

Conference Marketing Opportunities

*Pennsylvania State
Association of Boroughs*

*April 29- May 2, 2012
Seven Springs
Mountain Resort*



You're Invited!

The Pennsylvania State Association of Boroughs (PSAB) invites you to take part in its 2012 Annual Conference, April 29 - May 2, at the Seven Springs Mountain Resort.

PSAB's conference is essential for elected and appointed officials of Pennsylvania's Boroughs because it offers specific educational programs, panel discussions on current issues and networking opportunities. Participants include Borough managers, secretaries, mayors, council members and others who govern the Boroughs and make the major purchasing decisions.

Integral components of our Annual Conference are the exhibitors, partners and advertisers. Don't miss this chance to market your company's products and services to Borough officials. The PSAB Annual Conference has proven to be profitable for both companies and attendees alike.

To encourage exhibit participation, refreshments and Monday lunch are served in the exhibit hall during show hours. We also have a traffic-building program that awards Borough Official participation with prize drawings.

This brochure contains important details to make your involvement in the 2012 PSAB Annual Conference Exhibition a success. To secure your preferred space, please return your completed contract with your payment as soon as possible but no later than March 26, 2012.

PSAB values the educational contribution made by each exhibitor, and we are confident your company will be successful at Seven Springs this April.

ABOUT PSAB

PSAB is a nonprofit, nonpartisan Association operated by the Boroughs of the Commonwealth to promote effective local government practices and initiatives. Its founder, Mr. Thomas F. Chrostwaite, sought to create an organization in which Borough delegates from around Pennsylvania could aggregate political strength to gain influence in the public policy-making arena.

Today, PSAB represents 958 governing bodies, over 9,100 elected and appointed local officials, and 2.6 million residents spanning 66 counties.

***Pennsylvania State Association of Boroughs
101st Annual Conference & Exhibition***

April 29 - May 2, 2012, Seven Springs Mountain Resort

Exhibitor Information

EXHIBIT HOURS

Sunday, April 29: 8:00 a.m. Shot Gun Golf Outing

Sunday, April 29: 8:00 a.m. - 12:30 p.m. (Set Up)

Sunday, April 29: 1:00 p.m. - 6:00 p.m. (Show Open)

Monday, April 30: 7:30 a.m. - 2:00 p.m. (Show Open)

Monday, April 30: 2:00 p.m. - 5:00 p.m. (Tear Down)

Note: Refreshments and Monday lunch are served in the exhibit hall, and exhibitors are encouraged to participate.

CONFERENCE HEADQUARTERS

Seven Springs Mountain Resort

777 Waterwheel Drive, Champion, PA 15622

Phone: (866) 437-1300

Room Rate: \$168 + 9% tax (includes breakfast for 2 adults)

Housing Deadline: April 2, 2012 (www.hotelreservations.boroughs.org)

EXHIBIT SPACES

The exhibit spaces, are 8' X 10'. Numbered hanging aisle signs with company name (if received by program deadline) will assist in locating booths. PSAB exhibit fee includes:

- ✓ Free conference registrations for representatives of an exhibiting firm (includes Sunday Reception and Monday Lunch)
- ✓ Standard pipe and drape setup including a back curtain and side rails
- ✓ One 6' draped table with 2 chairs

Notes: An additional fee will be charged by the Hotel for electricity. The exhibit area is carpeted.

ASSIGNMENT OF SPACE

Booth assignment is on a first-come, first-served basis. No booth assignments will be accepted unless accompanied by a check or credit card information.

PAYMENTS & CANCELLATIONS

PSAB accepts most forms of payments including checks, cash, Visa, MasterCard, American Express and Discover. Cancellations must be received by March 19, 2012 for full refund. Cancellations after March 19, 2012 are subject to the following: If cancelled booth can be resold, there will be a \$50.00 handling charge; if cancelled booth cannot be resold, there will be no refund.

EXHIBITOR DRAWING & PRIZES

Exhibitors are permitted to offer drawings for prizes. Drawings should be conducted by 12 p.m. on Monday, April 30, 2012 and posted on the board provided at the entrance to the exhibit hall. Winners must claim the prize at the exhibitor's display. PSAB WILL NOT be responsible for exhibitors' prizes.

RESTRICTIONS

PSAB reserves the right to remove or eliminate any objectionable exhibits, persons, advertisements, souvenirs, or any other feature or activity that might interfere with the high standards of the conference.

