Marketing Opportunities
Association of Public Historians of New York State
2021 Conference
Spread the Word

The 2021 Association of Public Historians of New York State (APHNYS) annual conference will be held in Oswego, New York, September 13–15. You are invited to spread the word about your organization, institution, products, or services to the 65+ public historians in attendance, our 400+ members, and New York’s 1,600+ government-appointed historians.

Who We Are

APHNYS is a 501(c)3 non-profit professional organization that represents the 1,600+ government-appointed historians in New York State. Under state law, every county and municipality in New York is required to have an appointed historian to document, preserve, interpret, and share the history of their communities. It is part of the state’s commitment to ensuring that New Yorkers have access to quality educational experiences enriched by cultural heritage resources. Our state’s local historians are here to serve you!

You’re Invited to…

What’s the Benefit?

- Contact with 65+ conference attendees, 400+ members, and 1,600+ government-appointed historians
- Mentions in conference emails to 1,600+ contacts, on the APHNY website, and in APHNY social media feeds
- An audience of historians who are looking for books, tools, and services that will allow them to do a better job and reach bigger audiences

Association of Public Historians of New York State
P.O. Box 12572 • Rochester, NY 14612
publichistoriansnys@gmail.com • www.aphnys.org
SPONSOR APHNYS 2021

FRIEND $100-$249
- Recognition on the APHNYS website through December 2021
- Recognition in the final digital and print versions of the conference Program (if received by August 1, 2021)
- Pre- and post-conference attendee email list for a one-time message each

SUPPORTER $250-$499
All Friend-level benefits and:
- Inclusion of your institution’s logo on a sign at the conference registration table
- One complimentary quarter-page ad in the 2021 conference Program (if received by August 1, 2021)
- One complimentary conference registration

PARTNER $500-$749
All Friend- and Supporter-level benefits and:
- Signage with your institution’s logo at the sponsored event or on the event's printed material or selected swag
- One complimentary half-page ad in the 2021 conference Program (if received by August 1, 2021) (this replaces the quarter-page ad)
- One additional complimentary conference registration (for a total of two)

PRESENTING SPONSOR $750+
All Friend-, Supporter-, and Partner-level benefits and:
- One complimentary full-page ad in the 2021 conference Program (if received by August 1, 2021) (this replaces the quarter- and half-page ads)
- Two complimentary tickets to either the Keynote Dinner or the Awards Dinner (your choice)

DEADLINE
August 1, 2021
SPONSOR your Favorite APHNYS Event

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsor</th>
<th>Co-Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keynote Dinner (Monday)</td>
<td>$850</td>
<td>$500</td>
</tr>
<tr>
<td>Awards Dinner (Tuesday)</td>
<td>$850</td>
<td>$500</td>
</tr>
<tr>
<td>Coffee/Beverage Station* (2)</td>
<td>$650</td>
<td>$400</td>
</tr>
<tr>
<td>Scholarship**</td>
<td>$500</td>
<td>--</td>
</tr>
<tr>
<td>Opening Reception (Monday)</td>
<td>$500</td>
<td>$300</td>
</tr>
<tr>
<td>Social Hour (Tuesday)</td>
<td>$500</td>
<td>$300</td>
</tr>
<tr>
<td>Networking Snack Break* (4)</td>
<td>$300</td>
<td>--</td>
</tr>
<tr>
<td>The Exchange*** (gathering space)</td>
<td>$200</td>
<td>--</td>
</tr>
</tbody>
</table>

*All-day coffee/beverage station and morning and afternoon snack breaks will be held in the exhibit hall at the Lake Ontario Event & Conference Center
**Scholarships allow historians who do not have municipality-funded travel budgets to attend the conference. Scholarships cover registration fees, lodging, conference-sponsored meals, and tours.
***The Exchange is a gathering space located near the coffee/beverage station in the exhibit hall

<table>
<thead>
<tr>
<th>Item</th>
<th>Sponsor</th>
<th>Co-Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printed Conference Program</td>
<td>$200</td>
<td>$125</td>
</tr>
<tr>
<td>Printed Awards Program</td>
<td>$100</td>
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</tbody>
</table>

Have an idea for a sponsorship we don’t list? Let’s chat! Email publichistoriansnys@gmail.com.

PURCHASING
To purchase online by credit card, visit www.aphnys.org/marketing.

