



**nyaeyc**

New York Association for the  
Education of Young Children

# 2022 EXHIBITOR PROSPECTUS

SPONSOR

EXHIBIT

ADVERTISE

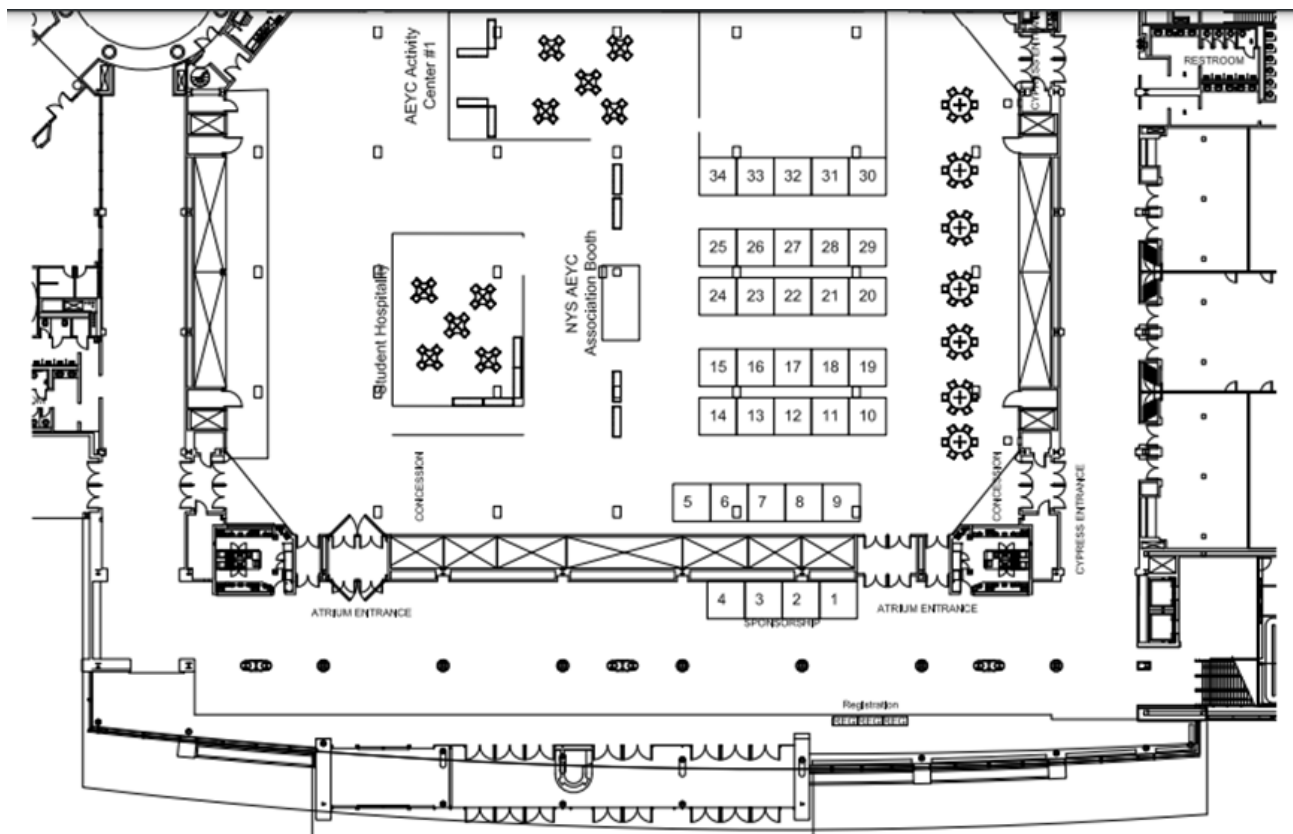
**NYAEYC ANNUAL CONFERENCE**

**APRIL 7-9**

## NYAEYC 2022 Annual Conference

The Annual Conference traditionally welcomes hundreds of early childhood educators to participate in quality professional development presented by knowledgeable trainers. Our in-person event will feature keynotes, workshops, networking, and the opportunity to meet with quality childhood education vendors and organizations.

