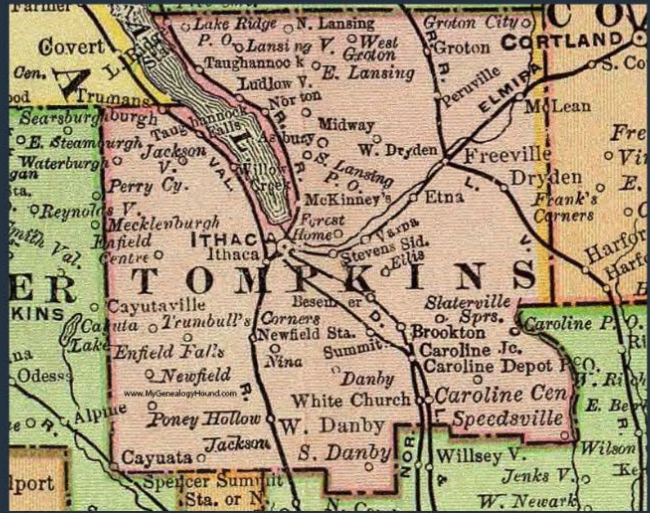


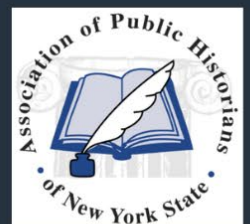
# 2023 ANNUAL CONFERENCE

ITHACA, NY  
SEPTEMBER 18-20



## MARKETING OPPORTUNITIES

ASSOCIATION OF PUBLIC HISTORIANS OF NYS  
2023 CONFERENCE



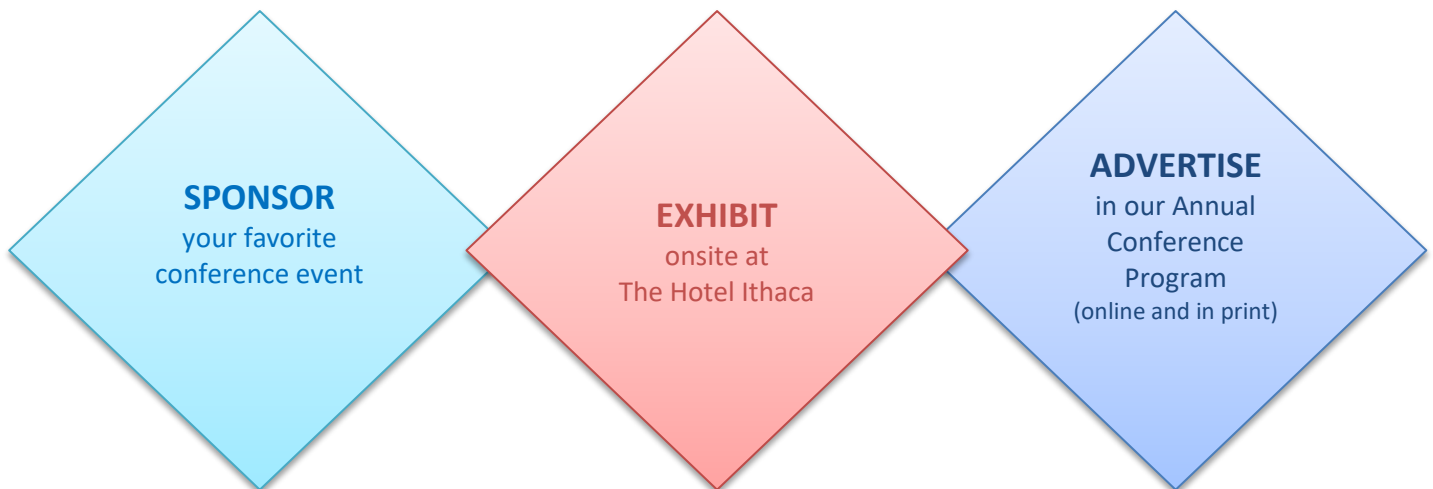
# Spread the Word

The 2023 Association of Public Historians of New York State (APHNYS) annual conference will be held in Ithaca, New York, September 18–20. You are invited to spread the word about your organization, institution, products, or services to the 120+ 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 120+ 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 2492 ♦ Sag Harbor, NY 11963

[publichistoriansnys@gmail.com](mailto:publichistoriansnys@gmail.com) ♦ [www.aphnys.org](http://www.aphnys.org)

# SPONSOR APHNYS 2023

## FRIEND \$100-\$200

- Inclusion of your institution's logo on a sign at the conference registration table
- Your institution's logo on the sponsored program (select conference program or awards dinner program) or on signage for The Exchange
- Recognition in the digital and print versions of the conference Program (if received by August 1, 2023)
- Pre- and post-conference attendee email list for a one-time message each

## NETWORKING \$300

All Friend-level benefits and:

- Inclusion of your institution's logo on a sign at the conference registration table
- Signage with your institution's logo at the sponsored event (at this level, this is one coffee/snack break)
- Your logo (b/w) in the 2023 conference Program (if received by August 1, 2023)

