



## 34<sup>th</sup> Annual NEARC Conference

Sunday, October 20 to Wednesday, October 23, 2019  
 Sunday River Resort ♦ Newry, Maine

### INVITATION TO PARTICIPATE!

The Maine Host Committee and NEARC Board of Directors invite you to participate as an exhibitor or sponsor at the 2019 Fall NEARC Conference! **We're developing an innovative agenda for practitioners and users of GIS data to get connected, learn from each other, and gather knowledge on the benefits GIS technology has to offer.** We hope you'll join us as a valued supporter and be a part of this networking and educational opportunity. Please review the enclosed information and consider these unique branding possibilities for your business. Thank you!

### OVERVIEW:

Formed in 1986, NEARC is an independent, regional organization that represents users of Geographic Information System software in the region of New England and New York. This group of volunteers is dedicated to helping users of Esri GIS software become more successful. The NEARC annual conference draws **around 400 attendees**, representing a broad spectrum of industries including urban and regional planners, educators, natural resource and utility professionals and government agencies.

**Here's a glimpse at who attended last year's conference – decision makers, influencers and users from several industries:**

Job Type (based on job title)	% of attendees
Analyst/Specialist/Coordinator	35%
Administrator/Manager/Director	19%
Educator	10%
CEO/President/Executive VP	5%
Engineer	4%
Student/Fellow/Intern	4%
Planner	3%
Other	6%

Organizational Type	%
Education	21%
Government	42%
Industry	24%
Non-Profit	3%
Other	10%

2018 Attendees who are planning to purchase or implement the following:	%
Software (ArcGIS Online, Data Collection, etc.)	21%
New Hardware (GPS, Tablet, Plotter, Drone)	16%
Services (Going mobile, Asset Management, Enterprise GIS, Open Data, etc.)	14%
Business System (Permitting, Asset & Work Order Management, CAMA, CAD (Computer Aided Dispatch), Utility Billing, ect.)	8%
Other or N/A	41%

### LOCATION & LODGING:

Fall NEARC 2019 will be held at **Sunday River Resort**, in Newry, Maine. Overnight accommodations are available for a discounted group rate of **\$115 single/double per night plus tax**. Please call 1-800-207-2365 by **Friday, September 27, 2019** in order to be eligible for the group rate.

### CONTACT INFORMATION:

Delaney Meeting & Event Management/  
 info@delaneymeetingevent.com / (802) 865-5202

**WEBSITE:** [www.northeastarc.org](http://www.northeastarc.org)

**See the following pages for options and entitlements!**



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### EXHIBITOR & SPONSOR INFORMATION

#### ★ Key Reasons to Participate

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The Fall NEARC Conference offers you the opportunity to maximize your exposure to new prospects or to reinforce relationships with existing customers – in a casual, conference setting with a focus on networking and socializing. **We're making every effort to ensure that your experience as a vendor is engaging and valuable.**

- **Gain exposure** and expand your network to GIS users from Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island and New York.
- **Reach the decision makers** who need your products and services.
- Enforce your **brand awareness** and maximize visibility.

#### ★ Sponsor Opportunities

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There are several sponsorship options designed to spotlight your business and meet your marketing objectives. Sponsors will receive recognition through a variety of channels, and we'll work with you to help capitalize on your investment. See entitlement grid on following page for details.

- ▶ Tuesday Awards Banquet Sponsor (\$3,250) – *the marquee social event and highest level sponsorship with the most entitlements*
- ▶ Monday Vendor Reception Sponsor (\$2,250) – *this is dedicated mixer time between attendees and vendors*
- ▶ Sunday Welcome Mixer Sponsor (\$1,500) – *an offsite event in a relaxed setting to extend your reach beyond the booth*
- ▶ Lunch Sponsor: Monday or Tuesday (\$1,000) – *as attendees enjoy a full buffet meal, your logo will be featured prominently on signage and table tents*
- ▶ Continental Breakfast: Monday, Tuesday, or Wednesday (\$750)
- ▶ Refreshment Break Sponsor: Monday, Tuesday, or Wednesday, mid-morning or mid-afternoon (\$500)

#### ★ Session Track Sponsor

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Sponsor a **Session Track** for \$500/day or \$1,000 for the full conference

Track options are still being finalized but may include: Emerging Technologies/IT, Mobile Technology, Facilities Management/Infrastructure, Climate Change/Health, Municipal, Natural Resources, Planning, Public Safety.

