



New York State Art Teachers Association 70th Anniversary Annual Conference Nov. 16-18, 2018 Adam's Mark Buffalo Hotel Buffalo, NY

Sponsorship = Maximum Visibility!

Becoming a sponsor means you will insure maximum visibility for your company or institution before, during, and after the largest annual visual art education conference in New York State.

| Major Sponsor Benefits | Platinum \$3500 | Gold \$2500 | Silver \$1500 |
|---|------------------------------|----------------|------------------|
| Complimentary 8x10' Exhibit booth | ★ (2) | ★ | ★ |
| Preferential booth placement in the exhibit hall | ★ | ★ | - |
| Exclusive use of company provided tote bags (must be durable, reusable (not plastic), and include NYSATA conference logo) | ★ | - | - |
| Free lunch! Valid for use on exhibit days only | Sold Out | ★ (2) | ★ (1) |
| Your company logo on the NYSATA website for 1 year | | ★ | - |
| Free advertising in the NYSATA NEWS for 1 year (3 digital issues and 1 print issue) | ★ 1/2 pg. or bk. cover | ★ 1/2 page | ★ 1/4 page |
| Free advertising in the conference app, program and your company logo on prominent signage in the registration area | ★ Full pg. | ★ 1/2 page | ★ 1/4 page |
| Your company listed as a co-sponsor of the President's Reception & Conference App | ★ | - | - |



Other Exclusive Sponsorship Opportunities:

Conference App: Maximize your presence by sponsoring the **Guidebook NYSATA Conference App!** Each attendee will have your logo and information at their fingertips. Contact Pat Groves for more information.

Conference ID Badge Lanyards: Each conference attendee will be wearing your company logo on your custom printed lanyards!

Conference Notepads, Pens, or Folders: Your branding on these items (provided by sponsor) will insure your branding will have an impact long after they have left the conference!

| Other Exclusive Branding/Sponsorship Opportunities | |
|---|-----------------|
| Sponsors of these items receive discounted college table or booth space rental, free 1/2 page ad and listing as a sponsor in the conference program, free advertising (1/4 pg. ad) in the NYSATA NEWS for 1 year. | |
| Conference Attendance App Sponsorship (minimum \$500) Maximized visibility | |
| Company or Institution provided notepads (need 550) | Sold Out |
| Company or Institution provided Pens (need 550) | |
| Company or Institution provided Conference folders (need 550) | Sold Out |
| Company or Institution provided ID Badge Lanyards (need 550) | Sold Out |



**Make a Lasting Impression!
Become a NYSATA Conference Sponsor**

NYSATA 2018 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, 2018 will receive a refund of 50% of the total amount paid. No refunds will be given for cancellations received on or after September 1, 2018.

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. 2018 – 500-600. **Best attendance ever!**

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 or for an in-kind sponsorship agreement form please 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, 2018 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 May 1, 2018**

Sponsorship Agreement

(Not for In-kind Sponsorship-See Information Section above)

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.