



**Annual Conference**  
**April 19-21, 2012**  
**Buffalo Hyatt &**  
**Buffalo Niagara Convention Center**  
**Buffalo, New York**

**NYSAEYC**

**New York State Association for the Education of Young Children**

**Sponsorship & Exhibit Prospectus**  
**(Commercial & Not For Profit)**



**Join the leading organization serving the growing field of early childhood education by reserving your exhibit space today!**

**Information at [www.nysaeyc.org](http://www.nysaeyc.org)**

**Exhibit Booth Information**  
**\*Exhibit Hal located at the Buffalo Niagara Convention Center**

**The Exhibitor Package** (Early Bird Rate \$525, after February 3, 2012, \$600)

Join the New York State AEYC's Annual Conference, April 19<sup>th</sup>-21<sup>st</sup>, 2012, at the Buffalo Hyatt and Buffalo Niagara Convention Center in Buffalo, NY.

**Attendees of this Conference** – 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.

**As a Conference Exhibitor**, you'll receive:

- Interior 10' x 10' booth space with signage, pipe and drape, 2 folding chairs
- An 8' skirted table, staff name badges and a wastebasket
- Company listing in Preliminary & Final Programs (Prelim-if rec'd by Nov 1; Final-if rec'd by Feb 17)
- Coupons for breakfast items served in the Exhibit Hall
- Complementary business card size ad in the Final Program (Commercial Exhibitors Only)

**Upgrade to a Corner Exhibit Space for \$600**

(before February 4th, 2011 & while available: \$675 after February 4th, 2011)

**OR try one of our 4 Marketing Packages that include exhibit booths!**

**TRADE SHOW HOURS**

**Thursday, April 19, 5:00 pm - 6:30 pm**

**Friday, April 20, 11:00 am - 7:00 pm**

**Saturday, April 21, 7:30 am - 2:00 pm**

**EXHIBITOR MOVE IN HOURS**

**Thursday, April 19, 12 Noon - 5:00 pm**

**EXHIBITOR MOVE OUT HOURS**

**Saturday, April 21, 2:00 pm - 6:00 pm**

**Benefits to Exhibiting With Us!**

- **Maximum Visibility** - You will have maximum visibility as you can see on floor plan.
- **Specials** - Exclusive **exhibitor showcase time slots** will be held Thursday, Friday and Saturday with no competing workshops. Special events will be offered to encourage conferees to visit you.
- **Free Publicity** – You will be **listed in the conference online preliminary program** if you sign up by **November 1, 2011**.
- **Special Marketing** – Not only will we be marketing to educators and care givers of young children around the state, we will also be marketing to **local parent groups**.
- **Excitement** – **We are excited to offer this space to you.** Excitement is already building regarding attendance.
- **Professional** – Join the leading professional organization serving the growing field of early childhood education .
- **Meet Face-to-Face** with a targeted audience for your products and services
- **Expect An Interested Audience** for demonstrations and new product introductions.
- **Generate** new sales leads
- **Launch new products and services**
- **Opportunities to network with existing clients**

**• RAISE THE AWARENESS OF YOUR COMPANY AND PRODUCTS!**

**Questions call NYSAEYC, 518-867-3517  
or visit [www.nysaeyc.org](http://www.nysaeyc.org)**

# NYSAEYC Application

<u>NYSAEYC Marketing Packages</u>	
<input type="checkbox"/> Marketing Package # 1 \$1,000	<input type="checkbox"/> Marketing Package # 2 \$1,500
<input type="checkbox"/> Marketing Package # 3 \$2,000	<input type="checkbox"/> Marketing Package # 4 \$3,000
<u>Exhibit Booths Only</u>	
COMMERCIAL EXHIBITORS	NOT FOR PROFIT EXHIBITORS
<b>Interior Booth Spaces</b> If Reserved by February 17 <sup>th</sup> , 2012 <input type="checkbox"/> \$525 for 1 booth space <input type="checkbox"/> \$975 for 2 booth spaces <input type="checkbox"/> \$1,400 for 3 booth spaces **Booths reserved after February 17 <sup>th</sup> add \$75 <b>Corner Booth Spaces</b> If Reserved by February 17 <sup>th</sup> , 2012 <input type="checkbox"/> \$600 for 1 corner booth space <input type="checkbox"/> \$1,200 for 2 corner booth spaces <input type="checkbox"/> \$1,150 for 1 corner & 1 interior booth spaces **Booths reserved after February 17 <sup>th</sup> add \$75	<b>Exhibit Booth</b> If Reserved <b>before</b> February 17 <sup>h</sup> , 2012 <input type="checkbox"/> \$150 for 1 Interior Booth Space **Reserved after February 17 <sup>th</sup> add \$75 <i><b>You must submit reservation form and payment along with proof of Not for Profit Status to receive the not for profit exhibit rate.</b></i>

