

# EXHIBITOR GUIDELINES **NYACCE 2010**

**Exhibition Space:** Exhibits will be conducted in the foyers that lead conference participants between workshops and meals. This ensures a high traffic pattern.

**Exhibit Hall Hours:** The exhibit hall will be open to conference attendees for the following hours:

Sunday, May 2, 2010 .....3:00 – 6:00 p.m.

Monday, May 3, 2010 .....7:30 a.m. – 5:00 p.m.

Tuesday, May 4, 2010.....7:30 a.m. – 3:00 p.m.

**Installation and Dismantling of Exhibits:** Exhibits must be set up by 3:00 p.m. on Sunday, May 2, 2010. Exhibitors may begin preparation at 11:00 a.m. on that day. All exhibits must be dismantled by 5:30 p.m. on Tuesday, May 4, 2010. Any equipment or materials remaining past that time may be deemed abandoned and disposed of as is deemed advisable. The Exhibitor will incur any costs.

**Conference Program Materials:** All participants and Exhibitors attending the conference will receive a program listing all firms who are exhibiting. To be listed in the conference program, Exhibitors must register and pay fees by 4/1/10.

**Call For Presentations:** All Exhibitors are invited to submit a proposal for presentation at the conference. The Call for Presentation Form is available on the NYACCE website. The deadline for submission is December 31, 2009.

**Delivery and Storage:** Boxes may be delivered to the hotel no more than three (3) days prior to the start of the event. All boxes should be addressed to The Albany Marriott, 189 Wolf Road, Albany, NY 12205. Boxes should be labeled: "NYACCE Conference, May 2-4; to be retrieved by your name, your company."

**Cancellation:** Cancellations must be submitted in writing to Kathy Duffy at the address on the registration form and are subject to a \$75 service fee. Refunds will be mailed after the NYACCE conference. No refunds will be granted after February 1, 2010.

**Promotional and Raffle Items:** Exhibitors are encouraged to provide promotional and raffle items to conference attendees. If you would like the opportunity to have branded notebooks, pens, or other items included in attendees' bags, or provide an item of high interest for raffles and door prizes, please contact Lisa McKeel at (315) 353-6693 ext. 20416 or at [lmckeel@sllboces.org](mailto:lmckeel@sllboces.org).

**Responsibility for Loss or Damage:** Exhibitors are reminded that the exhibit area is unsecured; therefore, it is advised that items of value not be left unattended at any time. Exhibitors will not hold the hotel, NYACCE or any associated parties responsible for any loss by theft or damage. Exhibitors assume all responsibility for damage caused by the exhibit to persons, property or rights of other parties including injury to floors, walls, decorations, or equipment of the hotel.

**Fire Codes:** All exhibitors agree to comply with local fire codes, including keeping all walkways clear in case there is a need for emergency evacuation.

**Exhibitor Contacts:** Carol Gaelens – *Conference 2010 Exhibitor Liaison* – [cgaelens@wxxi.org](mailto:cgaelens@wxxi.org)  
Kathy Duffy – *Conference Registration/On-site Coordinator* – [kduffy@saanys.org](mailto:kduffy@saanys.org)  
Lisa McKeel – *Conference Chair* – [lmckeel@sllboces.org](mailto:lmckeel@sllboces.org)

**RAISING THE BAR...**



**NYACCE**

c/o The Magellan Foundation  
Attn: Kathy Duffy  
8 Airport Park Boulevard  
Latham, NY 12110

**59th Annual  
NYACCE Conference**

*May 2-4, 2010*  
The Marriott Hotel, Albany, NY  
[www.nyacce.org](http://www.nyacce.org)

# RAISING THE BAR...



# PERFORMANCE COUNTS

## 59th Annual NYACCE Conference

May 2-4, 2010  
The Marriott Hotel, Albany, NY

[www.nyacce.org](http://www.nyacce.org)

# AN INVITATION TO EXHIBIT

May 2-4, 2010

59TH ANNUAL CONFERENCE

On behalf of the New York Association for Continuing/Community Education (NYACCE) Board of Directors, I invite you to participate in our 59th Annual Conference: "Raising the Bar...Performance Counts." The conference will be held May 2-4, 2010, at The Marriott Hotel in Albany, New York. This conference will bring together over 350 adult educators, literacy workers, state education representatives, students and other professionals from the field of adult, continuing and community education.

As a vendor, the NYACCE conference provides you and your company an opportunity to meet with and receive feedback directly from your customers. The conference attracts both established and potential customers, educators who continue to do business with you as well as those new to our field seeking information to help them and their learners succeed.

We want the conference to be a positive and profitable experience for you. Exhibits will be conveniently located in the spacious corridor outside the presentation rooms allowing frequent interactions with attendees. The Sunday evening reception and the Monday and Tuesday morning breaks will be held in the vendor area to further promote vendor interaction.

We have created many exciting options that will enable your company to leave a lasting impression with conference attendees. In order to maximize your exposure you will want to consider one of the sponsorship opportunities found on page two of the exhibitor's agreement. A variety of sponsorships for events are available. You may donate items of high interest for a raffle event or increase the visibility of your company's web site by having a link from our conference information page. You'll undoubtedly want to place an advertisement in the conference program to provide attendees with a convenient resource letting them know how to reach you after the conference. Additional opportunities can be found on the exhibitor's agreement.

