We invite you to join more than 2,000 educational leaders who will be SHARING a VISION for EDUCATION.


As an exhibitor and/or sponsor you can showcase your products and services to education leaders, who have $70 billion to spend equipping and managing their school districts and Boards of Cooperative Educational Services, with the resources to effectively manage and govern their schools.

Our attendees appreciate and look forward to meeting you and discovering innovative services that can make an impact in their districts.

Become a partner in education and support educational leaders making a difference for public schoolchildren.

Archa Wachowicz
Deputy Director of Business Development

RESERVE YOUR BOOTH AND SPONSORSHIP TODAY WWW.NYSSBA.ORG/2020EXPO
why
EXHIBIT...
at NYSSBA's 101st 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 over $927 million through year round Convention advertising and member word of mouth.

THE POWER OF FACE TO FACE

- 40% of prospects convert to new customers via face-to-face
- 67% of all attendees represent a new prospect and potential customer
- 74% of marketing goals are accomplished through expo events


REACH 2,000 KEY DECISION MAKERS

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.

2018 CONVENTION & EXPO ATTENDEE

65% School Board Members

21% Superintendents

6% District Administrative Staff

5% Educational Professionals

3% Attorneys/Consultants

Products and Services our Members Want

Accounting, Financial & Auditing Services
Architectural Services, Building and/or Landscape Associations
Athletic Equipment, Products & Services
Audio-Visual Materials, Equipment, Solutions & Services
BOCES/Shared Education Services
Building Furnishings & Products
Career Exploration Classroom Equipment, Furniture & Accessories
Communications Products & Services
Computer/Tablet Equipment, Software & Services
Construction Management Consulting Services
Cooperative Purchasing Curriculum Development Materials & Resources
Data Analytics Services & Software Distance Learning / Online Courses
Educational Software, Games, Apps & Services
Election Management Energy Services and Energy Smart Solutions Engineering Services
Facilities Maintenance & Equipment Floor Coverings, Maintenance & Equipment Food Service Management, Equipment & Products
Insurance Services Interactive Whiteboards Legal Resources & Services
Lockers & Storage Equipment Office Equipment & Furniture
Paperless Board Meetings Parental and Community Engagement
Playground Equipment, Products & Services Policy Services
Risk Management, Workers’ Compensation
Roofing Materials & Services Safety and Security Products & Services
School Wear/Uniforms Special Education Programs, Materials & Services
Sports Bleachers, Signs & Scoreboards Staff Benefits, Management
Development Products & Services Student Engagement
Student Information & Management Systems
Tests & Assessment Measurements Translation and Language Services
Transportation, GPS & Tracking Services
Wellness Products & Services
Use NYSSBA’s 101st Annual Convention & Education Expo as your platform to reconnect with past clients, gain new business and network with hundreds of prospects over the course of two days.

**BOOTH RATES**

- Inline Booth (8’ x 10’) . . . . . . . $2,000
- Premium Booth (8’ x 10’) . . . . . . . $2,150

**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.
- Up to four (4) full Convention registrations per exhibit space for booth staff.
- Company listing (40 words) in our Convention Program Book, Virtual Expo Hall and Convention App.
- Company listing in up to three (3) product categories in our Convention Program and Convention 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 17 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.

**SPONSORSHIP PACKAGES**

Adding a sponsorship package increases your visibility, both year-round and on-site, and can convert this audience from a passing interest into a concrete business opportunity.

**All Sponsorships Start With This Core Package:**

- Exhibit Package
- Onsite signage
- Sponsor recognition in the following locations:
  - Convention Website (logo and/or link dependent on level)
  - Convention Program
  - Convention App
  - Sponsor ribbons for staff

**PAYMENT SCHEDULE**

**Booths**

All exhibit space reserved prior to December 2, 2019 must be paid by March 31, 2020 or your booth will be released. For those reserving a booth after December 2, 2019, payment **IN FULL** is required at the time of booth reservation.

**Sponsorships**

A 50% deposit is required within two (2) weeks of receipt of selection and contract by NYSSBA to guarantee package. The balance is due no later than May 1, 2020. After May 1, 2020, full payment is required with selection and contract to guarantee package.

