

NEW YORK STATE BAR ASSOCIATION

ANNUAL MEETING 2017

JANUARY 23–28, 2017
NEW YORK CITY
New York Hilton Midtown



EXHIBITOR AND ADVERTISING OPPORTUNITIES



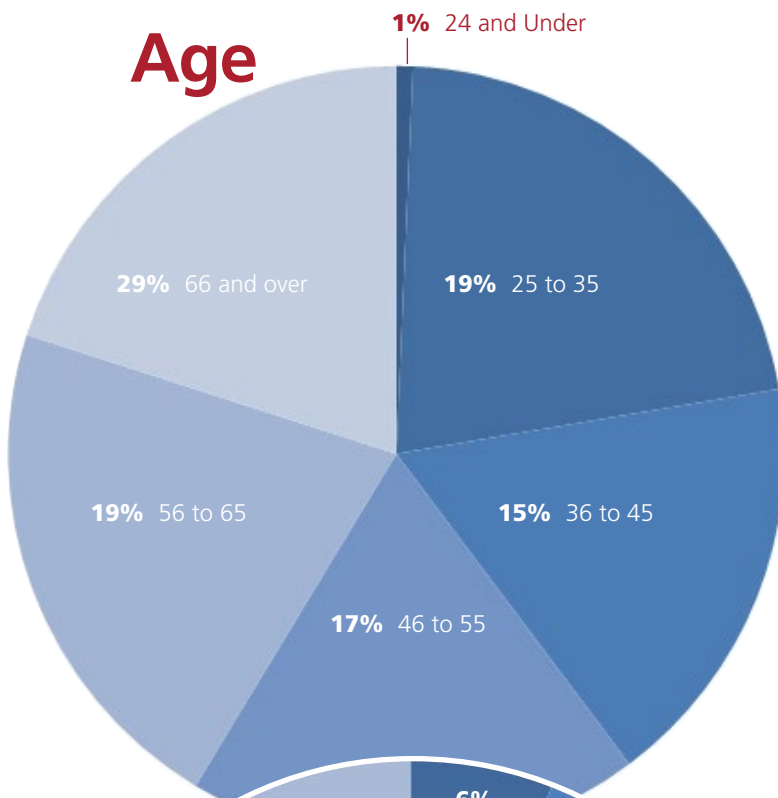
ABOUT OUR MEMBERS

Our 74,000-strong membership reflects many areas of the law, with the biggest concentrations in real property law, litigation, corporate law, trusts and estates law, business law and general practice. They are partners and associates, judges and academics, solo practitioners, and small and large firm practitioners.

Areas of Practice

Business Law	13%
Contracts	8%
Corporate Law	14%
Family Law	7%
General Practice	10%
Litigation – Commercial	10%
Litigation – General Civil	15%
Property or Personal Injury	8%
Real Property Law	15%
Trusts and Estates Law	12%

