



New York State Art Teachers Association 73rd Annual Conference

November 19-21, 2021
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 73rd Annual Conference . . . **we are planning a HYBRID event!**



This is your chance to showcase...

- New Products
- New Techniques
- New Concepts
- New Technology
- Classic Art Supplies
- Outstanding College/University Programs
- Curriculum/Lessons
- Visual Art Resources

Our Membership includes preK-12 art educators who teach in public, private, and charter schools, as well as college art education faculty and pre-service students across the state.

As an Exhibitor you will interact with hundreds of NYS art educators who are eager to see new products and learn how to use them! The Commercial Exhibit and College Showcase is rated by attendees as one of the most popular events of the conference! **We had nearly 600 attendees in 2019!**

Vendor Exclusive! We offer an exclusive block each day for attendees to visit your exhibit booth (virtual or live), ask questions, and enjoy product demonstrations or other events!

A Chance to Inspire! NYSATA conference attendees are looking for new ideas, new products, and new ways to use familiar 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 encouraged to offer workshops to showcase new products and offer hands-on experiences throughout the conference. Propose a workshop at www.nysata.org/2021-conference. Deadline for proposals is May 15, 2021.

Free Advertising: Exhibitors registered by **September 1, 2021** receive a BONUS 1/4 Page Ad in the NYSATA News pre-conference promotion edition. All exhibitors are listed in the conference app and the NYSATA website with a link to your website for up to a full year (ending September 1, 2022). All exhibitors qualify for a free 1/4 pg ad in the digital conference program and an additional 1/4 page ad in our NYSATA News post-conference edition. Upgraded ad packages are available.

Reserve Your Exhibit Package Now! Visit www.nysata.org/2021-conference to reserve now. Flexible payment options are available.

EXHIBITOR INFORMATION

NYSATA 73rd ANNUAL CONFERENCE • NOVEMBER 19-21, 2021

Exhibit Dates and Times

Thursday November 18

- Set up 2 PM-4 PM

Friday, November 19

- Exhibits open 8 AM-5 PM
- Exhibitor exclusive 8-10 AM
- Closed for lunch 1-2 PM

Saturday November 20

- Exhibits open 8 AM-1 PM
- Exhibitor exclusive 8-9 AM
- Breakdown immediately upon closing at 1 PM

What's included

Commercial Exhibits Showcase

\$500 onsite/\$300 virtual only +\$100 after Sept. 1

- Onsite 8'x10' booth includes: 8' high backdrapery and 3' drape on sides, 2 (6') draped tables, 2 chairs, identification sign
- Company name and link(s) in Whova conference app and on NYSATA website (**\$150 value**)
- 24-hour access to social community feed in Whova conference app before, during, and after the event
- Recognition in vendor giveaway drawings and/or swag box/bag if you choose to donate an item
- ¼ page ad in NYSATA News digital Fall and Winter editions (7,000+ contacts) (**\$100 value**)
- ¼ page ad in Conference Program (**\$75 value**)

College and Not-for-Profit Institution

\$300 onsite/\$250 virtual only +\$50 after Sept. 1

- 6' draped table, 2 chairs, identification sign, conference identification badges
- Conference registration for one representative (**valued at \$149 onsite/\$119 virtual**)
- ¼ pg ad in conference program (**\$75 value**)
- Institution name and link(s) in Whova conference app for and on the NYSATA website (**\$150 value**)
- ¼ page ad in NYSATA News digital Fall and Winter editions (7,000+ contacts) (**\$100 value**)
- 24-hour access to social community feed in Whova conference app before, during, and after the event
- Recognition in vendor giveaway drawings and/or swag box/bag if you choose to donate an item

Reserve Online Now!

To reserve space, go to www.nysata.org/2021-conference. Form is available in the EXHIBITORS section. Register by November 1, 2021.

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

Be sure a return address is included. If there is more than one package, indicate "1 of 2" etc. Please do not schedule shipment delivery before Nov. 16, 2021.

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

845-561-0832 csr@greatlakeevents.com

Forms for electrical services are in the Great Lakes Exhibitor Manual sent to exhibitors prior to the event.

Free Ad Instructions

Send print ready pdf, jpeg, png, or tiff format images to exhibitors@nysata.org as soon as possible after you make your exhibitors space reservation. Free Ad Size: ¼ page (3.75" w x 4.75" h) at 150 ppi minimum. Full color ads for the NYSATA News. Conference printed program ad in B/W. Ad upgrades are available.

Cancellation Policy

Cancellations accepted in writing by Oct. 1, 2021. Cancellation fee of 50% between Oct. 1, 2021 and Nov. 1, 2021. No refunds after Nov. 1, 2021.

Questions?

Exhibit/Sponsorship/Advertising Questions?

Contact Conference Exhibitors Coordinator
Lauren Nels at exhibitors@nysata.org

Billing Questions?

Contact NYSATA Revenues Manager
Terri Konu at tkonu@nysata.org or 315-695-2500

Workshop Questions?

Contact Workshops Coordinators
Anastasia Arriaga and Amanda Measer at
workshops@nysata.org



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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	* ½ page
Free advertising in the conference app and program, your company logo on prominent signage in the registration area	* full page	* ½ page	* ½ 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.

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!

NYSATA will customize sponsorship options for additional visibility. **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 (½ page ad) in the digital 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 2021 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 October 1, 2021 will receive a refund of 50% of the total amount paid. No refunds will be given for cancellations received on or after November 1, 2021.

Disclaimer: The relationship between NYSATA and the sponsoring organizations/corporations of an event or event-related item does not represent an exclusive agreements 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 July 1, 2021 to:

Terri Konu, NYSATA Revenues Manager
9200 Sixty Road, Phoenix, NY 13135
tkonu@nysata.org
Phone & Fax: 315-695-2500

2021 Sponsorship Agreement

(Not for In-Kind Sponsorship—See Information Section above)

Contact Information

Company _____
Street _____ City _____ State _____ Zip _____ Country _____
Phone _____ Fax _____ E-mail _____
Contact Name _____ Title _____

Payment Information (NYSATA Revenues Manager will invoice via email):

Accounts Payable Contact Name _____
Email _____ Phone _____

Sponsorship Details

Sponsorship choice _____ Amt \$ _____ **Deadline July 1, 2021**

Sponsor: 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.

NYSATA Authorized Signature _____ Date _____