**Booth & Sponsorship Cancellation Fee Schedule**

- October 1, 2019 – March 31, 2020 = No fee
- April 1 – July 31, 2020 = 30% of total cost
- August 3, 2020 and after = 100% of total cost

No exhibitor or sponsor will be able to sign up for future Conventions with an outstanding cancellation fee.

**ADVERTISING options**

Enhance your presence by choosing to advertise with NYSSBA

- On Board newspaper advertising – discounted rates available
- Convention program ad – purchase or upgrade your sponsor program ad for an additional charge
- Email banner advertising – advertise in our highly read electronic news clipping email, E-Clips

Ask for details on pricing.
**MERIT: $2,000**

Looking to get your **FOOT IN THE DOOR?** Have limited funds in your marketing budget? Get **YOUR BRAND** in front of our attendees with this budget-friendly option. *(Does not include booth.)*

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**HONORS**

**Core Sponsorship Package +**

- On Board Advertising: 1 half-page, 4-color ad
- Convention Website: Your company linked to your website

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**Student Music Groups – $4,250**

Student performances take place at our Opening Session and Commissioner’s Session. Support our public school children as they showcase their exceptional musical talents at these three highly attended events.

**Educational Seminar Strand – $4,250 each (approx. 9)**

The cornerstone of our Convention, educational sessions cover timely issues that are important to school board members such as Board Governance, Community Relations and School Improvement, Cultural Awareness and Diversity, Emerging Educational Trends and Timely Debate, Finance & Facilities, Health, Safety and School Climate, School Law/Employee Relations, Student Achievement and Technology.

**Expo Grand Opening Reception –**

- Sponsor in part: $5,000 *(Limit 4)*
- Sponsor in full: $18,000*

This event draws attendees to the Expo floor on Thursday, just after the Expo opens, for a light snack and dedicated time to network with exhibitors. Your company will have the ability to provide *(at your own expense)* a giveaway item subject to NYSSBA approval by August 3, 2020. You can opt to have your booth near a food and beverage station.

**Friday Opening Break –**

- Sponsor in part: $5,500 *(Limit 4)*
- Sponsor in full: $20,000*

Break stations will be located throughout the Expo floor on Friday morning and your company’s logo will be featured on signage at each station. Your company will have the opportunity to provide *(at your own expense)* a giveaway item subject to NYSSBA approval by August 3, 2020. You can opt to have your booth placed near a food and beverage station.

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**Selfie Station – Exclusive – $6,000**

Attendees will take a selfie at a location co-branded with your logo and the NYSSBA convention logo to keep as a memento of their convention experience.

**Convention Pens – Exclusive – $7,000**

A pen provides a fun and creative way to get your company’s name and logo in all Convention attendees’ hands. This giveaway extends your company’s visibility beyond the 3-day event.

**Notepads – Exclusive – $8,000**

A great promotional opportunity, each attendee receives this valued Convention notepad with your company’s logo front and center.

**Aisle Signs – Exclusive – $8,000**

Help attendees find their way around the Education Expo and reinforce your company brand by having your logo displayed on each aisle sign.

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*SPONSOR IN FULL RECEIVES VALEDICTORIAN LEVEL BENEFITS.*
NYSSBA’s 2020 Exhibitor & Sponsorship Prospectus

HIGH HONORS

Pre-Convention
Communications Workshop** – $10,000
This half-day event is especially regarded by board members, superintendents and communication professionals due to its important content critical to school districts handling communication crises in the media.

New York Hilton Midtown
Main Lobby Front or Back Door
Rotating Glass Cube – $11,000 (2 available)
Greet NYSSBA’s Convention attendees with your company’s message prominently displayed on two panels of the illuminated central glass cube core of the large rotating doors that everyone will be using to enter and exit the hotel. Your company’s message will not be missed!

Choose one:
• Main Lobby Front, Avenue of the Americas entrance
• Main Lobby Back, 53rd Street & Garage entrance

New York Hilton Midtown Main Lobby
Illuminated Columns – $11,000 (2 available)
Place your company’s message on two illuminated panels on one of the 96” high illuminated columns inside the New York Hilton’s main lobby entrance from the Avenue of the Americas. Whether attendees are checking into the hotel, attending convention sessions and activities or heading out to explore NYC, your company’s brand will be seen coming and going.

