



# NEW YORK STATE ART TEACHERS ASSOCIATION

**66th Annual Conference November 21-23**  
**The Desmond Hotel & Conference Center**  
**Albany, New York**

## CONFERENCE SPONSORSHIP PROSPECTUS

### Sponsorship Levels & Other Exclusive Sponsorship Opportunities

#### Platinum Level- \$3500

- Complimentary 8 x 10 ft. Exhibit Hall Space with preferential placement in exhibit hall
- Exclusive use of your company provided tote bags for all conference attendees.
  - must be durable reusable bags- not plastic
  - must include conference logo on bag
- Two free lunches good for both Fri. or Sat.
- Your choice of full page/full color advertisement on the exterior back cover of the conference program.
- Your Company Logo on the NYSATA website home page for a period of one year
- Your Company Logo featured in the conference program and on signage in registration area.
- Your Company listed as a cosponsor of the President's Party in the program.
- Two time use of active member contact mailing list\*

#### Gold Level- \$2500

- Complimentary 8 x 10 ft. Exhibit Hall Space\*
- Two free lunches good for either Fri. or Sat.
- Full page/full color ad on the inside back cover of the conference program
- Exclusive use of your company provided pens, Note pads, or folders to be included in conference bag. (First come first serve as to choice)
- Your Company Logo on the updated NYSATA website home page for a period of one year
- Your Company Logo featured in the conference program and on signage in registration area.
- One time use of active member contact mailing list\*

#### Silver Level- \$1500

- Complimentary 8 x 10 ft. Exhibit Hall Space\*
- Two free lunches good for either Fri. or Sat.
- Full page b/w ad in conference program
- Your Company Logo on the updated NYSATA website home page for a period of one year
- Your Company logo featured in the conference program and on signage in registration area.
- One time use of active member mailing list\*

\* NYSATA currently has 1400 active members.

#### Other Exclusive Sponsorship Opportunities:

**Conference ID Badge Lanyards:** Each conference attendee will be wearing your company logo on custom printed lanyards! One sponsor only. To be provided by sponsor 10 days prior to the conference.

**Conference Notepads, Pens, or Folders:** Attendees will use these items long after they have left the conference! Sponsor may choose one or all of these items. To be provided by sponsor 10 days prior to the conference.



**President's Party:** Held on Saturday evening. This informal social gathering is a celebration that recognizes the NYSATA state art educator of the year and serves as a thank you to the conference presenters. Sponsor fee: \$375 (limit 10 sponsors)

#### Sponsors of events or conference materials will receive

- 1/2 pg ad in the conference program
- Listing in the conference program as conference sponsor
- Company name and logo on signage at the event

***Show Your Support for the  
Visual Arts by becoming a  
NYSATA Conference  
Sponsor!***

## NYSATA 2014 Annual Conference Sponsorship Terms and Conditions

**Reservations:** All sponsorship opportunities are available to Exhibiting Companies, or for an additional fee, other interested parties on a first-come, first-served basis. All applications must be accompanied by payment in full.

**Cancellation:** Subsequent cancellations must be made in writing and submitted to NYSATA. The date on which the notice of cancellation is received will be the official date of cancellation. Cancellations received by August 1, 2014 will receive a refund of 50% of the total amount paid. No refunds will be given for cancellations received on or after September 1, 2014.

**Disclaimer:** The relationship between NYSATA and the sponsoring organizations/corporations of an event or event-related item does not represent an exclusive agreement between NYSATA and the specific organization/corporation, nor does it suggest that NYSATA endorses the programs, products, or services of the organization/corporation.

**Provision in Case of Default:** If any sponsor fails to perform any material term or condition of this agreement, NYSATA reserves the right to terminate the agreement immediately and to retain all funds paid by the sponsor. Sponsorships may not be resold, shared, or sublet without signed application and written permission from NYSATA. In the event of a failure or other error or omission of NYSATA in its performance and terms of this contract, the sponsor's sole remedy shall be to seek reimbursement of the payment made. Sponsors waive any and all claims against NYSATA or its employees or agents, or any other liability of loss arising out of this agreement or actions of NYSATA with respect to said opportunity.

**Important Note:** Should any of the sponsorship opportunities be partially funded, the sponsoring organization/corporation will receive the benefits outlined, but with the caveat "sponsored in part by [name of company]."

**Right of First Refusal:** NYSATA reserves the right, at its sole discretion, to accept or refuse any application.

**Right to Refuse Sponsor:** NYSATA shall reserve the right to reject a potential sponsor on such factors as questionable business practices, having a mission conflict with NYSATA, or desire to assume control of an event through sponsorship.

### Material Production

NYSATA will be responsible for the production of materials (unless otherwise specified). If the sponsoring organization/corporation is able to obtain a better product, then NYSATA reserves the right to approve the product and subsequent design of the product. NYSATA reserves the right to charge a fee should the sponsoring organization/corporation choose to produce the materials. Quantities may vary depending on attendance figures. 2014 estimate: 500-600+.

### Artwork

A company logo must be submitted upon confirmation of sponsorship. Please send to Pat Groves, Conf.. Sponsorship Coordinator.  
E-mail phgroves@aol.com. Logos must be type set and in high resolution JPEG, EPS or TIFF format.

### Information

For more information on sponsorship opportunities, contact:

Patricia Groves-NYSATA  
Conference Sponsorship Coordinator  
26 Daisy Lane, North Chili, NY 14514  
E-mail: phgroves@aol.com -phone 585 409 0570

### Deadline For Submission of Sponsorship Reservation

Please submit Sponsorship Reservation Form, Signed Agreement and Payment by the June 1, 2014 deadline to:

Terri Konu NYSATA Accounts Receivable  
9200 Sixty Road, Phoenix, NY 13135  
E-mail: tkonu@twcny.rr.com  
Phone & Fax: 315/695-2500

### Contact Information:

Company \_\_\_\_\_  
Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_  
Contact Name \_\_\_\_\_ Title \_\_\_\_\_

### Payment

Purchase Order # \_\_\_\_\_ Accounts Payable Contact \_\_\_\_\_  
Phone \_\_\_\_\_ Check # \_\_\_\_\_ (Checks may be made payable to NYSATA)  
Check One: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover  
Total Charges \$ \_\_\_\_\_ Name on Card \_\_\_\_\_  
Card Number \_\_\_\_\_ Exp \_\_\_\_/\_\_\_\_ Sec Code \_\_\_\_\_

Sponsorship choice \_\_\_\_\_ Amt\$ \_\_\_\_\_ **Deadline for submission June 1, 2014**

### Sponsorship Agreement

For NYSATA:

By \_\_\_\_\_ Date \_\_\_\_\_  
President New York State Art Teachers Association

For Company:

I, the undersigned, an authorized agent of the afore-named company, agree to adhere to the specified terms and conditions of this agreement (as described above) and understand I am responsible for ensuring all other company representatives in the company's booth do the same. I acknowledge that NYSATA reserves the right to accept or reject this application.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_ Please make a copy for your records.