



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!

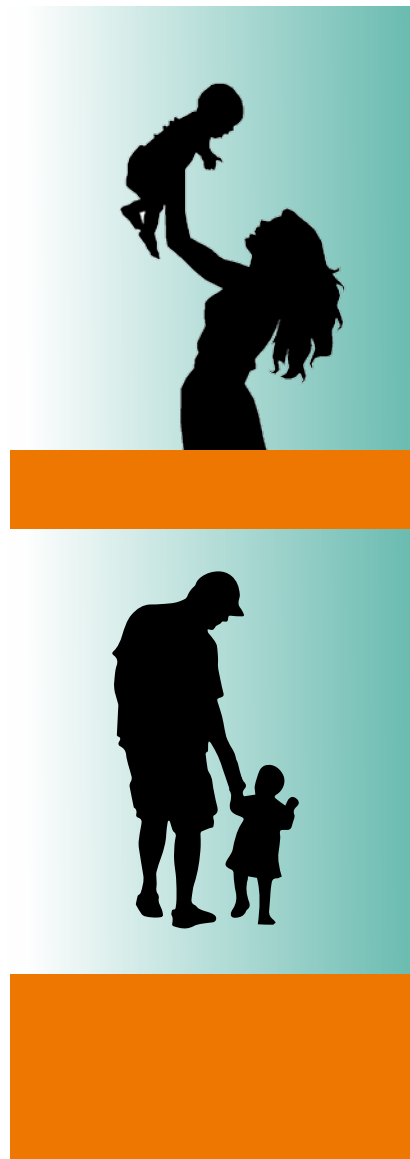
Enhance your presence. Maximize your exposure!

**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 a personal connection.**

**There is nothing more powerful!**



**ANNUAL CONFERENCE**

April 7-9, 2016

Hilton Westchester  
 Rye Brook, New York



Online registration available  
[www.eiseverywhere.com/ehome/128512](http://www.eiseverywhere.com/ehome/128512)

The New York State Association for the Education of Young Children promotes 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, and child care centers; Kindergarten – grade3 teachers, assistants, and aides from general and special education programs; early childhood higher education faculty, in-service trainers and consultants; early childhood advocates, and students in early childhood preparation programs.

### Exhibit

#### 2016 Show Hours

##### Move In

Thursday, April 7  
12 noon - 6:00 pm

##### Show Hours

Friday, April 8  
9:00 am - 6:00 pm

Saturday, April 9  
8:00 am - 1:30 pm

##### Move Out

Saturday, April 9  
2:00 - 6:00 pm

#### Networking Highlights

##### Grand Opening Event

Friday, April 8  
9:30 - 10:30 am  
Exhibit Hall, Grand Ballroom

##### Breakfast & Lunch

Concession Area  
Friday & Saturday

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

Friday  
12:00 noon - 1:30 pm

Saturday  
12:00 noon - 1:30 pm

#### Early Bird Registration

##### Commercial

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

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

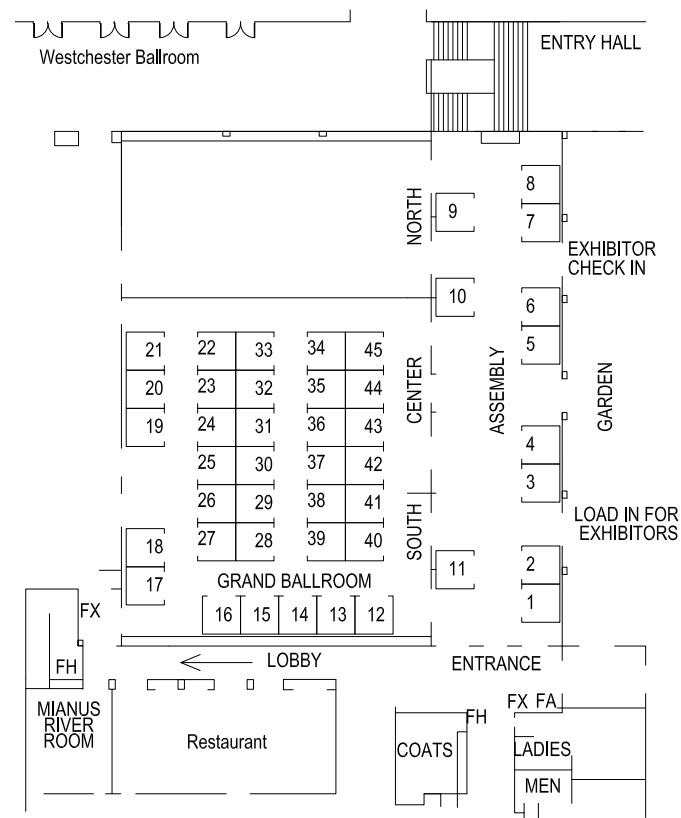
##### Non-profit

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

#### Core Exhibit Package

- 8 x 8 interior booth with signage
- 8' draped table, pipe & drape, 2 folding chairs, wastebasket
- Business card size ad in Final Program
- Listing on Exhibitor page in Final Program

