



New York Electronic & Life Safety Association

***2024 Annual  
Conference &  
Golf Outing***

**August 14-15, 2024**

**Turning Stone Resort Casino  
Verona (Syracuse), NY**

***Sponsorship &  
Exhibitor Info***

## ABOUT THE NYELSA ANNUAL CONFERENCE & GOLF OUTING

### ABOUT THE TURNING STONE RESORT & CASINO:



From the beautiful Mohawk Valley's Leatherstocking Region (made famous by James Fenimore Cooper) to the verdant Adirondack Mountains and sparkling Finger Lakes wine country, there are endless places to see and things to do.

Fishing and boating, sight-seeing, hiking, shopping, museums, history, American Indian cultural activities, skiing, casino gaming - the list

goes on!

Located in the heart of Upstate New York, the Oneida Indian Nation's Turning Stone Resort & Casino offers world-class golf, gaming, entertainment, dining, spa and accommodations.

Since opening in 1993, Turning Stone has evolved into a destination resort and one of the top five tourist destinations in New York State, hosting more than 4.5 million guests a year. The resort exceeds 3,400 acres.

Combining 72 holes of golf with more than 700 guest rooms, two spas, nearly two dozen dining options, multiple entertainment venues, an exciting dance club, and 125,000 square feet of Vegas-style gaming space, Turning Stone provides guests with an unforgettable vacation.

It's the ideal adult playground offering around the clock excitement and entertainment.

### ABOUT THE KALUHYAT GOLF COURSE:

Measuring in at just over 7,100 yards, this Robert Trent Jones, Jr. course is ranked as a Top Casino Course by Golfweek.

Kaluhyat (the Oneida word for 'the other side of the sky') is marked by dramatic changes in elevation, measuring as high as 50 feet in some areas, with plateau settings

offering seemingly endless, spectacular views of the surrounding terrain. Six lakes throughout the course add to the picturesque setting.

Kaluhyat is a classic shot-maker's course, where accuracy and strategy are rewarded as much as length.

Designer: Robert T. Jones Jr.



**Distinguished Golf Destination** from BOARDROOM magazine

### ABOUT THE GETAWAY REGION - ONEIDA COUNTY, NY:



Oneida County is home to the incomparable Turning Stone Resort Casino. Racing anyone? Vernon Downs Casino Hotel features the legendary Miracle Mile Harness Race track, plus the casino, fine dining, accommodations, and daily racing simulcasts.

From farmers markets to shopping malls, antique stores to specialty shops, we have what you're looking for. Original art, designer discounts, fresh flowers, furniture, natural foods,

sporting goods; everything from the ordinary to the eclectic.

Nearby, you can sail forever on Oneida Lake. Twenty-two miles long and five miles wide, it's the largest lake in New York State and home of the historic community of Sylvan Beach. There is the wonderful midway at the Sylvan Beach Amusement Park, with everything from bumper cars to the Galaxy roller coaster.

In the nearby town of Oneida, you can explore the Shakowi Cultural Center, an Oneida Indian Nation museum with an impressive collection of artifacts and artwork, traditional crafts, and photographic images on display.



## SPONSORSHIP PACKAGE OPPORTUNITIES

Our Sponsorship Packages provide you with the ability to “maximize” your marketing exposure while “minimizing” your cost of participation... The more you spend - the more you save...

### PLATINUM LEVEL SPONSOR - includes recognition on NYELSA website, email broadcasts, program and signage - PLUS

- ☒ **FOUR** Conference Keynote Luncheon Tickets - *includes:*  
Admission for four individuals (your staff or invited guests) to the keynote luncheon - PRE-REGISTRATION REQUIRED...
- ☒ **TWO** Exhibit hall booths - *includes:* (2) 6' tables, shared electrical outlet  
  
**PLUS** Sponsorship of the **Exhibit Hall “Passport” door prize card** - *includes:* Contest card with your logo / company name distributed to all expo attendees. Completed cards are eligible for the expo grand prize...
- PLUS** Sponsorship of the **Exhibit Hall Dessert Stations** - *includes:* “Sponsored by” table cards placed at the dessert stations located throughout the exhibit hall with your logo / company name and sponsorship level on the cards.
- ☒ Sponsorship of the **Mixer** - *includes:*  
Mixer sponsorship with your logo / company name and sponsorship level on the center of the table(s).
- ☒ Sponsorship of the **Conference Buffet Breakfast and Conference Keynote Luncheon** - *includes:*  
Breakfast and Luncheon sponsorship with your logo / company name and sponsorship level on the center of the table(s).
- ☒ Sponsorship of the **Golf Outing Continental Breakfast and Golf Awards Luncheon** - *includes:*  
Breakfast and Luncheon sponsorship with your logo / company name and sponsorship level on the center of the table(s).
- ☒ Sponsorship of a **Golf Outing Hole** - *includes:*  
Signage placed at designated golf hole tee boxes with your logo / company name.