EMERGENCY

In the event that the PSAB Annual Conference is cancelled, postponed or relocated, the exhibitor waives any and all damages and claims for damages and agrees that the sole liability of PSAB shall be to return to each exhibitor the booth fee(s).

FREIGHT SHIPMENTS & REQUESTS FOR LABOR

Arrangements for advance shipment of exhibits and requests for labor assistance in setting up and administering exhibits should be made with:

General Exposition Services

Joe Boyle

205 Windsor Road, Pottstown, PA 19464

Phone: (877) 436-8866 (610) 495-8866 Fax: (610) 495-8870

Website: www.generalexposition.com

E-mail: jboyle@generalexposition.com

SECURITY

Neither PSAB nor the Seven Springs Mountain Resort is responsible for any material, articles or equipment in the exhibits. Small articles of value should be properly secured or removed to safekeeping after exhibit hours. All exhibits should be staffed during the hours the exhibits are open.



LITERATURE & CONTAINER STORAGE

While storing literature and containers, all materials remaining in the exhibit hall must be stored within the 8' x 10' exhibit space. Encroaching upon another exhibitor's space will not be permitted.

CONTACTS FOR OPPORTUNITIES

PA State Association of Boroughs

2941 North Front Street, Harrisburg, PA 17110

Phone: (800) 232-7722 Fax: (717) 236-8164

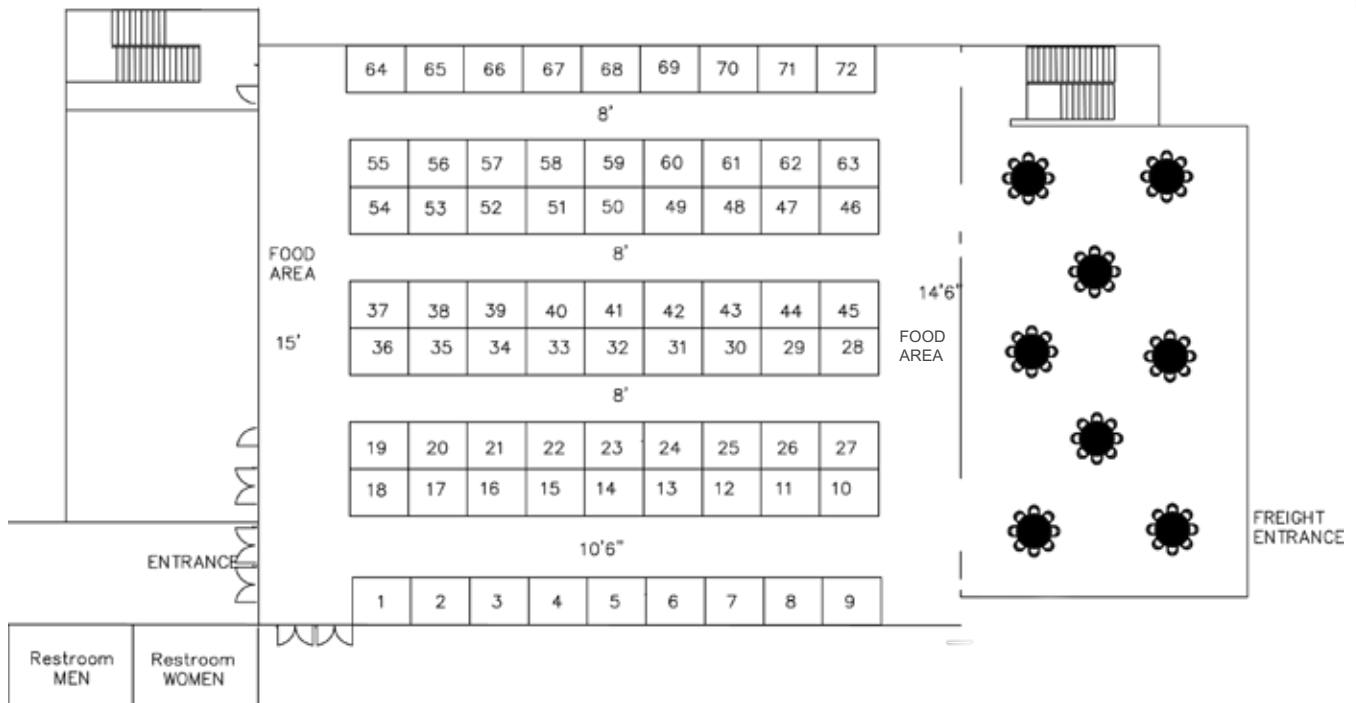
Exhibits - Mira Miller ext. 19 or e-mail mmiller@boroughs.org

