



PENNSYLVANIA STATE
ASSOCIATION OF
TOWNSHIP SUPERVISORS

PSATS 2021

Educational Conference & Exhibit Show

April 18-21

1921-2021

Show Runs April 18-20

The **LARGEST** Municipal
Show in Pennsylvania

Total attendance of close to 4,000!

Registration opens
January 12 at
conference.psats.org



HELP US CELEBRATE OUR CENTENNIAL!



If your company offers...

- ▶ Road Equipment & Supplies
- ▶ Computer Hardware & Software
- ▶ Tax Collection Services
- ▶ Engineering, Consulting, Planning, & Architectural Services
- ▶ Mowing & Brush-Cutting Equipment
- ▶ Concrete Products & Services
- ▶ Drainage Products
- ▶ Financial Management Services
- ▶ Alternative Energy Solutions
- ▶ Legal Services
- ▶ Publishing & Website Consulting
- ▶ Code Enforcement Services
- ▶ Recreation Equipment
- ▶ Codification Services
- ▶ Traffic Control Devices
- ▶ Waste Management Services & Products
- ▶ Other Products & Services of Interest to Township Government

...you will reach your market at this conference!

You Are Invited to Attend and Exhibit

THE PSATS EXHIBIT SHOW IS THE LARGEST MUNICIPAL SHOW in Pennsylvania with almost 300 indoor and outdoor exhibit spaces available to interested vendors, suppliers, and state and federal agencies.

Close to 4,000 township officials and guests from all over Pennsylvania attend the association's Annual Educational Conference and Exhibit Show.

Many of these officials are the elected township supervisors, who have the authority to make purchasing decisions for the township.

If townships are currently among your customers or clients — or if you want them to be — there is no more cost-effective way of marketing your product or service than by exhibiting at the association's Annual Educational Conference and Exhibit Show.

For state and federal agencies, the exhibit show is an ideal way of promoting your agency and informing township officials of what your agency has to offer in the way of publications, training, and technical and financial assistance.

PSATS' Annual Exhibit Show runs two and a half days of the four-day conference and opens promptly at noon on Sunday, April 18. Because space is limited and the show always sells out, you should **make your reservations early**.

The Pennsylvania State Association of Township Supervisors represents Pennsylvania's 1,400-plus townships of the second class and is committed to preserving and strengthening township government and securing greater visibility and involvement for townships in the state and federal political arenas.

Our members represent 5.6 million Pennsylvanians — more than any other type of political subdivision in the commonwealth.

Townships of the second class are governed by a board of three or five supervisors — or council members if home rule — who are elected at large for a six-year term by the voters of the township. The board of supervisors is entrusted with making all the policy and purchasing decisions for the township.

Each spring, the supervisors gather in Hershey for a four-day conference to learn and share ideas on important local government issues, listen to speakers, adopt resolutions to establish association policy in the legislature, and visit with the vendors and agencies attending the exhibit show.

Who attends?

Close to 4,000 township officials from across Pennsylvania attend the conference, including:

- Township board members, many of whom are also township roadmasters
- Township secretaries, treasurers, managers, and other employees
- Township solicitors
- Township engineers
- Township planners
- Township emergency management professionals
- Code officials
- Zoning hearing board and planning commission members



SHOW DATES & HOURS

SUNDAY

April 18, 2021
Noon to 5 p.m.

MONDAY

April 19, 2021
7:30 a.m. to 4 p.m.

TUESDAY

April 20, 2021
7:30 a.m. to 1:30 p.m.

INDOOR SETUP

Saturday, April 17
3 p.m. to 8 p.m.

or

Sunday, April 18
8 a.m. to Noon

OUTDOOR SETUP

Saturday, April 17
11:30 a.m. to 3:30 p.m.

or

Sunday, April 18
8 a.m. to Noon

OPENING OF SHOW

All exhibitors must have their exhibit space set up by **noon Sunday** and ready to open promptly at noon.