### GOLD LEVEL SPONSOR - includes recognition on NYELSA website, email broadcasts, program and signage - PLUS

- ☒ **TWO** Conference Keynote Luncheon Tickets - *includes:*  
Admission for two individuals (your staff or invited guests) to the keynote luncheon - PRE-REGISTRATION REQUIRED...
- ☒ **TWO** Exhibit hall booths - *includes:* (2) 6' tables, shared electrical outlet  
  
**PLUS** Sponsorship of the **Exhibit Hall Dessert Stations** - *includes:* “Sponsored by” table cards placed at the dessert stations located throughout the exhibit hall with your logo / company name and sponsorship level on the cards.
- ☒ Sponsorship of the **Mixer** - *includes:*  
Mixer sponsorship with your logo / company name and sponsorship level on the center of the table(s).
- ☒ Sponsorship of the **Conference Buffet Breakfast and Conference Keynote Luncheon** - *includes:*  
Breakfast and Luncheon sponsorship with your logo / company name and sponsorship level on the center of the table(s).
- ☒ Sponsorship of a **Golf Outing Hole** - *includes:*  
Signage placed at designated golf hole tee boxes with your logo / company name.

IMPORTANT - NYELSA has a strict no suit casing policy. If you do not take a sponsorship as a non-dealer, please do not attempt access. You will not be granted access, and will be asked to leave.

# NYELSA Annual Conference Sponsorship Registration Form

X

Indicate Sponsorship Opportunities Selected BELOW:

## Opportunity Pricing

Associate Member Pricing		Non-Member Pricing	
By 6/15	After 6/15	By 6/15	After 6/15

## SPONSORSHIP PACKAGES

<input type="checkbox"/>	PLATINUM LEVEL SPONSORSHIP	\$3000	\$3100	\$3600	\$3800
<input type="checkbox"/>	GOLD LEVEL SPONSORSHIP	\$2000	\$2100	\$2500	\$2700
<input type="checkbox"/>	SILVER LEVEL SPONSORSHIP	\$1500	\$1750	\$2000	\$2200
<input type="checkbox"/>	BRONZE LEVEL SPONSORSHIP	\$1000	\$1,250	\$1300	\$1500

See attached info  
on what is included  
in each Level...

Booth Location Preference -  
Platinum & Gold Sponsors ONLY -->

## ADDITIONAL SPONSORSHIPS

<input type="checkbox"/>	ATTENDEE BADGE LANYARD SPONSOR	\$500	\$550	\$600	\$700
<input type="checkbox"/>	ATTENDEE TOTE BAG SPONSOR	\$500	\$550	\$600	\$700
<input type="checkbox"/>	ATTENDEE NOTEBOOK SPONSOR	\$500	\$550	\$600	\$700
<input type="checkbox"/>	ATTENDEE 2025 CALENDAR SPONSOR	\$500	\$550	\$600	\$700
<input type="checkbox"/>	ATTENDEE PADFOLIO SPONSOR	\$1000	\$1100	\$1100	\$1200
<input type="checkbox"/>	EXHIBIT HALL DOOR PRIZE DONATION =				

## ADDITIONAL CONFERENCE TICKETS

<input type="checkbox"/>	KEYNOTE LUNCHEON TICKET	\$50	\$50	\$75	\$75
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NOTE: Payment must be RECEIVED by "Early Bird Date" to be eligible for DISCOUNTED PRICING...

