REVISED

NEW EXPO HOURS
Oct. 12: 3:00 – 6:00 p.m.
Oct. 13: 8:00 a.m. – 5:00 p.m.

EXHIBITOR & SPONSORSHIP PROSPECTUS
OCTOBER 12-14, 2017
Welcome!

The New York State School Boards Association invites you to our 98th Annual Convention & Education Expo in Lake Placid, New York on October 12-14, 2017. Our Convention & Education Expo is one of the largest educational trade shows in the Northeast and the largest gathering of publicly-elected officials in New York State. More than 2,000 school board members, superintendents, district administrative staff and other educational leaders gather each year to learn, network and support public education initiatives.

Our attendees represent school districts from Long Island to Buffalo, Chautauqua County to Clinton County, and want to learn more about what your company has to offer to help them govern our schools in their efforts in Taking Education to New Heights.

Our Expo is an extension of the Convention learning experience – your participation and interaction with our attendees will have a lasting impact on the state’s K-12 public schools.

Our sponsors and exhibitors are more than just vendors – they are our partners in education!

Archa Wachowicz
Deputy Director of Business Development

Reserve your booth and sponsorship today at www.nyssba.org/2017expo

Location

Conference Center at Lake Placid
2634 Main Street • Lake Placid, NY 12946
www.lakeplacid.com/meetings

About NYSSBA

The New York State School Boards Association (NYSSBA) is a membership organization that provides advocacy, training and information to school boards in support of their mission to govern the state’s public schools.
Why Exhibit at NYSSBA’s 98th Annual Convention & Education Expo?

Potential Connections

Market your products and services to one of the largest K-12 public education audiences in New York. Reach more than 90% of school districts and Boards of Cooperative Education Services (BOCES), and 5,000 school board members empowered as stewards of annual school budgets ranging from under $10 million to more than $350 million. Be visible year round through Convention advertising and member word of mouth.

Key Decision Makers

Reach 2,000+ Key Decision Makers Face to Face – In New York State, Superintendents and Board Members work hand-in-hand to make critical decisions on purchasing products, programs and services in their school districts.

The Power of Face-to-Face

40% of prospects converted to new customers via face-to-face
67% of all attendees represent a new prospect and potential customer
84% of marketing goals are accomplished by expo events
99% of respondents find unique value from expos
60% of the value of expos is the ability to network with many prospects and customers at the same time

* Source: Meeting Professionals International
** Source: Exhibit Surveys, Inc
*** Source: State of B2B Marketing 2015, Regalix Research
+ Source: CEIR: The Changing Environment of Exhibitions

Products & Services
our Members Want

- Accounting, Financial & Auditing Services
- Associations
- Athletic Supplies & Equipment
- Audio/Video and Communications Equipment, Solutions & Services
- BOCES/Shared Education Services
- Building and Landscape Architectural Services
- Building Furnishings & Products
- Career Exploration
- Consulting Services
- Cooperative Purchasing
- Curriculum Development Materials & Resources
- Data Analytics Services & Software
- Distance Learning/Online Courses
- Educational Software & Services
- Election Management
- Employee Benefits, Professional Development
- Energy Efficiency, HVAC & Solar
- Engineering Services
- Facilities Maintenance Products & Services
- Flooring Products & Services
- Food Services & Wellness Products
- Insurance Services
- Interactive Whiteboards
- Legal Resources & Services
- Lockers & Storage Equipment
- Office Equipment & Furniture
- Parental and Community Engagement
- Playground Equipment
- Policy Services
- Roofing Materials & Services
- School Safety & Security
- School Wear/Uniforms
- Sports Bleachers, Signs & Scoreboards
- Special Education Programs, Materials & Services
- Student Engagement
- Tests & Assessment Measurement
- Transportation
Use NYSSBA’s 98th Annual Convention & Education Expo as your platform to re-connect with past clients, gain new business and network with hundreds of prospects over the course of two days.

Rates*

**Booths**

8’ x 10’ Exhibit Space .......... $1,800
8’ x 20’ Exhibit Space .......... $3,400

**Buses**

Single Bus Space ........ $3,000
Double Bus Space ........ $5,400

*Larger booths and bus spaces available – please contact us for details.