## Commercial Exhibitors: Please Indicate Booth Preference—See floor plan

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

Please complete the following information as you wish it to appear in the program and on booth identification sign.

**ALL INFORMATION MUST BE COMPLETED IN ORDER TO RESERVE YOUR BOOTH.**

Full Name of Company (for booth sign & program) \_\_\_\_\_  
 Contact Person and Title \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_  
 Website: \_\_\_\_\_

**AGREEMENT:**

*I understand that submission of the Application and Contract for Exhibit Space constitutes agreement to abide by NYSAEYC'S exhibit policies and information (printed in this invitation on page 6) 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 April 1, 2012 only MasterCard, Visa or Money Orders will be accepted. NO REFUNDS WILL BE MADE AFTER MARCH 2, 2012. Cancellations prior to March 2, 2012 will incur at \$25 processing charge. Telephone cancellations not accepted, please notify in writing before March 2, 2012.*

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

Total Amount Enclosed \$ \_\_\_\_\_ Please make checks payable to: NYSAEYC

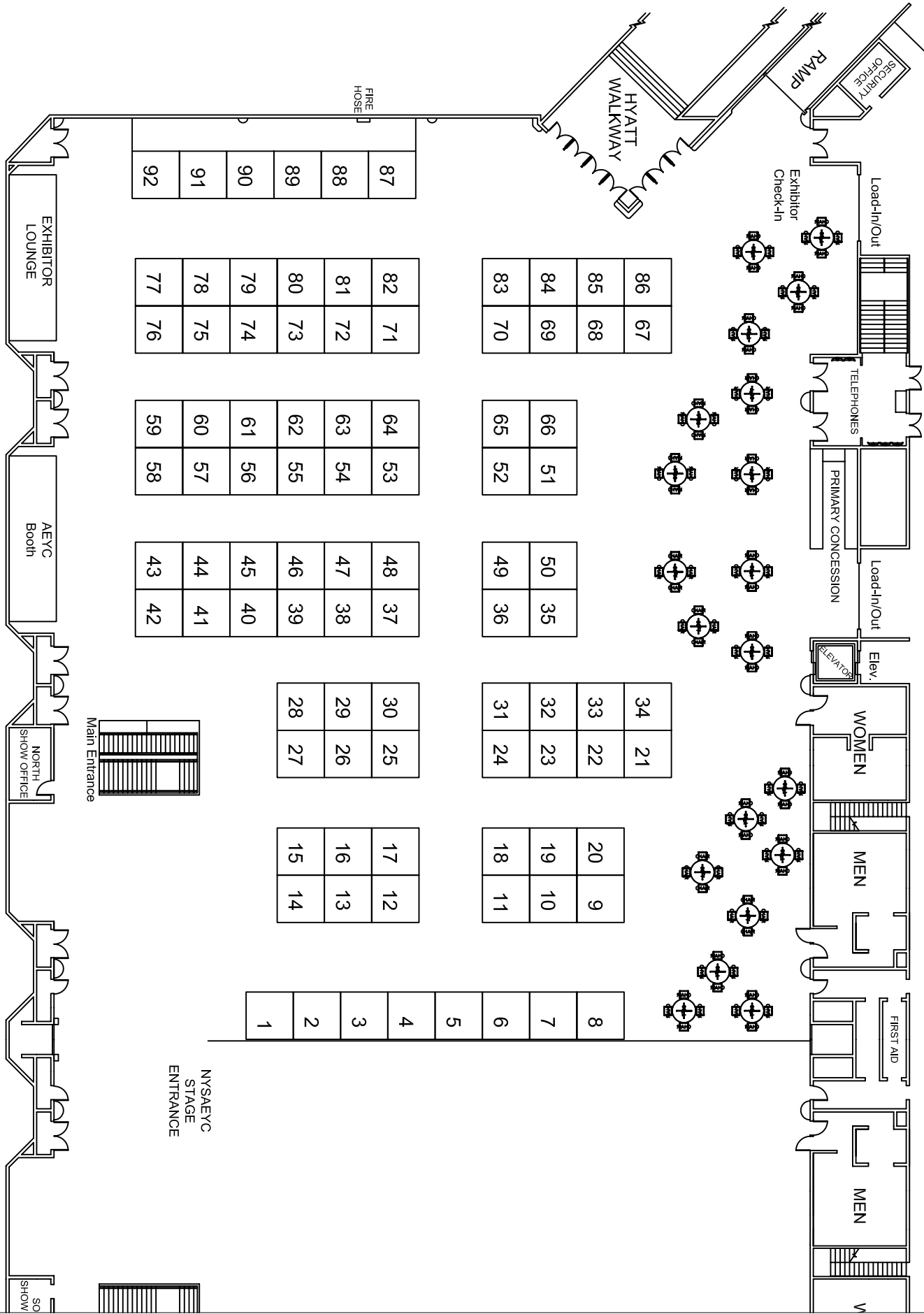
Credit Card: Circle one MasterCard VISA Cardholder Name: \_\_\_\_\_