I hope that the various vendors who have been partners with our members for many years are able to join us this May as well as new vendors who are seeking to expand their collaborations in the field of continuing and community education. I look forward to another exciting NYACCE conference and to seeing you there!

**Lisa McKeel**

*Conference 2010 Chair*

[lmckeel@sllboces.org](mailto:lmckeel@sllboces.org)

# SCHOLARSHIP OPPORTUNITIES

**All fees must be paid by April 1, 2010**

Sponsorship opportunities are available for corporate partners who want to increase their visibility and corporate name recognition among all conference attendees. Sponsors will be highlighted in the conference program for each event and be publicly acknowledged at each event. This year's sponsorship opportunities include:

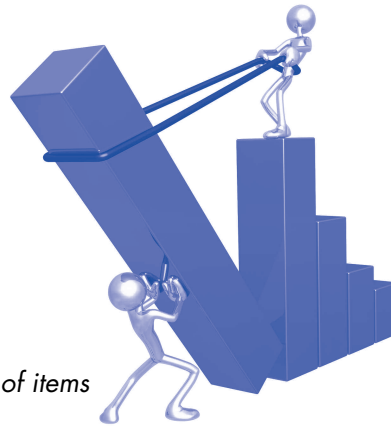
**Monday, May 3, 2010**

- Conference Kick Off Breakfast.....\$475.
- Morning Refreshment Break .....\$325.
- Teacher Appreciation Day Luncheon .....\$375.
- Outstanding Teacher Awards .....\$175
- Professional Awards Dinner .....\$375.
- Professional Awards.....\$175.
- Conference Attendee Reception.....\$525.
- Hospitality Room .....\$275.

**Tuesday, May 4, 2010**

- Administrator's Recognition Breakfast.....\$475.
- Morning Refreshment Break .....\$325.

- *Conference Attendee Bags, notebooks & pens .....Cost of items*



\_\_\_\_\_ **Yes, I am interested in a Sponsorship Opportunity** that will enhance our visibility at the NYACCE Annual Conference. Sponsors defray a significant portion, if not all, of the costs associated with an event or item.

I am interested in the following sponsorship opportunity: \_\_\_\_\_

\_\_\_\_\_ **Yes, I will be providing an item for a raffle or door prize.**

I will provide: \_\_\_\_\_

\_\_\_\_\_ **Yes, I would like to have a link to our corporate website** from the NYACCE website. I will forward a corporate logo and web address link to Conference Chair, Lisa McKeel, at [lmckeel@sllboces.org](mailto:lmckeel@sllboces.org) no later than April 1, 2010. Links will be active for a period of 6 months beginning April 1, 2010 and ending September 30, 2010.

\_\_\_\_\_ **Yes, I will want electricity available.** I understand the hotel does not charge for electricity. I am welcome to bring my own extension cord and/or power strip. However, I understand I will incur charges of \$7.50 for each item if I must rent these items from the hotel. I will contact Jennifer Rexius, Albany Marriott, [jennifer.rexius@marriott.com](mailto:jennifer.rexius@marriott.com) or 518-458-8444 to make arrangements.

\_\_\_\_\_ **Yes, I will want high speed Internet access.** I understand that there is a fee for this service and that fee is paid directly to the hotel. I will contact Jennifer Rexius, Albany Marriott, [jennifer.rexius@marriott.com](mailto:jennifer.rexius@marriott.com) or 518-458-8444 for additional information, including pricing.

\_\_\_\_\_ **Unfortunately, I am unable to attend.** I would like an opportunity to share catalogs with your conference attendees. I will contact Lisa McKeel at 315-353-6693 ext. 20416 for additional information.

# EXHIBITOR CONTRACT

**NYACCE 2010**

**Please complete this form and return it along with your check (payable to Magellan Foundation) to:**

**New York State Association of Continuing/Community Education  
c/o Kathy Duffy at Magellan Foundation  
8 Airport Park Blvd., Albany Airport Park  
Latham, New York 12110**

**Payment must be received by 4/1/10 in order for your contact information to be included in the conference program, sorry no exceptions.**

Organization/Company Name: \_\_\_\_\_  
*(Type or print name exactly as you want it listed in the conference program.)*

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please select from the following options below:**

**Fees must be PAID by 4/1/10**

- Basic Exhibitor Registration** .....\$375. \_\_\_\_\_  
Includes 1 table, 2 chairs, 1 full conference registration including conference meals for 1 representative
- Additional Tables** (Each) .....\$50. \_\_\_\_\_
- Additional Representatives** (Each) .....\$85. \_\_\_\_\_  
Additional meal tickets are available for individuals not registered for the conference. Please contact us for additional information.
- Program Advertising**
  - Full Page (8" \* 10½") .....\$185. \_\_\_\_\_
  - Half Page: *Circle one:*
    - Horizontal (8" \* 5¼") or Vertical (4" \* 10½") .....\$115. \_\_\_\_\_
    - Quarter Page (4" \* 5¼") .....\$75. \_\_\_\_\_
- Web Site Link** – 6 months .....\$120. \_\_\_\_\_
- Combination Package** .....\$575. \_\_\_\_\_  
1 exhibit table w/one conference registration,  
1 full page ad, website link for 6 months
- Event Sponsorship** (see Sponsorship Opportunities for options) \_\_\_\_\_

**TOTAL** \_\_\_\_\_