



2021 Conference Opportunities for Sponsorships and Advertisers

NYSABA is the state chapter of the Association for Behavior Analysis International and an affiliate member of the Association for Professional Behavior Analysts. Throughout 2020, NYSABA continued to work tirelessly to advocate for legislation that supports behavior analysts, agencies and consumers as well as provided our membership with resources to further knowledge in the field of behavior analysis within New York State and beyond. We also held our first totally Virtual Conference which was a great success despite the challenges in getting it all to work as planned.

We are happy to announce that our **32nd Annual Conference** is now being held both **LIVE and VIRTUALLY on October 28 and 29, 2021**. We have an exciting schedule of events including internationally known keynote and invited speakers, an interactive poster session, ways for attendees to network, legislative updates, and yes...opportunities for sponsors to interactive live with attendees both in person at the Albany Capital Center and through a virtual exhibitor room via Whova!

The live event will take place at the Albany Capital Center, located in Downtown Albany. Room blocks have been set up at neighboring hotels. **This year, due to covid-19 precautions, we are only having a limited number of sponsor/exhibitor booths at the live event (20 in total).**

Please consider becoming a 2021 conference sponsor and/or advertise virtually on the conference website. **We need your support!**

For those who choose to use the virtual conference platform, sponsors will be able to:

- Set up a virtual exhibitor booth
- Interact live with conference attendees
- Post videos, photos, and website links to your virtual booth
- Sponsor booths will be maintained on the conference platform and available to attendees for 6 months
- Some sponsorship levels come with complementary advertisements and conference registrations

Learn about the virtual conference platform <https://www.youtube.com/watch?v=hEjYxUdYgSs> and **see below for sponsorship opportunities at various levels.**

Your sponsorship donation will allow NYSABA to continue to provide training opportunities for professionals and consumers as well as continue needed legislative activities. It is also a great way to advertise your agency or business to conference attendees, residing throughout the State.

If interested in becoming a conference sponsor or advertiser, please register at www.nysaba.org

Frank Cicero
NYSABA Conference Committee
FrankRCicero@yahoo.com

2021 Sponsorships Levels*

All sponsorship levels come with the option of in-person exhibitor tables at the Albany Capital Center. However, this option is limited to the first 20 sponsors who select in-person tables. All sponsors, including those who choose in-person tables, will have the option of setting up a virtual exhibitor table through the Whova Conference platform.

Platinum Sponsor (\$2100)

Platinum sponsors receive the following benefits:

1. In-person and/or virtual exhibitor table
2. Two complementary conference registrations in addition to one table representative
3. Recognition in eblasts, conference signage, NYSABA website and social media
4. Complementary virtual advertisement (live on the conference platform)
5. 180-day complementary advertisement on the NYSABA website

Gold Sponsor (\$1600)

Gold sponsors receive the following benefits:

1. In-person and/or virtual exhibitor table
2. One complementary conference registration in addition to one table representative
3. Recognition in conference eblasts, NYSABA website and social media
4. Complementary virtual advertisement (live on the conference platform)
5. 90-day complementary advertisement on the NYSABA website

Silver Sponsor (\$1100)

Silver sponsors receive the following benefits:

1. In-person or virtual exhibitor table
2. One complementary conference registration in addition to one table representative
3. Recognition in conference eblasts, NYSABA website and social media

Bronze Sponsor (\$600)

Bronze sponsors receive the following benefits:

1. In-person or virtual exhibitor table
2. One table representative
3. Recognition in conference eblasts, NYSABA website and social media

Just want a Live Virtual Advertisement? \$100

Advertisements periodically pop up virtually during the conference

***Note that acceptance as a sponsor or advertiser is pending approval of the NYSABA board in order to ensure that activities of the sponsor or advertiser are consistent with the mission and philosophy of NYSABA.**