### Exhibit Hall Floor Plan



#### Core Exhibit Package

- 10' x 10' interior booth signage
- 8' draped table, 2 folding chairs, wastebasket, pipe & drape
- Listing on exhibitor page in Final Program

**Great Lakes Events, LLC is our event decorator!** Once registered as a sponsor or exhibitor, you will receive an exhibitor manual from Great Lakes Events, LLC. This will provide direction on where to ship your items and other options available for purchase for your booth.

\*Please note, electricity must be purchased through our decorator in advance of the event.\*

### What is the exhibitor schedule?

Schedule subject to change. Certain times are highlighted, but the Exhibit Hall will be open throughout the event.

<b>Thursday, April 7</b>	12:00 - 6:00PM	Exhibitor Load-in
<b>Friday, April 8</b>	9:00AM - 6:00PM 9:30 - 10:30AM 12:00 - 2:00PM	Exhibit Hall Open Networking in Exhibit Hall Exhibitor Showcase
<b>Saturday, April 9</b>	8:00AM - 1:30PM 12:00 - 1:30PM 2:00 - 6:00PM	Exhibit Hall Open Exhibitor Showcase Exhibitor Load-out

Register online by visiting <https://www.eventsforce.net/nysaeyc/54/home>.

# NYAEYC 2022 Annual Conference

SPONSOR  EXHIBIT  ADVERTISE



\*Exhibitor Booth Options: Commercial corner, Commercial interior, Nonprofit interior

## Additional Opportunities and A La Carte Options

Available a la carte if not included in selected sponsorship package

Attendee lanyards with NYAEYC and sponsor logos (One sponsorship available)	\$1,200
Print Advertising in newsletter, <i>The Reporter</i>	
Full Page	\$250
Half Page	\$175
Final Program Advertising	
Full Page	\$450
Half Page	\$350
Quarter Page (vertical)	\$250
Weekly Update Ad (one size)	# of weeks ___ x \$75 = \$ _____
Conference Registration	# ___ x \$195 = \$ _____
Thursday Dinner	# ___ x \$70 = \$ _____
Friday Dinner	# ___ x \$75 = \$ _____

# NYAEYC 2022 Annual Conference

## SPONSORSHIP AND EXHIBITOR PACKAGES

	Platinum \$8000	Gold \$5000	Silver \$3000	Bronze \$1000	Exhibitor
Pre-recorded video clip highlighted before one of the keynote presentations	✓				
Pre-recorded video clip highlighted before featured speaker		✓			
Logo displayed on banner in Exhibit Hall	✓	✓	✓	✓	
Logo displayed on NYAEYC Weekly State Updates for 4 months following event	✓	✓	✓	✓	
Presenting sponsor of workshop from NYAEYC list	✓	✓	✓		
Logo banner at top of app Home page on designated conference day	✓	✓			
Sponsored push notifications on conference app	3	2	1		
Weekly State Update Ad (weekly, digital newsletter to over 3000 EC educators)	4 Weeks	3 Weeks	2 Weeks	1 Week	
Complimentary conference registration(s)	3	2	1		
Year-long sponsorship: logo and hyperlink on NYAEYC website home page, half-page ad in print newsletters (mailed pre- and post-conference)	✓				
Provide branded prize for scavenger hunt	✓	✓	✓	✓	✓
Company/organization listing in event app	✓	✓	✓	✓	✓
Company/organization listing in Final Program	✓	✓	✓	✓	✓
<b>*We are also happy to customize sponsor and exhibitor packages! Please reach out to Aimee with any questions!</b>					

Register online by visiting <https://www.eventsforce.net/nysaeyc/54/home>.