Age

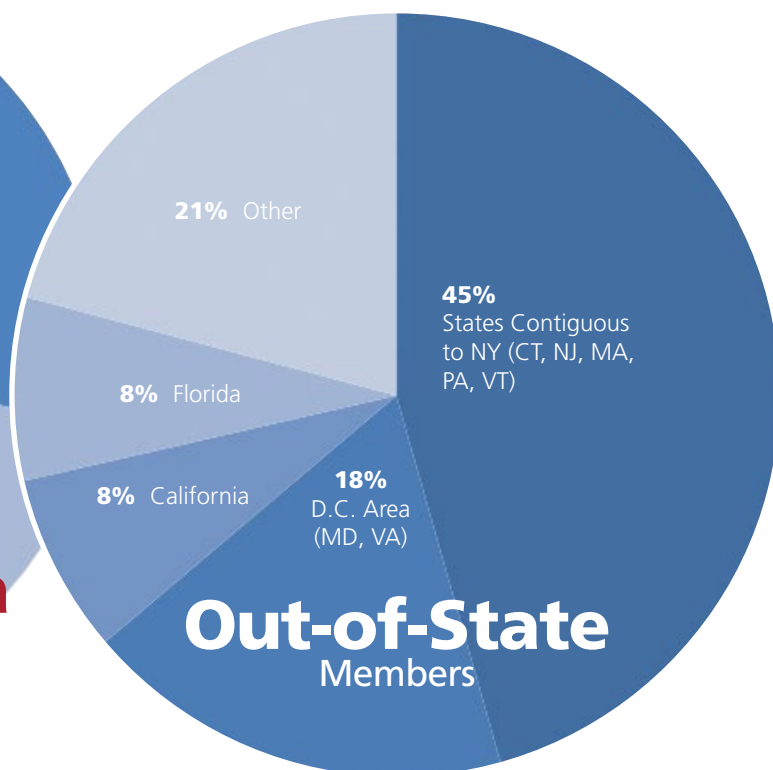
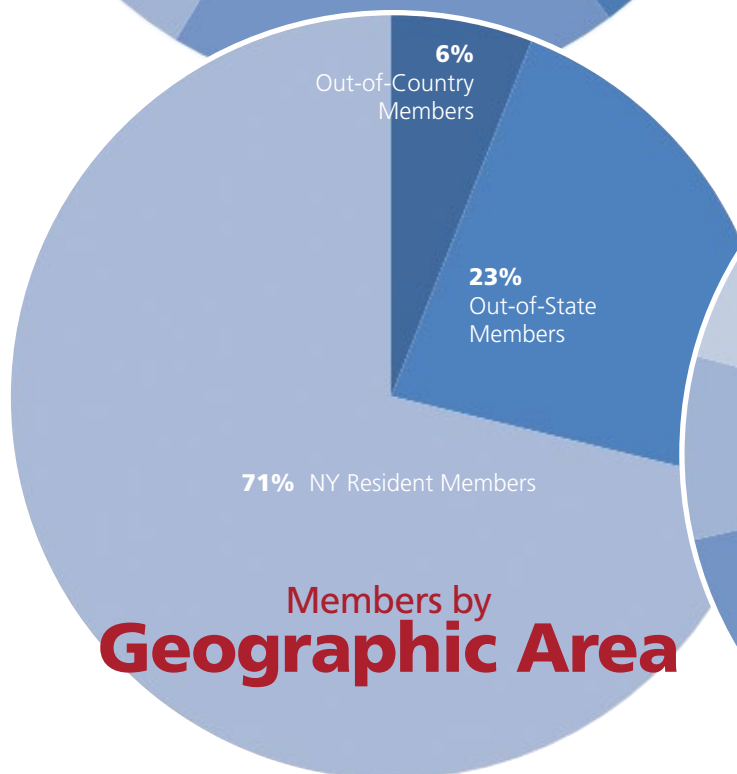


65%
Male



35%
Female

Members by Geographic Area



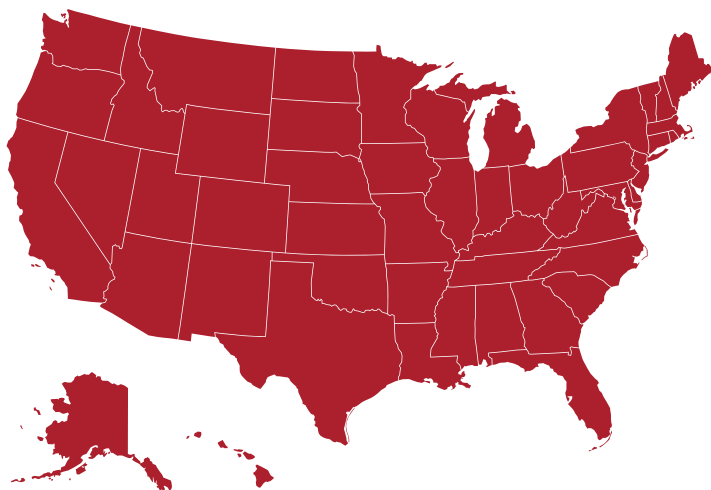
NEW YORK STATE BAR ASSOCIATION MEMBER PROFILE

Founded in 1876, the New York State Bar Association (NYSBA) today is the largest voluntary state bar organization in the nation. The Association's current structure includes 25 specialized substantive law sections, and more than 60 standing, special, and other committees. Many of these groups publish reports and other materials pertinent to their field of expertise, much of which is not available through commercial publishers. More than 35,000 members serve on sections, committees, and other special groups.

With 74,000 members representing all 50 states and 122 countries, the New York State Bar Association's mission is to shape the development of the law, educate and inform the public and respond to the demands of our ever-changing, diverse legal profession. The State Bar strives to advocate on behalf of the public good and works tirelessly to promote equal access to justice for all.



74,000 members



50 states

122 countries



WHY EXHIBIT?

With an expected attendance of over 4,500 this is an excellent opportunity for you to introduce yourself and your products/services to our largest gathering of attorneys.

Annual Meeting is a great place to meet face-to-face and gain valuable exposure with attorneys from across the world.

EXHIBITOR INFORMATION

At the Hilton, the New York State Bar Association will occupy the second floor with its registration, headquarters, meeting rooms, weeklong vendor exhibits and Cyber Café. There will be additional meeting space and one-day vendor exhibits on the third floor.

Exhibitor Deadlines

To secure your place at the New York State Bar Association's 140th Annual Meeting, please complete the Vendor Registration Form and return it to Maria Kroth before **Monday, November 14, 2016**.