TEAR-DOWN

Tuesday, April 20,
starting at 1:30 p.m.

No exhibitor may tear down before 1:30 p.m. Violation may result in ineligibility for future conferences.

SUGGESTION: If you want a hotel room to freshen up in before the show begins at noon Sunday, reserve a room for Saturday night so you will have access to the room Sunday morning before the show. If you arrive Sunday, your room will not be ready until 4 p.m.

EXHIBIT SPACE DETAILS

Indoor Space

► **Number and size of spaces available** — The indoor exhibit hall, located on the upper level of the Hershey Lodge (see floor plan on back page), can accommodate 223 exhibits, 16 of which are located in the lobby outside the main exhibit hall. These lobby spaces are for state and federal agencies only.

The spaces measure 8' deep x 10' wide.

► **What booth includes** — Each indoor booth rental includes back and side rails and drapes, a 2' x 6' table, two chairs, and a sign. The entire hall is carpeted.

► **Additional furniture** — If you need any furniture other than what is supplied, you will have to order it through the exposition service. All exhibitors will receive an email about this a month before the show.

Outdoor Space

► **Number of spaces available** — The outdoor exhibit area has 70 exhibit spaces. Please see the diagram of the outdoor exhibit area on the back page for exact measurements of the spaces.

► **What booth includes** — Each outdoor booth includes a sign. A complimentary table and/or two chairs for your outdoor booth will be provided upon request when you register.

► **Equipment must fit in space** — Outdoor exhibitors should bring no more equipment than what will fit in their space(s). If you need more than one space to accommodate your equipment, you must purchase more than one space. Any outdoor exhibitor who brings more equipment than will fit in their space must move the excess equipment off the Hershey



Lodge property. There will be no exceptions to this policy.

► **No equipment to be displayed on flatbeds**

— Because of strict space limitations, equipment may not be displayed outside on flatbed trucks in your exhibit space unless you receive permission from PSATS.

When You Can Bring Equipment for Outdoor Exhibit Area

Saturday, April 17, 11:30 a.m. to 3:30 p.m.

From 11:30 a.m. to 3:30 p.m. on Saturday, April 17, you may bring your equipment to the Hershey Lodge and put it in its assigned space.

All of the spaces will be numbered and marked off. Be sure to park your equipment in your assigned space. Association staff will be available in the outdoor exhibit area to help you find your space.

Sunday, April 18, 8 a.m. to Noon

If you do not bring your equipment Saturday, you must have it in your space **by noon on Sunday**. Association staff will be available in the outdoor exhibit area to help you find your space.

EXHIBIT SPACE RENTAL FEES

The rental fees for exhibit space are as follows, depending on your classification:

ADVERTISER RATE

You advertise in the *Pennsylvania Township News*. (You are considered a *Township News* advertiser if you sign a 2021 ad contract to run a minimum of \$800 in ads.)

\$1,475 per space
(includes two badges
per exhibitor)

PRICE FOR
ONE SPACE

NON-ADVERTISER RATE

You do not advertise in the *Pennsylvania Township News*.

\$2,050 per space
(includes two badges
per exhibitor)

Note: Premium indoor spaces cost an additional \$400.

Payment for all booth rentals must accompany your registration.

Register online at **conference.psats.org**.

Note: Indoor and outdoor rates are the same per space.

Large selection of educational sessions.



NEW THIS YEAR!

Want to generate leads at the conference from your exhibit booth?

Then join in the fun with our delegates as they play SCANTrivia, a new interactive game that PSATS is introducing at this year's conference.

Exhibitors who participate will get a lead retrieval Excel file after the show with details on delegates who played the game at their booth.

To participate, sign up when you register online for the conference.

See the SCANTrivia flyer for more about how this game will generate leads for you.

COST: \$100

PLEASE NOTE: All workshops listed here are **tentative and subject to change**. Please consult conference.psats.org for the most current listing of workshop topics.