# NYAEYC 2022 Annual Conference

## Sponsor and Exhibitor Application

Company \_\_\_\_\_  
Contact \_\_\_\_\_  
Email \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Representative(s) Attending \_\_\_\_\_  
Email(s) \_\_\_\_\_

### EXHIBIT BOOTHS (All booth prices increase by \$50 beginning February 16.)

#### Commercial Corner

- ☐ Corner booth \$650
- ☐ Addtl corner booth \$600

#### Commercial Interior

- ☐ Interior booth \$550
- ☐ Addtl interior booth \$500

#### Non Profit

- ☐ Interior booth \$225
- ☐ Addtl interior booth \$225

Booth choices: 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

### SPONSORSHIP PACKAGES

- ☐ Platinum \$8,000
- ☐ Gold \$5,000
- ☐ Silver \$3,000
- ☐ Bronze \$1,000

### A LA CARTE OPTIONS

- ☐ Ad in NYAEYC State Update # of weeks \_\_\_\_\_ x \$75 = \_\_\_\_\_
- ☐ Conference Registration # of regs. \_\_\_\_\_ x \$195 = \_\_\_\_\_
- ☐ Thursday Dinner # of dinners \_\_\_\_\_ x \$70 = \_\_\_\_\_
- ☐ Friday Dinner # of dinners \_\_\_\_\_ x \$75 = \_\_\_\_\_
- ☐ Lanyards \$1,200

#### FINAL PROGRAM

- ☐ Full Page \$450
- ☐ Half Page \$350
- ☐ Quarter Page \$250

#### PRINTED NEWSLETTER, *THE REPORTER* (POST-CONFERENCE EDITION)

- ☐ Full Page \$250
- ☐ Half Page \$175

### PAYMENT (Please include payment in full with application. Checks can be made out to NYAEYC. We accept MasterCard or VISA.)

TOTAL AMOUNT ENCLOSED \$ \_\_\_\_\_

CREDIT CARD # \_\_\_\_\_ EXP DATE \_\_\_\_\_ CVC \_\_\_\_\_ BILLING ZIP \_\_\_\_\_

CARDHOLDER NAME \_\_\_\_\_ SIGNATURE \_\_\_\_\_

By signing below, I understand that submission of this application and contract for exhibit space constitutes agreement to abide by NYAEYC's exhibitor policies. Payment in full is required at time of application. There will be a \$30 processing charge for returned checks. No refunds will be considered after March 1st, 2022. Cancellations prior to March 1st will incur a \$25 processing charge. All cancellations must be made in writing to Aimee Pryba at [apryba@nysaeyc.org](mailto:apryba@nysaeyc.org).

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Register online by visiting <https://www.eventsforce.net/nysaeyc/54/home>.

# NYAEYC 2022 Annual Conference

## NYAEYC Exhibitor Policies

1. Exhibitors may not alter the locations of booths or tables without the written consent of NYAEYC. The assignment, subletting, selling, or sharing of space already assigned is prohibited without the prior written consent from NYAEYC. 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, 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) 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 at Turning Stone Resort. Exhibitors may not tape, paste, thumbtack, nail, or otherwise affix signs/posters to the walls or columns, or hang items from sprinkler pipes. Any signs/posters leaning against walls must be properly padded.

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 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, New York Association for the Education of Young Children (NYAEYC), and NYAEYC 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 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. NYAEYC reserves the right to prohibit or remove any exhibit that, in the opinion of NYAEYC, 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 NYAEYC determines is objectionable to the conference. In the event of such restriction or eviction, NYAEYC 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 NYAEYC Annual Conference assume full responsibility in securing a vendor license and collecting applicable taxes.

14. In no event shall NYAEYC 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 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. NYAEYC'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 manual. This manual will be available to NYAEYC exhibitors prior to the 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 HANDLING FEES.**

17. Booths will be ready for set up at 12 noon, Thursday, April 7th. No exhibitor will be permitted to set up a booth unless NYAEYC has received payment in full. Exhibits will close on Saturday, April 9th, at 1:30 pm. Exhibit hours and days are subject to change. Exhibitors must agree not to have any part of their exhibits dismantled, packed, or removed before 1:30 pm on Saturday, April 7th. 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.

### NYAEYC EVENT CONTACT

**Aimee Pryba**  
**Events and Communications Coordinator**  
**[apryba@nyaeyc.org](mailto:apryba@nyaeyc.org)**  
**518.867.3517**

**Scan the QR code for our event website!**