Each Exhibit Package includes:

- Standard 8’ high draped back wall, 3’ high draped side rails, 7” x 44” ID signage, 6’ long skirted table, 2 chairs and a wastebasket. (No back wall or side rail for buses)
- Full Convention registrations for up to five (5) booth staff per 8’ x 10’ or single bus space, valued at $980 per person, a total of $4,900
- Company listing (40 words) online and in our Convention Program and Convention App
- Company listing in up to three (3) product categories online and in our Convention Program and App
- Admission to breaks and meal functions on the Expo floor
- Attendee mailing lists provided approximately 30 days before and after Convention (includes name, title, organization and mailing address – no email addresses are included)
- A one-year subscription to On Board, our award-winning newspaper published and mailed 18 times per year to more than 10,000 subscribers
- A one-year subscription to E-Clips, our daily education news clipping service providing links to state and national news outlets, sent to 8,000+ subscribers
- Exclusive member pricing for NYSSBA events and products for one year
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Payment Schedule

**Booths**

Full booth payment is required before you are placed on the floor. Applications received without the booth fee will not be processed until full payment is received.

**Sponsorships**

A deposit equal to 50% of the sponsorship package is required within two (2) weeks of receipt of selection and contract by NYSSBA. The balance will be due by July 14, 2017. After July 14, 2017, full payment is required with selection and contract.

Cancellations

Cancellations received before August 11, 2017 will be assessed a cancellation fee equal to 30% of your total booth fee. Cancellations received on or after August 11, 2017 will be assessed a 100% cancellation fee. No exhibitor or sponsor will be able to sign up for future Conventions with an outstanding cancellation fee.
Sponsorship Packages

Adding a sponsorship package provides increased visibility, and maximized exposure both year round and on-site, and can convert this audience potential from a passing interest into a concrete business opportunity.

All Sponsorships start with this Core Sponsorship Package:

• Exhibit Package (see page 2 for details)
• Onsite visibility
• Sponsor recognition in the following locations:
  • Convention website (logo and/or link depending on level)
  • NYSSBA’s social media sites
  • Convention Program
  • Convention App
• Early booth and sponsorship selection for our 99th Annual Convention in New York City, October 25-27, 2018

Additional benefits added at each level

Prefer to be a sponsor only?

Just deduct the price of the booth ($1,800) from the amount of the sponsorship package.
Core Sponsorship Package +

- On Board Advertising: 2 half-page full color ads (a $1,070 value)
- Convention Program: 1 half-page full color ad (a $800 value)
- Convention Website: link to your website

Choose From:

Educational Seminar Strands – 9 available – $4,000

The cornerstone of our Convention, educational sessions cover timely issues that are important to school board members such as Finance and Facilities, Board Governance, Technology, Health & Safety, School Law, Student Achievement and Community Relations. Visit convention.nyssba.org/education-sessions for full listing.

(Choose two strands and become an Honors sponsor, choose three and become a High Honors sponsor.)

Student Music Groups – Exclusive – $4,000

Student performances will be held during our Opening Reception, Opening Session and Commissioner’s Session. Support our public school children while gaining increased visibility during these three highly attended events.

Aisle Signs – $4,250

Take your name to new heights and help attendees find their way around the expo by having your logo displayed on an aisle sign hung above the Expo floor.
Core Sponsorship Package +

- On Board Advertising:
  3 half-page full color ads (a $1,440 value)
- Convention Program:
  1 full-page full color ad (a $1,200 value)
- Convention Website: link to your website

Choose From:

**Olympic Sports Experience Simulator – Exclusive – $6,500**

A six minute ride that allows visitors to experience some of the most thrilling Olympic sports safely. The ride offers a virtual taste of what bobsled, luge, skeleton and ski jump athletes experience. Five mechanical seats are synchronized to the action of real point-of-view footage shown on a large screen for an exhilarating experience. The sponsor will receive 500 tickets to distribute at their booth.

**Charging Stations – 2 available – $6,500**

Get your name in front of attendees as they charge their mobile devices.

**Pens – Exclusive – $6,500**

A pen provides a fun and creative way to get your company’s name and logo in front of all Convention attendees. This is a great takeaway that will extend beyond the 3-day event.

**Registration Stations – Exclusive – $6,500**

First impressions last, so get your company name and logo in front of our registrants as they seamlessly check-in.

