

NYLA
2025

**ACTIONABLE
ADVOCACY**

**2025 NYLA TRADE
SHOW
EXHIBITOR HANDBOOK**

THANK YOU FOR YOUR INTEREST IN BEING A VENDOR AT THIS YEAR'S EVENT!

The following exhibitor handbook includes vendor information, frequently asked questions, booth package information, and more.

In this handbook, you will find

- **IMPORTANT DATES**
- **TRADE SHOW FAQs**
- **BOOTH PACKAGE INFORMATION**
- **EXHIBITOR RESOURCES**

Exhibitors with questions or requiring assistance can always contact NYLA at events@nyla.org or phone at 518-432-6952 x104.

IMPORTANT DATES

Dates noted below are subject to change



REGISTRATION OPENS - MARCH 24

VIP + BOOTH SELECTION OPENS - JULY 7

VIP BOOTH SELECTION OPENS - JULY 14

BOOTH SELECTION FOR ALL OTHER EXHIBITORS - JULY 21

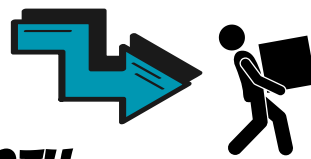
CANCELLATION DEADLINE - SEPTEMBER 1

(30% FEE DEDUCTED FROM REFUND,
NO REFUND FOR CANCELLATIONS
PAST THIS DATE)

REGISTRATION DEADLINE AND FINAL PAYMENT DEADLINE - SEPTEMBER 30

LATEST DATE TO SUBMIT GREAT LAKES ORDERS - TBD

MOVE-IN DAY - NOVEMBER 5TH



TRADE SHOW DAY - NOVEMBER 6TH

TRADE SHOW DAY - NOVEMBER 7TH

MOVE-OUT DAY - NOVEMBER 7TH



TRADE SHOW FAQS

? WHEN ARE THE DATES OF THE 2025 NYLA ANNUAL CONFERENCE & TRADE SHOW?

**THURSDAY, NOVEMBER 6TH
8:00 AM - 5:00 PM
FRIDAY, NOVEMBER 7TH
8:00 AM - 12:00 PM**

? DO I NEED TO KNOW WHO IS ATTENDING TO REPRESENT MY BOOTH TO REGISTER?

NO! WE REQUIRE ONE CONTACT THAT IS RESPONSIBLE FOR COMMUNICATING ALL EXHIBITOR INFORMATION RECEIVED TO THEIR REPS. NAME BADGES (IF SELECTED) ARE GIVEN FOR THE NUMBER OF REPS ATTENDING. EXHIBITOR COMPANIES WILL BE PRINTED, WHILE REP NAMES WILL BE WRITTEN IN.

? DOES NYLA PROVIDE A LIST OF ATTENDING EXHIBITORS AND THEIR COMPANY INFORMATION?

ALL REGISTERED EXHIBITORS WILL BE INCLUDED IN AND PROVIDED ACCESS TO OUR CONFERENCE APP. ACCESS TO THE APP WILL BE PROVIDED TO THE CONTACT NOTED IN EACH REGISTRATION FORM.

? WHEN WILL WE RECEIVE AN ATTENDEES LIST? ARE THERE ANY LEAD RETRIEVAL OPTIONS FOR THIS EVENT?

NYLA HAS ACQUIRED A NEW APP FOR OUR 2025 EVENT AND WE ARE CURRENTLY REVIEWING LEAD RETRIEVAL OPTIONS WE CAN MAKE AVAILABLE. WE WILL PROVIDE FINALIZED INFORMATION TO ALL EXHIBITOR CONTACTS AS WELL AS MAKE IT AVAILABLE ON OUR WEBSITE.

IF LEAD RETRIEVAL IS NOT AN OPTION FOR THIS YEAR, WE WILL PROVIDE A FULL ATTENDEE LIST WITH NAMES, TITLES, ORGANIZATIONS, AND ADDRESSES TWO WEEKS AFTER THE EVENT. WE DO NOT SHARE THE ATTENDEE EMAILS OR PHONE NUMBERS DUE TO THE NYLA PRIVACY POLICY. EXHIBITORS SHOULD GATHER THIS SPECIFIC INFORMATION DURING TRADE SHOW HOURS IF NEEDED.

? CAN I CANCEL MY EXHIBITOR REGISTRATION FOR A REFUND?

YES! REGISTRATION CAN BE CANCELLED BY EMAILING THE NYLA OFFICE. THE DEADLINE TO CANCEL IS SEPTEMBER 1, 2025. A 30% ADMIN FEE WILL BE DEDUCTED FROM THE REFUND TOTAL.

? WILL THERE BE FOOD AND BEVERAGES AVAILABLE FOR EXHIBITORS?

