



STAND UP FOR ART EDUCATION!

NEW YORK STATE ART TEACHERS ASSOCIATION

66th Annual Conference

**The Desmond Hotel & Conference Center
Albany, NY • November 21-23, 2014**

CONFERENCE EXHIBITORS PROSPECTUS

You are invited to be a part of the largest gathering of Visual Art Educators in New York State! Join us for our 66th Annual Conference . . .

Our Membership includes K-12 educators from across the state who teach in public, private, and parochial schools, as well as art education faculty and pre-service students from colleges and universities.

As an Exhibitor you will have access to 500-600* art educators who are eager to see new products and learn how to use them! The Commercial Exhibit and College Showcase is consistently rated by our members as one of the most popular events of the conference! (*average attendance past 5 years!)

Vendor Exclusive! We offer an exclusive two hour time block on the first day of the conference and one hour on the second day for attendees to visit your booths and to enjoy a free continental breakfast in the exhibit hall!

A Chance to Inspire! NYSATA conference attendees are always looking for new ideas, new products, and new ways to use tried and true materials. They are in the market for everything from the latest technology, curriculum resources, and visual aids, to traditional drawing, painting and sculpting media. Exhibitors are welcome to offer workshops to showcase new products and offer hands-on experience throughout the conference. Contact Workshop Coordinator: Julie Gratien, E-mail: workshops@nysata.org.

Reserve Space Now!

Reserve your exhibit space online! All reservations must be made through our website. Go to www.NYSATA.org after April 15, 2014 and sign up. You will have multiple payment options available. EXHIBITOR'S WHO SIGN UP BY JUNE 1, 2014 will receive a Free 1/4 Page Ad in the NYSATA News Fall Conference Promotion edition.



"I learn so much about new art materials when I visit the Commercial Exhibitors, and ultimately I get the most for my budget dollars because I can make informed decisions about what to order."

2013 NYSATA
Conference Attendee



NYSATA 66th Annual Conference

The Desmond Hotel & Conference Center
660 Albany Shaker Rd, Albany, NY 12211

November 21-23, 2014

EXHIBITORS INFORMATION

Exhibit Dates and Times...

Thursday November 20:

Set up from 2:00PM-10:00PM

Friday November 21:

Exhibits open from 8:00AM-5:00PM

Exclusive exhibit time 8:00-10:00AM

Closed for lunch 1:00-2:00PM

Saturday November 22:

Exhibits open 8:00-1:00PM

Exclusive exhibit time 8:00-9:00AM

Breakdown immediately upon closing at 1:00PM

What's included with your exhibit space...

Commercial Exhibitor Booths:

Each 8'x10' booth includes:

- 8' high backdrape and 3' drape on sides.
- Identification sign
- Conference identification badges
- Link to our web site
- **Free 1/4 pg. b/w ad in conference program.**

Early bird Rate: \$500 before July 1, 2014,

Regular Rate: \$600 after July 1, 2014

College Showcase Tables:

Each College Showcase table will include:

- 6' draped table
- Identification sign
- Link to our website
- Conference identification badges
- 1 free conference registration
- **Free 1/4 pg. b/w ad in conference program.**

Regular Rate: \$300 before November 1, 2014

\$50 additional late fee after November 1, 2014

Free Ad Instructions...

Please send print ready, pdf, jpeg or tiff format images to: **Pat Groves, phgroves@aol.com** by **July 1, 2014**. Upgrade your 1/4 page b/w ad to a half-page for an additional \$75! Ad Sizes: 1/4 page: 3-3/4"x 4-3/4"(H) 1/2 page- 7-3/4" x 4-3/4" (H)

Questions or need more information?

Contact: Jessica Bayer, jessbayer@verizon.net, 516-374-4914 or Pat Groves, phgroves@aol.com
Billing Questions? Contact Terri Konu- NYSATA
Accounts receivable - tkonu@twcny.rr.com or call 315-695-2500.

Additional Information...

Hotel Shipping Information:

Please label all packages shipped as follows:

NYS Art Teachers Association

"Your Name & Company Name"

Attention: Shipping and Receiving

The Desmond Hotel & Conference Center

660 Albany Shaker Rd, Albany, NY 12211

Please Make sure a return address is included

if there is more than one package, please indicate

"1 of 2", etc. Please do not schedule shipment

delivery before 11/17/14.

Exhibit Decorator Company: Great Lakes Events

Advance Warehouse address:

C/O Great Lakes Events

Attn: Steve Ewald

214 MacArthur Ave., Unit B

New Windsor, NY 12553

All communication will come from our HQ in

Rochester, NY. Contact info: Heather Patterson,

Exhibitor Service/Transportation Specialist

Ph: 585-458-2200 ext. 227

Fax: 585-458-5087

e-mail: csr@greatlakesevents.com

Electrical forms and information:

CMI forms for all electrical will be included in the

Great lakes Exhibitor Manual which will be sent to

exhibitors prior to the conference.

Cancellation Policy:

All cancellations must be made in writing to the NYSATA Conf. Business Manager by Sept. 1, 2014.

A cancellation fee of 50% will apply between Sept. 1, 2014 and Nov. 1, 2014. No refunds after Nov. 1, 2014.

Reserve Online Now!

To Reserve Space: Go to www.NYSATA.org.

All reservations must be made online.

Sponsorship Opportunities ...

NYSATA offers Platinum, Gold, and Silver levels of sponsorship, plus other sponsorship options.

For more information visit www.nysata.org or contact **Pat Groves, phgroves@aol.com**