



# 2024 ESSAE ANNUAL EXHIBITOR PROSPECTUS

Thursday, June 27, 2024  
Saratoga Springs City Center  
Saratoga, NY

## WHAT YOU'LL FIND INSIDE...

- About ESSAE
- What is #ESSAEAnnual?
- Who's Walking the Floor?
- Become an Exhibitor
- How to Optimize Your Experience
- Schedule at a Glance
- Terms & Conditions

**WHAT IS THE ESSAE ANNUAL CONFERENCE & TRADE SHOW?** The ESSAE Annual Conference & Trade Show is the premier association management and meeting professionals conference and trade show in upstate New York. This year's show will take place at the [Saratoga Springs City Center](#) in Saratoga, NY on Thursday, June 27, 2024. The annual one-day conference is about professional development, networking, and showcasing products and services, and is the place to interact with key decision makers in the association and hospitality industries. The annual conference celebrates the true partnership of our association colleagues, meeting professionals, and exhibiting partners all across New York State.

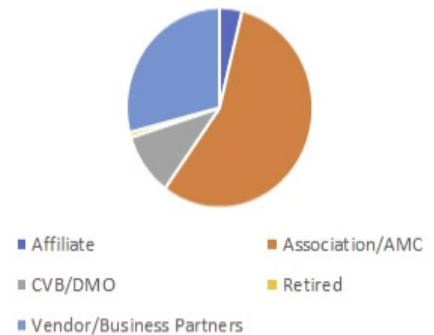
## NEW THIS YEAR! To increase exhibitor time with more attendees, the following opportunities have been enhanced:

- Exhibitor Move-In the Afternoon Before
- Education Programming Designed to Target Audience before Lunch, & Trade Show
- Exhibitor Enjoy Sit Down Lunch with Attendees, including Association Leadership Academy (ALA) graduation
- Reception During Second Half of the Trade Show
- New Programming to Draw Attendees to Trade Show
- Partnerships with MPI Upstate New York and NYSAE to promote event to target audiences
- New High-Top Option

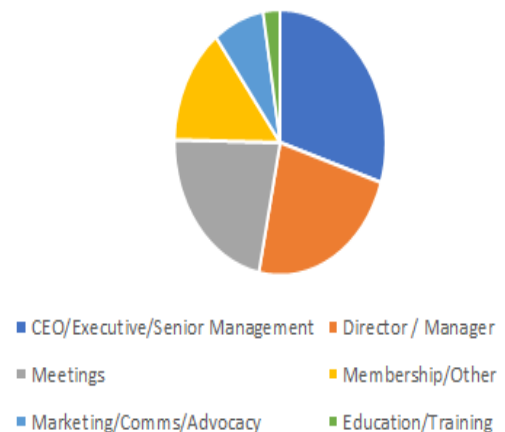
**WHO WILL ATTEND?** As an exhibitor, you will have the opportunity to meet with association leaders and innovators who are looking to take their associations to the next level. By exhibiting, you can help associations stay ahead, make informed decisions, and support their ever-changing environment. The Annual Conference will be marketed to an audience of association, non-profit, corporate executives, and their staff in New York State and the Northeast, to include:

- All of NYS and neighboring regions;
- Association executives, CEOs, VPs, and operating officers
- Government, corporate, and association/non-profit meeting & event professionals
- Association management firms; and
- Marketing & PR professionals, education directors, administrators, HR and finance directors, membership directors, and other key association staff

Membership by Category



Attendee Area of Responsibility



## WHY FACE-TO-FACE MATTERS

Nothing compares to the value that face-to-face meetings, events, and conferences provide. These events provide a unique opportunity to connect with attendees and provide them an experience that resonates on a personal level. Events like this foster business relationships and deliver unique value.

No other face-to-face interaction comes close to the benefits of exhibiting, and that's why YOU should be exhibiting at the ESSAE Annual Conference! Create valuable face-to-face interaction with your current and potential customers, expand awareness, and increase sales.

## SEE YOUR FACE/LOGO HERE!



**EXHIBITOR-CLIENT MEETINGS!** ESSAE will provide physical space for 1:1 meetings between Exhibitors and Attendees during the trade show floor hours. No appointments necessary. Networking areas will be created for meetings to take place for those more in depth conversations with potential and current clients. Enjoy coffee breaks, a sit-down lunch and trade show reception to network and connect with industry leaders.

