

NEW YORK STATE



Truck Safety and  
Education Symposium  
and Safety Exhibition

***EXHIBITOR AND  
SPONSOR PROSPECTUS***

**April 3-5, 2023  
Saratoga Springs, NY**



# SUPPORT PACKAGES

*Sponsorship and exhibitor space is for one company and cannot be split.  
Member pricing is reserved for TANY members.*

## **Premium Sponsorship** \$5,000 member | \$10,000 non-member

- Exhibitor booth (8' x 10' wide booth, 6' skirted table, two chairs, and basic wireless internet service\*)
- Event registration for two company representatives
- Two hotel rooms, each for Monday and Tuesday evenings
- An opportunity to speak at the conference for three minutes and introduce the session speaker(s)
- Company-provided promotional items in registration bags (max size 8.5" x 11")
- Company logo digitally displayed at registration
- Company logo displayed in all event marketing materials
- Company logo and link on the event landing page
- Two Friday Final electronic newsletter advertisements
- Acknowledgment in TANY's mobile app and social media platforms

## **Standard Sponsorship** \$2,500 member | \$5,000 non-member

- Exhibitor booth (8' x 10' wide booth, 6' skirted table, two chairs, and basic wireless internet service\*)
- Event registration for two company representatives
- Company logo digitally displayed at registration
- Company logo displayed in all event marketing materials
- Company logo and link on the event landing page
- Acknowledgment in TANY's mobile app and social media platforms

## **Exhibitor** \$1,000 member | \$2,000 non-member

- Exhibitor booth (8' x 10' wide booth, 6' skirted table, two chairs, and basic wireless internet service\*)
- Event registration for one company representative
- Company name listed in all event marketing materials
- Company name and link to company website on the event landing page

## **Coffee Break (exclusive)** \$2,000 member | \$4,000 non-member

- Company logo displayed on coffee sleeves for the entire event
- Acknowledgment in TANY's mobile app

## **Meal Sponsor** \$1,500 member | \$3,000 non-member

- Company logo displayed during four mealtimes
- Acknowledgment in TANY's mobile app

## **Opening Reception Sponsor (exclusive)** \$1,500 member | \$3,000 non-member

- Company logo displayed on cocktail napkins during the event's opening reception
- Acknowledgment in TANY's mobile app

## **Lanyard (exclusive)** \$1,000 member | \$2,000 non-member

- Company logo displayed on lanyards given to all attendees
- Acknowledgment in TANY's mobile app



# SAFETY ALL AROUND

The **New York State Truck Safety and Education Symposium** is a two-day event that provides attendees with the latest information on safety issues and compliance initiatives facing the trucking industry. It's a collaborative effort organized by transportation experts from both the public and private sectors including the Trucking Association of New York, the Department of Motor Vehicles, the NYS Department of Transportation, the Governor's Traffic Safety Committee, the NYS Police, and the Federal Motor Carrier Safety Administration.

**The Safety Exhibition** occurs in conjunction with the symposium, allowing attendees to discover products and services that promote or enhance safety and/or education in the trucking industry. Company and agency representatives are available throughout the duration of the symposium, including dedicated times between education sessions, to answer questions.



***“We really enjoyed having our booth located within the main symposium area so we could listen and participate in the talks. That was a great benefit!”***

## Networking & Appreciation Prizes

Every event attendee will receive a Bingo card in their registration bag encouraging them to visit each booth in order to be eligible for a drawing at the end of the symposium. Additionally, all exhibitors will be entered into drawings for gift cards, premium booth placement for next year and a discount on a TANY membership.

***Register online at: [nytrucks.org](http://nytrucks.org)***



# EVENT DETAILS

## DATES & TIMES

### Exhibitor Set Up

Monday, April 3

12-5 PM

Tuesday, April 4

6-8 AM

### Welcome Mixer

Monday, April 3

5-7 PM

*Spa City Tap and Barrel*

\* Drink tickets/appetizers  
included, cash bar available

### Event Hours

Tuesday, April 4

Programs: 8 AM-4 PM

Wednesday, April 5

Programs: 8 AM-3 PM

### Exhibitor Break Down

Wednesday, April 5

11:45-1 PM

3:30-4:30 PM

## LOCATIONS

### Saratoga Springs City Center

522 Broadway

Saratoga Springs, NY 12866

(518) 581-0690

### Saratoga Hilton

534 Broadway

Saratoga Springs, NY 12866

(518) 584-4000

## DEDICATED EXHIBITOR TIMES

Tuesday, April 4

9:45-10:30 AM

2:30-3:15 PM

Wednesday, April 5

9:45-10:45 AM

## IMPORTANT DATES

February 1: **Event registration opens**

March 3: **Registration ends**

Discounted hotel rate ends

Exhibitor and sponsors registration deadline

Logos due to [mary@nytrucks.org](mailto:mary@nytrucks.org)

March 24: **Promotional items to be included in attendee registration bags due**

Ship to: TANY, Attn: Mary Harwood

7 Corporate Drive, Clifton Park, NY 12065

## HOTEL RESERVATIONS

**Group Rate:** \$154 per night (plus taxes) for two double beds or one king

Deadline to book discounted hotel rate: March 3, 2023

Call (800) 445-8667 and ask for TANY's rate, or book online using [nytrucks.org](http://nytrucks.org)