Account # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Cardholder Signature: \_\_\_\_\_

**Mail reservation form, along with payment, to NYSAEYC, 230 Washington Ave. Ext, Albany, NY 12203 or fax along with credit card information to: 518-867-3520**



35' Ceiling Height



NYSAEYC CONFERENCE

April, 19 - 21, 2012

Buffalo, NY

Booths are 10'x10'

# NYSAEYC COMBO Exhibit/Marketing Packages

## Marketing Package 1 \$1,000

### Includes the Following:

- One Interior Booth
- Listing in the Preliminary & Final Programs (Prelim-if rec'd by Nov 1; Final-if rec'd by Feb 17)
- Invitation for 2 company representatives at VIP table at the "Welcome to Westchester" Dinner Event Thursday Evening
- 1/4 page ad in the Conference Final Program
- Colored logo on sponsorship banner
- Thanked in our *Reporter* after the conference (distribution 5,000+)

## Marketing Package 2 \$1,500

### Includes the Following:

- One Interior booth
- Listing in the Preliminary & Final Programs (Prelim-if rec'd by Nov 1; Final-if rec'd by Feb 17)
- Invitation for 2 company representatives at VIP table at the "Welcome to Westchester" Dinner Event Thursday Evening
- 1/2 page ad in the Conference Final Program
- 1/4 page ad in the Fall edition of the *Reporter*
- Colored logo on sponsorship banner
- Logo Champions for Children Awards Banquet-your logo on power point program

## Marketing Package 3 \$2,000

### Includes the Following:

- One Corner booth
- Listing & Logo in the Preliminary & Final Programs (Prelim-if rec'd by Nov 1; Final-if rec'd by Feb 17)
- Invitation for 2 company representatives at VIP table at the "Welcome to Westchester" Dinner Event Thursday Evening
- Full page ad in the Conference Final Program
- Colored logo on sponsorship banner
- Logo Champions for Children Awards Banquet-your logo on power point program
- Logo with link on our website for 6 months

## Marketing Package 4 \$3,000

### Includes the Following:

- Two booths either corner or interior
- Listing in the Preliminary & Final Programs (Prelim-if rec'd by Nov 1; Final-if rec'd by Feb 17)
- Invitation for 2 company representatives at VIP table at the "Welcome to Westchester" Dinner Event Thursday Evening
- Full page ad in the Conference Final Program
- Colored logo on sponsorship banner
- Logo Champions for Children Awards Banquet-your logo on power point program
- Logo with link on NYSAEYC website
- Your sales information stuffed in Conference Bag
- Distribution of marketing information to NYSAEYC Board Members at all board meetings
- Your banner hung in prominent spot at conference
- Address the attendees at a major event

Questions call NYSAEYC, 518-867-3517  
or visit [www.nysaeyc.org](http://www.nysaeyc.org)

# 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 generally.
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 Buffalo Niagara Convention 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.
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 framework, 3' high side rails, 8' high back drapes and a booth sign that lists the company's name and booth number along with an 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 in an 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 21. No exhibitor will be permitted to set up a booth unless NYSAEYC has received payment in full. Exhibits will close on Saturday, April 21st, 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 21.** 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.