



EXHIBITOR REGISTRATION FORM

The New York State Truck Safety and Education Symposium and Safety Exhibition draws hundreds of attendees every year from across the Northeast, whose primary interest is the safety of their fleet, company, organization or municipality. This includes company presidents, vice presidents, general managers, fleet and safety managers and directors, as well as law enforcement and municipal administrators. Take advantage of the opportunity to reach them all at the Truck Safety and Education Symposium and Safety Exhibition! If you are interested in reserving exhibit space at the 2012 NYS Truck Safety and Education Symposium and Safety Exhibition please complete and return the Exhibitor Registration form on page 2 by **February 24, 2012**.

EXHIBITORS

- Platinum Sponsor \$3000
- Symposium registration for two
 - Two 6-foot tables and two chairs
 - Outdoor exhibit space
 - Full page ad in the event program
 - Two NYSMTA Friday Final ads (full page inserts also available)
 - Basic hotel charges for two rooms (one night each)
 - Logo prominently displayed on NYSMTA website
 - Logo displayed on all materials for the symposium, including registration form if received by January 20, 2012
 - Opportunity to speak at beginning of a symposium session
 - Opportunity to display signage in main symposium hall
 - Complimentary internet at exhibit space

- Standard Sponsor \$1500
- Symposium registration for two
 - Two 6-foot tables and two chairs
 - 1/3 page ad in the event program
 - Logo prominently displayed on NYSMTA website
 - Logo displayed on all materials for the symposium, including registration form if received by January 20, 2012
 - Complimentary internet at exhibit space
 - **Early Bird:** The first six "Standard Sponsors" to register will have the opportunity to make a 5-minute presentation to the attendees, immediately prior to the beginning of one of the symposium sessions.

- Vendor with Double Booth Space \$1000
- Symposium registration for one
 - Two 6-foot tables and one chair
 - Company name listed on registration form if received by January 20, 2012

- Standard Vendor \$750
- Symposium registration for one
 - One 6-foot table and one chair
 - Company name listed on registration form if received by January 20, 2012

- Additional Staffer (limit one) \$150
- Each additional staffer is subject to a \$200 registration fee

Company logos must be remitted with payment for inclusion in event publications.

ADVERTISING

Advertising will again be available in the Truck Safety and Education Symposium and Safety Exhibition program, distributed to all event attendees. Full color, full page, half page and 1/3 page ads will be available. Ad copy should be camera-ready and submitted no later than **March 2, 2012**.

Full page (5 1/2 x 8 1/2):	\$500
1/2 page (5 1/2 x 4 1/4):	\$300
1/3 page (5 1/2 x 2 3/4):	\$200

SAFETY EXHIBITION SCHEDULE

March 27, 2012

7:00 a.m. to 8:00 a.m.	Registration/Exhibition Opens
9:45 a.m. to 10:45 a.m.	Safety Exhibition
3:15 p.m. to 4:15 p.m.	Safety Exhibition

Exhibitors may set up from 4:00 p.m. to 7:00 p.m. on March 26, or any time on March 27, prior to 9:30 a.m.

SYMPOSIUM HOURS

March 27, 2012

8:00 a.m. to 8:00 p.m.

March 28, 2012

8:00 a.m. to 3:00 p.m.

EXHIBITOR INCENTIVES

Bingo!

Attendees of the NYS Truck Safety and Education Symposium and Safety Exhibition will be provided bingo cards with their registration packets. Exhibitors will be provided a colored pen or marker to mark the box that corresponds with their booth when attendees visit. Attendees that fill their entire card will be eligible for a raffle drawing at the end of the event on Wednesday.

Drawings

Exhibitors opting to collect business cards for a drawing at their booth, may choose to draw for their giveaway at the beginning of a symposium session.

