



Southern Tier West

Regional Planning & Development Board

Richard Zink, Executive Director

James Cooper, President

MEMORANDUM

To: Businesses and Organizations

From: Eileen Weishan, Conference Coordinator

Date: January 14, 2010

Subject: 17th Annual Southern Tier West Local Government Conference

Once more I am looking forward to our Annual Southern Tier West Local Government Conference on **Wednesday** May 5, 2010. Please consider joining us for this significant event to be held once again at Houghton College, Houghton, NY. The conference registration will begin at 8:00 a.m. and ends at 4:00 p.m. Vendors can access the display area beginning at 7:00 a.m. Once again we will invite Town, Village, and City Board Members, Clerks, Superintendents of Highways and Public Works Departments, Planning Boards, Zoning Board of Appeals members, Municipal Court Clerks and Justices, Building Code Officers and many other municipal officials from 10 western New York counties.

Once again this year's program allows for two sessions in the morning with ½ hour break, 1¼ hours for lunch and two sessions in the afternoon with ½ hour break. Last year we had the first opportunity to use the newly remodeled The Reinhold Campus Center Lounge area. Set up was a learning experience and a few changes will be made this year. The space is still a challenge to place all of the vendors, electricity, furniture and people in the best locations. So, please continue with your patience during this "learning" experience! Registration and "Breakfast with the Exhibitors" will be held from 7:30 to 8:45. Wireless Internet is always available in the Campus Center Lounge.

We appreciate the tremendous support from our exhibitors and sponsors over the years. As in the past, we will not be raising fees for exhibitors. However, we did increase the Sponsor support and Local Official registration slightly due to minimal increase in our costs. Because of support from our exhibitors, sponsors and Houghton College, we are still keeping registration fees for local officials at a very affordable level. The following are the business and non-profit rates and levels of participation:

1. Exhibit Spaces include:

- 8' table with tablecloth. Electric available at most spaces on a first come first serve basis.
- Complimentary Registration fee for **two** of your representatives including breaks and buffet lunch
Additional Representatives may attend at \$20.00 per person
- Listing in the Conference Program
- Web page link from the Southern Tier West Local Conference site to your web page.
- Large number of interested local government officials

The contribution for a display area is \$300. (Free for Corporate Sponsors, \$50 discount for Corporate Supporters)

2. Advertising space includes:

- Advertisement in Conference Booklet in 1/8 page (business card)
- Listing in the acknowledgements recognizing the contributors to the event.
- Web page link from the Southern Tier West Local Conference site to your web page.

The contribution for advertisements is \$100 for 1/8 page. (Free for Corporate Sponsors and Supporters)

3. Co-sponsorship includes:

- Acknowledgement in marketing information and materials sent out regarding the Conference.
- Acknowledgement page of all co-sponsors in the Conference Booklet.
- Complimentary Registration for two people including breakfast & lunch
- You may wish to sponsor a specific event within the conference:

“Breakfast with the Exhibitors”

Morning Break

Lunch

Afternoon Break

The contribution for Co-sponsorship is \$225. (Free for Corporate Sponsors)

Registration Form is attached. Please fill it out and return it with your check payable to Southern Tier West, attention Eileen Weishan, at 4039 Rte 219, Suite 200, Salamanca, New York 14779. If you are purchasing advertising space, please enclose your business card with the payment or email electronic version.

→ **Registration form and fee must be received in order to reserve your space** ←

Registration deadline is **April 1, 2010**. We will forward you a confirmation notice and additional information about the day's itinerary. If you have any questions or wish more information on our Corporate Sponsor and Supporter programs, please feel free to call me at (716) 945-5301 ext 207 or eweishan@southerntierwest.org. We look forward to your participation and support, allowing us to provide quality training for our local officials.

As always, I look forward to greeting and talking with you all again this year.