



# New York State T♥URISM<sup>SM</sup> Conference

## Training, Planning & Strategy for 2021

We are excited to bring the opportunity of **Marketplace Day** to this year's conference. As an **exclusive sponsor benefit** - part of the first day of the 2020 NYSTC, Marketplace Day develops cooperative relationships, provides important industry information, and fosters partnerships. We first introduced this concept at our 2019 Annual Meeting, and it returns this year after the enthusiasm and success of last year's appointments. In our virtual format, you will keep all the benefits of last year's in person, one-on-one meetings.

As a sponsor, you will have **11 time slots available to host 12-minute one-on-one meetings** and **1 time slot for a Virtual Group Session** with interested parties to discuss and share the new products and programs that you are offering in 2021. It is important that your conversations include not only the benefits of the programming but why you believe this offer is important to help pave the way to success in 2021 and beyond.

### ***Here's the basics:***

#### **Monday, November 16, from 1-5pm**

- 12 Appointment Slots available, 12 minutes each
  - Members will choose between one-on-one appointments and group presentations.
- All programs have both options available.
- Group sessions are limited to 12 people.
- Appointments are pre-scheduled.
- After appointment sign-ups are closed
  - You will be provided the times you are scheduled to meet and who you are meeting with.
  - And the time slot scheduled for your group presentation.

### ***How it works:***

#### **The morning of November 16**

- You will receive an email with the links you will need to participate, these will also be on the NYSTC site.
- There will be one main meeting link for each of the time slots.
  - You will click on the link at the time of the meeting, and you will enter the main room with all participants.
  - You will be moved automatically from that room to your individual one-on-one meetings.
  - After each meeting you will click on the link for the next time slot and the process will repeat.
- You will be able to share your screen during your meetings.

Another new feature is a **Virtual Exhibit Hall**. Based on your sponsorship level, you will have the opportunity for Logo with links and short description on NYSTC – Exhibit Hall web page. This will be where NYSTIA members can learn about you and what you are offering.

**What we need from you – RIGHT NOW!**

- High Res LOGO (likely we already have it – but let's be sure it's the right one)
- 50-100 Word description for Virtual Exhibit Hall – with the links where you want them.
- Title of your One-on-One Session

It is our goal to provide you a platform to meet with buyers who have a need and are interested in your programming. We hope you make the most of this exclusive opportunity and form successful partnerships and have engaging Member-to-Member networking and educational conversations.

Please contact me with any questions or needs.

We look forward to seeing you there!

Best,

A handwritten signature in black ink that reads "Christine Hopper". The signature is written in a cursive, flowing style.

[Christine](#)

518-502-4788