TOTAL SPONSORSHIPS SELECTED = \$\$

Company: \_\_\_\_\_

Registration Contact: \_\_\_\_\_ Onsite Contact: (if different from registration contact) \_\_\_\_\_

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

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

City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Payment Type: Check ( ) Master Card ( ) Visa ( ) Amex ( )

Credit Card #: \_\_\_\_\_

Expiration: \_\_\_\_\_ Security Code: \_\_\_\_\_ Card Zip Code: \_\_\_\_\_

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

Mail Payment (with completed form) to: NYELSA - 1971 Western Avenue, PMB #1105 - Albany, NY 12203  
Or Email: info@nyelsa.org

# NYELSA Annual Golf Outing Registration Form

**X**

Indicate Sponsorship & Participation Opportunities Selected BELOW:

## Opportunity Pricing

Associate Member Pricing		Non-Member Pricing	
By 6/15	After 6/15	By 6/15	After 6/15

### GOLF OUTING SPONSORSHIPS

<input type="checkbox"/>	GOLF OUTING TOWEL SPONSORSHIP	\$600	\$650	\$600	\$650
<input type="checkbox"/>	GOLF OUTING BALL SLEEVE SPONSORSHIP	\$400	\$450	\$400	\$450
<input type="checkbox"/>	GOLF OUTING HOLE SPONSOR	\$150	\$200	\$150	\$200
<input type="checkbox"/>	GOLF OUTING HOLE IN ONE GRAND PRIZE SPONSOR	\$500	\$600	\$500	\$600
<input type="checkbox"/>	GOLF OUTING BEVERAGE CART SPONSOR	\$1000	\$1100	\$1000	\$1100

### GOLF OUTING PARTICIPATION

<input type="checkbox"/>	GOLF OUTING INDIVIDUAL GOLFER	\$200	\$200	\$250	\$250
<i>includes greens fees, cart, breakfast and lunch for ONE golfer</i>					
<input type="checkbox"/>	GOLF OUTING SPONSORED FOURSOME	\$750	\$800	\$900	\$1000
<i>includes greens fees, cart, breakfast and lunch for FOUR golfers, plus HOLE SPONSORSHIP</i>					

**PLEASE LET US KNOW IF YOU WILL BE PROVIDING YOUR GOLFERS, OR IF YOU NEED US TO FILL THE FOURSOME.**

☐

YES we have (4) golfers - NAMES BELOW

☐

NO we need golfers - PLEASE FILL OUR FOURSOME

Golfer #1: \_\_\_\_\_

Golfer #2: \_\_\_\_\_

Golfer #3: \_\_\_\_\_

Golfer #4: \_\_\_\_\_

**SPONSORING MORE THAN ONE FOURSOME - PLEASE ATTACH A SEPARATE LIST OF ALL GOLFERS / FOURSOMES.**

**TOTAL SPONSORSHIPS & PARTICIPATION SELECTED = \$\$** \_\_\_\_\_

Company: \_\_\_\_\_

Registration Contact: \_\_\_\_\_

Onsite Contact: *(if different from registration contact)* \_\_\_\_\_

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

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

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

City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Payment Type:                      Check (   )                      Master Card (   )                      Visa (   )                      Amex (   )

Credit Card #: \_\_\_\_\_

Expiration: \_\_\_\_\_ Security Code: \_\_\_\_\_ Card Zip Code: \_\_\_\_\_

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

Mail Payment (with completed form) to: NYELSA - 1971 Western Avenue, PMB #1105 - Albany, NY 12203

Or Email: [info@nyelsa.org](mailto:info@nyelsa.org)

## SPONSORSHIP PACKAGE OPPORTUNITIES

### SILVER LEVEL SPONSOR - includes recognition on NYELSA website, email broadcasts, program and signage - PLUS

- ☑ **ONE** Conference Keynote Luncheon Ticket - *includes:*  
Admission for one individual (your staff or invited guest) to the keynote luncheon - PRE-REGISTRATION REQUIRED...
- ☑ **ONE** Exhibit hall booth - *includes: (1) 6' tables, shared electrical outlet*
- PLUS** Sponsorship of the **Exhibit Hall Dessert Stations** - *includes: "Sponsored by" table cards placed at the dessert stations located throughout the exhibit hall with your logo / company name and sponsorship level on the cards.*
- ☑ Sponsorship of the **Conference Buffet Breakfast** - *includes:*  
Breakfast sponsorship with your logo / company name and sponsorship level on the center of the table(s).

### BRONZE LEVEL SPONSOR - includes recognition on NYELSA website, email broadcasts, program and signage - PLUS

- ☑ **ONE** Conference Keynote Luncheon Ticket - *includes:*  
Admission for one individual (your staff or invited guest) to the keynote luncheon - PRE-REGISTRATION REQUIRED...
- ☑ **ONE** Exhibit hall booth - *includes: (1) 6' tables, shared electrical outlet*

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Our Additional Sponsorship Opportunities provide you the ability to participate as your budget can accommodate... You choose opportunities which best suit your marketing needs...