Core Sponsorship Package +
• On Board Advertising: 3 half-page, 4-color ad
• Convention Program: 1 full-page, 4-color ad
• Convention Website: Your company linked to your website

Expo Networking Reception –
• Sponsor in part: $11,000 (Limit 2)
• Sponsor in full: $20,000*
One of the most highly attended attractions of the Convention on Friday afternoon, where attendees have one more opportunity to network with exhibitors, and enjoy a delightful treat. Your company will have the opportunity to provide (at your own expense) a giveaway item subject to NYSSBA approval by August 3, 2020. You can opt to have your booth placed near a food and beverage station.

Pre-Convention
School Law Conference** – $12,000
This highly-attended premier full day event attracts school board members, superintendents and school attorneys interested in learning more about the latest issues in school law.

Featured Sessions – $13,500
Every year NYSSBA searches for experts on topics that matter most to our members. These larger-scale in-depth sessions spotlight these dynamic speakers and panels.

Student Showcase – $13,500
One of the most popular features of Convention, members never miss a chance to visit the student booths where students proudly demonstrate their 21st Century skills.

*SPONSOR IN FULL RECEIVES VALEDICTORIAN LEVEL BENEFITS.
**EXCLUSIONS MAY APPLY. PLEASE INQUIRE.
Core Sponsorship Package +

- On Board Advertising: 4 half-page, 4-color ads
- Convention Program: 1 full-page, 4-color ad
- E-Clips Advertising: 2 weeks
- Convention Website: Your company logo linked to your website
- One (1) Minute Video: Provided by your company and hosted on the Convention App
- Two (2) additional booth staff
- Special consideration for presentation proposals submitted for the School Solutions educational seminar strand

Name Badge Lanyards – Exclusive – $14,000
A sponsorship where everyone will know your name. One of the most highly visible opportunities to have your company’s name printed on nearly 3,000 lanyards.

Wi-Fi Access – $15,000
Be the exclusive sponsor of this popular service. Attendees will appreciate the free Wi-Fi services offered during Convention. Includes full page, 4-color Convention program ad placed on Convention Information Tab.

NYSSBA Member Lounge – $15,000
The NYSSBA Member Lounge is where attendees gather to network, visit with NYSSBA staff for information on products and services, charge their devices and enjoy refreshments. Your company will have the opportunity to provide (at your own expense) a giveaway item subject to NYSSBA approval by August 3, 2020. Includes full page, 4-color Convention program ad placed on Saturday Schedule Tab.

Opening Session – $16,500
Drawing most Convention attendees, our Opening Session is a highly-energetic session and features a powerful speaker, student musical performances and more – a great way to start the Convention! Your company will have the opportunity to provide (at your own expense) a giveaway item subject to NYSSBA approval by August 3, 2020. Includes 4-color Convention program ad placed on Thursday Schedule Tab.
VALEDICTORIAN

Core Sponsorship Package +
- On Board Advertising: 5 half-page, 4-color ads
- Convention Program: 1 full-page, 4-color ad
- E-Clips Advertising: 2 weeks
- Convention Website: Your company logo linked to your website
- One (1) Minute Video: Provided by your company and hosted on the Convention App
- Two (2) additional booth staff
- Special consideration for presentation proposals submitted for the School Solutions educational seminar strand

Convention App – $17,000
Downloaded by more than 1,000 users, the official Convention App is an excellent way to get exposure before, during and after Convention. Help our attendees Go Green! Includes full page, 4-color program ad placed on inside front cover.

Convention Bags – Exclusive – $18,000
A Convention staple, our attractive, sturdy and functional totes are valued by all attendees and will feature your company logo on one side of the bag! Includes full page, 4-color program ad placed on inside back cover.

Opening Reception – Exclusive – $20,000
A great way to start the Convention, this highly attended reception is held just prior to our Opening Session. Your company will have the opportunity to provide (at your own expense) a giveaway item subject to NYSSBA approval by August 3, 2020. Includes full page, 4-color Convention program ad placed on back cover.

