

New York State
Art Teachers Association
78th Annual Conference

mind
body
spirit



n y s a t a

Awakening Awareness Through Artistic Practice

Crowne Plaza Hotel—The Desmond | Albany, NY | November 20-22, 2026

EXHIBITORS PROSPECTUS



Classic Art Supplies

New Products

New Techniques

Graphic Arts Supplies

University Programs

Teacher Travel Programs

Curriculum Resources

Exhibit Display Options

New Technology

Photography Resources

Museum Collections

What is NYSATA?

The New York State Art Teachers Association (NYSATA) is the leading professional association for visual arts educators in New York State, with over 2,000 members and nearly 10,000 contacts. NYSATA's mission is to champion creativity and innovation by supporting high-quality visual arts, design, and media arts education for all students in the state.

Why should you be a part of the NYSATA 2026 Conference?

The NYSATA Annual Conference is where visual arts, media arts, and design education professionals connect, collaborate, learn, and create. As an exhibitor, you can make a personal connection with hundreds of prospective customers who have buying power. Your brand and message can reach this audience before, during, and after the event.

What products and services are attendees looking for?

NYSATA Conference attendees love to discover new products, processes, and techniques for all skill levels and ages. They are looking for materials, ideas, and services ranging from classic art supplies to up-to-the-minute media, technology, processes, and professional development opportunities; curriculum resources; college and university programs; visual aids; painting, drawing, printmaking, sculpture, woodworking, ceramic, glass, and metal arts supplies; art-related travel; graphic design, photography, and drafting supplies; and more!

Exhibitors can offer hands-on workshops to showcase new products during the conference. See www.nysata.org/2026-conference for details and to propose a workshop. *Deadline for proposals is May 1.*

Who attends the Conference?

Over 500 preK-12 visual arts, design, and media arts educators, university professors, administrators, supervisors, museum educators, and art education students from across New York State are expected to attend this year. Reserve your space now to be a part of our event!

Reserve Now!

Flexible payment options www.nysata.org/exhibit-with-nysata

Questions?

Eric Stormes, NYSATA Exhibits/Sponsorship Coordinator
exhibitors@nysata.org

EXHIBIT PACKAGE DETAILS

NYSATA 78th Annual Conference | November 20-22, 2026 | Crowne Plaza Hotel | Albany, NY

Exhibit Dates and Times

Thursday November 19

- Set up 2 PM-5 PM

Friday, November 20

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

Saturday November 21

- Exhibits open 8 AM-1 PM
- Exhibitor exclusive 8-9 AM
- Breakdown begins at 1 PM

Commercial Exhibit Package

\$500 (+\$100 after August 15)

- 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 for 3 months (\$150 value)
- 24-hour access to social community feed in Whova conference app before, during, and after the event
- Recognition in vendor giveaway raffle and/or swag bag if you choose to donate an item
- ¼ page ad in NYSATA News digital Fall conference promo edition (register by August 15) (9,000+ contacts) (\$50 value)
- ¼ page ad in Conference Program (\$75 value)

College and Nonprofit Institution

\$300 (+\$50 after August 15)

- 6' draped table, 2 chairs, identification sign, conference identification badges
- One conference registration (\$199 value)
- ¼ page ad in Conference Program (\$75 value)

- Institution name and link(s) in Whova conference app and on the NYSATA website for 3 months (\$150 value)
- ¼ page ad in NYSATA News digital Fall edition (register by August 15) (9,000+ contacts) (\$50 value)
- 24-hour access to social community feed in Whova conference app before, during, and after the event
- Recognition in vendor giveaway raffle and/or swag bag if you choose to donate an item

Hotel Advance Shipping

Please label all packages shipped as follows:

NYS Art Teachers Association
Your Name, Company Name, Booth Number
Crowne Plaza Hotel—The Desmond
660 Albany-Shaker Road
Albany, NY 12211

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 November 18.