YES! BREAKFAST WILL BE PROVIDED ON BOTH DAYS OF THE TRADE SHOW. BOXED LUNCHES WILL BE AVAILABLE FOR PURCHASE FOR THURSDAY OF OUR EVENT. WATER STATIONS ARE AVAILABLE IN THE CITY CENTER FOR USE.

? WHERE CAN I FIND ALL TRADE SHOW EXHIBITOR INFORMATION?

INFORMATION ABOUT THE 2025 NYLA CONFERENCE & TRADE SHOW ARE ON THE NYLA WEBSITE. WEBSITE PAGES WILL BE UPDATED AS WE GET CLOSER TO THE EVENT, SO WE STRONGLY RECOMMEND EXHIBITORS REVIEW THIS INFORMATION CONTINUOUSLY.

? WHAT ARE PROTOCOLS FOR EXHIBITORS IN THE TRADE SHOW?

ALL EVENT TERMS AND CONDITIONS FOR EXHIBITORS CAN BE FOUND ON THE NYLA WEBSITE. WE STRONGLY RECOMMEND EXHIBITORS REVIEW THIS DOCUMENT PRIOR TO REGISTERING SO THEY ARE AWARE OF THIS INFORMATION.

? HOW DO I PURCHASE BOOTH ADDITIONS? HOW DO I PURCHASE ELECTRICAL? HOW DO I SHIP ITEMS TO THE VENUE?

GREAT LAKES WILL OUR SERVICE PROVIDER FOR OUR EVENT. TO PURCHASE CARPET AND ANY OTHER ADDITIONAL FURNITURE, REVIEW SHIPPING INFORMATION, ETC, PLEASE REFER TO THE GREAT LAKES INFORMATION PACKET THAT WILL BE AVAILABLE ON THE WEBSITE.

? WHERE CAN I FIND HOTEL INFORMATION FOR MY BOOTH REPRESENTATIVES?

HOTEL ACCOMMODATION INFORMATION WILL BE PROVIDED ON OUR WEBSITE. NYLA CONTRACTS HOTEL ROOM BLOCKS AT MULTIPLE LOCATIONS FOR OUR EVENTS. EXHIBITORS REQUIRING A ROOM ARE WELCOME TO USE OUR BLOCK RATES. THIS INFORMATION WILL BE MADE AVAILABLE IN JULY OF 2025.

BOOTH PACKAGES

**NON-PROFIT
BOOTH
\$800**

These packages will be provided:

- One (1) standard physical booth (8x10') at the NYLA Trade Show that includes two chairs and a 6' skirted table.
- Breakfast for all exhibitor representatives on Thursday and Friday of the trade show.

Your company logo will be included on our:

- Conference & Trade Show website
- Conference & Trade Show pamphlet.
- Included in select marketing and social media collateral leading up to the conference.

**STANDARD BOOTH
\$1400**

The VIP Package exhibitor will be provided:

- Early access to selecting your booth location (access opens following VIP+ selection week.)
- One (1) standard physical booth (8x10') at the NYLA Trade Show that includes two chairs and a 6' skirted table.
- Breakfast for all exhibitor representatives on Thursday and Friday of the trade show.

Your company logo will be:

- Featured in our Conference App and in select marketing and social media collateral leading up to the conference.
- Included in our Conference & Trade Show website and pamphlet.
- Featured on signage throughout the physical conference.

**VIP BOOTH
\$1600**

The VIP+ Package exhibitor will be provided:

- Primary Access to selecting your booth location
- One (1) standard physical booth (8x10') at the NYLA Trade Show that includes two chairs and a 6' skirted table.
- Breakfast for all exhibitor representatives on Thursday and Friday of the trade show.
- Free Boxed Lunch for Thursday of the trade show for two (2) included representatives.

Your company logo will be:

- Featured in our Conference App and in select marketing and social media collateral leading up to the conference.
- Included in our Conference & Trade Show website and pamphlet
- Featured on signage throughout the physical conference.

**WANT TO ATTRACT ATTENTION TO YOUR COMPANY IN
ADDITION TO BEING AN EXHIBITOR IN OUR TRADESHOW?**

**ADDITIONAL SPONSORSHIP OPPORTUNITIES ARE
AVAILABLE! [CLICK HERE](#) TO REVIEW OUR SPONSORSHIP
PROSPECTUS TODAY TO SIGN UP AND GET NOTICED
THROUGHOUT OUR EVENT!**

EXHIBITOR RESOURCES

**TRADE SHOW
INFORMATION
WEBSITE PAGE**

**TRADE SHOW
TERMS AND
CONDITIONS**

**TRADE SHOW
REGISTRATION
FORM**

**GREAT LAKES
EXHIBITOR SERVICES
AND INFORMATION
PACKET**

**COMING
SOON**

**NYLA TRADE
SHOW FLOOR
MAP**

**EMAIL
EVENTS@NYLA.ORG
FOR MORE
INFORMATION**

**NYLA
SPONSORSHIP
INFORMATION**