
REVISED
JAN. 2018

EXHIBITOR & SPONSORSHIP PROSPECTUS

OCTOBER 25-27, 2018



NYSSBA
99th Annual
Convention & Education Expo
NEW IDEAS • NEW SOLUTIONS
NEW YORK CITY  2018



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.

LOCATION

Sheraton New York Times Square

811 7th Avenue at 53rd Street

New York, NY 10019

www.sheratonnewyork.com



WELCOME!

The New York State School Boards Association invites you to our 99th Annual Convention & Education Expo in New York City on October 25-27, 2018.

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.

By partnering with NYSSBA as an exhibitor, you can showcase your products and services and provide education leaders with the resources to effectively manage and govern their schools. With more than \$73 billion to spend equipping and managing their school districts and Boards of Cooperative Educational Services, these decision makers are eager to learn about **New Ideas and New Solutions**.

The 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 pre-K-12 public schools.

Archa Wachowicz
Deputy Director of Business Development



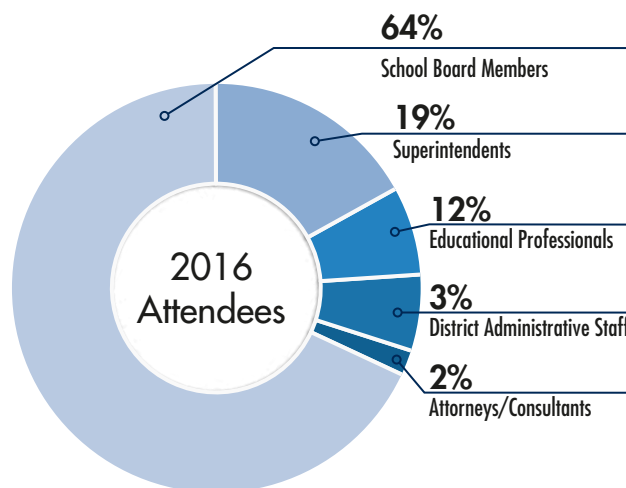
WHY EXHIBIT at NYSSBA's 99th ANNUAL CONVENTION & EDUCATION EXPO?

Make Connections

Market your products and services to one of the **largest pre-K–12 public education audiences** in New York through year-round Convention advertising and member word of mouth. Reach more than 90% of school districts and Boards of Cooperative Education Services (BOCES), and 5,000 school board members who are stewards of annual school budgets ranging from about \$10 million to \$894 million.

Reach 2,000+ Key Decision Makers

In New York State, school board members and superintendents work together to make critical decisions on purchasing products, programs and services in their school districts.



The Power of Face to Face Interactions

- 40% of prospects convert to new customers via face-to-face*
- 67% of all attendees represent a new prospect and potential customer**
- 84% of marketing goals are accomplished through expo events***
- 99% of respondents find unique value from expos+
- 60% of the value of expos is the ability to see many prospects and customers at one 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 and 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
- Classroom Equipment, Furniture & Accessories
- Computer/Tablet Equipment & Services
- Construction Management
- 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
- SchoolWear/Uniforms
- Special Education Programs, Materials & Services
- Sports Bleachers, Signs & Scoreboards
- Student Engagement
- Tests & Assessment Measurement
- Transportation

EXHIBIT PACKAGES

Use NYSSBA's 99th 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.

BOOTH RATES*

8' x 10' Exhibit Space.....\$1,900

8' x 8' Exhibit Space.....\$1,900

Larger booths 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.
- Convention registrations for up to four (4) booth staff per exhibit space.
- Company listing (40 words) in our Convention Program, Website and 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 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.

PAYMENT SCHEDULE

Booths

All exhibit space reserved prior to November 1, 2017 must be paid by January 31, 2018 or your booth will be released. For those reserving a booth after November 1, 2017, 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 June 1, 2018. After June 1, 2018, full payment is required with selection and contract to guarantee package.

CANCELLATIONS

Cancellations received before August 3, 2018 will be assessed a cancellation fee equal to 30% of your total booth fee. Cancellations received on or after August 3, 2018 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, 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 (*see left for details*)
- 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
- Early booth and sponsorship selection for our 100th Annual Convention in Rochester, October 24-26, 2019

Extra benefits added at each level.