Decorator Service/Drayage

Northeast Decorating Company
TO: (Exhibiting Company Name & Booth #)

FOR: NYSATA
c/o Northeast Decorating
3360 Milton Avenue
Syracuse, NY 13219

315-471-9989
fax 315-471-0237
suzi@northeastdecorating.com

Drayage before November 10.
Add-on furnishing and drayage forms provided by early September.

Free Ad Instructions

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

Ad-Ons

Upgrade your print ad size or add on a Whova app banner ad (+\$75).

Reserve Online Now!

For details and to reserve space, go to www.nysata.org/exhibit-with-nysata. Register before October 15.

Cancellation

Cancellations accepted in writing by October 1. Cancellation fee of 50% between October 1 and November 1. No refunds after November 1.

Questions?

Exhibits/Sponsorship/Advertising
Eric Stormes
exhibitors@nysata.org
Invoicing
NYSATA Revenues Manager
Terri Konu
tkonu@nysata.org
315-695-2500

Workshops
Kathryn Alonso-Bergevin
workshops@nysata.org

Conference Details
Cindy Henry or Melanie Painter
conference@nysata.org

Sponsorship = Maximum Visibility!

Major Sponsor Benefits	Diamond (limit 1) \$4500	Platinum (limit 1) \$3500	Gold (limit 2) \$2500	Silver (limit 3) \$1500
Complimentary 8'x10' Exhibit Booth	*2	*	*	*
Prioriity booth placement in exhibit hall	*	*	*	
Exclusive company provided tote bags (must be durable, reusable, and include NYSATA conference logo)	*			
First option on branded lanyards, pens, folders, notepads, and other convention materials		*	*	
Free lunch! Valid on exhibit days only	*4	*4	*2	*1
Company logo/link on the 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 pg. prime location	* full pg. prime location	* ½ page	* ½ page
Free reposting of social media content up to twice per month for one year	*			
Free advertising in the conference app and program, your company logo on signage in registration area, your name on all conference email communications	* full pg. color preferred location	* full pg. color, preferred location	* full page	* ½ page
Your company listed as a co-sponsor of president's reception	*			



More 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)
- ✓ Company/Institution provided notepads (need 650)
- ✓ Company/Institution provided pens (need 650)
- ✓ Company/Institution provided folders (need 650)
- ✓ Company or Institution provide lanyards (need 650)

NYSATA 2026 Annual Conference Sponsorship Terms and Conditions

Reservations

All exhibit and sponsorship opportunities are available on a first-come, first-served basis. All applications must be accompanied by payment in full.

Cancellation

Cancellations must be made in writing and submitted to the NYSATA Exhibits Coordinator. Cancellations received by October 1 will receive a refund of 50% of the total amount paid. No refunds will be given for cancellations received on or after October 1.

NYSATA Identity

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.

The name(s) and logos of NYSATA may not be used in any advertising or publicity, or otherwise to indicate NYSATA's sponsorship of or affiliation with any product or service, without NYSATA's expressed written permission.

Photography Rights

NYSATA reserves the right to capture any images of all Exhibit Hall booths and exhibitors on site. Images may be posted on the NYSATA website and used in printed promotional pieces.

Default

If sponsor fails to perform any 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.

Ad 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.

Partial Sponsorship

Should any event or other sponsorship opportunity 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 Refusal

NYSATA reserves the right, at its sole discretion, to accept or refuse any application or sponsorship offer.

Questions?

Conference Coordinator(s)

conference@nysata.org

Sponsorship Coordinator

sponsorship@nysata.org

Exhibits Coordinator

exhibitors@nysata.org

Sponsorship Deadline

Please submit Sponsorship Reservation Form, Signed Agreement and Payment by August 1 to:

NYSATA

PO Box 4502

North Myrtle Beach, SC 29597

tkonu@nysata.org

Phone & Fax: 315-695-2500

2026 Sponsorship Agreement

(Not for In-Kind Sponsorship—Please contact us for In-Kind Sponsorship Contract)

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 August 1, 2026

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 _____