

— | CALL FOR | —

STUDENT BOOTHS



The logo for the 2021 NYSSBA Convention & Education Expo is centered on a black square with a white border. The text 'NYSSBA' is in white, with a small icon of a laptop and a flame to its left. Below it, '2021' is written in large, bold white numbers. Underneath that, 'COMING OF AGE' is written in white, with a row of five colorful human figures (yellow, blue, pink, green, orange) below the text. At the bottom, 'OCTOBER 24 - 26 • NEW YORK CITY' is written in white. The logo is set against a background of green and blue geometric shapes.

NYSSBA
2021
COMING OF AGE
OCTOBER 24 - 26 • NEW YORK CITY



2021 NYSSBA CONVENTION & EDUCATION EXPO
New York Hilton Midtown • 1335 6th Avenue • New York City

SHOWCASE YOUR DISTRICT at NYSSBA's 2021 Convention & Education Expo and share your **VISION** of **CREATIVITY**.



STUDENT BOOTHS

NYSSBA is looking for student exhibits that highlight students' and teachers' creativity in three categories:

- **INNOVATIVE LEARNING** – critical thinking, problem solving, innovation
- **DIGITAL LITERACY** – technology, media, information
- **LIFE AND CAREER SKILLS** – leadership, self-direction, adaptability, accountability

PLEASE NOTE:

- Student booth registration is **FREE*** and will include:
 - » 10' (w) x 8' (d) display space, ID signage, 6' long skirted table, two (2) chairs and a wastebasket.
 - » Up to twelve (12) booth staff to include students.
 - » School district listing in our convention app.
 - Space is extremely limited.
 - Student booths will be assigned after May 14th.
- * Does not include internet and electricity. These are available for a fee through the Exhibitor Service Kit to be released in Spring 2021.*

NYSSBA's Annual Convention & Education Expo will take place
October 24 – 26 at the **New York Hilton Midtown**,
1335 6th Avenue, New York, NY 10019.

Your display must remain in place and staffed during these days and times:

- **Monday, October 25:** 8:00 a.m. – 4:00 p.m.
- **Tuesday, October 26:** 8:00 a.m. – Noon

**SHOW
DETAILS**



IMPORTANT DATES TO REMEMBER

May 14	Deadline to Reserve a Student Booth
June 11	Submit Exhibitor Directory Information
Aug. 16	Booth Staff Registration/Housing Reservations Opens
Oct. 15	Booth Staff Registration Closes
Oct. 24	Move In: TBD
Oct. 26	Move Out: TBD

** Dates and times are subject to change without notice. Please check our website at www.nyssba.org/2021expo for updated information.*



QUESTIONS?

Contact **Anna O'Hara**, Expo Manager, at 518-783-3710 or by email at anna.ohara@nyssba.org



NYSSBA Convention & Education Expo Student Booth Contract

EDUCATION EXPO DATES/HOURS: MONDAY, OCT. 25 • 8:00 A.M. – 4:00 P.M./TUESDAY, OCT. 26 • 8:00 A.M. – NOON

TWO CONVENIENT WAYS TO RESERVE YOUR PACKAGE

- 1 Email: Completed contract to anna.ohara@nyssba.org
- 2 Fax application: 518-783-3542, attention Anna O’Hara

CONTACT INFORMATION

Primary contact will receive all correspondence, exhibitor instructions and the necessary forms required to exhibit. Please keep us advised of any changes to the contact person as it will affect our ability to share important information.

School District/BOCES: _____

Primary Contact Person and Title: _____

School District/BOCES Name for Booth Sign: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ – _____ Ext.: _____ Email: _____

STUDENT BOOTH DESCRIPTION

Description of Student Booth (maximum 40 words):

An online show listing is included with all exhibit space packages. This listing will include School District/BOCES name, booth number, title of display (if applicable) and 40-word description of featured program.

STUDENT BOOTH SPACE (BOOTH ONLY)

Booth Size: 10’ wide x 8’ deep

AGREEMENT

The undersigned agrees to all terms, regulations and conditions set forth by NYSSBA in the 2021 Student Booth Rules & Regulations. NYSSBA solely reserves the right to reject any exhibitor that conflicts with the objectives, standards and/or programming of the Association.

Name: _____ Title: _____

Signature: _____ Date: _____



All cancellations are subject to terms included in the 2021 Rules and Regulations



NYSSBA Convention & Education Expo

Student Booth Rules & Regulations

A. DEFINITIONS. "Event" means "NYSSBA'S Annual Convention & Education Expo" or "Annual Convention" or "Education Expo", which includes the exhibition, conference, general sessions, virtual extensions and other organizer-produced related programs. The event is owned, produced and managed by the New York State School Boards Association, Inc. "Organizer" means collectively "New York State School Boards Association, Inc.", "NYSSBA" or "Association". "Exhibitor" or "District" means the school district that applied for exhibit space rental and agreed to enter into this contract upon acceptance by the organizer in the manner stated below. "Facility" means the location or locations at which the Annual Convention & Education Expo is being held.

The exhibit space application, these exhibitor rules and regulations, the exhibit display regulations and the exhibitor services manual are hereinafter referred to as the "Agreement" and constitute the agreement between the organizer and the exhibitor.

B. CONTRACTUAL RESPONSIBILITY. These rules and regulations stated herein are part of the district's contract for space. The district representative registering for a booth is recognized as having the legal authority to do so. It is the responsibility of the exhibitor to be fully familiar with these Student Booth Exhibitor Rules & Regulations and to see that all district representatives (including students) attending the Education Expo are also familiar with them. NYSSBA's decisions and interpretations shall be accepted as final in all cases.