**Coffee Stations – 4 available – $6,500**

Always a popular stop for our attendees, these stations will be strategically placed around the Annual Convention & Education Expo. Choose from the Crowne Plaza, High Peaks Resort or one of two at the Lake Placid Conference Center.

**Notebooks – Exclusive – $7,000**

A great promotional opportunity and take-away with your company’s logo front and center on this exclusive Convention notebook.
Core Sponsorship Package +

- On Board Advertising: 4 half-page full color ads (a $1,920 value)
- Convention Program: 1 full-page color ad, prominent placement (a $1,200 value)
- E-Clips Advertising: 1 week (a $500 value)
- Hotel space to host a reception (a $1,000 value)
- Convention Website: link to your website

Choose From:

**Transportation – 2 available – $9,000**

Looking for a high-impact sponsorship that extends beyond the convention walls? Your company could be highlighted on buses and trolleys that hundreds of attendees will use to travel between the Conference Center and hotels.

**Wi-Fi Access – Exclusive – $9,000**

Be the exclusive sponsor of this highly used and valued service. Attendees will appreciate the free Wi-Fi services offered at the Lake Placid Conference Center, Crowne Plaza and High Peaks Resort.

**Afternoon Break – 1 available – $9,000**

This event draws attendees to the expo floor Friday afternoon for a light snack and exclusive time to network with exhibitors.

**Continental Breakfast – 1 available – $9,500**

Good Morning Lake Placid! Gain visibility first thing in the morning as breakfast is served in the Conference Center on Friday morning.

**Friday Lunch – 2 available – $10,000**

Our buffet lunch on Friday afternoon features culinary delights from the region.
Core Sponsorship Package +

- On Board Advertising: 5 half-page full color ads & 1 full-page back cover ad (a $3,385 value)
- Convention Program: 1 full-page color ad, tab (a $1,200 value)
- E-Clips Advertising: 2 weeks (a $1,000 value)
- Hotel space to host a reception (a $1,000 value)
- Convention Website: logo & link to your website
- Inclusion in Convention eMarketing messages
- 30-second video provided by sponsor and shown at the Opening Session
- Lake Placid approach light pole banners (2) featuring your logo

Choose From:

Student Innovation Trail – Exclusive – $12,750
One of the most popular sites on the expo floor, members never miss a chance to visit the student booths where students demonstrate their 21st century skills.

Name Badge Lanyards – Exclusive – $12,750
A sponsorship that everyone will know your name. Highly visible opportunity to have your company’s name printed on all lanyards.

Technology Lounge – Exclusive – $12,750
Attendees and exhibitors alike can take a break from the Convention action and recharge mobile devices, check emails, view NYSSBA News Videos and connect with colleagues back home while relaxing in comfy lounge seating.

Featured Speakers – Exclusive – $13,000
Sponsor the experts. Our larger-scale Featured Sessions (about 8) spotlight highly-visible speakers on timely topics that matter to our members.

Keynote Reception – Exclusive – $13,500
A great way to kick off the Convention, this Reception is just prior to our widely-attended Opening Keynote Session – and great exposure for your company.
Core Sponsorship Package +

- On Board Advertising: 6 half-page full color ads & 1 full-page back cover ad (a $3,535 value)
- Convention Program: 1 full-page color ad, inside front, inside back or back cover (a $1,800 value)
- E-Clips Advertising: 2 weeks (a $1,000 value)
- Hotel space to host a reception (a $1,000 value)
- Convention Website: logo & link to your website
- Inclusion in Convention eMarketing messages
- 30-second video provided by sponsor and shown at the Opening Session
- Lake Placid approach light pole banners (2) featuring your logo
- Exclusive in Lake Placid: Your logo included on a 50’ x 15’ banner displayed on the side of the Conference Center, illuminated at night.

Choose From:

Convention App – Exclusive – $16,500
Downloaded by more than 1,000 users, the official Convention App is a great way to get exposure before, during and after Convention.

Convention Bags – Exclusive – $16,500
A Convention staple, our attractive and functional totes are valued by all attendees and will prominently display your company logo on the side of the bag.

Opening Session – Exclusive – $17,000
Drawing approximately 1,000 attendees, our Opening Session is a highly-energetic session and features a powerful student musical performance and awards – a great way to start the Convention.

Don’t see a sponsorship package that meets your marketing budget or goals?