All sponsorship packages are EXCLUSIVE except where noted.

PREFER TO BE A SPONSOR ONLY?

Deduct the price of the booth (\$1,900) from the amount of the sponsorship package.

ADDITIONAL 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
- Email banner advertising – advertise in our highly read electronic news clipping email, *E-Clips*

ASK FOR DETAILS AND PRICING.



MERIT (\$4,250)

Core Sponsorship Package +

- *On Board Advertising*: 1 half-page 4-color ad
- *Convention Program*: 1 half-page 4-color ad
- *Convention Website*: link to your website

Choose From:

Educational Seminars Strands – \$4,250 each

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, Finance and Facilities, Health, Safety and School Climate, School Law/Employee Relations, Student Achievement, Technology.

Student Music Groups – \$4,250

Student performances will be held at our Opening Session and Commissioner's Presentation. Support our public school children while gaining increased visibility at these highly attended events.

HONORS (\$7,000+)

Core Sponsorship Package +

- *On Board Advertising*: 2 half-page 4-color ads
- *Convention Program*: 1 half-page 4-color ad
- *Convention website*: link to your website

Choose From:

Pens – \$7,000

Pens are a creative way to get your company's name and logo in front of all Convention attendees. This giveaway extends your company's visibility beyond the 3-day event.

Notebooks – \$7,250

Each attendee receives this valued Convention notebook with your company's logo front and center.

Aisle signs – \$7,500

Help attendees find their way around the Education Expo by having your logo displayed on aisle signs.

Hotel Room Key Cards – \$8,000

Promote your brand on this convention attendee necessity. Each attendee will see your company brand and message throughout their stay at the Sheraton Hotel. Both sides of the key card are yours to display a message of your choice. *(For an additional charge, printable key card sleeves may be included.)*



HIGH HONORS (\$11,000+)

Core Sponsorship Package +

- On Board Advertising: 3 half-page 4-color ads
- Convention Program: 1 full-page 4-color ad, prominent placement
- E-Clips Advertising: 1 week
- Convention website: link to your website
- Invitation to President's reception

Choose From:

Expo Energy Break - \$11,000

This event draws attendees to the expo floor on Friday afternoon for a light snack to get re-energized and network with exhibitors. Your company will have the opportunity to provide (*at your own expense*) a giveaway item subject to NYSSBA approval by August 3, 2018.

Continental Breakfast – \$12,000

Breakfast stations will be located throughout the expo floor. As the host, 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, 2018.

Featured Speakers – \$13,000

Every year NYSSBA searches for experts on topics that matter most to our members. These larger-scale Featured Sessions spotlight these highly-visible speakers.

Student Showcase - \$13,250

One of the most popular locations on the expo floor. Members never miss a chance to visit the student booths where students demonstrate their 21st century skills.



SALUTATORIAN (\$14,000+)

Core Sponsorship Package +

- On Board Advertising: 4 half-page 4-color ads
- Convention Program: 1 full-page 4-color ad, Tab
- E-Clips Advertising: 2 weeks
- Convention website: link to your website
- 30-second video provided by sponsor and accessible via Convention App
- Inclusion in Convention eMarketing messages
- Invitation to President's reception

Choose From:

Name Badge Lanyards – \$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 approximately 3,000 lanyards.

Opening Reception – \$14,500

A great way to start the Convention, this Reception is held just prior to our widely-attended Opening Session. Your company will have the opportunity to provide (*at your own expense*) a giveaway item subject to NYSSBA approval by August 3, 2018.

Autumn Delights Reception – \$15,000

Attendees will be drawn to the opening of the Education Expo with the crisp aromas and flavors of autumn specialty desserts. One of the most highly attended attractions of the Convention, where attendees will have time to network with exhibitors as they begin their convention experience. Your company will have the opportunity to provide (*at your own expense*) a giveaway item subject to NYSSBA approval by August 3, 2018.

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, recharge their devices and enjoy refreshments. A very highly trafficked location as attendees will pass through the lounge on their way to educational seminars. Your company will have the opportunity to provide (*at your own expense*) a giveaway item subject to NYSSBA approval by August 3, 2018.