**WHAT IS YOUR MARKETING GOAL?** The key to success at any trade show is early and often pre-show promotion of your company's participation. How else will your clients and prospects know where to find you? Pre-show promotion is easy because we provide an attendee mailing list free of charge - available to contracted ESSAE Trade Show exhibitors only.

Use our hashtag (#ESSAEAnnual) and personalize ESSAE promotional graphics to share event details on your social media outlets. Invite clients and colleagues to the show via Facebook and LinkedIn!

**CONSIDER PARTNERSHIP!** Build Booth Traffic and obtain more qualified leads for maximum ROI with options that drive attendees to your booth! Increase Brand Awareness with strategic logo and brand placement options.

Network with association professionals by supporting their education, meals, receptions, and coffee breaks!

**REGISTER ONLINE:** We strongly encourage you to use the online registration system for real time booth availability and online payment. Exhibitors will select their booth locations on a first come, first served basis (in the order that registrations are completed online. ESSAE reserves the right to make final booth assignments in the event there's an issue with the online platform.

Once booth assignments have been made you will be provided an exhibitor login. Using this login, exhibitors can update their profile, make additional purchases, and include personnel changes.

## Event Schedule:

### Wednesday, June 26, 2024

**Primary** Exhibitor Move In & Set Up - 2:30 PM to 5:30PM

### Thursday, June 27, 2024

Registration / Check In - 7:30 AM

Exhibitor Move In & Set Up - 7:30 to 9:00 AM

Welcome & Continental Breakfast – 8:00 to 8:30 AM

\*Education Round 1 - 8:30 to 9:30 AM

\*Education Round 2 - 9:45 to 10:45 AM

\*Education Round 3 - 11:00 to 12:00 PM (inc. CEO Roundtable & a Meeting Planner session)

\*Lunch & ALA Graduation (Ballroom) – 12:15 – 1:45 PM

Trade Show – 2:00 – 5:00 PM

Reception – 3:30 – 5:00 PM

Exhibitor Breakdown Begins – 5:00 PM\*\*

*Exhibitor registration includes full day access to the conference and featured education for one person. We encourage all exhibitors to take part in the education to network and learn from the association community. \*Coffee/networking breaks between each educational round and lunch will be sit-down for exhibitors and attendees. Fee will apply for additional company representatives.*

\*\*Exhibitor breakdown begins at 5:00 PM, for any exhibitors who wish to participate in the afternoon educational sessions, please note that Total Events will be removing tables between 2:30 PM and 5:30 PM. Exhibitors are welcome to leave their items on the show floor, but are asked to place their items on the floor next to their assigned space. All items must be removed from floor by 6:00 PM.

“

**Best parts of the show:**

Seeing all my ESSAE friends

Meeting new ESSAE friends

Networking

Yes, I would exhibit again to network and learn more about New York State Associations.

HYATT REGENCY BUFFALO

“

It is so easy to get siloed in your job, your industry, or your city.

I love attending the ESSAE Annual Meeting because **it gets me out of my box and introduces me to people outside my field** with amazing ideas.

NELLCO LAW LIBRARY CONSORTIUM, INC.

“

This was a very polished trade show. I had a steady stream of interested people at my booth for the entire event.

**I am already looking forward to next year!**

MATT EPISCOPO ENTERPRISES INC.

“

There are always quality educational sessions.

**I can meet with many suppliers at once**, whether it's to drop off RFP's for upcoming events or just visit and maintain an existing relationship.

EMPIRE STATE ASSOCIATION OF ASSISTED LIVING

“

The best parts of the trade show are the open networking on the show floor and the quality of attendees.

**I will definitely exhibit again and recommend the show to others.**

SENECA RESORTS & CASINOS

## EXHIBITOR PACKAGES

Exhibit Floor space limited to 75 vendors and up to three representatives\*\* per vendor. We are working to prioritize our audience of association, non-profit, corporate executives, and their staff, and the return on your investment for this program through new programmatic and scheduling enhances this year. **A non-refundable deposit of 50% is required to reserve your booth space and must be paid within two weeks of registration to guarantee your booth space.** Exhibitor registration will close on Friday, May 10, 2024. Walk-ins and onsite changes to personnel will not be accepted.

