



2025

# SURVEYORS' *Conference*

## EXHIBITOR & SPONSOR PROSPECTUS

JANUARY 12 - 15, 2025 | HERSHEY, PA



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2025

# SURVEYORS' Conference

## ABOUT THE EVENT

The Pennsylvania Society of Land Surveyors (PSLS) is once again proud to host its annual conference in January, dedicated to enriching the professional development of those in the land surveying community.

This highly anticipated event serves as a cornerstone for education, fostering peer interaction, and showcasing new and emerging technologies in the field.

As a statewide organization committed to supporting, improving, and enhancing the practice of land surveying, PSLS is dedicated to providing comprehensive educational opportunities, legislative engagement, and promoting ethical standards within the profession.

The event plays a pivotal role in bringing together surveying professionals to exchange knowledge, discuss industry trends, and explore cutting-edge tools and methodologies that shape the future of land surveying in Pennsylvania and beyond.

**Attracting about 600 people each year, the annual Surveyors' Conference continues to be the most efficient and effective way to engage with peers and vendors, earn PDH credits, and gain key career and industry insights.**



## CONFERENCE SCHEDULE



### Sunday

- Exhibitor & attendee registration opens
- 5PM-7:30PM: Exhibits open
- 5PM-9PM: Social gathering

### Monday

- 7AM-5:45PM: Exhibits open
- 8:15AM-4:30PM: Concurrent sessions
- 5PM-8:15PM: Reception, dinner, evening program
- 8:15PM: Member Appreciation Party

### Tuesday

- 7AM-5:45PM: Exhibits open
- 8:15AM-4:30PM: Concurrent sessions
- 5PM-8:30PM: Reception, dinner, evening program (exhibits finish at 5:45PM)

### Wednesday

- 8:15AM-11:45AM: Concurrent sessions
- 11:45AM: Adjournment

*\*No exhibit booths on Wednesday*





## WHY EXHIBIT AND/OR SPONSOR AT THE 2025 SURVEYORS' CONFERENCE?

Don't just take our word for it—check out what our attendees had to say! **"This conference is honestly one of the best I've ever seen,"** raved one. Another appreciated the vibes, saying, **"The schedule was perfect for breaks and long lunches or dinners to network and socialize."** And there was no shortage of love for our lineup: **"I absolutely adore the variety and amount of session topics offered at the conference."**

For years, our **exhibit hall has been a smash hit**, showing off its unstoppable appeal and massive demand! It's packed with displays and demos of the latest and greatest in surveying technology, instruments, software, and support services.

And let's not forget networking! Our conference program is bursting with **events that give sponsors and exhibitors a multitude of chances to mix, mingle, and chat with those in the land surveying profession.**

”

**It was a well-attended conference. The traffic at the booth was great!**

# BECOME A SPONSOR

## SPONSORSHIP IS MORE THAN JUST A BADGE

Every year, hundreds of surveying professionals from Pennsylvania and beyond flock to Hershey to catch up with friends and colleagues.

Jump in as a sponsor at the 2025 Surveyors' Conference and you'll open doors to hit your marketing and sales targets. **Sponsorship isn't just a badge – it's a gateway to forming valuable connections and gaining VIP access to the professions top leaders.**

We'd love for you to think about joining us as a sponsor for the PSLs 2025 Surveyors' Conference. **Check out the awesome opportunities listed below, and fingers crossed, we'll see you at the conference!**


[Register](#) →

## SPONSORSHIP OPPORTUNITIES

In addition to the benefits listed for each sponsorship level, sponsors will receive recognition as follows:

- Sponsor ribbon on name badges
- Name on sponsor sign at the conference
- Acknowledgment during the PSLs President's Monday evening remarks
- Name listed in the 2025 spring issue of The Pennsylvania Surveyor newsletter as a conference sponsor
- An ad in one of the 2025 issues of The Pennsylvania Surveyor newsletter
- Name and company link mentioned on the PSLs website and in marketing emails
- An individualized post on PSLs social media acknowledging and promoting your company's sponsorship



 January 12-15, 2025

 Hershey, PA





**Premiere Overall Conference Sponsorship (Limit 1).....\$4,000**

- Prominent signage throughout the entire conference
- Includes being the conference wi-fi sponsor and company logo on all wi-fi signs throughout the conference. We will incorporate the company name as part of the wi-fi password that all attendees will have to type in to get access.
- Larger logo and top placement in conference related emails to potential attendees and PSLs members
- Free one-page ad in all four issues of The Pennsylvania Surveyor newsletter in 2025

**Exclusive Lunch Sponsor (Limit 1).....\$2,000**

- Includes signage with your company's name and logo on tables at the Monday and Tuesday lunches
- Recognition as the exclusive lunch sponsor
- Full page ad in one issue of The Pennsylvania Surveyor newsletter in 2025

**Exclusive Reception & Dinner Sponsor (Limit 1).....\$2,000**

- Includes signage with your company's name and logo on tables for the Monday and Tuesday night receptions and dinners
- Recognition as the exclusive reception & dinner sponsor
- Full page ad in one issue of The Pennsylvania Surveyor newsletter in 2025

**Party Package Sponsor (Limit 1).....\$1,750**

- This includes sponsoring the Sunday Night Social (open to everyone) and the Monday night "Member Appreciation Party" (members-only event).
- Signage with your company's name and logo at both events
- A signature drink advertised at the bar with your company's name incorporated into the name of the drink. It also includes your company logo on a sign at the bar with a description of the signature cocktail.
- Customized cocktail napkins with your company logo at the bar and food stations
- Full page ad in one issue of The Pennsylvania Surveyor newsletter in 2025

