

**New York State Truck Safety and Education Symposium and Safety Exhibition**  
**Albany, NY**  
**March 30-31, 2010**

**What is the NYS Truck Safety and Education Symposium and Safety Exhibition?**

The New York State Truck Safety and Education Symposium and Safety Exhibition (formerly NYS Truck Safety and Education Conference) is an annual 2- day event providing the latest information on safety issues and compliance initiatives facing the trucking industry. The event is organized by transportation experts in both the public and private sectors including the New York State Motor Truck Association, the New York State Department of Motor Vehicles and the New York State Department of Transportation.

Each year, the Symposium adopts a different theme, bringing together multiple aspects of the safety and education components of the trucking industry. This year's theme is ***RPM: Reducing Risk, Providing Protection and Managing Mandates.***

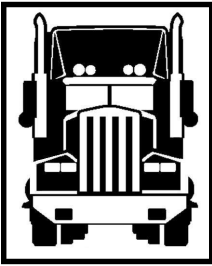
**Who Attends the Symposium?**

The Symposium 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.

**Why Exhibit at the Symposium?**

While the primary focus of this event has always been safety and education, a vendor fair has also been part of the Symposium, allowing vendors whose *products* promote or enhance safety or education in the trucking industry to have an audience with prospective customers.

This year, the Symposium will be structured differently from previous years, with the addition of the **Safety Exhibition**. The Safety Exhibition will be limited to one day, with 2 hours of dedicated exhibitor time, in addition to one hour during registration, and any other time during the Symposium which attendees choose to tour the exhibition hall. As always, a vendor "bingo" card will be given to each registrant, encouraging them to visit each of the vendor booths to be eligible for a drawing at the end of the Symposium. Vendors may choose to hold their own drawing during the event to encourage attendees to visit their exhibit.



## 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 2010 NYS Truck Safety and Education Symposium and Safety Exhibition please complete and return the Exhibitor Registration form on page 2 by **March 5, 2010**.

### 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 inserts (full page add sent with weekly newsletter)
  - 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 15, 2010
  - Opportunity to speak at beginning of a Symposium session
  - Opportunity to display signage in main Symposium hall

- 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 15, 2010
  - **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** \$1200
- Symposium registration for one
  - Two 6-foot tables and one chair
  - Company name listed on registration form if received by January 15, 2010

- Vendor with Outdoor Exhibit Space** \$1000
- Outdoor exhibit space
  - Symposium registration for one
  - One 6-foot table and one chair (indoors)
  - Company name listed on registration form if received by January 15, 2010

- Standard Vendor** \$750
- Symposium registration for one
  - One 6-foot table and one chair
  - Company name listed on registration form if received by January 15, 2010

### ADVERTISING

For the first time, advertising will 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 5, 2010**.

Full page (8 1/2 x 5 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

### 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.

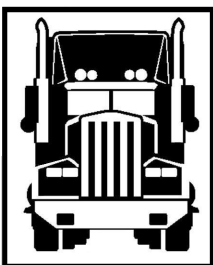
### SAFETY EXHIBITION SCHEDULE

#### March 29, 2010

4:00 p.m. to 8:00 p.m. Exhibit Set-Up

#### March 30, 2010

7:00 a.m. to 8:00 a.m.	Registration/Exhibition Opens
10:00 a.m. to 10:45 a.m.	Safety Exhibition
3:00 p.m. to 3:45 p.m.	Safety Exhibition
5:00 p.m. to 5:30 p.m.	Safety Exhibition



### SAFETY EXHIBITION- EXHIBITOR REGISTRATION

March 30, 2010

Company Name (appears on exhibit ID) : \_\_\_\_\_

Person Manning Booth: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ e-mail (required): \_\_\_\_\_

Electrical Hook-up Required?  yes  no Wireless Internet Access Required?  yes  no

Land line Internet Access Required?  yes  no

Do you wish to donate a door prize for the Wednesday lunch?  yes  no Please indicate item: \_\_\_\_\_

Please check appropriate box(es) (full details on page 1):

**Sponsor**

Platinum \$3000  Standard \$1500

**Vendor**

Standard \$750  Outdoor exhibit space \$1000  Double booth space \$1200

**Program Advertising**

Full Page \$500  1/2 Page \$300  1/3 Page \$200

Total Payment: \$ \_\_\_\_\_

**PAYMENT OPTIONS** (circle one): **Check** **Credit Card:** VISA/MasterCard/Discover/AmEx

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Security Code (Last three digits of series of numbers located on the back of the card, required for VISA and MasterCard) : \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please make checks payable to **New York State Motor Truck Association.**

Please remit by **March 5, 2010** to: NYSMTA, 828 Washington Ave., Albany, NY 12203

Phone (518) 458-9696; Fax: (518) 458-2525

I understand that as an exhibitor, I assume, on behalf of my company, full responsibility for all losses, damages, and claims, both personal and contractual, arising from the displays, equipment, and property brought upon the hotel premises. Additionally, I shall indemnify the NYSMTA and promise to pay for any claims brought against the NYSMTA arising from the displays, equipment, and property brought upon the hotel premises by this organization. I am authorized and am empowered by the organization to sign this application.

Signature \_\_\_\_\_ Date \_\_\_\_\_

#### Hotel Information

Albany Marriott  
189 Wolf Road  
Albany, NY 12205  
Phone: (518) 458-8444  
Fax: (518) 458-7365

Reservations may be made by calling (800) 443-8952 and referencing the NYS Truck Safety and Education Symposium and Safety Exhibition Block.

**Room Rate: \$119.00 Per room + taxes**

**\*Rooms must be reserved by March 11, 2010. Rates not guaranteed after this date.**