## EXHIBITOR BOOTHS (8' X 10') - LIMITED TO DMOs/CVBs & KEY SUPPORTERS

**Key Supporters Pre-Sale (early booth location selection):** Tuesday, February 6

– Tuesday, February 20 - Member only: \$1250

**Early Bird Registration:** Wednesday, February 21 - Friday, March 22-

Member: \$1300 | Non-Member: \$2000

**Standard Registration:** Tuesday, March 23 – Friday, May 10 -

Member: \$1,600 | Non-Member: \$2,250

One (1) 8 x 10 Table (Skirted) with (2) Chairs.

\*\*A maximum of three (3) exhibitor representatives per table. First rep is included in the table registration fee. Second & Third reps are an additional fee of \$375 each for members (\$400 for non-members), which includes full day access and seat access at the exhibitor table. A booth and high-top(s) may be purchased together.

- Three (3) dedicated in-person exhibit hours. *Trade Show access complimentary for Qualified Buyers.*
- Enjoy sit down lunch with Attendees before the Trade Show.
- Access to on the floor space for 1:1 meetings with clients
- One (1) Full Registration included for ESSAE's educational component (additional fee for 2nd & 3rd persons).
- Listing in the Digital Exhibitor Directory, including a 150-word description on the event website and mobile app.
- Visibility on the live/in-person floor plan with link to your company website, social media, email address, and logo.
- 2024 "I'm Exhibiting" image/logo to use on your website, email signature, or with any social media marketing.
- Pre- and post-show attendee lists; *emails not included*

## EXHIBITOR HIGH-TOP TABLES – 36" Round

**Key Supporters Pre-Sale (early booth location selection):** Tuesday, February 6 –

Tuesday, February 20 - Member only: \$825 Sequin table cloths available on first come first serve basis.

**Early Bird Registration:** Wednesday, February 21 - Friday, March 22 -

Member: \$850 | Non-Member: \$1,600 Sequin table cloths available on first come first serve basis.

**Standard Registration:** Tuesday, March 23 – Friday, May 10 -

Member: \$1,150 | Non-Member: \$1700

One (1) In-Person 36" Round High-Top Table (Skirted) with (2) two Barstool Height Chairs. Table top signage and (1) one floor banner flush against the wall allowed. Exhibitor floor footprint not to exceed 6' x'6. Please see *Terms & Conditions* for limited customization option. 2024 "I'm Exhibiting" image/logo to use on your social media.

\*\*A maximum of two (2) exhibitor representatives per table. First rep is included in the table registration fee. Second rep are an additional fee of \$375 each for members, which includes full day access and a seat at the table

## NEW - EXHIBITOR HIGH-TOP TABLES – 48" Round

**Key Supporters Pre-Sale (early booth location selection):** Tuesday, February 6 – Tuesday, February 20 -  
Member only: \$950 Sequin table cloths available on first come first serve basis.

**Early Bird Registration:** Wednesday, February 21 - Friday, March 22 - Member: \$1000 | Non-Member: \$1,800 Sequin table cloths available on first come first serve basis.

**Standard Registration:** Tuesday, March 23 – Friday, May 10 - Member: \$1,300 | Non-Member: \$2000

One (1) In-Person 48" Round High-Top Table (Skirted) with (2) two Barstool Height Chairs. Table top signage and (1) one floor banner flush against the wall allowed. Exhibitor floor footprint not to exceed 8' x 8'. Please see *Terms & Conditions* for limited customization option. 2024 "I'm Exhibiting" image/logo to use on your social media.

**\*\*A maximum of three (3) exhibitor representatives per table. First rep is included in the table registration fee.**

Second and third reps are an additional fee of \$375 each for members, which includes full day access and a seat at the table

**LIMITATIONS:** Space will be limited to the first 75 exhibitors. A waiting list will be created if capacity is reached and we will let you know if space becomes available in the order requests are received.



