



New York State Association for the Education of Young Children  
 230 Washington Ave. Ext.  
 Albany, NY 12203  
 (518) 867-3517

New York State Association for the Education of Young Children

**Sponsor - Exhibit - Advertise**  
 Strengthen your brand!

Enhance your presence. Maximize your exposure!



**Benefits of Exhibiting**

- Establish & cultivate relationships & partnerships
- Maintain & reinforce loyalty with existing customers
- Generate high quality leads from a targeted audience
- Showcase products & services by letting them touch & sample, connecting physically & emotionally
- Increase exposure by differentiating & establishing your brand in your marketplace
- Educate customers & prospects
- Gain valuable input & immediate feedback from customers
- Increase market awareness
- Save valuable time & money
- Achieve numerous sales & marketing objectives in an effective & efficient forum

Create that  
 personal  
 connection -  
 there is nothing  
 more powerful!



**Annual Conference**

**April 9-11, 2015**

Turning Stone Resort & Conference Center  
 Verona, NY

On-line registration available

The New York State Association for the Education of Young Children's mission is to promote excellence in early care and education services for NYS children and families through education, advocacy and the support of the profession.

# Sponsor - Exhibit - Advertise

## Strengthen your brand!

### Attendees of this Conference are...

Early childhood administrators from public and private schools; directors and staff of nursery schools, Head Start, Pre-Kindergarten programs, child care centers; family child care providers; Kindergarten - Grade 3 teachers, assistants, aides and caregivers from both general and special education programs; college level early childhood instructors; in-service trainers and consultants; early childhood advocates, students in early childhood programs and parents.