SUNDAY/APRIL 18

8 AM - 4 PM
Pre-Conference Workshop Check-in
Confection Lobby (downstairs)

8 AM - 6 PM
Exhibitor Check-in
Great American Hall Lobby
Information Desk
Chocolate Lobby

PMGA Planning Class
Cocoa 5

9 AM - 4 PM
PMGA Administration Class
Cocoa 3

9 AM - 4 PM
TEMA Emergency Management Forum *
(separate registration is required at tema.psats.org)
Empire Ballroom

9 AM - 4 PM
Tips and Tricks for QuickBooks *
(separate registration is required at learn.psats.org)
Magnolia A

9:30 AM - 6:30 PM
PSATS Store & Member Lounge
Cocoa Suite 1 and Cocoa Terrace

10 AM - 4 PM
Pa. Association of Zoning Officials Spring Educational Forum *
(separate registration is required at PAAZO.org)
Wild Rose A & B

10 AM - 7 PM
Conference Check-in
Chocolate Lobby

10:30 AM - 11:30 AM
Worship Service
Cocoa Suite 6

NOON - 1 PM
Sunday Workshops Networking Lunch
Crystal A

PMGA Networking Lunch
Cocoa 4

NOON - 5 PM
Exhibits Open
Great American Hall & Outside

NOON - 10 PM
Hotel Shuttle Buses
Chocolate Lobby Portico

2 PM - 4 PM
Roadmasters Roundtable
Crystal A

4:15 PM - 5:15 PM
First-Timers Meet & Greet
Aztec Room

6:45 PM - 8:45 PM
Roaring '20's Reception
Chocolate Ballroom
(additional \$35 fee)

7 PM
Conference Check-in Closes



MONDAY/APRIL 19

7 AM - 5:30 PM
Conference Check-in
Chocolate Lobby
Information Desk

7 AM - 4:30 PM
Exhibitor Check-in
Great American Hall Lobby

7 AM - 5:30 PM
PSATS Store & Member Lounge
Cocoa Suite 1 and Cocoa Terrace

7 AM - 10 PM
Hotel Shuttle Buses
Chocolate Lobby Portico

7:15 AM - 7:55 AM
Donuts with Dave – Morning Refreshments with PSATS Executive Director David Sanko
Cocoa Suite 5

7:30 AM
Continental Breakfast with the Exhibitors
Great American Hall

7:30 AM - 4 PM
Exhibits Open
Great American Hall & Outside

8 AM - 10:30 AM
Opening General Session – Welcome Message, Opening Keynote Address, Excellence Awards Ceremony, and Speakers
Chocolate Ballroom

8:30 AM - 11:30 AM
Engineers Seminar *
(separate registration is required at engineers.psats.org)
Magnolia A

9:30 AM - 3:30 PM
Solicitors Seminar *
(separate registration is required at solicitors.psats.org)
Hotel Hershey Garden Terrace East Room

10:45 AM - 11:55 AM
Population Committee & Managers Roundtables

1:15 PM - 2:25 PM
Workshop Session #1

2:45 PM - 3:55 PM
Workshop Session #2

4:15 PM - 5:25 PM
Workshop Session #3

8 PM - 9 PM
Dessert Reception
Cocoa Suite 5



TUESDAY/APRIL 20

7 AM - 5 PM
Conference Check-in
Chocolate Lobby
Information Desk

7 AM - 2 PM
Exhibitor Check-in
Great American Hall Lobby

7 AM - 5 PM
PSATS Store & Member Lounge
Cocoa Suite 1 and Cocoa Terrace

7 AM - 11 PM
Hotel Shuttle Buses
Chocolate Lobby Portico

7:30 AM
Continental Breakfast with the Exhibitors
Great American Hall

7:30 AM - 1:30 PM
Exhibits Open
Great American Hall & Outside

8:30 AM - 11:30 AM
Engineers Seminar *
(separate registration is required at engineers.psats.org)
Magnolia A

8:30 AM - Noon
General Session – Speakers and Business Session: Committee Reports, Elections, and Resolutions Voting and Governors Roundtable (invited)
Chocolate Ballroom

Noon - 1:30 PM
Visit the Indoor and Outdoor Exhibits!