Custom Packages

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

50+ YEARS
Mosaic Associates Architects (50)

40+ YEARS
Nickerson Corporation (49)
New York State School Music Association (45)
Tetra Tech Architects & Engineers (42)

30+ YEARS
United States Army 1st Recruiting Brigade (39)
Leonard Bus Sales, Inc. (39)
Utica National Insurance Group (38)
BCA Architects & Engineers (34)
NY Thomas Team (31)

20+ YEARS
Robertson Strong Apgar Architects, P.C. (29)
Hunt Engineers, Architects & Surveyors P.C. (28)
New York Schools Insurance Reciprocal (NYSIR) (28)
Ashley McGraw Architects, D.P.C. (27)
Campus Construction Management Group, Inc. (26)
New York State School Facilities Association (26)
Turner Construction Company (26)
Appel Osborne Landscape Architecture (25)
King + King Architects (24)
C&S Companies (23)
Carlisle SynTec, Inc. (23)
Core BTS (23)
Savin Engineers, P.C. (23)
Policy Services of Erie 1 BOCES (22)
Pupil Transportation Safety Institute (21)
CPL (formerly Clark Patterson Lee) (20)
MARCH Associates Architects & Planners (20)
New England Systems & Software, Inc. (20)
Young + Wright Architectural (20)

15+ YEARS
Parkitects, Inc. (19)
Bernard P. Donegan, Inc. (18)
CSArch (18)
LifeTrack Services, Inc. (17)
The Palombo Group (17)
Triton Construction (17)
ASVAB Career Exploration Program (16)
First Student, Inc. (16)
Infinite Campus (16)
Lightspeed Technologies (16)
Schooltool/Mindex Technologies (16)
Siemens Industry, Inc. (16)
U.W. Marx Company (16)
BBS Architects, Landscape Architects & Engineers, P.C. (15)
GameTime Playground & Park Equipment (15)
KG+D Architects (15)
LeChase Constructions Services, LLC (15)
New York State Council of School Superintendents (15)
School Aid Specialists, LLC (15)

10+ YEARS
BOCES of New York State (14)
Hodgson Russ, LLP (14)
KSQ Design (14)
Lamb & Barnosky, LLP (14)
Michael Shilale Architects (14)
A+ Technology & Security Solutions, Inc. (13)
Chenango Sports/Field Turf (13)
Daktronics (13)
Kalwall Corporation (13)
Bold Systems (12)
Highland Associates (12)
LaBella Associates (12)
New York Bus Sales, LLC (12)
NYS Deferred Compensation Program (12)
PERMA (11)
Synthesis Architects (11)
The ECG Group (10)
H2M Group (10)
SCOPE Education Services (10)

nyssba.org/2020expo
DON’T MISS OUT!

IMPORTANT DATES TO REMEMBER

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 29, 2019</td>
<td>Call for Presentations Opens</td>
</tr>
<tr>
<td>Jan. 24, 2020</td>
<td>Deadline to Submit a Presentation</td>
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<tr>
<td>May 1, 2020</td>
<td>Sponsorship Balance Due</td>
</tr>
<tr>
<td>June 1, 2020</td>
<td>Deadline for Reserving a Program Ad</td>
</tr>
<tr>
<td>June 15, 2020</td>
<td>Deadline to Submit your Program Ad Submit Program Exhibitor Directory Information</td>
</tr>
<tr>
<td>June 30, 2020</td>
<td>Reserve a Booth to be included in the Convention Program book</td>
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<tr>
<td>July 13, 2020</td>
<td>Booth Staff Registration &amp; Housing Opens</td>
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<tr>
<td>July 31, 2020</td>
<td>Cancellation Deadline with partial refund</td>
</tr>
<tr>
<td>Oct. 20, 2020</td>
<td>Booth Staff Registration Closes</td>
</tr>
<tr>
<td>Oct. 29, 2020</td>
<td>Move in, times TBD</td>
</tr>
<tr>
<td>Oct. 30, 2020</td>
<td>Move out, times TBD</td>
</tr>
</tbody>
</table>

QUESTIONS

ARCHA WACHOWICZ
Deputy Director of Business Development
518-783-3788 or archa.wachowicz@nyssba.org

ANNA O’HARA
Administrative Coordinator
518-783-3710 or anna.ohara@nyssba.org

*Dates and times are subject to change without notice. Please check our website at www.nyssba.org/2020expo for up-to-date information.