### Exhibit

#### 2015 Show Hours

##### Move In

Thursday, April 9  
12 noon - 6:00 pm

##### Show Hours

Friday, April 10  
10:00 am - 6:00 pm

Saturday, April 11  
8:00 am - 1:00 pm

##### Move Out

Saturday, April 11  
1:00 - 6:00 pm

#### Networking Highlights

##### Networking Reception

Friday, April 10  
5:00 - 6:00 pm

##### Breakfast & Lunch

Concession Area  
Friday & Saturday

##### Student Poster Session & Exhibitor's Showcase

Friday  
12:00 noon - 1:30 pm

Saturday  
11:30 am - 1:00 pm

#### Rates

##### Commercial

Interior - \$550 for the first booth  
Additional booths \$450

Corner - \$650 for one booth  
Additional corner \$625

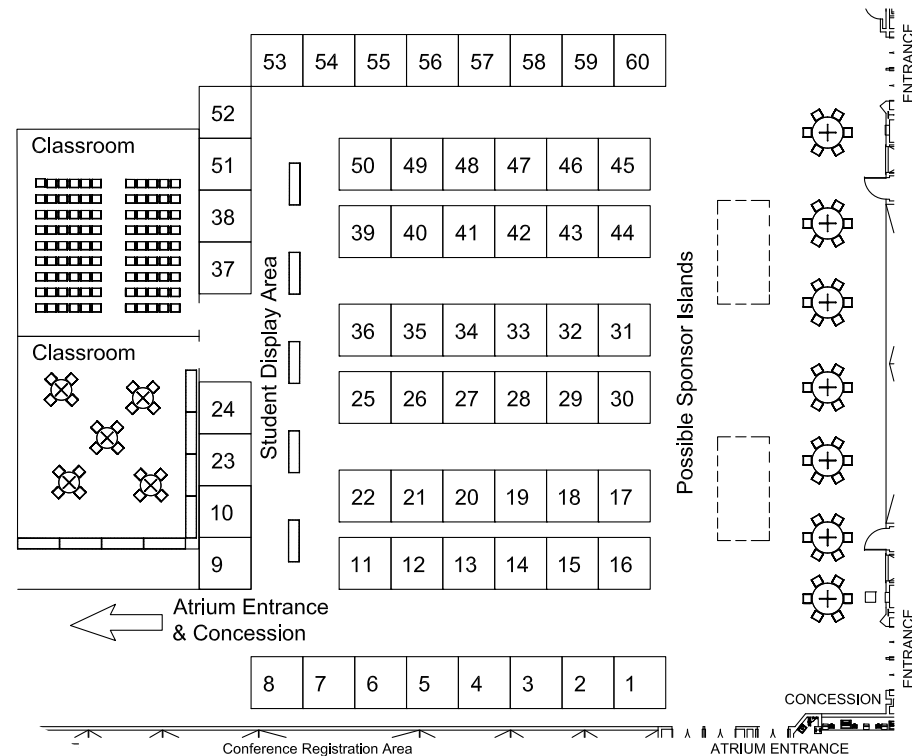
##### Non-profit

Interior - \$150  
Additional booths at same rate  
(Submit proof of non-profit status with payment)

#### Core Exhibit Package

- 10 x 10 interior booth with signage
- 8' draped table, pipe & drape, 2 folding chairs, wastebasket
- Business card size ad in Final Program
- Listing on sponsor page in Final Program
- Complimentary food and beverage coupons

See chart on page 5 for upgrade opportunities



## New York State's Largest Early Childhood Education Conference!

### Sponsor

Upgrade opportunities include the Core Exhibit Package

	Reporter Pre- & Post-Conference	Preliminary Program	Final Program	Banner	"Champions for Children" Power Point Presentation	Exhibit Booths (Upgrade from Core Package)	Website	Additional															
	Logo	1/2 Page Ad	Full Page Ad	Name Listed	Logo	1/2 Page Ad	Full Page Ad	Full Page Ad - Front Section	Logo - Top	Logo	Full Slide	1 Corner	1 Interior & 1 Corner	2 Corners	2 Booth Island	Logo - 6 Months	Link - 3 Months	Link - 6 Months	Link - 1 Year	Opening Reception Sponsor	Prominent Signage	"Champions" Sponsor	
Platinum - \$4,000	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Gold - \$3,000	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Silver - \$2,000	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bronze - \$1,500	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Copper - \$1,000	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
The following sponsorship opportunities are available as stand-alone items, and are not part of any package.																							
\$3,000 Coffee Break (co-sponsor \$1,500 avail.)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
\$2,000 Photo Booth	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
\$1,000 Dessert	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

### Advertise

#### Print Advertising

	full page	1/2 page	1/4 page	1/8 page
Final Program	\$450	\$350	\$250	\$150
Pre- and Post-Conference Reporter	\$225	\$150	\$100	\$75
"Champions for Children" Program	\$150	\$75	n/a	n/a

Website Advertising Available through Sponsorship

Visit [www.nysaeyc.org](http://www.nysaeyc.org) for additional details.

Demonstrate your support for the growing field of early childhood education!

### Plan Ahead - Exposure Timeline

	11/30/14	1/23/15	1/30/15	2/13/15	3/2/15	3/13/15
Preliminary Program Deadline						
Pre-Conference Reporter Ad Reservation Deadline						
Pre-Conference Reporter Ad Submission Deadline						
Final Program Ad Submission Deadline						
"Champions for Children" Ad Reservation & Ad Submission Deadline						
Additional Name Badge Request Deadline						
Post-Conference Reporter Deadline						5/15/15

Distribution: Reporter 4,000 Preliminary Program 15,000

# 2015 NYSAEYC Conference

## Application

Company \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Title \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone (work) \_\_\_\_\_ (cell) \_\_\_\_\_  
 E-mail \_\_\_\_\_ Fax \_\_\_\_\_ Website \_\_\_\_\_

### Sponsor Packages

- Platinum \$4,000
- Gold \$3,000
- Silver \$2,000
- Bronze \$1,500
- Copper \$1,000

### Additional Sponsorship Opportunities

- Coffee Break \$3,000 (co-sponsor \$1,500)
- Photo Booth \$2,000
- Dessert \$1,000

These sponsorship opportunities are stand-alone items, and are not part of any package.

