



New York State Art Teachers Association 72nd Annual Conference

November 20-22, 2020
DoubleTree Hotel by Hilton
Binghamton, 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 8'x10' Exhibit Booth	* 2	*	*
Preferential booth placement in exhibit hall	*	*	-
Exclusive use of company provided tote bags (must be durable, reusable (not plastic) and include NYSATA conference logo)	Sold out	-	-
Free lunch! Valid for use on exhibit days only		*2	*1
Your company logo/link on the <i>Whova</i> conference app during the conference and on the NYSATA website for one year		*	-
Free advertising in the NYSATA News for one year (3 digital and one print issue)	*full page or bk cov	* ½ page	* ¼ page
Free advertising in the conference app and program, your company logo on prominent signage in the registration area	* full page	* ½ page	* ¼ page
Your company listed as a co-sponsor of president's reception and conference app	* full page	-	-



Other Exclusive Sponsorship Opportunities:

Conference App: Maximize your presence by sponsoring the *Whova NYSATA Conference App!* **Sponsor logos continuously appear at bottom of conference app/link to website!**

Exhibitors (non-sponsors) add app banner ad for \$75. Non-exhibitors can have a presence by purchasing an app banner ad for \$100.

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 sponsorship will have an impact long after the conference is over!

Contact sponsorship@nysata.org for more sponsorship opportunities!

Other Exclusive Branding/Sponsorship Opportunities

Sponsors of these items receive discounted college table or booth space rental, free ½ page ad and listing as a sponsor in the conference program, free advertising (¼ page ad) in the NYSATA News for one year.

Conference app sponsorship (\$500) MAXIMIZED VISIBILITY!!!

Company or Institution provided notepads (need 600)

Sold Out

Company or Institution provided pens (need 600)

Sold Out

Company or Institution provided conference folders (need 600)

Sold Out

Company or Institution provided ID badge lanyards (need 600)

Sold Out



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

NYSATA 2020 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 September 1, 2020 will receive a refund of 50% of the total amount paid. No refunds will be given for cancellations received on or after November 1, 2020.

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. In 2019 we had 600 in attendance.

Artwork: A company logo must be submitted upon confirmation of sponsorship. Please send to NYSATA Conference Sponsorship Coordinator, sponsorship@nysata.org. Logos must be high resolution PNG, JPEG, EPS or TIFF format.

Questions: For more information on sponsorship opportunities or for an in-kind sponsorship agreement form please contact:

NYSATA Conference Coordinator(s) conference@nysata.org
NYSATA Sponsorship Coordinator sponsorship@nysata.org
NYSATA Exhibits Coordinator exhibitors@nysata.org

Deadline For Submission of Sponsorship Reservation: Please submit Sponsorship Reservation Form, Signed Agreement and Payment by the June 1, 2020 deadline to:

Terri Konu, NYSATA Revenues Manager
9200 Sixty Road, Phoenix, NY 13135
tkonu@nysata.org
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 May 1, 2019**

2020 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.