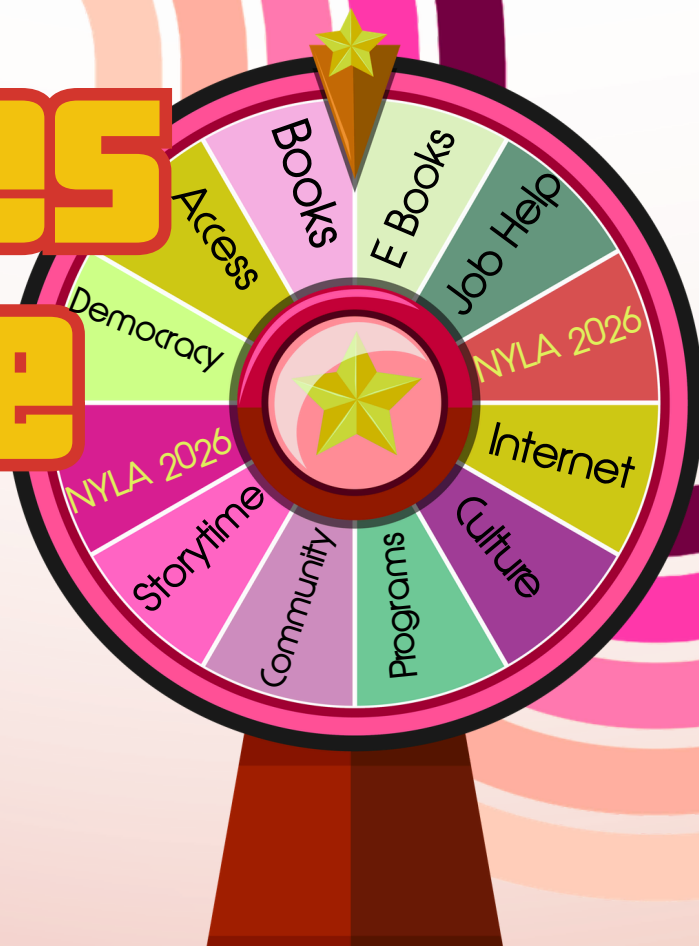


Trade show exhibitor guide

Libraries because 2026



NOVEMBER 4-7
SARATOGA SPRINGS, NY



**Thank you FOR YOUR
interest in being a
vendor at OUR 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**
- **Additional Sponsorship Opportunities**
- **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

EXHIBITOR REGISTRATION OPENS

APRIL 3

VIP+ BOOTH SELECTION OPENS

JULY 6

VIP BOOTH SELECTION OPENS

JULY 13

ALL OTHER EXHIBITOR BOOTH SELECTION OPENS

JULY 27

CANCELLATION DEADLINE

SEPTEMBER 1

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

REGISTRATION DEADLINE FINAL PAYMENT DEADLINE

SEPTEMBER 30

LAST DAY TO SUBMIT A GREAT LAKES ORDER

OCTOBER 21

DATES OF EVENT

Move-In Day

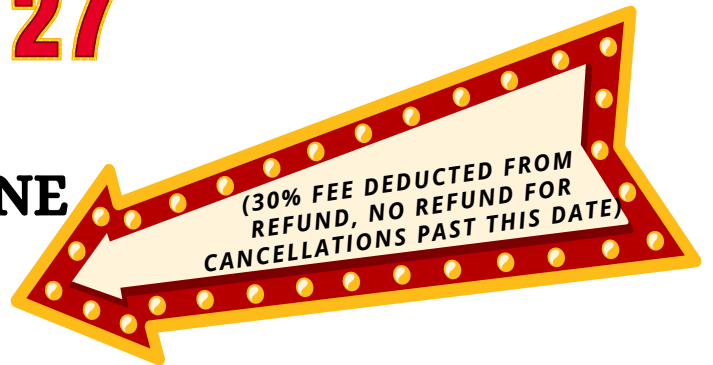
NOV 4

Trade Show Days

NOV 5 / 6

Move-Out Day

NOV 6



Trade Show FAQs

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

THURSDAY, NOVEMBER 5TH
8:00 AM – 5:00 PM
FRIDAY, NOVEMBER 6TH
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 2026 EVENT AND WE HAVE INCLUDED THE LEAD RETRIEVAL FEATURE FOR THIS YEAR'S EVENT. EXHIBITOR CONTACTS WILL BE GIVEN ACCESS TO THEIR EXHIBITOR PROFILE AT LEAST TWO WEEKS BEFORE THE EVENT. REPS CAN BE ADDED TO THE APP AND PROFILES CAN BE CUSTOMIZED SO EXHIBITORS ARE READY TO SHARE THEIR CONTACT INFORMATION WITH ATTENDEES DURING THE TRADESHOW.