### ANNUAL GOLF OUTING -

- **Golf Towel Sponsorship** - golf towel provided to each golfer with the outing date, NYELSA logo and your company logo
- **Golf Ball Sleeve Sponsorship** - sleeve of three golf balls with your company name & logo placed on the outside of the box.
- **Hole Sponsorship** - your company name on a tee sign
- **Hole In One Grand Prize Sponsorship** - your company name on the par three grand prize hole sign
- **Beverage Cart Sponsorship** - your company name on the beverage cart banner



### ANNUAL CONFERENCE -

- **Attendee Lanyard** - badge lanyard with your company name
- **Attendee Tote Bag** - exhibit hall literature bag with your company name / logo
- **Attendee Notebook / Journal** - conference notebook / journal with your company name / logo
- **Attendee Padfolio** - embossed attendee notepad with your company name / logo
- **2025 Wall Calendar** - (12) page monthly wall calendar with your company name / logo
- **Exhibit Hall Door Prize** - all exhibitors are encouraged to provide a door prize for inclusion in the Conference Door Prize Drawing



Sponsored item images are examples only - and may vary from what is shown...



# 2024 Highlights...

## Annual Golf Outing



The 2024 Golf Outing will again feature an Awards Luncheon which recognizes the outstanding players in our group. Awards will be presented for the "Longest Drive" and the "Closest to the Pin" as well as 1st, 2nd & Last Place foursome.

"What a golf tournament! The entire committee is to be commended for including a well organized golf tournament as part of the NYELSA Annual Conference. A sunny day on a great course provided the entire field of golfers a wonderful golf experience.

The fact that I recorded a HOLE IN ONE on the 197 yard 17th hole at the Shenandoah Golf Course with my family in my group made it all the more special. Keep up the good work. I plan on playing in every NYELSA golf tournament as long as I can play golf." - George Abdo



## Mixer

*with Annual Conference Sponsors*



Whether you have spent the day on the links, or are just arriving for the conference - the 2024 Mixer **MUST** be your first conference stop. This reception is designed for casual MEET • GREET • EAT interaction. No displays, no product demo's just an informal opportunity to meet the conference sponsors **BEFORE** the conference begins.

## Annual Conference

### Seminars | Exhibits | Prizes

The 2024 Annual Conference is filled with opportunities for attendees and sponsors to network and learn.

Three seminar tracks - focusing on SALES, BUSINESS and TECHNICAL skills provide attendees with insights on the ever changing industry landscape.

The exhibit hall features displays from the industries premier vendors and service providers - and attendees can win PRIZES by visiting ALL of the various displays...

# Schedule of Events

*August 14, 2024*

## Annual Golf Outing

*Shenandoah Golf Club*

*(located adjacent to Turning Stone Resort Casino)*

7:00am - Golf Outing Registration/Breakfast

8:30am - Golf Outing Shotgun Start/Scramble

(Grab-n-go lunch will be available for all golfers)

*Turning Stone Resort Casino*

5:00pm to 7:00pm - Mixer Event with Annual Conference Sponsors

7:00pm to ... - Attendee FREE TIME to dine, gamble and enjoy the many amenities available...

Looking to take advantage of the dining or spa/entertainment opportunities on the grounds?

Let NYELSA know. We are here to help. We can get you access and get your reservations booked for you!

*August 15, 2024*

## Annual Conference

*Turning Stone Resort Casino*

7:00am - Conference Registration Opens

*Attendees will be provided with "Booth Bingo" cards. They must visit every exhibitor to be eligible for the GRAND PRIZE drawing...*