## SUPPORTER \$500

All Friend- and Networking-level benefits and:

- Signage with your institution's logo at the sponsored event (at this level, select Monday opening reception or Tuesday social hour)
- One complimentary quarter-page ad (b/w print; color digital) in the 2023 conference Program (if received by August 1, 2023)
- One complimentary conference registration

## PARTNER \$850

All Friend-, Networking-, and Supporter-level benefits and:

- Signage with your institution's logo at the sponsored event (at this level, select Monday dinner/keynote or Tuesday awards dinner)
- One complimentary half-page ad (b/w print; color digital) in the 2023 conference Program (if received by August 1, 2023) (this replaces the quarter-page ad)
- One additional complimentary conference registration (for a total of two)
- Two complimentary tickets to the sponsored event (Monday dinner/keynote or Tuesday awards dinner)

## PRESENTING SPONSOR \$1000+

All Friend-, Networking-, Supporter-, and Partner-level benefits and:

- One complimentary full-page color ad (print and digital) in the 2023 conference Program (if received by August 1, 2023) (this replaces the quarter- and half-page ads)
- Two complimentary tickets to Monday dinner/keynote and Tuesday awards dinner (your choice)

## DEADLINE

**July 1, 2023** (for inclusion in preliminary program)

**August 1, 2023** (for inclusion in the final program)

# SPONSOR your Favorite APHNYS Event

Event	Sponsor
Keynote Dinner (Monday)	\$850
Awards Dinner (Tuesday)	\$850
Opening Reception (Monday)	\$500
Social Hour (Tuesday)	\$500
Networking 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 Hotel Ithaca.

\*\*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
Printed Conference Program	\$200
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 2492  
Sag Harbor, NY 11963  
Federal Tax ID # 32-0157038

## QUESTIONS?

Email [publichistoriansnys@gmail.com](mailto:publichistoriansnys@gmail.com).



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# EXHIBIT at The Hotel Ithaca

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 10 ♦ \$50

Additional tables ♦ \$200

## WHAT DO I GET?

8-foot skirted table, two chairs, 500-watt electrical service

Two complimentary conference registrations (not for unstaffed tables)

Listing in digital and print annual conference Programs

Pre- and post-conference attendee list for a one-time message each

## THE APHNYS EXHIBIT HALL

### HOURS (tentative)

#### *Exhibit setup*

Monday, September 18 – 8:00 am – 12:00 pm

#### *Exhibit hours*

Monday, September 18 – 12:00 pm – 6:00 pm

Tuesday, September 19 – 8:00 am – 1:00 pm; 4:00 pm – 6:30 pm

Wednesday, September 20 – 8:00 am – 1:00 pm

#### *Exhibit dismantling*

Wednesday, September 20 – 1:00 pm – 3:00 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

## THE DETAILS

Requests for exhibit space must be received by August 1, 2023 to be listed in the printed Program; reservations received after that day will be listed in revised digital editions or in addenda only.

**50% of the exhibitor's fee is due with application; the remaining balance is due by September 1, 2023.**

Notification of cancellation must be received in writing. Cancellations received before August 1, 2023, will be refunded in full (minus a 20% administration fee). Cancellations made by September 1 will be refunded 50%. Cancellations made after September 1, 2023, 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 5⅛h	8" w x 5⅛" 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) (submit both)

Dimensions of the file must match the reserved ad space

## UPLOAD YOUR ADVERTISEMENT:

Once you have completed your order and made your payment, upload your advertisement using this form:

<https://forms.gle/8KUps8q1EAAJayp46>

## DEADLINES FOR AD COPY & PAYMENT:

**July 1, 2023** (for inclusion in preliminary Program)

**August 1, 2023** (for inclusion in *all* digital and print versions of the Program)

**September 1, 2023** (for inclusion *only* in revised digital versions of the Program)

**Payment due in full with application and artwork.**





**Sponsors/Exhibitors/Advertising Contract**  
**APHNYS Annual Conference**  
**Ithaca, NY, September 18–20, 2023**

**CONTACT INFORMATION**

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

A. Event/Item	Sponsor	
Keynote Dinner (Monday)	<input type="checkbox"/>	\$850
Awards Dinner (Tuesday)	<input type="checkbox"/>	\$850
Opening Reception (Monday)	<input type="checkbox"/>	\$500
Social Hour (Tuesday)	<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
Printed Awards Program	<input type="checkbox"/>	\$100
Other (insert amount)	<input type="checkbox"/>	
<b>Subtotal A:</b>	<b>\$</b>	
<b>B. Exhibits</b>		
Exhibit Booth - Commercial	<input type="checkbox"/>	\$250
Exhibit Booth – Non-Profit	<input type="checkbox"/>	\$150
Unstaffed/Shared Booth	<input type="checkbox"/>	\$50
Region 10 Cultural Organization	<input type="checkbox"/>	\$50
Additional tables	<input type="checkbox"/>	\$200
<b>Subtotal B:</b>	<b>\$</b>	

**\*\*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 2492  
 Sag Harbor, NY 11963

Signature: \_\_\_\_\_ Date: \_\_\_\_\_