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If you have any other questions or concerns regarding the Trade Show that weren't covered in the handbook, connect with C via email at marketing@nyla.org or by phone at 518-432-6952 x105.

Up Next: F. A. Q.

F.A.Q.

Q: When are the start and end dates of the 2024 NYLA Annual Conference & Trade Show?

- The NYLA 2024 Trade Show hours are Thursday, November 7th | 10:30 AM – 5:00 PM and Friday, November 8th | 8:00 AM – 12:00 PM.
- Please visit the [Trade Show Website](#) for the latest updates.

Q: What are the booth sizes?

- The standard booth size is 10 x 10.

Q: When do I need my digital materials in?

- If you purchased a Standard/Non-Profit/, you will have submitted your logo when you registered for your booth. You are all set!
- If you purchased a VIP/VIP+ Booth, I will need your footer and/or banner ad materials submitted via this [form](#). The form also includes the specs for this graphic. Please submit this at most 4 weeks after you register for your booth. The finale deadline is June 1st for priority placement in our marketing plan.
- The FINAL Deadline to submit these digital sponsorship materials is July 31st with no priority placement.

Q: Do you have a list of vendors and their descriptions who have agreed to participate?

- We will have a constantly evolving list available when our app launches in August for vendors to see who else has registered for the trade show. Please check back for this to be added to the website and this handbook!

Q: What is the link to the website with the 2024 NYLA Annual Conference & Trade Show information?

- You can find all details regarding the 2024 NYLA Conference & Trade Show [here](#). We are still revamping the website to reflect ongoing changes.
- All vendor registration pages are live as of March 1st. Registration opens for attendees on August 1st.

Q: As an exhibitor, when will we receive an attendees list? What is included in this list?

- We will provide a full attendee list with names and addresses at least two weeks after the conference. We do not share the emails or phone numbers of the attendees due to NYLA's privacy policy. We advise our vendors to gather this specific information during the Trade Show hours.

Q: How do I purchase extra chairs or carpets? How do I purchase electrical?

- We use Great Lakes as our service provider. To purchase carpet and any other additional furniture, please refer to our Exhibitor Packet located on the [Trade Show website](#).
- As for electrical and other items such as mailing items to the OnCenter, please refer to their service provider packet for Exhibitors via the [Trade Show Website](#).

Q: Since the Trade Show is in person this year, are you taking vendors at the door?

- No. We are NOT taking vendors at the door because we are taking the ongoing COVID-19 pandemic seriously and need to know the number of vendors ahead of time to create a map that is adequately spaced out. Thank you for understanding!

Q: Speaking of the COVID-19 pandemic, what are the protocols for vendors on the Exhibitor Floor?

- Per CDC and NYS guidelines, masks indoors and outdoors are optional and not mandatory. However, we highly recommend others to wear a mask if it is more comfortable for them to do so and to remember that wearing a mask is an act of care to those who are immunocompromised around us. However, we will not be mandating mask-wearing this year.

Q: Are there additional sponsorship opportunities available, besides the ones that might be included in my booth package, that I can purchase?

- Yes! [You can see these here](#). If you have any questions, please feel free to email C at marketing@nyla.org.

Up Next: Booth Packages

Booth Packages

We are thrilled you have decided to join us this year! We are working hard to make sure this is the best conference and trade show yet for our attendees and vendors alike.

This year, we are requiring all vendors unless you email C directly to pay for their booth via credit or debit card when you register for the NYLA 2024 Annual Trade Show. If you require a check, for example if you are a non-profit vendor, please select the "Pay Later" option and email C directly at marketing@nyla.org.

We encourage our vendors to register early for the Trade Show and pay in full by **latest if you chose the "Pay Later" option by** August 1st, and then we will begin assigning booth locations, based on your package tier, as discussed in our F.A.Q section. All of our booth packages also include some form of digital and physical advertising as a courtesy, however, we have some additional sponsorship opportunities available for purchase.

Our Booth Packages

1 - Standard Booth	\$1200
2 - VIP Booth	\$1300
3 - VIP+ Booth	\$1500
4 - Non-Profit Only Booth	\$750

***Please contact C directly to purchase this booth*

Up Next:
Continued Booth Packages

Booth Packages

Standard Booth

\$1200



Non-Profit Only Booth

\$750

You will have a standard physical booth at the Trade Show in Syracuse which includes two chairs and a 6' skirted table and the following digital and physical advertising perks:

- Your company logo will be included on our:
 - 2024 Conference & Trade Show website as a vendor (\$100 value)
 - 2024 Conference & Trade Show pamphlet (\$150 value)
 - Featured in select marketing and social media collateral leading up to the conference (\$100 value)

VIP Booth

\$1300

You will have a standard physical booth at the Trade Show in Syracuse which includes two chairs and a 6' skirted table and the following digital and physical advertising perks:

- All perks included in the Standard Booth as well as:
 - Logo included on signage throughout the physical conference (\$450 value)
 - Complimentary Footer Ad (650 x 100 JPG or PNG) (in one of 2024 Conference & Trade Show eBlast Updates (\$450 value)

VIP+ Booth

\$1500

You will have a standard physical booth at the Trade Show which includes two chairs and a 6' skirted table with top priority access to the conference map in Syracuse and will also have the following digital and physical advertising perks:

- All perks included in the Standard & VIP Booth as well as:
 - Complimentary Banner & Footer Ad (650 x 100 JPG or PNG) in one of 2024 Conference & Trade Show eBlast Updates (\$450 value)
 - Complimentary eBlast to our membership leading up to the 2024 NYLA Annual Conference & Trade Show (\$800 value)

Important Dates

Vendor Registration Opens	March 1st
Conference Registration Opens	August 1st
Priority Vendor Payment Deadline	July 1st
Trade Show Map Released & Booth Selection (VIP+)	Week of July 1st
Trade Show Map Released & Booth Selection (VIP)	Week of July 8th
Trade Show Map Released & Booth Selection (Everyone)	Week of July 15th
Last Day for Full Refund w/ \$350 Penalty	Sept 30th
Final Payment Deadline Final Standard Booth Registration Deadline	Sept 30th
Latest Date to Mail to Syracuse OnCenter + Submit Great Lakes Orders	Oct 25th
Move-In Day	Nov 6th
Move-Out Day	Nov 8th

One Stop Resource

Your Point Of Contact



C Romeo (they)

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Your Important Links

[Exhibitor Registration Page](#)

[NYLA 2024 Trade Show Update & General Information Page](#)

[NYLA 2024 Conference Landing Page](#)

[NYLA 2024 Conference Sponsorships](#)

[Trade Show Terms & Conditions](#)

[Digital & Physical Advertising Materials Form \(VIP & VIP+ Booth Packages Only\)](#)



Thank You For Choosing NYLA
We Can't Wait To See You In Nov!