Exhibitor Table Fee

Weeklong space: \$2500

Monday, January 23 thru Friday, January 27

One-Day*: \$1,000

***Only available for certain meetings. Please contact Maria Kroth for more information at mkroth@nysba.org**

Table Information

Each table comes with one 6' x 30" skirted table, two chairs and signage (if needed).

Set-Up Information

You may set-up on **either** Monday, January 23 anytime or Tuesday, January 24th between 7:30 am and 8:30 am.

Breakdown Information

The booth must be broken down by 2:30 pm on Friday.

Vendor hours

Vendors must be present from 8:00 am to 5:00 pm Tuesday thru Thursday and 8:00 am to 12:30 pm on Friday. The booth should be broken down by 2:30 pm on Friday.

NOT INCLUDED: Arrangements for electrical hook-ups, internet access and audio visual requirements are NOT included. These are at the vendor's expense and must be made with the Hilton. **These items must be ordered in advance and be paid with a credit card.** The hotel shipping, electrical and AV departments will be provided at the time of confirmation with the exhibitor set-up diagram in order to facilitate deliveries, electrical hook-ups, internet requests, etc.

ADVERTISING OPPORTUNITIES

Ensure that your message reaches the right people, at the right time, in the right format.

We print over 1,000 Annual Meeting program books for the entire Annual Meeting. The program book includes the full listing of programs occurring for the entire week.

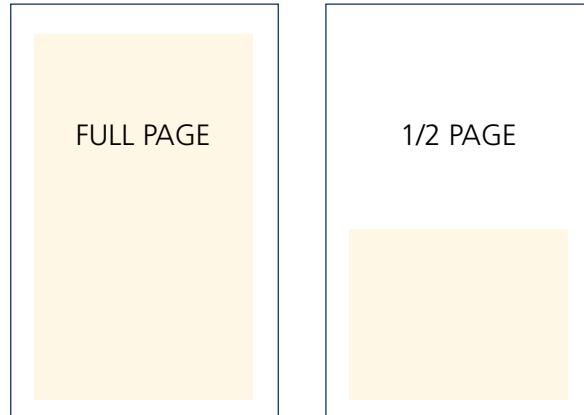
Full page in the program book – \$850

1/2 page in the program book – \$450

Display Specifications

Full page: 7.5in W x 10in H

1/2 page: 7.5in W x 4.75in H



Annual Meeting Package (Limited Packages Available)

Strengthen your exposure to New York State Bar Association members – and save more – with these special marketing packages.

Get an exhibitor table at Annual Meeting and increase your advertising exposure with ads in the program book.

Exhibitor Table & Advertising Package

Full page ad in the Annual Meeting program book and daily program book – \$3,800

Advertising Deadlines

To secure ad space, please contact Grazia Yeager, Director of Marketing, by December 1, 2016 at gyeager@nysba.org and/or (518) 487-5676.



HILTON MIDTOWN HOTEL RESERVATION INFORMATION

A block of rooms has been reserved at the hotel with a special conference rate of \$260.00 per night (plus applicable taxes). Please call the hotel directly at 800-445-8667 by December 16, and identify yourself as a NYSBA Annual Meeting attendee to book your overnight accommodations at this rate or go to www.nysba.org/am17accomm to link to the online reservation page.

Please be advised that rosters and/or mailing lists of registrants cannot be released to vendors as a part of the New York State Bar Association's Members' Privacy Policy.

NEW YORK STATE BAR ASSOCIATION



140th ANNUAL MEETING | JANUARY 23 – 27, 2017

NEW YORK HILTON MIDTOWN, 1335 AVENUE OF THE AMERICAS, NYC

EXHIBITOR REGISTRATION

CONTACT: _____

COMPANY/FIRM: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____

TYPE OF DISPLAY: TABLETOP: _____ FREESTANDING: _____

☐ Week long vendor

☐ One day vendor – please list which event _____

Electrical hook-ups, DID lines, Internet Access and Audio Visual requirements must be pre-arranged with the Hilton *at the vendor's expense*. To order these services, go to: <https://newyorkhilton.boomerecommerce.com>.

Please be aware, the Hilton Package Room charges vendors a fee for receipt of incoming shipments as well as for outgoing shipments. Please consult the Package Room Brochure for information.

PAYMENT INFORMATION

☐ Check or money order enclosed in the amount of \$ _____ (Payable to the New York State Bar Association)

☐ Charge \$ _____ to ☐ American Express ☐ Discover ☐ MasterCard ☐ Visa Card Exp. _____

Card number _____ Signature _____

Please return this form with your payment by Monday, November 14, 2016

Attn: Maria Kroth

New York State Bar Association

One Elk Street, Albany, New York 12207

Telephone: 518-487-5571 Fax: 518-463-5993 Email: mkroth@nysba.org



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Albany, NY 12207