**Follow, Like & Share!**

Hashtag #ESSAEAnnual

Handle: @EmpireStateSAE

[Twitter](#) | [Facebook](#) | [Instagram](#) | [LinkedIn](#) | [YouTube](#)

## ESSAE ANNUAL CONFERENCE EXHIBITOR REGISTRATION FORM

We encourage ALL exhibitors to register using our ONLINE form for real-time table availability, ability to make online payments, and updated event information. Hotels/Venues who are coordinating their exhibiting efforts through a CVB/DMO, must submit a completed exhibitor registration form from each venue/hotel exhibiting within the block. Any CVB/DMO who submits the initial request to exhibit (contract) is responsible for ensuring payment is received. [Key Supporters](#) will receive the link by Tuesday, February 6, wider distribution on Wednesday, February 21. <https://shows.map-dynamics.com/essaeannual2024/?register>

**PAYMENT TERMS:** A non-refundable deposit of 50% is required to reserve your booth space and must be paid within two weeks of registration to guarantee your booth space. Any remaining balance must be paid by Friday, May 10, 2024. If deposits are not received by the deadline, your booth space will be released. As soon as a contract is signed, an invoice will be generated and sent via email. A secure link to pay by credit card will be provided with your emailed invoice. Deposits are non-refundable.

**EXHIBITOR REPRESENTATIVE:** This person will serve as the contact for the Trade Show. A maximum of \*THREE (3) exhibitor representatives per exhibitor booth, TWO (2) per high-top table. First rep is included in the exhibitor table pricing. **Additional reps are \$375 each (\$400 for non-members)** and includes full day access and a seat at the exhibitor table. Provide name & title of each TABLE representative.

### BOOTH NAME:

1st Rep Name: \_\_\_\_\_ Title: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
2nd Rep Name: \_\_\_\_\_ Title: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
\*3rd Rep Name: \_\_\_\_\_ Title: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_ Phone: \_\_\_\_\_  
Cellphone Rep #1: \_\_\_\_\_ Cellphone Rep #2: \_\_\_\_\_

**IN-PERSON BOOTH PREFERENCE:** ESSAE reserves the right to assign space if preferred space is occupied

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_ 3rd Choice: \_\_\_\_\_

Be sure to fill in ALL appropriate amounts below.

	Quantity	Total
In-Person Registration (\$)	_____	_____
2nd Table Rep (\$375/\$400)	_____	_____
3rd Table Rep (\$375/\$400)	_____	_____
Add-Ons:		
Membership Mailing List (\$350)	_____	_____
Attendee Mailing List (\$250)	_____	_____
PDF Labels (\$100)	_____	_____
Mobile Floor Plan Ad (\$150)	_____	_____

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

**REMIT PAYMENT TO**  
**Empire State Society of Association Executives**  
1A Pine West Plaza | Albany, NY 12205

(518) 463-1755

No cancellations or refunds after 4:00 PM  
EST on May 17, 2024. No shows will be billed.

**CONTACT**  
Carrie Laney  
Executive Director  
[executive@essae.org](mailto:executive@essae.org)

### SELECT HOW TO BE BILLED:

- \_\_\_\_\_ We will pay the deposit & balance separately  
\_\_\_\_\_ Invoice me 100%. We will pay all at once.

### Who will issue payment

In accordance with exhibitor rules, regulations & information, I hereby accept the Terms & Conditions and fees for exhibiting at the ESSAE Trade Show on Thursday, June 27, 2024 and as they may be amended from time to time by ESSAE. This completed form represents a binding agreement between the exhibitor, the exhibitor's employing organization, and ESSAE.

### Authorized by:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

## Upgrade Your Marketing: Stand out from the crowd & increase visibility!

A pre-attendee list will be shared with all exhibitors one week prior to the conference. Please use this form to select your upgrades.

\_\_\_\_\_ **Mobile Floor Plan Ad: \$150** Highlight your company by advertising on the Mobile Floor Plan! Map-Dynamics is the Trade Show event app! Showcase your logo or other message on the floor plan viewed by attendees. Ads can be hyperlinked to a webpage of your choice.

\_\_\_\_\_ **Membership Mailing List - Excel Spreadsheet: \$350** Let them know you'll be exhibiting! Grow attendance on the floor connect with members! *(emails not included)*

\_\_\_\_\_ **Attendee Mailing List - Excel Spreadsheet: \$250** Build booth traffic! Send a mailing to conference attendees prior to the show! *(emails included only for those who "opt in" during event registration to allow 3rd party contact)*

\_\_\_\_\_ **Mailing Labels of ESSAE Members: \$100** Sent as a PDF file. Avery 5160 label set up.