**Notebook Sponsor (Limit 1).....\$3,500**

- Your company's logo on a notebook given to all attendees at registration when they check-in. Attendees can use these to take notes during sessions.
- A sign at the registration desk acknowledging your company as the notebook sponsor.
- Full page ad in one issue of The Pennsylvania Surveyor newsletter in 2025

**Coffee/Snack Break Sponsor (Limit 1/day. 2 total).....\$600**

- Choose one day: Monday, Tuesday, or Wednesday
- Signs with your company name and logo at the coffee/snack stations
- Half page ad in one issue of The Pennsylvania Surveyor newsletter in 2025

**Foundation Sponsor (No limit).....\$500**

- Name & logo on sign at the auction/raffle table at the PLS Foundation booth in the exhibit hall
- Half page ad in one issue of The Pennsylvania Surveyor newsletter in 2025
- Proceeds will be donated directly to the PSLs Foundation. Other foundation sponsor levels are available. Please contact PSLs for further details.



# BECOME AN EXHIBITOR

The PSLS 2025 Surveyors' Conference is the perfect venue in which to showcase your products and services to a variety of key decision makers who work and conduct business in the surveying arena.

Our conference draws over 600 attendees - not only from across Pennsylvania but also beyond its borders. The dining and exhibit hall will be combined like the last few years. **Exhibitors will receive about 24 hours of exposure** to attendees providing more opportunities to engage with surveyors and industry leaders.

**Get ready for something exciting, exhibitors!** We're thrilled to introduce our **brand-new Exhibitor Passport program**. It's your chance to boost your visibility and connect with attendees like never before. Attendees will visit your booth, make meaningful connections, and get a shot at winning fantastic prizes by hitting up all the booths! This is bound to ramp up booth traffic and elevate engagement!

## Exhibitor Benefits

- Exhibitor ribbon on name badges
- Two educational session registration passes per booth (must pre-register to be admitted to sessions)
- Sunday Night Social appetizers. Breakfast and lunch Monday and Tuesday (two per booth)
- Four drink tickets per booth space for use at the Monday/Tuesday receptions or the Sunday Social.
- Complete registration list for those attendees giving permission
- Name in the spring issue of The Pennsylvania Surveyor newsletter
- Name and company link on the PSLS website
- Company logo on conference related emails.
- Each booth space measures 8' x 10' and includes one 6' draped table, two chairs, draped side rails and backdrop, 1 wastebasket, and a vendor name sign. You can use the conference wi-fi. Additional charges may apply for electricity and other equipment/supplies.

### First Booth

\*Early Bird: \$1,700  
Regular Registration: \$1,875

[Purchase Single Booth](#)

### Second Booth

\*Early Bird: \$1,625  
Regular Registration: \$1,785

[Purchase Double Booth](#)



### Third Booth

\*Early Bird: \$1,535  
Regular Registration: \$1,580

[Purchase Triple Booth](#)

\*Early bird pricing ends October 31, 2024



 January 12-15, 2025  
 Hershey, PA

# Get the most out of your marketing dollars

Reserve your space now!

## HOTEL DETAILS

**Hershey Lodge**  
325 University Dr., Hershey, PA 17033

**Group Rate:** \$173.00 + 11% taxes (Single/Double)

**Group Rate Cut-Off:** Make your room reservation prior to Thursday, December 12, 2024. After this date, room prices may increase and/or rooms may not be available.

**Reservations:** Make online reservations by clicking [here](#) (Link does NOT work in the internet explorer browser) or scanning the QR code below.



Reservations may also be made by calling the hotel directly at 855-729-3108; ask for the Pennsylvania Society of Land Surveyors room block. Hotel reservations over the phone can be made seven days a week from 8AM – 8PM. Credit cards are charged a one night's advance deposit including tax at time of booking.

**Please Note:** Hotel reservations are the responsibility of each attendee. You will not be contacted by anyone associated with PSLs or Hershey Lodge regarding housing. For more information on hotel room cancellation policy view our website.

## PSLS

(717) 412-1946

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10340 Democracy Ln.,  
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[View Exhibit Hall Layout & Available Booth Space](#)

## EXHIBITOR SCHEDULE

### Exhibitor Set-Up

Sunday, January 12, 2025: 3:00pm – 5:00pm

### Exhibitor Tear Down

Tuesday, January 14, 2025: Immediately following the reception at 5:45PM

### Exhibitor Hours

Sunday, January 12, 2025: 5:00pm - 7:30pm

Monday, January 13, 2025: 7:00am – 5:45pm

Tuesday, January 14, 2025: 7:00am – 5:45pm

## ADDITIONAL INFORMATION

### Cancellation

1

Cancellations will be accepted until November 30 with a 20% cancellation fee. No cancellations will be accepted after November 30, 2024. All payment must be made in U.S. currency.

### Consent to Use of Photographic Images

2

Registration and attendance at, or participation in, the 2025 PSLs Surveyors' Conference constitutes an agreement by the registrant to PSLs's use and distribution (both now and in the future) of the registrant or attendee's image in photographs.

### Booth Information

3

Booth information for shipping, supplies, electricity, etc. from the Hershey Lodge will be sent to exhibitors at a later date.