



Innovation & Inspiration
RIM & IG – The Time is NOW!

ARMA Metro NYC
Annual Spring Conference

Tuesday, March 8th, 2016
New York Executive Conference Center
1601 Broadway, New York, NY 10019



SPONSORSHIP FAQ'S

EVENT DETAILS



Location: **Executive Conference Centers**
1601 Broadway (corner 48th St)
New York, New York 10019

Time: 8:00 AM to 5:00 PM
Networking Reception: 5PM – 7PM

DIGITAL ADS/LOGOS:



Logos: All Conference Sponsors will be required to provide us with a High Resolution Logo in one of the file formats listed below. Upon confirmation as an event sponsor, you will be receiving additional details about the submission of the logo files. We will be asking that you also include one of those formats with a transparent background. In addition to the program booklet ads, the logos will also be used on the ARMA Metro NYC Event website identifying the participating sponsors.

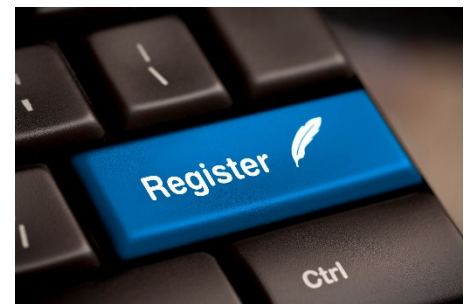
LOGO FILE FORMATS

- .PNG,
- .EPS and/or
- .JPG format, including one with a transparent background.

Program Ads: Upon confirmation of the sponsorship, we will be forwarding you the details required for the Ad size correlating with the various sponsorship level that your organization selects.

SPONSOR ATTENDEES/REGISTRATION FOR THE EVENT:

Each of the sponsorship levels allows the Sponsor to receive complimentary registrations. The number of complimentary registrations is dependent upon the correlating sponsorship level that your organization selects. Name Badges will be provided to the sponsor registrants at the Registration Desk on the day of the event.



- **BROADWAY SPONSORS** = Three complimentary team member registrations
- **WALL STREET & TIMES SQUARE SPONSORS** = Two complimentary team member registrations
- **GRAND CENTRAL SPONSORS** = One complimentary team member registration

ADDITIONAL SPONSOR REGISTRATION NOTES:

- (1) The Complimentary Sponsor Registration includes breakfast, lunch and beverages for the team member(s)
- (2) The Complimentary Sponsor Registration includes admittance for the team members to the Networking Reception following the Educational Event.
- (3) The Complimentary Sponsor Registration does not include attendance of the educational sessions.
- (4) Additional members of your team may attend by registering as an Event Attendee. Their paid registration as Full Event attendees enables them to attend the educational sessions and the networking reception. *(The registration link can be found on our website www.armanyc.org)*
- (5) Additional Networking Reception ONLY registration options are available, if you would like for additional team members to attend the Networking Reception Event. The cost of the Networking Reception ONLY registration is \$60/person.

PROMOTIONAL ITEMS FOR ATTENDEE BAGS



Each attendee will receive an ARMA Conference Event tote-bag containing a program schedule, an array of ARMA Metro NYC promotional items As an event sponsor, you are able to submit promotional/trade show promotional items to be included within the tote bags being distributed at the event, i.e., pens/highlighters, data sticks, chargers, notebooks, stain remover sticks, hand sanitizers, luggage tags, etc. More details about the submitting the promotional items for the attendee bags will be provided with your sponsorship package.

RAFFLE PRIZES



In an effort to ensure that the attendees find time to visit each of the sponsor's booths, each attendee will receive a Prize Raffle Card that must be stamped by the sponsor as the attendees visit each sponsor's booth. The prizes will be raffled off at the end of the day to those paid attendees with a completed game card at 4:15 following the last educational session. Your donation will be included within the Prize Sponsors page in the Event Program along an announcement at the time of the drawing about the donating sponsor. We would truly welcome your participation in the Raffle Prize Program. Listed below is a sampling of the kinds of prizes (*with a minimum \$50 value*) that that have been donated in prior years:

- Restaurant Gift Certificates
- American Express Gift Certificates
- Drone
- XBox
- Trending Electronics Devices

Note: *If you wish to offer a prize at your booth, separate and apart from the raffle discussed above, then you would do the drawing yourself and notify the winner directly.*

EVENT ATTENDEE LISTING



A list of Event Attendees and their email addresses will be provided to all participating sponsors approximately two weeks after the event so that we can include the most comprehensive information for you. If you would like receive a generic listing which identifies of the types of attendees who have attended our event in prior years, please feel free to reach out to us.

TABLE TOP INFORMATION



ROOM ARRANGEMENT: The tables will be situated along the perimeter of a one of two exhibit areas. The exhibit areas will be used for session breaks, lunch break and the gift prize/raffle. We ask that you exercise restraint in shipping very large table top items. If you have specific requirements, please let us know at least two weeks in advance. A photo of any special display items would help us plan.

TIMES SQUARE SPONSORS AND UP: The “*Broadway*”, “*Wall Street*” and “*Times Square*” Sponsors will be assigned an area in a prime location which will have a five foot by two foot display table with room for a small backdrop or vertical banner. You may remove the table if not needed, but it must fit within the space allotted.

GRAND CENTRAL SPONSORS: The “*Grand Central*” Sponsors will be assigned an area which will have a five foot by two foot display table placed approximately 3 feet from the wall, with room between the tables to get in and out.

TABLE TOP SET UP: You must set up your display area on the evening before the event.

- **Set up the night before the event (3/7):** No earlier than 4 pm and to be completed by 6:00 pm.
- **Day of the event:** All display areas must be set up completely by 8 am.
- **Electrical Power:** All table top locations will have access to a wall or floor outlet for power.
- **Internet Access:** The event location has Wi-Fi Internet access. You will receive the WiFi access code on the day of the event.
- **Shipping Information** will be provided one month prior to the day of the event.

EVENT DAY NOTES



- The attendees will be arriving beginning at 8:00 am on March 8th for registration and breakfast (8-9:00 am).
- We highly recommend that Sponsors be there for the breakfast and networking opportunities.
- Additional networking opportunities will take place at the two scheduled breaks and during the lunch break.
- You are invited to attend the networking reception from 5-7 p.m.



QUESTIONS?

PLEASE CONTACT MARY SHERWIN VIA EMAIL AT:
EXECUTIVEVICEPRESIDENT@ARMANYS.ORG