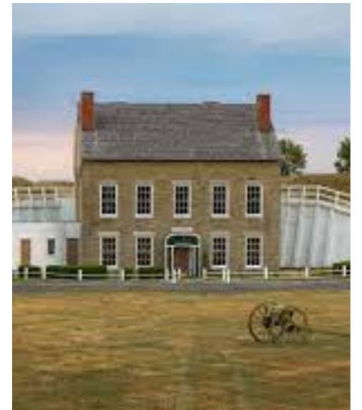


SEPTEMBER 13-15  
**WATERSHED  
MOMENTS**



ASSOCIATION OF PUBLIC HISTORIANS OF NEW YORK STATE  
2021 Annual Statewide Conference  
Oswego, NY

# 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 APHNYS website, and in APHNYS 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](mailto:publichistoriansnys@gmail.com) ♦ [www.aphnys.org](http://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

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

\*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

Item	Sponsor	Co-Sponsor
Printed Conference Program	\$200	\$125
Printed Awards Program	\$100	--

Have an idea for a sponsorship we don't list? Let's chat! Email [publichistoriansnys@gmail.com](mailto:publichistoriansnys@gmail.com).

## PURCHASING

To purchase **online** by **credit card**, visit [www.aphnys.org/marketing](http://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](mailto:publichistoriansnys@gmail.com).



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# 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](http://www.aphnys.org)

¼-Page Ad	½-Page Ad	Full-Page Ad
3⅞" w x 5⅞h	8" w x 5⅞" h	8" w x 10½" h
\$50	\$100	\$200

Full-Color Inside Front or Inside Back Cover Ad	Full-Color Outside Back Cover Ad
8" w x 10½" h	8" w x 10½" h
\$250	\$300

## 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](mailto: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	Sponsor		Co-Sponsor		
Keynote Dinner (Monday)	<input type="checkbox"/>	\$850	<input type="checkbox"/>	\$500	
Awards Dinner (Tuesday)	<input type="checkbox"/>	\$850	<input type="checkbox"/>	\$500	
Coffee/Beverage Station (2)	<input type="checkbox"/>	\$650	<input type="checkbox"/>	\$400	
Opening Reception (Monday)	<input type="checkbox"/>	\$500	<input type="checkbox"/>	\$300	
Social Hour (Tuesday)	<input type="checkbox"/>	\$500	<input type="checkbox"/>	\$300	
Scholarship	<input type="checkbox"/>	\$500		--	
Networking Snack Break (4)	<input type="checkbox"/>	\$300		--	
The Exchange (gathering space)	<input type="checkbox"/>	\$200		--	
Printed Conference Program	<input type="checkbox"/>	\$200	<input type="checkbox"/>	\$125	
Printed Awards Program	<input type="checkbox"/>	\$100		--	
Other (insert amount)	<input type="checkbox"/>	\$			
<b>Subtotal A:</b>		\$			
B. Exhibits			C. Advertisements		
Exhibit Booth - Commercial	<input type="checkbox"/>	\$250	¼ Page	<input type="checkbox"/>	\$50
Exhibit Booth – Non-Profit	<input type="checkbox"/>	\$150	½ Page	<input type="checkbox"/>	\$100
Unstaffed/Shared Booth	<input type="checkbox"/>	\$50	Full Page	<input type="checkbox"/>	\$200
APHNYS Region 8	<input type="checkbox"/>	\$25	Inside Front/Back Cover	<input type="checkbox"/>	\$250
Additional tables	<input type="checkbox"/>	\$200	Outside Back Cover	<input type="checkbox"/>	\$300
<b>Subtotal B:</b>		\$	<b>Subtotal C:</b>		\$
			<b>Total:</b>		\$

**Payment options:**  Invoice me (to pay by credit card)  Check Orders may be submitted by mail or email

\*\*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: \_\_\_\_\_