Partnerships & Advertising - Suzi Weidenhof ext. 30 or e-mail sweidenhof@boroughs.org

Hospitality Suites - Mary Weller ext. 26 or e-mail mweller@boroughs.org

Golf Outing Registration - Suzi Weidenhof ext. 30 or e-mail sweidenhof@boroughs.org

2012 ANNUAL CONFERENCE EXHIBITOR LAYOUT



Partner Information

PLATINUM - \$10,000

- ✓ Listed as a distinguished conference sponsor in the program and signage during the conference
- ✓ Full page advertisement in the conference program
- ✓ A sign at the banquet indicating your company as a sponsor
- ✓ Four (4) complimentary tickets to the banquet
- ✓ Complimentary exhibit booth
- ✓ Preferential exhibit booth location*
- ✓ Company name and logo on attendee lanyards*

GOLD - \$5,000

- ✓ Listed as a conference sponsor in the program and on a sign during the conference
- ✓ Full page advertisement in the conference program
- ✓ A sign at the awards luncheon indicating your company as a sponsor
- ✓ Two (2) complimentary tickets to the awards luncheon
- ✓ Complimentary exhibit booth
- ✓ Preferential exhibit booth location*

SILVER - \$1,000

- ✓ Listed as a conference sponsor in the program and on a sign during the conference
- ✓ Full-page advertisement in the conference program
- ✓ A sign at a conference event indicating your company as a sponsor

BRONZE - \$500

- ✓ Listed as a conference sponsor in the program and on a sign during the conference
- ✓ Half page advertisement in the conference program
- ✓ A sign at a conference break indicating your company as a sponsor

CONTRIBUTOR - Specify Amount

- ✓ Listed as a conference sponsor in the program and on a sign during the conference

Note: Sponsorships are open for reasonable modification to meet our partners' needs.

* Cannot guarantee availability after January 14, 2012

Contributions or gifts to PSAB are not charitable contributions for federal income tax purposes. Many payments, however may be deductible business expenses for your company.

Partner/Exhibit/Ad Contract

Company _____

Type of Business _____

Contact Person _____

Title _____

Street Address _____

Phone _____

City/State/Zip _____

Fax _____

Website _____

E-mail (confirmations will be emailed) _____

EXHIBITION RATES (check one)

- \$1,000.00 - 8' x 10' booth - Associate Sponsor
- \$1,200.00 - 8' x 10' booth - Non-Associate Sponsor
- \$1,500.00 - 8' x 20' booth - Double Booth

BOOTH # PREFERENCE

- 1st Choice _____
- 2nd Choice _____
- 3rd Choice _____
- 4th Choice _____
- 5th Choice _____

PROGRAM ADVERTISING

Advertising Rates Per Insertion Full Color:

Ad Size	Wide x Deep	Cost
<input type="checkbox"/> Half-page	8-1/2" x 4-1/4"	\$300.00
<input type="checkbox"/> Full-page	8-1/2" x 11"	\$500.00

Artwork

- Electronic file on disc with hard copy enclosed.
- Electronic file emailed to sweidenhof@boroughs.org
(high resolution pdf, tiff or jpg preferred)

PARTNERSHIP RATES (check one)

- Platinum - \$10,000.00
- Gold - \$5,000.00
- Silver - \$1,000.00
- Bronze - \$500.00
- Contributor - \$ _____

Types of exhibits you do **not** want to adjoint, please list: _____

Print or type description of products or services (12 words or less). Need by **March 26, 2012** to appear in the conference program.

