



NEW YORK STATE ART TEACHERS ASSOCIATION

64th Annual Conference
Hyatt Regency Hotel • Rochester, NY
November 16 - 18, 2012

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 64th 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 and sign up. You will have multiple payment options available.

"You just can't tell how good a product is by looking at a catalogue and I always learn something new when I attend the Exhibitor's Showcase! I look forward to it every year!"

2012 NYSATA
Conference Attendee





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EXHIBITORS INFORMATION

Exhibit Dates and Times...

Thursday November 15:

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

Friday November 16:

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

Exclusive exhibit time 8:00-10:00AM

Closed for lunch 1:00-2:00PM

Saturday November 17:

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.**

Earlybird Rate: \$500 before July 1, 2012,

Regular Rate: \$600 after July 1, 2012

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, 2012

\$50 additional late fee after October 1, 2012

Free Ad Instructions...

Please send print ready, pdf, jpeg or tiff format images to: **Pat Groves, phgroves@aol.com by July 1, 2012.** 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, Conf. Business Manager
Email: jessbayer@verizon.net or call 516-374-4914
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"

Attn: Ryan Marx

Hyatt Regency Rochester

125 East Main Street

Rochester, NY 14604

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 11/12/12

Exhibit Decorator Company:

Great Lakes Events

100 Bickford Street

Rochester, NY 14606

585-458-2200

Electrical forms and information:

Contact Ryan Marx, Convention Services Mgr.

Hyatt Regency Hotel. E-mail: Ryan.Marx@hyatt.com

Cancellation Policy:

All cancellations must be made in writing to the NYSATA Conf. Business Manager by Sept. 1, 2012. A cancellation fee of 50% will apply between Sept. 1, 2012 and Nov. 1, 2012. No refunds after Nov. 1, 2012.

Reserve Online Now!

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

All reservations must be made online.

You will have multiple payment options.

Sponsorship Opportunities ...

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

Benefits of sponsorship include 1 free exhibit space, link from our website to your website, and increased visibility for your company. For more information visit www.nysata.org or contact:

Pat Groves, Conf. Sponsorship Coordinator

Email: phgroves@aol.com or call: 585-409-0570