### Exhibit Packages

#### Commercial Exhibitors

- Interior Booth \$550
- Additional Interiors +\$450
- Corner Booth \$650
- Additional Corner +\$625

#### Non-Profit Exhibitors

- Interior Booth \$150
- Additional Booth +\$150 (booth placement will be assigned)

### Print Advertising

	full page	1/2pg	1/4pg	1/8pg
Final Conf Program	<input type="checkbox"/> \$450	<input type="checkbox"/> \$350	<input type="checkbox"/> \$250	<input type="checkbox"/> \$150
Pre-Conf Reporter	<input type="checkbox"/> \$225	<input type="checkbox"/> \$150	<input type="checkbox"/> \$100	<input type="checkbox"/> \$75
Champions Program	<input type="checkbox"/> \$150	<input type="checkbox"/> \$75	n/a	n/a

Online registration and interactive exhibit floor plan is now available on our website. Please visit [www.nysaeyc.org](http://www.nysaeyc.org), and go to Annual Conference under Professional Development. Commercial exhibitors, if unable to register online, select booth preference below.

First Choice Booth(s) \_\_\_\_\_ Third Choice Booth(s) \_\_\_\_\_

Second Choice Booth(s) \_\_\_\_\_ Fourth Choice Booth(s) \_\_\_\_\_

Booth location will be indicated in your registration confirmation.

(See important dates for sponsoring, advertising and exhibiting on page 5)

Signature of person making reservation \_\_\_\_\_ Date \_\_\_\_\_

Total Amount Enclosed \$ \_\_\_\_\_ (please make checks payable to: NYSAEYC)

Credit Card: Circle one MasterCard VISA Cardholder Name \_\_\_\_\_

Account # \_\_\_\_\_ CVV# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

### ALL EXHIBITORS, PLEASE READ AND SIGN THE FOLLOWING AGREEMENT.

I understand that submission of this application and contract for Exhibit Space constitutes agreement to abide by NYSAEYC's exhibit policies and information (printed on reverse of this page). Payment in full is required at time of application. Funds are to be made payable to NYSAEYC. There will be a \$25 processing charge for returned checks. After March 27, 2015 only MasterCard, Visa, or Money Orders will be accepted. NO REFUNDS WILL BE MADE AFTER February 20, 2015. Cancellations prior to February 20, 2015 will incur a \$25 processing charge. Telephone cancellations not accepted. Notify in writing prior to February 20, 2015.

Signature \_\_\_\_\_ Date \_\_\_\_\_



# NYSAEYC Exhibit Policies

1. Exhibitors may not alter the locations of booths or tables without the written consent of NYSAEYC. The assignment, subletting, selling, or sharing of space already assigned is prohibited without the prior written consent of the NYSAEYC. We reserve the right to alter the locations of exhibits if deemed advisable and in the best interest of the conference.

**2. The exhibit must be designed and displayed to conform to the size of the space leased. Nothing shall be displayed in such a manner as to obstruct the view of, or interfere with, the exhibits of other exhibitors.**

3. All materials used in decorating must be flame proofed. All hangings must clear the floor.

4. Attention to safety regulations is imperative. Aisles, passageways, and lobby or exit areas giving access to fire-extinguishing apparatus must be kept clear at all times.

5. The presence and/or use of cooking or small electrical appliances (such as coffee maker, fry pan, popcorn maker) by anyone in the exhibit areas are strictly prohibited.

6. All food and beverage sampling must be approved prior to show upon written request. Food and beverage sampling must be relevant to what the exhibitor is advertising. All food and beverage samples not to exceed a 2 oz. serving in a 4 oz. cup. The distribution of any alcoholic beverages is prohibited.

7. Demonstrations—including the use of films, tapes, records, musical instruments, or any other sound device—must be kept at a volume sufficiently low so as not to be objectionable to nearby exhibits or conference participants. Exhibitors' demonstrations must be confined within the boundaries of their respective booths.

8. Exhibitors will exercise all precautions against damage or defacement of the exhibit area in the Turning Stone Resort and Conference Center. Exhibitors may not tape, paste, thumbtack, nail, or otherwise affix signs or posters to the walls or columns, or hang things from sprinkler pipes. Any signs or posters leaning against the walls must be properly padded so as not to cause damage.

