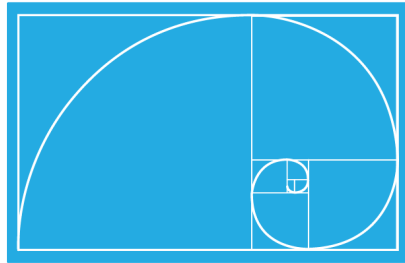


New York State
Art Teachers Association
76th Annual Conference



ARTISTIC
INTELLIGENCE

n y s a t a

November 22-24, 2024 | DoubleTree Hotel | Binghamton, NY

EXHIBITORS PROSPECTUS



classic art supplies
new products
new techniques
graphic arts supplies
university programs
teacher travel programs
curriculum resources
exhibit display options
new technology
photography resources
museum collections

What is NYSATA?

The New York State Art Teachers Association (NYSATA) is the leading professional association for visual arts educators in New York State, with over 2,000 members and nearly 10,000 contacts. NYSATA's mission is to champion creativity and innovation by supporting high-quality visual arts, design, and media arts education for all students in the state.

Why should you be a part of the NYSATA 2024 Conference?

The NYSATA Annual Conference is where visual arts, media arts, and design education professionals connect, collaborate, learn, and create. As an exhibitor, you can make a personal connection with hundreds of prospective customers who have buying power. Your brand and message can reach this audience before, during, and after the event.

What products and services are attendees looking for?

NYSATA Conference attendees love to discover new products, concepts, and techniques intended for all skill levels and ages. They are looking for materials, ideas, and services ranging from classic art supplies to up-to-the-minute media, technology, processes, and professional development opportunities; curriculum resources; college and university programs; visual aids; painting, drawing, printmaking, sculpture, woodworking, ceramic, glass, and metal arts supplies; art-related travel; graphic design, photography, and drafting supplies; and more!

Exhibitors can offer hands-on workshops to showcase new products during the conference. See www.nysata.org/2024-conference for details and to propose a workshop. *Deadline for proposals is May 15, 2024.*

Who attends the Conference?

Over 600 preK-12 visual arts, design, and media arts educators, university professors, administrators, supervisors, museum educators, and art education students from across New York State are expected to attend in 2024. Reserve your space now to be a part of our event!

Reserve Now!

www.nysata.org/exhibit-with-nysata

Flexible payment options are available.

Questions?

Dean DeLano and Eric Stormes
NYSATA Exhibits/Sponsorship Coordinators
exhibitors@nysata.org

EXHIBIT PACKAGE DETAILS

NYSATA 76th Annual Conference | November 22-24, 2024 | DoubleTree Hotel | Binghamton, NY

Exhibit Dates and Times

Thursday November 21

- Set up 2 PM-5 PM

Friday, November 22

- Exhibits open 8 AM-5 PM
- Exhibitor exclusive 8-9 AM
- Closed for lunch 1-2 PM

Saturday November 23

- Exhibits open 8 AM-1 PM
- Exhibitor exclusive 8-9 AM
- Breakdown begins at 1 PM

Commercial Exhibit Package

\$500 (+\$100 after August 15)

- 8'x10' booth includes: 8' high backdrap and 3' drape on sides, 2 (6') draped tables, 2 chairs, identification sign
- Company name and link(s) in Whova conference app and on NYSATA website for 3 months (\$150 value)
- 24-hour access to social community feed in Whova conference app before, during, and for 3 months following the event
- Recognition in vendor giveaway drawings and/or swag box/bag if you choose to donate an item
- ¼ page ad in NYSATA News digital Fall conference promo edition (register by August 15) (9,000+ contacts) (\$100 value)
- ¼ page ad in Conference Program (\$75 value)

College and Nonprofit Institution

\$300 (+\$50 after August 15)

- 6' draped table, 2 chairs, identification sign, conference identification badges
- One conference registration (\$149 value)
- ¼ pg ad in conference program (\$75 value)

- Institution name and link(s) in Whova conference app and on the NYSATA website for 3 months (\$150 value)
- ¼ page ad in NYSATA News digital Fall edition (register by August 15) (9,000+ contacts) (\$100 value)
- 24-hour access to social community feed in Whova conference app before, during, and after the event
- Recognition in vendor giveaway raffle and/or swag bag if you choose to donate an item

Hotel Advance Shipping

Please label all packages shipped as follows:

NYS Art Teachers Association
"Your Name & Company Name & Booth Number"
DoubleTree Hotel
225 North Water Street
Binghamton, NY 13902

Be sure a return address is included. If there is more than one package, indicate "1 of 2" etc. Please do not schedule shipment delivery before November 18.

Decorator Service/Drayage

Northeast Decorating Company
TO: (Exhibiting Company Name & Booth #)

FOR: NYSATA
c/o Northeast Decorating
3360 Milton Avenue
Syracuse, NY 13219

315-471-9989
fax 315-471-0237
suzi@nede.net

Drayage before November 15. Add-on furnishing and drayage forms provided after registration.

Free Ad Instructions

Send print ready pdf, jpeg, or png format images to exhibitors@nysata.org as soon as possible after you register. Free Ad Size: ¼ page (3.75" w x 4.75" h) at 150 ppi minimum. Full color ads for the digital NYSATA News. Print editions and conference printed program ad in B/W. Ad upgrades are available.

Ad-Ons

Upgrade your print ad size or ad on a Whova app banner ad (+\$75).

Reserve Online Now!

For details and to reserve space, go to www.nysata.org/exhibit-with-nysata. Register before October 15.

Cancellation

Cancellations accepted in writing by October 1. Cancellation fee of 50% between October 1 and November 1. No refunds after November 1.

Can't be Present this Year?

Contact us for details on advertising options without a booth fee.

Questions?

Exhibits/Sponsorship/Advertising
Dean DeLano and Eric Stormes
exhibitors@nysata.org

Invoicing
NYSATA Revenues Manager
Terri Konu
tkonu@nysata.org
315-695-2500

Workshops
Workshops Coordinator
Kathryn Alonso-Bergevin
workshops@nysata.org

Conference Details
Conference Coordinator
Cindy Henry
conference@nysata.org