See chart on page 5 for upgrade opportunities



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

Sponsorship Benefits	Platinum \$8,000	Gold \$5,000	Silver \$3,000	Bronze \$2,000
<b>Pre-Conference Recognition</b>				
Logo in Preliminary Program	✓	✓	✓	✓
Logo Included in E-Marketing and Social Media Campaign	✓	✓	✓	✓
Pre-Conference <i>Reporter</i> Advertisement	Full Page	Full Page	Half Page	Quarter Page
<b>On-Site Recognition</b>				
Speaking Opportunity to Address General Session	✓			
Solo Sponsor Banner	✓			
Logo on Sponsorship Banner	✓	✓	✓	✓
Exhibitor Booth	Island	2 Corners	1 Corner, 1 Interior	1 Corner
Advertisement and Logo in Final Program (Location Dependent on Level)	Full Page	Full Page	Half Page	Quarter Page
Recognition on Champions for Children Slide Show	Full Slide	Full Slide	Logo	Logo
Complimentary Guests to Thursday Evening Welcome Dinner	2	2	2	2
Complimentary Guests to Friday Evening Champions for Children Dinner	2			
<b>Post-Conference Recognition</b>				
Logo and Link on NYSAEYC Website	1 Year	6 Months	4 Months	2 Months
Post-Conference <i>Reporter</i> Advertisement	Full Page	Full Page	Half Page	Quarter Page
Logo Included in all Post-Conference Communications	✓	✓	✓	✓
<b>NYSAEYC Year-Round Sponsorship</b> Maintain a strong, unique post-conference connection to attendees and members throughout the year!				
Logo and Link Included on Marketing and Office Communications	✓			
Featured Content Included in Pre- and Post-Conference Newsletters (Pending Content Approval)	✓			
Complimentary NYSAEYC Memberships	2			

### Advertise

#### Print Advertising

	Back Cover	Full Page	1/2 Page	1/4 Page	1/8 Page
Final Program	\$900	\$450	\$350	\$250	\$150
Pre- and Post-Conference <i>Reporter</i>	n/a	\$225	\$150	\$100	\$75
"Champions for Children" Program	n/a	\$150	\$75	n/a	n/a

For additional information regarding advertisement dimensions and specs, please visit our website [www.nysaeyc.org](http://www.nysaeyc.org)

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

### Plan Ahead - Exposure Timeline

1/22/16	1/29/16	2/12/16	3/4/16	3/11/16
Pre-Conference <i>Reporter</i> Ad Reservation Deadline	Pre-Conference <i>Reporter</i> Ad Submission Deadline	Final Program Ad Submission Deadline	"Champions for Children" Ad Reservation & Ad Submission Deadline	Additional Name Badge Request Deadline
				Post-Conference <i>Reporter</i> Deadline 5/20/15
Distribution: <i>Reporter</i> 4,000		Preliminary Program 18,000		

# 2016 NYSAEYC Conference

## Application

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (work) \_\_\_\_\_ (cell) \_\_\_\_\_

E-mail \_\_\_\_\_ Fax \_\_\_\_\_ Website \_\_\_\_\_

### Sponsor Packages

- Platinum \$8,000
- Gold \$5,000
- Silver \$3,000
- Bronze \$2,000

We are happy to accommodate additional and/or customized sponsorship opportunities upon request.

### 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)

Register after February 14, add \$50.

### Print Advertising

	Back Cover	Full Page	1/2 Page	1/4 Page	1/8 Page
Final Conf Program	<input type="checkbox"/> \$900	<input type="checkbox"/> \$450	<input type="checkbox"/> \$350	<input type="checkbox"/> \$250	<input type="checkbox"/> \$150
Pre-Conf Reporter	n/a	<input type="checkbox"/> \$225	<input type="checkbox"/> \$150	<input type="checkbox"/> \$100	<input type="checkbox"/> \$75
Champions Program	n/a	<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 \_\_\_\_\_ Billing Zip \_\_\_\_\_

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, 2016 only MasterCard, Visa, or Money Orders will be accepted. NO REFUNDS WILL BE MADE AFTER February 20, 2016. Cancellations prior to February 20, 2016 will incur a \$25 processing charge. Telephone cancellations not accepted. Notify in writing prior to February 20, 2016.

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 event.

**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 Hilton Westchester. 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 Great Lakes Events, LLC 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, Great Lakes Events, LLC 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.

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 8x8 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 Lakes Events, LLC, 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 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 7th. No exhibitor will be permitted to set up a booth unless NYSAEYC has received payment in full. Exhibits will close on Saturday, April 9th, 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 9th.** It is the duty and responsibility of each exhibitor to make arrangements with Great Lakes Events, LLC 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.