8:00am - (3) Conference Seminar Sessions -

*concurrent Business / Technical / Sales Tracks*

*Visit [www.NYELSA.org](http://www.NYELSA.org) for full seminar descriptions*

10:00am - Conference Exhibits

12:00pm to 1:30pm - Annual Meeting & Keynote Luncheon

1:30pm - Conference Exhibits

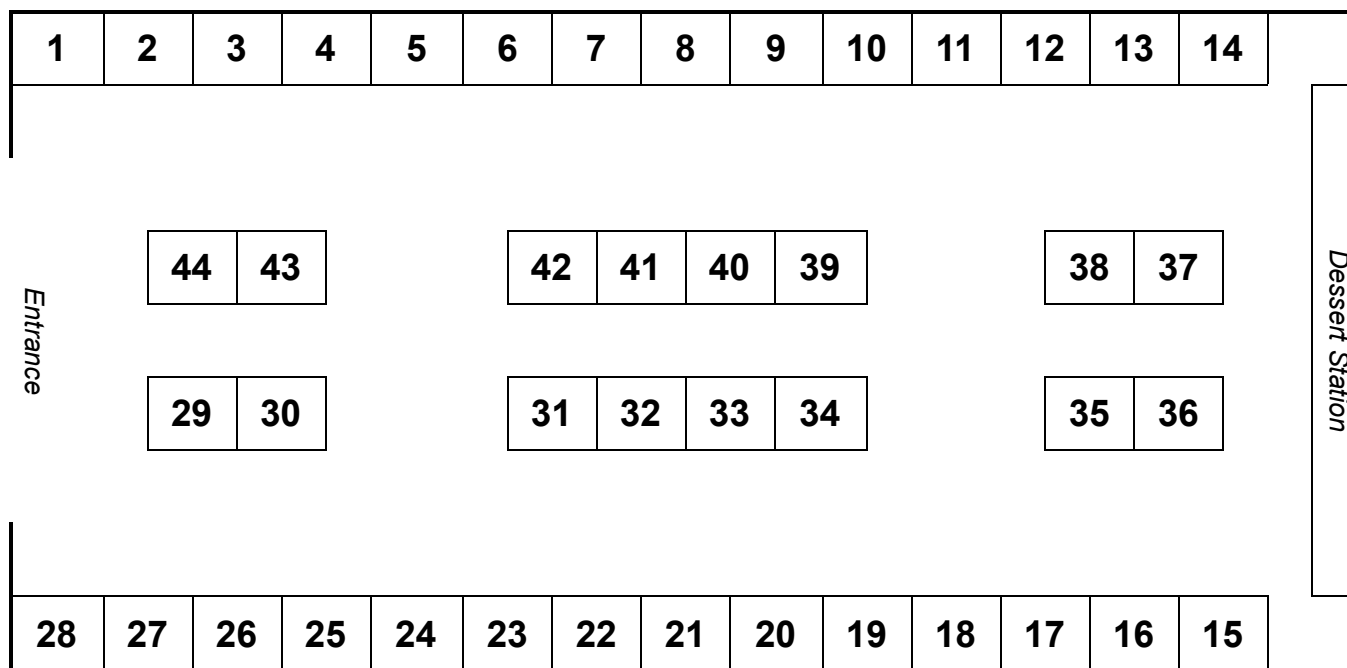
3:00pm - (3) Conference Seminar Sessions -

*concurrent Business / Technical / Sales Tracks*

*Visit [www.NYELSA.org](http://www.NYELSA.org) for full seminar descriptions*

4:30pm - Conference Concludes

## EXHIBIT HALL FLOOR PLAN...



### Exhibit Hall Schedule:

7:00am to 9:30am      Set up  
 10:00am to 11:30am      Exhibits OPEN  
*Exhibits closed during Keynote Luncheon*  
 1:30pm to 3:00pm      Exhibits OPEN  
 3:00pm to 6:00pm      Tear down

### Conference Shipping:

Items must be marked with  
**NYELSA**  
 & will NOT be accepted  
 more than **THREE DAYS**  
 prior to the **CONFERENCE**.

## CONFERENCE CONTACT INFORMATION...

### Conference / Association:

New York Electronic & Life Safety Association  
 (NYELSA)  
 1971 Western Avenue - PMB # 1105  
 Albany, NY 12203  
 Phone: 800-556-9232  
 Email: Info @ NYELSA.org  
 Website: www.NYELSA.org

### Conference Hotel & Golf Outing:

Turning Stone Resort & Casino  
 5218 Patrick Road  
 Verona, NY 13478  
 Phone: 800-771-7711  
 Website: <http://turningstone.com>  
 Hotel Overnight Room Block = \$189.00 per night + tax  
 Block closes July 26, 2024  
 Mention NYELSA when making reservations.

### Local Information:

Oneida County Tourism  
 Phone: 800-426-3132  
 Website: [www.oneidacountycvb.com](http://www.oneidacountycvb.com)