Entitlements: display your company banner or sign in the meeting room, and serve as host for the sessions.

Company logo will be included on signage and in Final Program.

#### ★ Exhibit Options

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Single Booth: \$900 /\$1,000\*      Double Booth: \$1,800 / \$2,000\* {\*Rates increase after August 1<sup>st</sup>}

A standard exhibit space includes a 6' draped table, ID sign, listing in the final program, and **TWO booth staff**.

Access to power and internet for display space is not included in booth fee; available for an additional charge.

*A form to order power and phone lines directly will be sent with your confirmation information.*

- ▶ SET-UP TIME: Sunday, October 20<sup>th</sup>, 1:00 p.m. - 6:00 p.m. and Monday, October 21<sup>st</sup> 7:30 a.m. – 11:30 a.m.
- ▶ HOURS: Monday, October 21<sup>st</sup> from 11:30 a.m. - 6:15 p.m. (4:15 p.m. - 6:15 p.m. will be exclusive exhibit time) and Tuesday, October 22<sup>nd</sup> from 7:30 a.m. - 1:30 p.m.
- ▶ Exhibit Tear-Down Time: Tuesday, October 22<sup>nd</sup> from 1:30 p.m. - 4:00 p.m.

**TWO  
Conference  
Registrations  
included!!**

#### ★ And More ...!

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- ▶ **Student Scholarship Contribution:** \$50 donation or higher. Recognition will include listing on conference website.
- ▶ **Place a color Ad in the Program App** - \$250.00
- ▶ **Provide an informational hand-out (one page maximum):** available at the Registration Desk - \$500.00
- ▶ **Door Prize Donation:** Please consider donating a prize for the Awards Banquet on Tuesday Evening. These will be used for the Raffle Drawing and Poster Award Prizes. Your contribution will be acknowledged from the podium and is one more opportunity to have your name in front of attendees.

# Entitlement Grid

When you sign up as a sponsor or exhibitor, here's what you will receive for recognition:

Pricing & Benefits	Tuesday Banquet \$3,250	Vendor Reception \$2,250	Welcome Mixer \$1,500	Lunch or Session Track \$1,000	Continental Breakfast Sponsor \$750	Refreshment Break or Session Track \$500	Exhibitor* \$900 single; \$1,800 double
Company Banner Displayed	Banner displayed at Banquet	Banner displayed at Vendor Reception	Banner displayed at Special Event				
Company Logo Placement	On signage	On signage	On signage	On signage	On signage	On signage	
Company Logo on Conference Website	✓	✓	✓	✓	✓		
Verbal Recognition	at General Session						
Exhibit Space (\$900 value)	✓	✓					✓
Conference Registration (includes meals and sessions)	2	2	1	1			2
Brief Company Profile in Program App	✓	✓	✓	✓	✓	✓	✓
Advertisement in Program App	Listed First, push notification	Listed Second, push notification	Listed Third, push notification	Listed Fourth, push notification	Listed Fifth, push notification	Listed Sixth, push notification	Program App Ad space available for \$250
Attendee List (post conference)	✓	✓	✓	✓	✓	✓	✓

**Register online:**

Visit [www.northeastarc.org/fall-nearc](http://www.northeastarc.org/fall-nearc) to sign up as an Exhibitor or Sponsor!

You will receive a confirmation letter and checklist after we receive your registration. In order to fulfill your sponsorship entitlements as indicated in the grid above, you will be requested to provide the following information during the registration process or via email to [karen@delaneymeetingevent.com](mailto:karen@delaneymeetingevent.com) **no later than September 24, 2019** with the following:

- \* Provide brief **company profile** for the Final Program (25-50 words, we reserve the right to edit)
- \* Provide full color company logo (*sponsors only*) for the Final Program and signage; full-color, high resolution file required (preferably .eps. or .jpg.) This is required for sponsors so that we may properly and fully recognize your generous support!
- \* Submit names of **company representatives** for name badges: # of complimentary registrations vary by sponsor level; additional company representative registration fee is at the general attendee registration rate. Comp registrations are included with booth space AND any sponsorships, as identified in grid.
- \* Submit high-resolution color ad for the Program App if purchased or included with sponsorship. Don't miss this great marketing opportunity, and please submit by the deadline!
- \* Indicate door prize donation. If you have a door prize item we can use to for highlighting at the Awards Banquet, please let us know in advance.