



**New York State Art Teachers Association  
69th Annual Conference  
Nov. 17-19, 2017  
Double Tree by Hilton Binghamton  
Binghamton, NY**

## 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 69th 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 10 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 Coordinators by e-mail: [workshops@nysata.org](mailto:workshops@nysata.org).

**Reserve Space Now!** Reserve your exhibit space online! All reservations must be made through our website. Go to [www.NYSATA.org](http://www.NYSATA.org) after April 1, 2017 and sign up. You will have multiple payment options available.

**Free Advertising:** Exhibitor's who sign up by June 1, 2017 will receive a Free 1/4 Page Ad in the NYSATANews Fall Conference Promotion print and digital eReader editions. All exhibitors qualify for a free 1/4 pg ad in the conference program and app.



**This is your chance to showcase...**

- **New Products**
- **New Techniques**
- **New Concepts**
- **New Technology**
- **Classic Art Supplies**
- **Outstanding College & Univ. Programs**
- **Curriculum/Lessons**
- **Visual Art Resources**

# EXHIBITORS INFORMATION

## NYSATA 69TH ANNUAL CONFERENCE • NOV. 17-19, 2017 DOUBLE TREE BY HILTON, BINGHAMTON, NY

### Exhibit Dates and Times...

#### Thursday November 16:

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

#### Friday, November 17 :

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

Exclusive exhibit time 8:00-10:00AM

Closed for lunch 1:00-2:00PM

#### Saturday November 18:

Exhibits open 8:00-1:00PM

Exclusive exhibit time 8:00-9:00AM

Breakdown immediately upon closing at 1:00PM

### What's included...

#### 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, 2017,**  
Regular Rate: \$600 after July 1, 2017

#### 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, 2017  
\$350 after November 1, 2017

### Free Ad Instructions...

Please send print ready, pdf, jpeg or tiff format images to: Pat Groves, [phgroves@aol.com](mailto:phgroves@aol.com)

**as soon as you make your reservation.**

Free Ad Size: 1/4 page: 3-3/4"x 4-3/4"(H)

### Questions or need more information?

Contact: Pat Groves, [phgroves@aol.com](mailto:phgroves@aol.com),  
585-409-0570

Billing Questions? Contact Terri Konu- NYSATA  
Accounts receivable - [tkonu@twcny.rr.com](mailto: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"

DoubleTree by Hilton Binghamton

225 Water Street Binghamton, New York 13901

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 11/13/2017.

#### 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 Great Lakes 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](mailto:csr@greatlakesevents.com)

#### Electrical forms and information:

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

NYSATA by Sept. 1, 2017. A cancellation fee

of 50% will apply between Sept. 1, 2017 and

Nov. 1, 2017. No refunds after Nov. 1, 2017.

### Reserve Online Now!

To Reserve Space: Go to [www.NYSATA.org](http://www.NYSATA.org).

All reservations must be made online.

Form will be open April 1, 2017

### Sponsorship Opportunities ...

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

For more information visit [www.nysata.org](http://www.nysata.org) or

contact **Pat Groves, [phgroves@aol.com](mailto:phgroves@aol.com)**