



# New York State Art Teachers Association 72nd Annual Conference

November 20-22, 2020  
DoubleTree Hotel by Hilton  
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 72nd 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 550-600 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! **We had the highest attendance ever in 2019!**

**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 the Workshop Coordinators at [workshops@nysata.org](mailto:workshops@nysata.org).

**Free Advertising:** Exhibitors registered by July 1, 2020 receive a Free 1/4 Page Ad in the NYSATA News Fall Conference Promotion print and digital eReader editions. All exhibitors qualify for a free 1/4 pg ad in the conference program and app.

**Reserve Space Now!** Reserve your exhibit space online! All reservations must be made through our website. Visit [www.nysata.org/2020-conference](http://www.nysata.org/2020-conference) NOW to reserve a space. Multiple payment options are available. **SAVE up to \$100 BY SIGNING UP BEFORE JULY 1, 2020!**



**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 72nd ANNUAL CONFERENCE • NOVEMBER 20-22, 2020 DOUBLETREE HOTEL by HILTON, BINGHAMTON, NY

### Exhibit Dates and Times

#### Thursday November 19:

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

#### Friday, November 20 :

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

Exclusive exhibit time 8:00-10:00 AM

Closed for lunch 1:00-2:00 PM

#### Saturday November 21:

Exhibits open 8:00-1:00 PM

Exclusive exhibit time 8:00-9:00 AM

Breakdown immediately upon closing at 1:00 PM

### What's included

#### Commercial Exhibitor Booths:

Early Bird \$500 before July 1, 2020

\$600 after July 1, 2020

Each 8'x10' booth includes:

- 8' high backdrape and 3' drape on sides.
- 2 (6') draped tables, 2 chairs
- Identification sign
- **Free 1/4 pg. b/w ad in conference program**

#### College Showcase Tables:

Early Bird \$300 before October 15, 2020

\$350 after October 15, 2020

Each College Showcase table includes:

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

### Free Ad Instructions

Please send print ready, pdf, jpeg, png or tiff for mat images to [exhibitors@nysata.org](mailto:exhibitors@nysata.org) as soon as possible after you make your exhibitors space reservation.

Free Ad Size: 1/4 page (3-3/4" w x 4.75" h)

### Questions?

Contact Conference Exhibitors Coordinator

Lauren Nels at [exhibitors@nysata.org](mailto:exhibitors@nysata.org)

**Billing Questions?** Contact Terri Konu, NYSATA Revenues Manager, [tkonu@nysata.org](mailto:tkonu@nysata.org), 315-695-2500

### Additional Information

#### Hotel Shipping Information:

Please label all packages shipped as follows:  
NYS Art Teachers Association  
"Your Name & Company Name & Booth Number"  
225 Water Street, Binghamton, NY 13902  
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 November 16, 2020.

#### Decorator Company: Great Lakes Events LLC.

#### Advance Warehouse (before November 11):

TO: (Exhibiting Company Name & Booth #)

FOR: NYSATA

C/O Nationwide Expo

214 Macarthur Ave. #400

New Windsor, Ny 12553

Phone: 845-561-0832

Email: [csr@greatlakesevents.com](mailto:csr@greatlakesevents.com)

#### Electrical forms and information:

Forms for all electrical will be included in the Great Lakes Exhibitor Manual sent to exhibitors prior to the conference.

#### Cancellation Policy:

All cancellations must be made in writing to NYSATA by September 1, 2020. A cancellation fee of 50% will apply between September 1, 2020 and November 1, 2020. No refunds after November 1, 2020.

### Reserve Online Now!

All reservations must be made online.

To reserve space, go to

[www.nysata.org/2020-conference](http://www.nysata.org/2020-conference).

Form is available NOW in the right column Exhibitors section!

### Sponsorship Opportunities

NYSATA offers Platinum, Gold, and Silver levels of sponsorship, plus other sponsorship options. For more information visit contact Lauren Nels at [exhibitors@nysata.org](mailto:exhibitors@nysata.org) or our Conference Coordinator(s) at [conference@nysata.org](mailto:conference@nysata.org)