NOON - 1 PM
Secretaries-Managers Thank-You Luncheon
Empire Ballroom (\$10 for secretaries and managers; \$25 for others)
Note: The luncheon will be followed by the Secretaries-Managers Q&A in Workshop Session #4

1:15 PM - 2:25 PM
Workshop Session #4

1:30 PM
Exhibits Close

2:45 PM - 3:55 PM
Workshop Session #5

4:15 PM - 5:25 PM
Workshop Session #6

6 PM - 7 PM
Grassroots Advocacy Reception

7 PM - 9:30 PM
Centennial Celebration Dinner



*Separate registration is required

WORKSHOPS:

These workshops will be held during the Monday and Tuesday workshop sessions. Exact days and times will be assigned later and published in upcoming issues of the *Township News* and on the PSATS website and conference app.

Administration

- 20 Great Policies, Procedures, and Forms
- 20 Ways to Improve Your Public Meetings
- 2020 Highlights, Lowlights, and Leadership Lessons
- 2021 Employment and Labor Law Potpourri
- Building — and Rebuilding — Public Trust in Local Government
- Case Studies in Code Enforcement
- Collection Strategies in Times of Crisis
- Common Sources of Municipal Liability and Risk Management
- Digital Newsletters: Connecting You with Your Residents
- Effective Supervision and Why It Matters
- Employment Disasters in Social Media
- How to Better Organize Your Website to Communicate More Effectively
- How Townships Can Partner with Ag to Play a Pivotal Role Between Farmers and Consumers
- I'll Take 'Legal Matters' for \$500, Alex
- Labor Contract Negotiation and Arbitration in the New Normal
- Managing Municipal Finances After the Effects of COVID-19
- Navigating the Minefield of Employee Leaves of Absence
- Politicians and Residents Say the Darndest Things, Part 2
- Right-to-Know Law Update: The Second Decade
- Secretaries—Managers Q&A
- Social Media: The New Public Forum
- Squeezing the Most Out of Every Dollar
- Staying Open for Business: Learning from COVID-19
- Successful Collective Bargaining with Municipal Employees
- The Evolution of Bid Management
- Understanding Real Estate Tax Collection

- Unemployment Compensation 101
- Why Saving with COSTARS Is Sweeter Than a Chocolate Bar!

Planning/Zoning

- Collaborating for Healthier Waters and a Stronger Ag Economy
- Cost-Effective Geographic Information Systems for Townships
- Development Disasters and How to Defend Against Them
- Forest Management and Timber Harvesting
- Grid Scale Solar Developments in Your Community
- Land Use and Zoning Law Update
- New Uses and Zoning Regulations: What We Learned from 2020
- Strategies for Community Revitalization
- You Just Received a Sewage Facilities Planning Module. Now What?

Public Safety

- Can We Talk? The Three C's for Increased Roadway Safety
- Implementing a Logical Addressing Scheme for New Construction: Get It Right from the Start
- Dealing with Constantly Changing Public Safety Challenges
- Fire and EMS Issues in Your Township: A Panel Discussion
- Fire and EMS: What Can We Do To Ensure Their Sustainability?
- The Pros and Cons of Fire Department Stipend Programs
- Rx for Disaster: The Effects of COVID-19 on the EMS System
- Strategic Planning for Fire Service Operations in Townships
- That Day You DIDN'T Make National Headlines! How Effective Police Policies Go a Long Way
- Workers' Compensation and Volunteer Fire Companies