Wi-Fi Access – \$15,000

Be the exclusive sponsor of this popular service. Attendees will appreciate the free Wi-Fi services offered during Convention and be directed to a page you choose when accessing the network.





VALEDICTORIAN (\$17,500+)

Core Sponsorship Package +

- *On Board* Advertising: 4 half-page & 1 full-page, 4-color ads
- Convention Program: 1 full-page 4-color ad, Covers
- E-Clips Advertising: 2 weeks
- Convention website: link to your website
- 30-second video provided by sponsor and accessible via Convention App
- Inclusion in Convention eMarketing messages
- Invitation to President's reception

Choose From:

Convention App – \$17,500

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

Convention Bags – \$18,000

A Convention staple, our attractive, durable and functional totes are valued by all attendees for years and will prominently display your company logo on one side of the bag.

Opening Session – \$18,500

Drawing more than 1,000 attendees, our Opening Session is a highly-energetic session and features a powerful speaker, student musical performances, and awards – a great way to start the Convention.

**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.

OUR EXHIBITORS

40+ YEARS

*Mosaic Associates Architects
Nickerson Corporation*

*New York State School Music Association
Tetra Tech Architects & Engineers*

30+ YEARS

*Leonard Bus Sales, Inc.
United States Army 1st Recruiting Brigade
Utica National Insurance Group*

*BCA Architects & Engineers
National School Boards Association*

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
Ashley McGraw Architects, D.P.C.
Campus Construction Management Group, Inc.
New York State School Facilities Association
Turner Construction Company*

*Appel Osborne Landscape Architecture
King + King Architects, LLP
C&S Companies
Carlisle SynTec, Inc.
Core BTS
Savin Engineers, P.C.
New York State Health Insurance
Program (NYSHIP)
Policy Services of Erie 1 BOCES*

15+ YEARS

*Pupil Transportation Safety Institute
Clark Patterson Lee
MARCH Associates Architects & Planners
New England Systems & Software, Inc.
Young + Wright Architectural*

*Parkitects, Inc.
CSArch
LifeTrack Services, Inc.
The Palombo Group
Triton Construction*

10+ YEARS

*ASVAB Career Exploration Program
First Student, Inc.
Infinite Campus
LeChase Constructions Services, LLC
Lightspeed Technologies
R.S. Abrams & Co., LLP
Schooltool/Mindex Technologies
Siemens Industry, Inc.
U.W. Marx Inc.
BBS Architects, Landscape Architects & Engineers, P.C.
GameTime Playground & Park Equipment
New York State Council of School Superintendents
Preferred Meals, Inc.
School Aid Specialists, LLC*

*BOCES of New York State
Hodgson Russ LLP
KSQ Architects, P.C.
Lamb & Barnosky, LLP
Michael Shilale Architects
A+ Technology & Security Solutions, Inc.
Chenango Sports/Field Turf
Daktronics
Kalwall Corporation
LexisNexis
Arris Contracting Company, Inc.
BOLD Systems
LaBella Associates
New York Bus Sales, LLC*



EXPO HOURS: Thursday, Oct. 25: Noon – 4:00 p.m.
Friday, Oct. 26: 8:00 a.m. – 5:00 p.m.

IMPORTANT DATES TO REMEMBER*

Oct. 30, 2017	Booth sales open at www.nyssba.org/2018expo
Nov. 29, 2017	Call for Presentations Opens
Jan. 26, 2018	Deadline to Submit a Presentation
June 1, 2018	Deadline for Reserving a Program Ad, Sponsorship Balance Due
June 15, 2018	Deadline to Submit your Program Ad, Submit Program Exhibitor Directory Information

June 29, 2018	Reserve Booth to be included in Convention Program
July 2018	Booth Staff Reservation, Housing Opens
Aug. 3, 2018	Deadline to Reserve Booth, Cancellation Deadline
Oct. 12, 2018	Booth Staff Reservation Closes
Oct. 25, 2018	Move In (TBD)
Oct. 26, 2018	Move Out (TBD)

** Dates and times provided are as of press time and are subject to change without notice. Please check our website at www.nyssba.org/2018expo for up-to-date information.*

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

**RESERVE YOUR
OPPORTUNITY TODAY!**

nyssba.org/2018_expo