To purchase via check, fill out the form on the last page of this brochure and mail a check payable to APHNYS to:

Association of Public Historians of New York State
P.O. Box 12572
Rochester, NY 14612
Federal Tax ID # 32-0157038

QUESTIONS?
Email publichistoriansnys@gmail.com.
**EXHIBIT** at the Lake Ontario Event & Conference Center

Space in the APHNYS exhibit hall • Two free conference registrations • Promotion in conference materials

**PRICING**

Commercial organizations • $250  
Not-for-profit organizations (including universities) • $150  
Unstaffed, shared exhibit table (for displays and handouts) • $50  
Historical/cultural heritage organizations in APHNYS Region 8 • $25  
Additional tables • $200

**WHAT DO I GET?**

8’ x 30” skirted table, two chairs, 500-watt electrical service  
Two complimentary conference registrations (not for unstaffed tables)  
Listing in digital and print annual conference Programs  
Acknowledgement on APHNYS website and in social media posts  
Pre- and post-conference attendee list for a one-time message each

**THE APHNYS EXHIBIT HALL**

**HOURS**

*Exhibit setup*  
Monday, September 13 – 8:00 am – 12:00 pm

*Exhibit hours*  
Monday, September 13 – 12:00 pm – 6:00 pm  
Tuesday, September 14 – 8:00 am – 1:00 pm; 5:00 pm – 7:00 pm  
Wednesday, September 15 – 8:00 am – 12:00 pm

*Exhibit dismantling*  
Wednesday, September 15 – 12:00 pm – 2:00 pm

**ABOUT THE SPACE**

- Hosts all-day coffee/beverage stations, as well as morning and afternoon snack breaks  
- Home of The Exchange, a gathering space for attendees  
- Exhibitors will be contacted in mid-August to select your space in the hall based on order of purchase

**THE DETAILS**

Requests for exhibit space must be received by August 1, 2021 to be listed in all versions of the Program; reservations received after that day will be listed in revised digital and print editions or in addenda only.

**50% of the exhibitor’s fee is due with application; the remaining balance is due by September 1, 2021.**

Notification of cancellation must be received in writing. Cancellations received before August 20, 2021, will be refunded in full (minus a 20% administration fee). Cancellations made by September 1 will be refunded 50%. Cancellations made after September 1, 2021, obligate the exhibitor to full payment and forfeiture of all monies paid.
ADVERTISE in the APHNYS Conference Program

Emailed to 1,600+ contacts • Provided in print onsite • Published online at www.aphnys.org

<table>
<thead>
<tr>
<th>¾-Page Ad</th>
<th>½-Page Ad</th>
<th>Full-Page Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>3⅞” w x 5⅛h</td>
<td>8” w x 5⅛” h</td>
<td>8” w x 10½” h</td>
</tr>
<tr>
<td>$50</td>
<td>$100</td>
<td>$200</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Full-Color Inside Front or Inside Back Cover Ad</th>
<th>Full-Color Outside Back Cover Ad</th>
</tr>
</thead>
<tbody>
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<td>8” w x 10½” h</td>
<td>8” w x 10½” h</td>
</tr>
<tr>
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SUBMITTED ADS MUST BE:
300 dpi+ • High-resolution • Image- and font-embedded • PDF or JPG file-types
Full-color for digital ads • Black and white for print ads (except inside cover and back cover ads)
Dimensions of the file must match the reserved ad space

DEADLINES FOR AD COPY & PAYMENT:
August 1, 2021 (for inclusion in all digital and print versions of the Program)
August 15, 2021 (for inclusion in the final digital and print versions of the Program)
Payment due in full with application and artwork.

Email questions and ad files to publichistoriansnys@gmail.com
Sponsors/Exhibitors/Advertising Contract
APHNYS Annual Conference
Oswego, NY, September 13–15, 2021

CONTACT INFORMATION
Name: ____________________________ Organization/Department: ____________________________

Address: ____________________________________________

City: __________________ State: __________ Zip: __________

Phone: __________________ Email: __________________

### A. Event/Item

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<td>$100</td>
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</tr>
<tr>
<td>Other (insert amount)</td>
<td>$</td>
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**Subtotal A:** $________

### B. Exhibits

<table>
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<tr>
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<th>Co-Sponsor</th>
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</thead>
<tbody>
<tr>
<td>Exhibit Booth - Commercial</td>
<td>$250</td>
<td>3/4 Page</td>
</tr>
<tr>
<td>Exhibit Booth – Non-Profit</td>
<td>$150</td>
<td>3/4 Page</td>
</tr>
<tr>
<td>Unstaffed/Shared Booth</td>
<td>$50</td>
<td>Full Page</td>
</tr>
<tr>
<td>APHNYS Region 8</td>
<td>$25</td>
<td>Inside Front/Back Cover</td>
</tr>
<tr>
<td>Additional tables</td>
<td>$200</td>
<td>Outside Back Cover</td>
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</table>

**Subtotal B:** $________

### C. Advertisements

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Sponsor</th>
<th>Co-Sponsor</th>
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<tbody>
<tr>
<td>Invoice me (to pay by credit card)</td>
<td></td>
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</tr>
<tr>
<td>Check</td>
<td></td>
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</tbody>
</table>

**Payment options:**

- Invoice me (to pay by credit card)
- Check

**Subtotal C:** $________

**Total:** $________

**You may also order online and pay by credit card at [www.aphnys.org/marketing](http://www.aphnys.org/marketing).**

If paying by check, please make checks payable to APHNYS and send to:

**Association of Public Historians of New York State**
P.O. Box 12572
Rochester, NY 14612

Signature: ____________________________ Date: ____________________________