



New York State Art Teachers Association 72nd Annual Conference November 20-21, 2020

Now a Virtual Event!

CONFERENCE EXHIBITORS PROSPECTUS

You are invited to be a part of the largest gathering of Visual Art Educators in New York State! Join us for our 72nd Annual Conference . . . **we are going virtual!**

Our Membership includes preK-12 educators from across the state who teach in public, private, and charter schools, as well as college art education faculty and pre-service students.

As an Exhibitor you will interact with hundreds of NYS art educators who are eager to see new products and learn how to use them! The Commercial Exhibit and College Showcase is rated by attendees as one of the most popular events of the conference! **We had 600 attendees in 2019!**

Vendor Exclusive! We offer an exclusive one hour block each day for attendees to visit your virtual exhibit booth, ask questions, and enjoy product demonstrations or other events!

A Chance to Inspire! NYSATA conference attendees are looking for new ideas, new products, and new ways to use familiar materials. They are in the market for everything from the latest technology, curriculum resources, and visual aids, to traditional drawing, painting and sculpting media. Exhibitors are encouraged to offer workshops to showcase new products and offer hands-on experience throughout the conference. Propose a workshop at www.nysata.org/2020-virtual-conference.

Free Advertising: Exhibitors registered by September 1, 2020 receive a BONUS 1/4 Page Ad in the NYSATA News pre-conference promotion edition. All exhibitors are listed in the conference app and the NYSATA website with a link to your website for a full year. Exhibitors qualify for a free 1/4 pg ad in the digital conference program and an additional 1/4 page ad in our NYSATA News post-conference edition.

Reserve Your Exhibit Package Now! Visit www.nysata.org/2020-virtual-conference to reserve now. Flexible payment options are available.



This is your chance to showcase...

- **New Products**
- **New Techniques**
- **New Concepts**
- **New Technology**
- **Classic Art Supplies**
- **Outstanding College/University Programs**
- **Curriculum/Lessons**
- **Visual Art Resources**

EXHIBITOR INFORMATION

NYSATA 72nd ANNUAL CONFERENCE • NOVEMBER 20-21, 2020 Now a VIRTUAL Event!

Exhibit Dates and Times

Friday, November 20:

- Exhibits open 8 AM-4 PM with 24 hour access to links for one year in our Whova App
- Exclusive LIVE exhibit events 12:00-1 PM

Saturday November 21:

- Exhibits open 8 AM-4 PM with 24 hour access to links for one year in our Whova App
- Exclusive LIVE exhibit events 12:00-1 PM

What's included

Commercial Exhibits Showcase \$400

- Company or institution name and link(s) in the Virtual Exhibitor Hall in our Whova conference mobile and desktop app and on NYSATA website for one year (\$150-200 value)
- Opportunity to host a workshop! Proposals due by August 30, 2020.
- Access to social community feed in Whova conference app to promote products or demos before, during, and after the event
- Special recognition in vendor giveaway drawings if you choose to donate an item
- FREE! Print exposure and/or optional product sample in swag box
- ¼ page ad in NYSATA News digital pre- and post- conference editions sent to 7,000 contacts (\$100 value)
- ¼ page ad in Conference Program (\$50 value)

College and Not-for-Profit Institution \$250

- Conference registration for one representative (\$129 value)
- ¼ pg ad in conference program (\$50 value)
- Institution name and link(s) in the Virtual Exhibitor hall in our Whova conference app for and on the NYSATA website for one year (\$150 value)
- ¼ page ad in NYSATA News digital pre- and post- conference editions sent to 7,000 contacts (\$100 value)
- Opportunity to host a workshop! Proposals due by August 30, 2020
- Access to social community feed in Whova conference app to promote your institution, workshop, or other event before, during, and after the event
- Special recognition in vendor giveaway drawings if you choose to donate an item
- Print exposure in swag box

Free Ad Instructions

Please send print ready pdf, jpeg, png, or tiff format images to exhibitors@nysata.org as soon as possible after you make your exhibitors space reservation. Free Ad Size: ¼ page (3-3/4" w x 4.75" h) at 150 ppi. We can accommodate full color ads this year! Upgrades available, see pricing on registration form or contact us for a custom opportunity!

Cancellation Policy

All cancellations must be made in writing to NYSATA by October 15, 2020. A cancellation fee of 50% will apply between October 15, 2020 and November 1, 2020. No refunds after November 1, 2020.

Reserve Online Now!

All reservations must be made online. To reserve space, go to www.nysata.org/2020-conference. Form is available in the right column EXHIBITORS section. Register by November 1, 2020.

Sponsorship Opportunities

Want additional visibility? Become a SPONSOR!

NYSATA offers a variety of sponsorship options. Sponsor a keynote speaker or supplies for a hands-on event. Provide conference materials (pens, notepads, etc.) or a sample product. In exchange for your sponsorship we will provide additional advertising opportunities and increased exposure. Customized packages available. For more information contact Exhibits Coordinator Lauren Nels at exhibitors@nysata.org or our Conference Coordinator(s) at conference@nysata.org.

Questions?

Exhibit/Sponsorship/Advertising Questions?

Contact Conference Exhibitors Coordinator Lauren Nels at exhibitors@nysata.org

Billing Questions?

Contact NYSATA Revenues Manager Terri Konu at tkonu@nysata.org or 315-695-2500

Workshop Questions?

Contact Workshops Coordinators Anastasia Arriaga and Amanda Measer at workshops@nysata.org