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Public Works

- Considering a Stormwater Fee? Learn from Township Leaders Who Already Did
- Coordinating Utility Relocations on PennDOT Projects
- How Townships Can Implement Ag Best Management Practices for MS4 Stormwater Credits
- Landslides, Rock Falls, Sinkholes, and Mine Subsidence: How Townships Can Minimize the Impact of Geohazards
- MS4 Municipal Partnerships
- MS4 Permit Holders: The Roles and Responsibilities for Best Management Practices
- MS4 Pollutant Control Measures
- Municipal Bidding
- New PENNVEST Financing Opportunities for Your Water Quality Projects
- Pavement Preservation
- PennDOT's RoadMap Program
- Recycling in PA: COVID-19 and Other Issues
- Stormwater Mapping Done Easy and with Purpose: Conewago Township Tells How
- Technical Assistance Programs Available from the U.S. Army Corps of Engineers
- The ABCs of Liquid Fuels Tax Funds
- Understanding Roadway Postings for Preservation and Safety
- Understanding Your Community's Stormwater Obligations
- Work Zone Safety Updates from PennDOT

* List is incomplete.

DON'T MISS THE OPENING RECEPTION

Calling all guys and dolls! Put on your glad rags 'cuz it's gonna be the cat's meow! Come as a flapper or come as a star; come as a gangster or come as you are! It's going to be fun no matter your dress; just bring yourself, and we'll do the rest! **(See the enclosed flyer for more information.)**

BACK BY POPULAR DEMAND**Delegate/Exhibitor Breakfast Mixer****Monday and Tuesday Mornings in the Exhibit Hall****A Light Breakfast Will Be Served**

Exhibitors, be sure to mix and mingle with the delegates starting at 7:30 a.m. Monday and Tuesday during our "Breakfast with the Exhibitors." This sponsored social event will provide exhibitors and delegates with an informal opportunity to mingle and enjoy a light breakfast before the start of the morning general sessions.

**WEDNESDAY/APRIL 21****7:30 AM - 8:15 AM**

Donuts with Dave —
Morning Refreshments with
PSATS Executive Director
David Sanko
Cocoa Suite 5

**8 AM - NOON**

Conference Check-in
Chocolate Lobby
Information Desk

8 AM - 11 AM

PSATS Store &
Member Lounge
Cocoa Suite 1 and Cocoa Terrace

8:30 AM - 11:30 AM

General Session — Leaders Q&A Forum,
Youth Awards, Closing Keynote
Chocolate Ballroom

NOON

Conference Adjourns
Distribute Attendance Certificates

EXHIBITORS MUST REGISTER ONLINE

ALL exhibitors must register online at **conference.psats.org** starting at 9 a.m. on Tuesday, January 12. Please refer to the green cover sheet for instructions, especially since many of you are transferring your 2020 registration to 2021.



Easy Online Registration and Hotel Reservation Process!

**TUESDAY,
JANUARY 12
9:00 a.m.**

**Conference Registration
and Hotel Reservation
Open for Everyone!**

RESERVE YOUR SPACE ONLINE

All exhibit space rentals must be made through the association's online registration process. No spaces will be reserved unless your reservation is accompanied by your exhibit fee. **Absolutely no spaces may be reserved by phone.**

If you have a booth location preference, please indicate your first, second, and third choices when registering. **Because many exhibitors often want the same exhibit spaces, we cannot guarantee your choice of space.**

The sooner you register, however, the greater your chances are of getting the space you want.

Advertisers in the Pennsylvania Township News are given preference over non-advertisers in assigning space.

END SPACES

PLEASE NOTE that the 16 premium end cap spaces highlighted in blue on page 8 are an **additional \$400.**

If interested in reserving one of these spaces, you must select this option when you register. Once all are taken, you will not be able to select this option. These spaces sell out on the first day of registration.

See Green Instruction Sheet Before Registering

Already registered from 2020? You must still go online, make adjustments, and reserve hotel rooms.