ALL EXHIBITORS WILL BE PROVIDED THE LEAD RETRIEVAL FEATURE. WE ALSO WILL PROVIDE A FULL ATTENDEE LIST WITH NAMES, EMAILS, TITLES, AND ORGANIZATIONS TWO WEEKS AFTER THE EVENT.

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, 2026. 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. LUNCH 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 2026 NYLA CONFERENCE & TRADE SHOW IS 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 BE OUR SERVICE PROVIDER FOR OUR EVENT. TO PURCHASE ADDITIONS FOR YOUR BOOTH, 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 JUNE OF 2026.



Exhibitors Come on down and choose your

Booth Package



The **Nonprofit booth** package will be provided:

- One (1) standard physical booth (8x10') at the NYLA Trade Show that includes two chairs and a 6' skirted table.
- Two Vendor Reps (*Additional reps would be \$50 per rep. Max of four (4) reps per booth*)
- Breakfast for all exhibitor representatives on Thursday and Friday of the trade show.
- **Access to the Lead Retrieval** feature of our new conference app.

Your company logo will be included on our:

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



The **Standard booth** package will be provided:

- One (1) standard physical booth (8x10') at the NYLA Trade Show that includes two chairs and a 6' skirted table.
- Two Vendor Reps (*Additional reps would be \$50 per rep. Max of four (4) reps per booth*)
- Breakfast for all exhibitor representatives on Thursday and Friday of the trade show.
- **Access to the Lead Retrieval** feature of our new conference app.

Your company logo will be included on our:

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



The **VIP Package** package will be provided:

- One (1) standard physical booth (8x10') at the NYLA Trade Show that includes two chairs and a 6' skirted table.
- Two (2) Vendor Reps (*Additional reps would be \$50 per rep. Max of four (4) reps per booth*)
- Breakfast for all exhibitor representatives on Thursday and Friday of the trade show
- **Early access to selecting your booth location** (access opens following VIP+ selection week.)
- **Access to the Lead Retrieval** feature of our new conference app.
- **Two (2) Social Media Posts** leading up to the event

Your company logo will be:

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



The **VIP+ Package** exhibitor will be provided:

- One (1) standard physical booth (8x10') at the NYLA Trade Show that includes two chairs and a 6' skirted table.
- Two (2) Vendor Reps (*Additional reps would be \$50 per rep. Max of four (4) reps per booth*)
- Breakfast for all exhibitor representatives on Thursday and Friday of the trade show
- **Primary Access to selecting your booth** location.
- **Access to the Lead Retrieval** feature of our new conference app.
- **Free Lunch for Thursday** of the trade show for two (2) included representatives.
- **One (1) Eblast** leading up to the event.
- **Two (2) Social Media** Post leading up to the event.

Your company logo will be:

- Featured in our Conference App and in select marketing and social media posts 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!**

This includes:

- **Sponsoring attendee meals, beverages, breaks, meetings, receptions, parking, etc.**
- **Sponsoring event signage and activity tables for attendees**
- **Digital Sponsorships**
- **Physical Sponsorships**
- **Custom Packages**

CLICK HERE

**to review our Sponsorship prospectus
AND to sign up for additional
opportunities to get noticed
throughout our event!**

EXHIBITOR RESOURCES

TRADE SHOW
INFORMATION WEBSITE
PAGE

TRADE SHOW
REGISTRATION FORM

TRADE SHOW TERMS
AND CONDITIONS

GREAT LAKES EXHIBITOR
SERVICES AND
INFORMATION MANUAL

NYLA TRADE SHOW
FLOOR MAP

NYLA SPONSORSHIP
INFORMATION