C. ACCEPTANCE OF COMMUNICATIONS. The exhibitor agrees, on its own behalf and on behalf of its employees and agents, to receive event and organizer related information via phone, facsimile, mail and email from the organizer and its associated contractors. The exhibitor waives any right or option on its own behalf and on behalf of its employees and agents, to opt out of any of these forms of communication until the conclusion of the contracted event.

D. EXHIBIT REPRESENTATIVE. Each Exhibitor shall name one (1) person to be its primary booth contact for pre-show communications and one (1) person to be its on-site representative who shall direct installation, operation and removal of exhibit and be authorized to enter into necessary service contracts consistent with the provisions set forth herein. These representatives may be the same or different person.

E. BOOTH RESERVATIONS. In the spirit of support for our member school districts' student achievement and educational successes, accomplishments and triumphs, NYSSBA provides the Student Booths/educational displays free of charge. No payment is necessary, unless the school district booth requires electrical or additional bandwidth connections or other special orders. The fees for those booth materials and services from the Facility and General Services Contractor are the responsibility of the district. Booths should be reserved by July 9, 2021, to appear in the Convention Program book. Exhibit space is assigned on a first-come, first-served basis. NYSSBA reserves the right to make the final determination of all space assignments in keeping with the best interest of the Education Expo. Booth cancellations in writing must be received by NYSSBA by September 13, 2021.

F. USE OF EXHIBIT SPACE. Exhibitor shall confine all marketing activities to within the limits of their own booth(s). Booth activities or materials which cause people to congregate in the aisles are prohibited. The level of sound-producing materials shall be kept low enough so as not to be objectionable to other exhibitors. The exhibit shall not obstruct the view of the adjoining exhibits. Displays should not extend past the height of the back wall, typically 8 feet, unless permitted by the organizer. Exhibitor shall not: (1) make any material change in its exhibit or the displays therein after the initial installation; (2) fail to keep its exhibit fully open and properly staffed during the specified exhibit hours. Program book listings are limited to one entry per contracted exhibiting company. Any space not claimed and occupied two (2) hours prior to the start of the event may be reassigned by the organizer.

Care of Premises: No bolts, screws, hooks or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas. No part of the

display may be attached to or otherwise secured to the columns, drapery backdrop or side walls. Decals or other adhesive materials shall not be applied or affixed to the walls, columns or floor of the exhibit/facility areas. Columns located within a booth space may be covered using approved material that will not cause damage upon removal and does not block fire extinguishers, fire hose cabinets or electrical boxes. The organizer's approval is required in advance.

Vehicles: Where applicable, all vehicles on display must conform to the rules of the Facility. These rules will be provided by the organizer.

Drones: Exhibitors are not permitted to use drones unless permission is obtained from the Organizer.

G. ELECTRICAL CONNECTIONS. No electrical wiring, installations or connections shall be made by or for the exhibitor without the prior consent of the Facility. Such wiring installations and connections shall be made at the exhibitor's expense and solely in such manner, by such means and through such contractors as shall be designated by the Facility.

H. LIABILITY INSURANCE. To complete the booth registration process, NYSSBA requires a Certificate of Liability Insurance to be submitted by August 28, 2021. A sample Certificate of Insurance is available online.

Liability: Neither the Association nor the Facility shall have any liability or responsibility for any injury or damage to the Exhibitor, its agents, representatives or employees, or for any loss, damage or destruction of any property belonging to the Exhibitor or used in connection with its exhibit or the displays therein, irrespective of the manner in which or circumstances under which any such injury, damage, loss or destruction may occur, and all claims and cases of action therefore shall be, and shall be deemed to be waived, released and discharged for all purposes. In addition, the Exhibitor acknowledges that the Facility does not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance insuring any losses by the Exhibitor.

Indemnity: Exhibitor agrees to indemnify and hold harmless NYSSBA and the Facility, their officers, employees and agents working on their behalf, from any and all claims, actions, suits, costs, damages and liabilities resulting from breach of this contract, negligent actions, or omissions or willful misconduct.

I. ATTENDANCE. NYSSBA shall have sole control over all admission policies at all times. Representatives of the district will be required to register and wear an appropriate badge while in attendance in the exhibit hall. NYSSBA reserves the right to limit the number of registrations to twelve (12) booth staff to include students per exhibit space. All registrations are subject to the Convention cancellation and changes policy and procedure. All registrations, substitutions and transfers are subject to the Convention cancellation and changes policy and procedure. Any requests to cancel, substitute or transfer registrations after that date must be made in person at the exhibitor registration desk. Once a badge is printed, that registration may not be transferred. All representatives must be employees and/or students of the exhibiting district.

J. SECURITY. Overnight security will be provided by NYSSBA throughout the entire Education Expo, including set-up and tear-down days. Any theft is to be reported to security at once. Exhibitor must provide adequate insurance in his or her own insurance policies for theft.

K. SUCCESS OF THE EXPO. NYSSBA shall have the power to adopt and enforce exhibit attendance, rules and regulations with respect of the kind, nature and eligibility of any exhibitors adopted by it or set forth herein, and its decision on any question relating to this paragraph which may arise shall be final. NYSSBA reserves the right to prohibit or remove any exhibit which, in its judgment, violates the character and integrity of the Education Expo and/or NYSSBA's 2021 Annual Convention, this reservation being all-inclusive as to persons, things, printed matter, products and conduct.

L. APPLICABLE LAW. The agreement shall be governed by and construed in accordance with the laws of the State of New York.

For more information contact

Anna O'Hara, Expo Manager, at 518-783-3710 or by email at anna.ohara@nyssba.org