The PSATS Conference registration will officially open on **Tuesday, January 12, 2021, at 9 a.m.** At that time, you will be able to go online at conference.psats.org to register. No registrations will be accepted until that time. **The PSATS Help Desk can assist with hotel reservations after 9 a.m. on January 12, 2021. Please refer to the green cover sheet for instructions, especially since many of you are transferring your 2020 registration to 2021 and will still need to confirm and/or modify that registration and reserve hotel rooms. You will not be able to access the hotel link until you confirm and/or modify your registration for 2021.**

Registration Fees

In addition to their booth rental, **EXHIBITORS must also pay \$25 per person for badge registrations beyond the two free badges included in their exhibit fee.** The badge fee increases to \$50 beginning April 11. ***Exhibitors who add any registrants on-site during the conference will be charged \$50 per registrant.***

VENDORS WHO ARE NOT EXHIBITING must pay a registration fee of \$210 per person.

All registered exhibitors, vendors, and their guests will receive a badge upon arrival at the Hershey Lodge. You must wear your registration badge to enter the exhibit hall. **Your badge is your ticket. If you lose your badge, it will cost \$25 for a replacement.**

Register and Make Hotel Reservations at the Same Time

Exhibitors and vendors will be able to confirm, modify, or register for the conference, reserve exhibit space, and make hotel reservations online through the PSATS hotel reservation system. **After you have registered and paid, you will simply click on the link for the hotel reservation system.**

You will have complete control over booking a room, as well as immediate acknowledgment of where you will be staying. You will be able to see photos of the hotel rooms before making a reservation, and your lodging confirmation will be generated from the room reservation system immediately.

BOOKING ROOMS AT THE HERSHEY LODGE:

Because there is a limited block of exhibitor rooms at the Hershey Lodge, exhibitors who need hotel accommodations will be able to book **only ONE room at the Lodge**, if desired. Once this room block is taken, all other rooms must be booked at other facilities.

If you use the hotel reservation system for more than one Hershey Lodge room, **all reservations will be void.**

MAKING HOTEL RESERVATIONS: Reservations must be made online through the PSATS room reservation system. PSATS will operate a Hotel Reservation Help Desk with extended hours to assist those without Internet access in making hotel reservations. The Hotel Reservation Help Desk can be reached at (717) 763-0930, ext. 190.

Hotel Reservation Help Desk Hours:

January 12: 9 a.m. - 4:30 p.m.

January 13 - April 16: Normal business hours of 8:30 a.m. - 4:30 p.m.

CONFIRMATIONS: An immediate acknowledgment will be generated by the room reservation system to the email address provided. Each hotel must follow up with a final confirmation by **March 12.**

DEPOSIT: Room deposits will **not** be required for hotel reservations. A credit card, however, will be required to guarantee the reservation. Paper check acceptance policies differ for each hotel. Refer to the confirmation from the facility for their check requirements in order to guarantee your reservation.

RESERVATION POLICIES:

A minimum two-night stay is required to book rooms at the Hershey Lodge and The Hotel Hershey.

ROOM AND BOOTH CANCELLATION POLICY:

All booth cancellations through March 26 are subject to a \$140 administrative fee.

After March 26, no refunds will be granted on any booth rental fees, registrations, meals, or events. Cancellation policies differ for each hotel and will be noted on the confirmation received from the hotel.

Please note that a conference cancellation does not cancel any hotel reservations you may have made. Call PSATS at (717) 763-0930, ext. 189, for hotel cancellations.

Reserving Hospitality Suites

PRICE RANGE — Hospitality suites are available at the Hershey Lodge and range in price from \$200 to \$500 per night. **These reservations must be made directly with PSATS on the enclosed suite reservation form.**

SUITE HOURS — Any vendor who reserves a hospitality room must use that room for its intended purpose in the evenings and must have the suite open every evening Sunday, Monday, and Tuesday, April 18-20.

Please note that the Hershey Lodge has a policy requiring "quiet time" after 11 p.m. for suites and other guest rooms.

FOOD & BEVERAGES FOR HOSPITALITY SUITES

— The Hershey Lodge requires a minimum \$200 per day food and/or beverage purchase from those reserving hospitality rooms and does not permit outside food and beverage items to be brought into these rooms. The Lodge will contact you upon the assignment of your suite to make arrangements for food and beverages.