“

ESSAE's Annual Conference is a day to step outside of the overwhelming sea of operations and think about the big picture of serving your members.

**I always return refreshed and recharged with new ideas to implement!**

NEW YORK LIBRARY ASSOCIATION

“

One-stop shopping for all of your customers as well as networking with colleagues from the NYS association and hospitality communities.

**Win-Win for everyone!**

DOUBLETREE BY HILTON SYRACUSE

“

My favorite day of the year for networking, **learning about new products** and seeing what's happening at venue properties.

NEW YORK STATE ASSOCIATION OF CONVENIENCE STORES

## PRIZE GIVEAWAYS

Major prizes will be given away during the tradeshow. These prizes are separate from any prize/raffles that are given privately from your booth. Winners will be randomly selected from a drawing of association and meeting professional business cards collected at the designated ESSAE booth on the trade show floor. ESSAE will make every effort to ensure, but cannot guarantee, that all winners are qualified buyers of your goods and/or services. All prize contributors **MUST** be exhibitor companies. Prizes must **NOT** have extensive blackout dates. Please note that **ONLY** prizes meeting the minimum values are added to the event app and ESSAE website, and eligible to be announced through push notifications.

*Attendees must be present to win any prizes with a retail value of \$800 or more. ESSAE will only publish Major Prizes that are submitted in writing by Friday, May 10, 2024. Winner will collect their prize(s) from the donating exhibitor's booth.*

\_\_\_\_\_ **Major (min. value \$800)**

\_\_\_\_\_ **Grand (min. value \$1,200)**

\_\_\_\_\_ **Ultimate (min. value \$1,500)**

Prize Description: \_\_\_\_\_

Restrictions: \_\_\_\_\_

Expiration/Blackout Date(s): \_\_\_\_\_ Prize Value: \_\_\_\_\_

**EXHIBITOR PRIZES** Exhibitor prizes may be given from private drawings at any of the exhibitor booths. Exhibitor will assume responsibility for the distribution of their prize(s). Prizes will **NOT** be announced during the conference. To have a prize included in the mobile app and on our website, complete the form on the next page of this prospectus.

## Social Media

Hashtag #ESSAEAnnual

Handle: @EmpireStateSAE

[Twitter](#) | [Facebook](#) | [Instagram](#) | [LinkedIn](#) | [YouTube](#)

## Terms & Conditions

**IN-PERSON HEALTH AND SAFETY:** ESSAE is committed to providing a safe and healthy environment for all event and program participants. Our decisions and preventive measures will be guided by the requirements and recommendations of the Centers for Disease Control (CDC), and federal, state, and local health authorities. All event safety measures are subject to change.

**MOVE IN/OUT AND EXHIBITOR SET UP:** Exhibitors will be able to set up the afternoon before the event on Wednesday, June 26, 2024, between 2:30 to 5:30 PM, and the morning of the event, Thursday, June 27, between 7:30 – 9:00 AM. We encourage exhibitors to set up the afternoon of June 26 and full participate in the full event and interact with attendees (including before and after morning education sessions). Dismantling of exhibits can begin at 5:00 PM on June 27 at the conclusion of the floor hours and reception.

**APPLICATION TO EXHIBIT:** Space assignment is on a first-come, first-served basis per the date and time the Exhibitor Contract is received in the ESSAE office. Requests for space must be received in writing, using the online or PDF registration form, and will be controlled by envelope postmark or email transmittal dates. Full payment must be received with the Exhibitor Contract to guarantee space. Exhibitor Contracts will be accepted by email, **but are not confirmed until receipt of payment or authorization of credit card transaction.** ESSAE reserves the right to change location assignments at any time, as it may, in its sole discretion deem necessary. Exhibitors will be notified of their space assignment by email. Exhibitors must indicate their first, second and third choice for exhibit space. If space requests are unavailable, space will be assigned as close to your preference as possible.