PAYMENT (check one)

- I am paying with a check
- I am paying by credit card

Credit Card # _____

- VISA
- MasterCard
- Discover
- American Express
- _____ 3 digits on back of card
- _____ Expiration Date

Signature: _____

Date: _____

**Complete and return contract with payment to
PSAB, 2941 North Front Street, Harrisburg, PA 17110**

Prior Exhibitors & Partners

CONFERENCE EXHIBITORS

Aflac
Allegheny Electric
APPI
Applied Micro Systems
Aquatic Environment Consultants
Aquatic Facility Design
Automatech
Babst, Calland, Clements & Zomnir
Berkheimer Associates
Bitting Recreation, Inc.
Boyce Associates, Inc.
Bradco Supply, Inc.
Brown & Brown of Lehigh Valley, Inc.
Building Inspection Underwriters, Inc.
Cam-Tek Systems
CBY Systems, Inc.
Central Tax Bureau
Century Engineering, Inc.
Chameleon Ways Natural Agg. Bound
CET Engineering Services
Citizens Bank of PA
Colonial Life
Columbia Gas of Pennsylvania
Comcast
Commonwealth Libraries
Creditech, Inc.
Crown Castle
C.S. Davidson, Inc.
CS-GRAPHX
Dallas Data Systems, Inc.
David Miller/Associates Plan Group
DCED - Governors Center
DCNR
DEP
Derck & Edson Associates
Diversified Technology
Edmunds & Associates
E.J. Breneman
Entech Engineering, Inc.
First Commonwealth Bank
Forsite
Freedom Systems
GAI Consultants, Inc.
Gannett Fleming
General Code Publishers
George Ely Associates
GeoServices, Ltd.
Glace Associates
Gold N Copy, Inc.
Gordian Group
GovDeals, Inc.
Great Valley Consultants
HA Thomson Co.
Harris/CSI
HCC Public Risk
Horizon Engineering
Houck Group
Igenti, Inc.
IOGA and POGAM (PA Oil & Gas)
Johnson Controls
Keystone Communication Group
Keystone Insurers Group
Kline's Service, Inc.
Konica Minolta Business Solutions
Land Logics Group
Larson Design Group
Laurel Asphalt
LavaLux LED
Lennon, Smith, Souleret Eng.
LTAP
McKissick Associates
MetLife
Mid-Penn Engineering
Miller Municipal Supply
Milliman, Inc.
Municipal Software
Navarro & Wright Consulting Engineers
NCSPPlus, Pennsylvania
Nittany Paper Mills, Inc.
Northwest Savings Bank
On Demand Energy, LP
P. Joseph Lehman, Inc.
PA Dept of General Services
PA Downtown Center
PA Municipal Retirement System
PA Municipal Service Co.
PA One Call
PA State Treasury
Penn Prime
PennDot
Pennoni Associates, Inc.
Peters Consultants, Inc.
PIBH
Pieper O'Brien Herr Architects
PLGIT
PPL
PRINT
Professional Insurance Services Inc.
Professional Recyclers of PA
PSAB Municipal Retirement Trust
Range Resources
RCx Building Diagnostics
Recreation Resource
Rileighs Outdoor Décor
Safe Choice, Inc.
Senate Engineering Company
Signal Service
Smith Cartwright
Software Systems
Spring City Electrical MFG Co.
StrataWORKS
SwiftReach Networks
The Verdin Group
Tom's Truck Sales
Traffic Planning & Design
Transportation Resource Group, Inc.
Uni-Tec Consulting Engineers
Unique Paving Materials Corp.
U.S. Census
USDA
Utility Services Group
Verizon
Wade Associates, Inc.
WORKNET Drug & Alcohol Services

CONFERENCE PARTNERS

Art Communications Services
Association of Mayors of the Boroughs of PA
Berkheimer Associates
Bradco
BRP Entertainment
Boyce Associates, Inc.
Campbell Durrant Beatty Polombo & Miller
Cohen Law Group
Comcast
Conrad Siegel Actuaries
DCED - Governors Center for Local Government Services
Eagle Power and Equipment
Eckert Seamans Charin & Mellott, LLC
FHL Bank
Harrisburg/Hershey Visitors Bureau
Hershey Lodge
Integrity Bank
Jeff Biglow from Speak, Inc.
Johnson Controls
JPL
Keystone Consulting Engineers
Keystone Insurers Group
Larson Design Group
MetLife
Municipal Retirement Trust
Nauman Smith
Northwest Savings Bank
Pennoni Associates
Pennsylvania Borough Councils Association
PLGIT
Professional Insurance Services, Inc.
Range Resources
Reed Smith
Saul Ewing
TALX UC Express
Thomas J. Anderson & Assoc.
Uni-Tec Consulting Engineers
Verizon
York Risk Services