Thank you, Thank you, PSATS SPONSORS!

OUR 2020 CONFERENCE SPONSORS ARE
"STAYING THE COURSE" with us through 2021, and
 we want to recognize them here for their continued
 support this year and next. They will be in Hershey in
 April to help us celebrate our 100th Anniversary at our
 2021 Annual Conference & Exhibit Show!



Double Platinum



PSATS Trustees Insurance
and Retirement Services

Platinum



Bronze



Patron

- Cohen Law Group
- COSTARS
- HDH/MRM
- Maverick Strategies

- PPL
- Summit Financial, a HUB International Co.

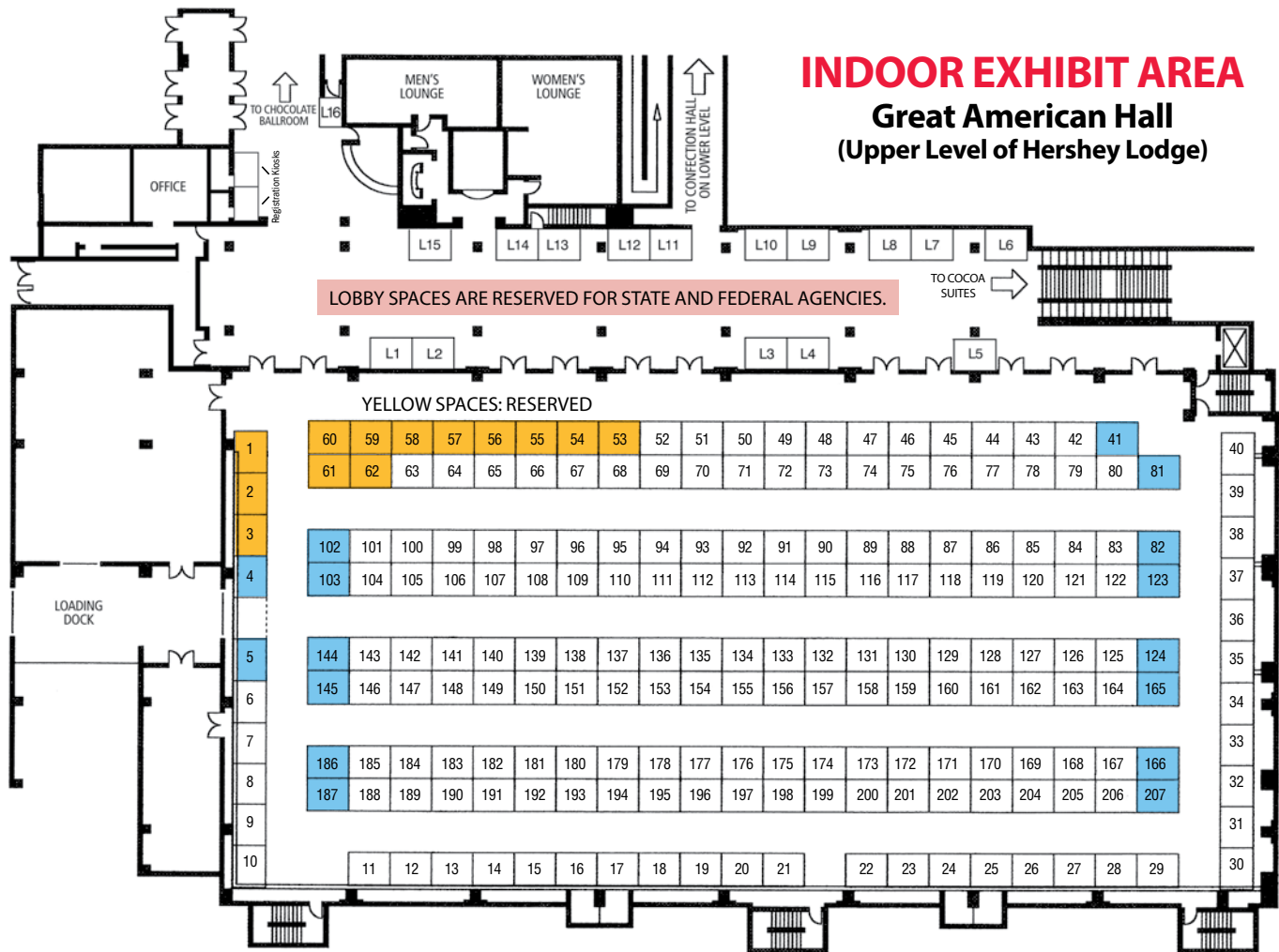
- Visit Hershey & Harrisburg
- Zelenkofske Axelrod LLC