**PAYMENT TERMS:** A non-refundable deposit of 50% is required to reserve your booth space and must be paid within two weeks of registration to guarantee your booth space. Any remaining balance must be paid by Friday, May 10, 2024. If deposits and/or open balances are not received by the stated deadlines, your booth space will be released. As soon as a contract is signed, an invoice will be generated and sent via email. A secure link to pay by credit card will be provided with your emailed invoice. **Deposits are non-refundable.**

**CANCELLATION:** Cancellations must be received in writing and will be controlled by envelope postmark or email transmittal dates. In the event an exhibitor must cancel, the following refund policy applies: **cancellation notice received prior to Thursday, May 16, 2024 will result in loss of 50% of the total fee. No refund will be issued for cancellations received on or after Friday, May 17, 2024,** regardless of cause (no exceptions). Any exhibitor canceling with a balance due is responsible for paying the remainder in full within 30 days of the cancellation. As mentioned above, **deposits are non-refundable.**

**BLOCK GROUPINGS:** Half tables and shared tables are NOT available for this event. Exhibitors may request to be in the proximity of others but requests cannot be guaranteed when applications and payment are not submitted together.

**USE OF SPACE, BOUNDARIES, and ADMISSION:** Exhibitors shall arrange their exhibit area so that they do NOT obstruct other exhibits. Exhibitors are prohibited by *brief-casing* - handing out promotional materials of any kind anywhere outside of your booth/high-top or sponsored space. Exhibitor must refrain from selling outside their booth/high-top space. ESSAE shall have sole control over all admission policies at all times. Non-exhibiting suppliers or vendors of goods and services are prohibited from handing out promotional materials and selling off the floor if not registered to do so. Badges must be worn at all times.

**High-Top exhibitor displays will be limited to table pop up banners/displays and (1) one floor banner flush against the wall. Exhibitors are prohibited from erecting backdrops or display panels that block the visibility of other vendors. High-Top tables (36" or 48") are included in the registration. Exhibitors may elect to forgo included tables and arrange for other options within the allowed exhibitor footprint (36" = 6' x 6' footprint / 48" = 8' x 8' footprint). Exhibitors who prefer to customize, at their sole expense, should contact Total Events.**

All material used for decoration, i.e., paper, cardboard, cloth, etc., shall be a flame-retardant type. Safety and fire exits and equipment must be left accessible and in full view at all times. The show manager reserves the right to remove or have removed at the exhibitor's expense any item(s) not meeting the show criteria. No exhibitor may sublet, assign or apportion any part of the space allotted, or represent, advertise or distribute literature for any other firm or individual without prior written request and approval by ESSAE. The exhibitor shall comply, at the exhibitor's sole cost and expense, with all applicable national, state, city, municipal and other governmental regulations, including, but not limited to, fire and safety laws and with the applicable rules and regulations of the facility in which the Exhibition is held.

**HOW DECORATOR:** Samantha Williams, Event Support Specialist, [Total Events, LLC](https://www.total-events.com), | [samw@totaleventsny.com](mailto:samw@totaleventsny.com) | 518.383.8602

## RESTRICTIONS

- No compressed or bottled gas
- No flammable materials
- No open flames or cooking on exhibit floor
- No animals permitted inside the facility
- Nothing taped, nailed or affixed to wall surfaces
- Food & beverage items must be pre-approved and restrictions will apply

**INSURANCE & SECURITY** Insurance of booth contents and personnel is recommended. ESSAE does not insure exhibitor property. The Saratoga Springs City Center and ESSAE shall use reasonable care in providing security services during the hours of installation, the show and dismantling for the protection of the exhibitor's materials and display. Beyond this, ESSAE, the Saratoga Springs City Center, their respective officers, directors, employees and/or agents shall not be responsible for the safety or protection of the property or of the exhibitor, its employees and agents from any cause. Exhibitors shall provide to ESSAE copies of all insurance and/or policy riders which includes ESSAE as a coinsured. ESSAE is not responsible for lost or stolen items.

