

J. HIA – 21st Annal Trade Show and Conference (X007)

March 26, 2010

- Grantee:** Hauppauge Industrial Association (“HIA” or the “Organization”)
- ESD Investment:** A grant of up to \$20,000 to be used for a portion of the planning and marketing costs of the Hauppauge Industrial Association’s 21st Annual Trade Show and Conference.
- Project Location:** Suffolk County
- NYS Empire Zone (or equivalent):** N/A
- Project Completion:** May 2009
- Grantee Contact:** Terri Alessi-Miceli, President
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- Project Team:**
- | | |
|--------------------|----------------|
| Project Management | Brendan Healey |
| Affirmative Action | Laverne Poole |
| Environmental | Soo Kang |

Project Description:

Background

The Hauppauge Industrial Association is a 31-year-old not-for-profit business organization that is a business advocate for the organizations located in the Hauppauge Industrial Park. HIA represents the roughly 1,700 companies and 55,000 employees in one of the largest industrial parks in the nation. In addition, its membership totals over 4,500 businesses throughout Long Island, making HIA a powerful economic development force in the region.

Highlights of HIA’s work over the years include successfully spearheading an effort to have New York State construct an exit into the Hauppauge Industrial Park from the Northern State Parkway, and advocating for other infrastructure upgrades within the roughly 1,000 acre Hauppauge Industrial Park, including the installation of much-needed traffic lights, street repaving, street sign replacement, street light installation, and the widening of Motor Parkway, among numerous other business advocacy activities. In addition, HIA hosts many networking opportunities such as monthly luncheons, educational seminars, trade shows, golf outings, fishing and skiing trips, and holiday parties.

The Project

Under this project, HIA utilized the \$20,000 grant to pay for a portion of the planning and marketing costs of the Hauppauge Industrial Association 21st Annual Trade Show and Conference, which was held at the Suffolk County Community College on May 21, 2009.

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This event was the largest and most significant event of its kind on Long Island, and brought together over 4,500 attendees and 375 exhibitors from the business, technology, professional, educational, and governmental segments to conduct business, generate sales leads and participate in a series of topical seminars.

The objective of the trade show was to educate and inform members of the Long Island business, professional, educational, and governmental communities of the innovative methods, best practices, continuous learning and training, new product development, and the use of information technology already being used by high performing companies. In addition, the trade show aimed to promote the resources and support available from Long Island's leading companies, economic development agencies, consultants, colleges and universities, professional societies, and trade associations. These objectives were met as evidenced by the large attendance and the wide range of seminars conducted, including topics on healthcare reform, new Web technologies that can transform business, how to sell effectively in today's economic climate, being green, job seeking, among many other topics.

HIA utilized a comprehensive and strategic marketing plan, including tens of thousands of targeted mailings and a publicity campaign utilizing radio, television and print media, in order to generate the necessary attendance to make this event a resounding success.

The Grantee will furnish a final report describing the impact and effectiveness of the project.

Financing Uses	Amount	Financing Sources	Amount	Percent
Planning and Marketing Costs	\$45,000	ESD Grant	\$20,000	44%
		Trade Show Proceeds	\$25,000	56%
Total Project Costs	\$45,000	Total Project Financing	\$45,000	100%

Statutory Basis – Community Projects Fund:

The project was authorized in the 2009-2010 New York State budget. No residential relocation is required as there are no families or individuals residing on the site.

Disclosure and Accountability Certifications:

The Grantee has provided ESDC with the required Disclosure and Accountability Certifications. Grantee's certifications indicate that Grantee has no conflict of interest or good standing violations and, therefore, staff recommends that the Corporation authorize the grant to the Grantee as described in these materials.