9. Brochures or advertising materials of any description may be distributed only within the space assigned to the exhibitor. Aisle space may not be used to distribute promotional material. No firm or agency without

assigned space will be permitted to solicit business in any manner.

10. If additional items are required, it is the duty and responsibility of each exhibitor to make arrangements with the official exposition service contractor for the installation of additional items/services before the opening of the conference.

11. Precautions will be taken to ensure the safety of exhibit material. However, the New York State Association for the Education of Young Children (NYSAEYC), and NYSAEYC Affiliate Chapters, the exposition service contractor and its subcontractors do not accept responsibility for the protection of exhibitors' materials and displays nor for any loss or damage to such materials and displays. **The exhibit area will have exhibit hall and peripheral guard service when exhibits are not scheduled to be open. It is recommended for all exhibitors to cover their entire booth. Exhibitors are solely responsible for obtaining insurance on their exhibits, utilizing lock boxes, and/or arranging for their own security in their booths as appropriate, at their own expense.** All property shipped to or from the Conference by the exhibitor for installation or display is at the sole risk of the exhibitor.

12. NYSAEYC reserves the right to prohibit or remove any exhibit that, in the opinion of NYSAEYC, may detract from the general character of the conference as a whole. This reservation includes persons, objects, printed matter, or anything of a character that NYSAEYC determines is objectionable to the conference. In the event of such restriction or eviction, NYSAEYC is not liable for any damages nor will it refund rentals or other exhibit expense. Order taking and direct sales of educationally related products or services by exhibitors are permitted only in the exhibit area.

13. Firms that choose to sell merchandise at the NYSAEYC Annual Conference assume full responsibility in securing a vendor license and collecting applicable taxes. **Turning Stone Resort Casino is owned by the Oneida Indian Nation, a sovereign Indian nation, and is located on the Oneida Reservation. The Oneida Nation does not permit vendors to collect another government's taxes on Nation lands. If a vendor believes that it needs to remit NYS sales or excise tax for sales made at Turning Stone, then the vendor's total price charged must be inclusive of all taxes so that the receipt does not include a separate tax line item,**

**and the state tax should be remitted to the state from the vendor's home place of business.**

14. In no event shall NYSAEYC be liable for special, indirect, incidental, or consequential damages, or losses of profits, arising from exhibitor's activities during the conference or under this agreement.

15. While exhibitor is moving in and out through the loading dock area they will not leave their vehicle unattended for an extended period of time while they set up or take down their booth. Please be aware of the other exhibitors that are in line.

16. The price of booth rental includes the 10x10 framework, 3' high side rails, 8' high back drapes and a booth sign that lists the company's name and booth number along with 8' table, two chairs and a wastebasket. NYSAEYC's exhibit management company is Great Lake's Events, 100 Bickford Street, Rochester, NY 14606, (p)585-458-2200, (f)585-458-5087. Complete shipping & handling instructions with information & order forms regarding booth furniture, drayage, electrical outlets, internet, carpet rental, etc., provided by Great Lakes Events is in the exhibitor's service kit. This kit will be available to NYSAEYC exhibitors prior to show. During the show, a service desk will be maintained by Great Lakes Events. **Shipping to hotel or convention center is not advised. EXHIBITOR WILL BE RESPONSIBLE FOR ADDITIONAL HOTEL OR CONVENTION CENTER SHIPPING FEES.**

17. Booths will be ready for set up 12 noon, Thursday, April 10. No exhibitor will be permitted to set up a booth unless NYSAEYC has received payment in full. Exhibits will close on Saturday, April 12th, at 2:00 p.m. Exhibit hours and days are subject to change. **Exhibitors must agree not to have any part of their exhibits dismantled, packed, or removed before 2:00 pm on Saturday, April 12th. It is the duty and responsibility of each exhibitor to make arrangements with Great Lakes events for the installation of the exhibit before the opening of the Conference and to dismantle and remove the exhibit immediately after the closing. Exhibitors will agree to conform to the exhibit schedule. Exhibitors assume full responsibility in determining applicable union regulations and fees regarding setting up displays and transporting materials to and from the exhibit hall.**