We can customize a package for you. Contact Archa Wachowicz, Deputy Director of Business Development, at 518-783-3788 or archa.wachowicz@nyssba.org.
Important Dates to Remember*

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 14, 2016</td>
<td>Booth sales open at <a href="http://www.nyssba.org/2017expo">www.nyssba.org/2017expo</a></td>
</tr>
<tr>
<td>Nov. 14, 2016</td>
<td>Call for Presentations opens</td>
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<tr>
<td>June 1, 2017</td>
<td>Deadline for Reserving a Program Ad</td>
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<tr>
<td>June 15, 2017</td>
<td>Booth Staff Registration &amp; Housing Opens</td>
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<tr>
<td>June 15, 2017</td>
<td>Deadline to Summit your Program Ad; Submit Program Exhibitor Directory Information</td>
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<tr>
<td>June 30, 2017</td>
<td>Reserve booth to be included in Convention Program</td>
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<tr>
<td>July 14, 2017</td>
<td>Sponsorship Balance Due</td>
</tr>
<tr>
<td>Aug. 11, 2017</td>
<td>Deadline to Reserve a Booth</td>
</tr>
<tr>
<td>Sept. 29, 2017</td>
<td>Booth Staff Registration Closes</td>
</tr>
<tr>
<td>Oct. 12, 2017</td>
<td>Move In (10:00 a.m. – 2:00 p.m.)</td>
</tr>
<tr>
<td>Oct. 13, 2017</td>
<td>Move Out (5:00 – 7:00 p.m.)</td>
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*Dates and times provided are as of press time and are subject to change without notice. Please check our website at [www.nyssba.org/2017expo](http://www.nyssba.org/2017expo) for up-to-date information.

Our exhibitors understand and experience the value of attending NYSSBA’s Convention & Education Expo.

### 40+ Years

- Mosaic Associates Architects
- Nickerson Corporation
- New York State School Music Association

### 30+ Years

- Tetra Tech Architects & Engineers
- Leonard Bus Sales, Inc.
- United States Army 1st Recruiting Brigade
- Utica National Insurance Group
- BCA Architects & Engineers

### 20+ Years

- The N. Y. Thomas Team
- Cannon Design
- Robertson Strong Apgar Architects, P.C.
- Hunt Engineers, Architects & Land Surveyors P.C.
- New York Schools Insurance Reciprocal (NYSIR)
- Ashley McGraw Architects, P.C.
- Campus Construction Management Group, Inc.
- New York State School Facilities Association (a.k.a. New York State Association of School Buildings and Grounds)
- Turner Construction Company
- Appel Osborne Landscape Architecture
- C&S Companies
- Carlisle SynTec, Inc.
- Core BTS
- Savin Engineering

### 15+ Years

- New York State Health Insurance Program (NYSHIP)
- Policy Services of Erie 1 BOCES
- Pupil Transportation Safety Institute
- Clark Patterson Associates
- MARCH Associates
- New England Systems & Software
- Young + Wright Architectural Parkitects, Inc.
- CSArch | Architecture | Engineering | Construction Management

### 10+ Years

- Cisco Systems, Inc.
- LifeTrack Services, Inc.
- The Palombo Group
- Triton Construction Co.
- Aramark K-12 Education
- ASVAB - Career Exploration Program
- First Student, Inc.
- Infinite Campus
- Lightspeed Technologies
- R.S. Abrams and Co., LLP
- schooltool/Mindex Technologies
- Siemens Industry, Inc.
- U.W. Marx, Inc.
- The Western New York Floor Company, Inc.
- BBS Architects, Landscape Architects & Engineers, P.C.
- GameTime Playground & Park Equipment
- Preferred Meal Systems, Inc.
- School Aid Specialists
- BOCES of New York State
- Hodgson Russ LLP
- KSQ Architects, P.C.
- Lamb & Barnosky, LLP
- Michael Shilale Architects, LLP
- A+ Technology Solutions
- Chenango Sports/Field Turf
- Daktronics
- Kalwall Corporation

NYSSBA 98th ANNUAL CONVENTION & EDUCATION EXPO
lake placid 2017
TAKING EDUCATION TO NEW HEIGHTS
Reserve your opportunity today:
www.nyssba.org/2017expo

Questions?

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