In-Kind

- Allied Communications
- Executive Image Solutions, Inc.
- Triscari



The exhibit show runs April 18-20, 2021



Reserve Your Exhibit Space Today!

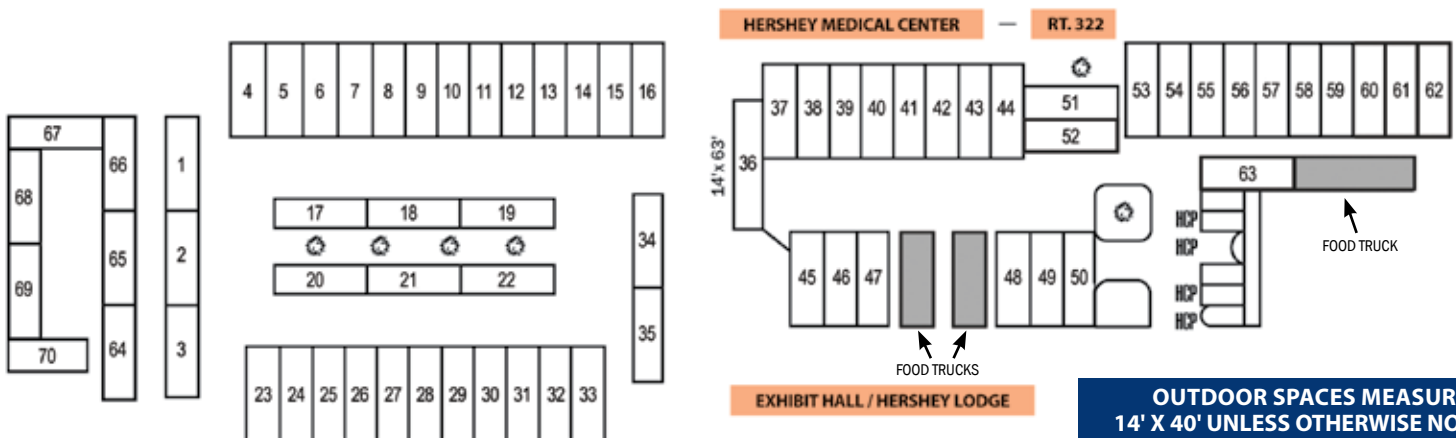
Please note: Premium spaces, highlighted in blue, are \$400 extra.

**INDOOR SPACES
MEASURE 8' DEEP
X 10' WIDE**

OUTDOOR EXHIBIT AREA
(Exit from front of Hershey Lodge on upper level)

Questions?

Call Ginni Linn, Exhibit Show Coordinator, at (717) 763-0930, ext. 127, or email glinn@psats.org.



**OUTDOOR SPACES MEASURE
14' X 40' UNLESS OTHERWISE NOTED.**

PSATS CONFERENCE HASHTAG FOR SOCIAL MEDIA: #PSATConf21



PENNSYLVANIA STATE ASSOCIATION OF TOWNSHIP SUPERVISORS
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Pennsylvania State Association of Township Supervisors



Scan with your smartphone or tablet to access Annual Conference information online!