**LIABILITY / FORCE MAJEURE** By exhibiting, the exhibitor for and on behalf of itself, its employees, agents, and invitees, and each other, releases and waives any and all claims, demands or actions against the Empire State Society of Association Executives, Inc. and the Saratoga Springs City Center and their respective officers, directors, employees and agents resulting from any act or omission of exhibitor, its employees, agents and invitees. In addition, the exhibitor agrees to hold harmless and indemnify the Empire State Society of Association Executives, officers, directors, employees and agents, and each of them for any and all claims, demands or actions arising out of or as a result of any act or omission on the part of exhibitor, its officers, directors, employees, agents or invitees, and each of them as a result of its exhibit or otherwise related to the show.

**FOOD, BEVERAGES, AND CONDUCT** Food and/or beverage samples will require approval by the City Center and **MUST** be prepackaged, wrapped, or sealed options adhering to the sample sizes listed below. Food and/or beverage samples may be offered if the product being sampled is served by the exhibiting company. A current health permit and/or NYSLA marketing permit **MUST** be on file with the catering office. Hired talent or model personnel will **NOT** be allowed at this year's event. Lewd attire and behavior will **NOT** be tolerated.

Sample sizes are as follows:

- Non-Alcoholic Beverages: Not more than four (4) ounces
- Food: All food samples should be bite sizes. No full size meals shall be served as a sample.

Exhibitors who plan to have samples at their booths must provide the Saratoga Hilton (onsite caterer) a full description of all items that will be sampled and must agree to the ounce limitations as listed above. Those exhibitors handing out alcoholic samples will need a copy of the Saratoga Hilton's license to apply for the SLA permit, which will be submitted to the Saratoga Hilton for record keeping and liability purposes. Health permits for food must be sent to the Saratoga Hilton as well.

**EVENT CATERER:** Jessica Lis, Events Manager, [Saratoga Hilton](#) | [Jessica.lis2@hilton.com](mailto:Jessica.lis2@hilton.com) | 518-693-1033

## POLICY ON SERVING ALCOHOL

The Saratoga Hilton is the caterer of record and carries the Liquor Liability for the ESSAE trade show. Due to NYS Liquor Authority regulations, any exhibitors who wish to serve an alcoholic beverage must:

- Arrange, at least 30 days in advance, with the Saratoga Hilton
- Contract with the Saratoga Hilton for bartender service to dispense the beverage samples. Fees will apply.
- Any and all additional costs are the responsibility of the exhibitor.

*ESSAE and the Saratoga Springs City Center reserve the right to prohibit alcoholic beverages if proper procedures for serving alcohol are not followed.*

**FACILITY CONTACT:** Susan Baker, CMP, Director of Sales, [Saratoga Springs City Center](#) | [susanb@saratogacitycenter.org](mailto:susanb@saratogacitycenter.org) | 518-584-0027

**FACILITY SERVICES** Electricity, Internet, and Cleaning must all be ordered through the Saratoga Springs City Center. Exhibitors who do not order electric prior to the trade show will not have access to power. Facility services and guidelines will be provided to all registered exhibitors.

Electric and booth drayage is arranged through Total Events. Internet is arranged through Kim Leon at Spa.net and must be requested 10 days in advance to [projectmanager@spa.net](mailto:projectmanager@spa.net).

**DISMANTLING OF EXHIBITS** Packing or dismantling of exhibits will be prohibited until after the official closing of the trade show floor hours (5:00PM). If an exhibitor starts breaking down prior to the closing of the trade show floor, they will be subjected to a \$250 penalty, payable to ESSAE.

At the closing of trade show, the official show decorator (Total Events) will begin collecting table drapes and other items (as necessary). If an exhibitor fails to remove the exhibit, removal will be arranged by ESSAE at the expense of the exhibitor. Exhibitors are responsible for packing their own materials at the end of the trade show and arranging for shipping. All exhibitors must be prepared to staff their booth until the closing of the trade show.

**FAILURE TO OCCUPY SPACE** Exhibitors are considered “no show” if a company does not check-in, occupy, and exhibit in the designated space by 9:00 AM Eastern on Thursday, June 27, 2024 and has not given ESSAE the required written notice of cancellation. ESSAE has the right to use the “no show” exhibit space in such a manner as it may deem in the association’s best interest. Failure to occupy exhibit space does not relieve the exhibitor from their obligation to pay the full booth rental fee. Any space not occupied prior opening of the trade show floor shall be deemed forfeited by exhibitor and no refund shall be paid.