

EXHIBITOR & SPONSORSHIP *Prospectus*

 **NYSSBA'22**
OCTOBER 27-29 • SYRACUSE
TOGETHER *Again*

THE ONCENTER • 800 SOUTH STATE STREET • SYRACUSE, NY

Dear NYSSBA Exhibitors,

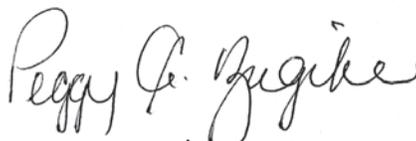
Welcome to **NYSSBA's 2022 Convention and Education Expo** – our first in-person Convention and Expo in three years. I'm looking forward to being Together Again with the extended NYSSBA family, seeing old friends and making new ones. As an organization, NYSSBA represents more than 93% of the public school boards in the state – 5,200-plus decision-makers who guide a statewide public education system that spends more than \$86 billion a year, employs nearly 520,000 people and serves 2.5 million children. And NYSSBA's Convention and Education Expo has long been the premier event for reaching them.

In addition to a return to in-person programming, the 2022 Convention is returning to Syracuse for the first time in 20 years. We expect these two factors will help drive up attendance for the event. Our members tell us how much they look forward to meeting face-to-face again, and Central New York makes for the most convenient location for the greatest number of attendees.

This year, exhibitors will enjoy an impressive interactive expo floor that includes three classrooms, a digital student art show, a listening wall and student exhibitors as well as hard-wall booth construction for a modern look and feel and hours of dedicated Expo time for attendees.

Like everyone over the past two-plus years, we have adapted as best we could to the evolving constraints brought on by the pandemic. I'd like to give a heartfelt thank you to all the vendors and partners who continue to support us, our public schools and especially our students throughout these difficult times.

Supporting Success for All Students,


Peggy A. Zugibe



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.

The **VALUE IN EXHIBITING** provides these high impact **BENEFITS**

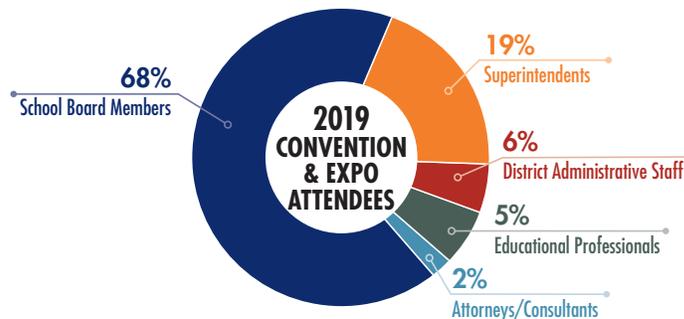
INCREASE Brand Exposure

Market your organization to one of the largest K-12 public education audiences in New York. Reach more than 93% of school districts and Boards of Cooperative Education Services (BOCES), represented by 5,200-plus school board members.

The Convention is promoted year-round to more than 700 school districts and BOCES across the state. As an exhibitor, your organization will gain exposure through multiple convention e-newsletters sent from May – November and via the convention website, which includes access to exhibitor online listings, business descriptions and contact information.

REACH 2000+ Key Decision-Makers Face to Face

In New York State, **Board Members and Superintendents** work together to make critical decisions on purchasing products, programs and services in their school districts.



BUILD and **RETAIN** Relationships

Get quality face time with prospective and current customers with **multiple dedicated Expo periods starting with the opening reception on the Expo floor**. You'll have the opportunity to strengthen your current client relationships while building a new client base at the same time.

Make **SALES** and Generate **LEADS**

Talk with stewards of \$86.4 billion spent annually equipping and managing their school districts. Exhibiting at our Expo increases your ability to find fresh faces and new prospects to achieve your business goals.

DEMONSTRATE Products

Invite prospects to your booth via a **NYSSBA mailing list** and offer them hands-on product demonstrations.

Reserve your **BOOTH**
and **SPONSORSHIP**
today at
nyssba.org/2022expo

PRODUCTS AND SERVICES OUR MEMBERS WANT

Accounting & Financial Services
Architectural Services:
Building and/or Landscape
Associations & BOCES
Athletic Equipment & Services
Audio-Visual
Building & Facilities Equipment
Career Exploration
Classroom Furniture & Materials
Communications

Computer Equipment & Services
Construction Management
Consulting Services
Cooperative Purchasing
Curriculum Development
Data Analytics
Diversity, Equity & Inclusion
Resources
Educational Software
Election Management

Energy Solutions
Engineering Services
Flooring
Food & Nutrition
Insurance, Risk Management,
Workers' Compensation
Interactive Whiteboards
IT Services
Legal Resources & Services
Lockers & Storage Equipment

Office Equipment & Furniture
Paperless Board Meetings
Parental & Community Engagement
Playground Equipment
Policy Services
Remote Learning
Roofing
Safety & Security
School Wear
Special Education

Staff Benefits & Management
Student Engagement
Student Information Systems
Testing Services
Translation & Language Services
Transportation Services
Wellness Products & Services

EXHIBIT BOOTH Packages



BOOTH Rates

- Standard Booth (10' x 10'): \$2,000
- Vehicle Space (10' x 40'): \$3,150

Each Exhibit Package includes:

- Service contractor's COVID-19 protocol or booth boundaries to maximize safety and minimize risk
- Up to four (4) full Convention registrations for booth staff for the first booth/vehicle, two (2) additional full Convention registrations for each additional booth/vehicle
- Company listing (50 words) on our website and Convention event app
- Company listing in up to three (3) product categories
- Admission to activations 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

Please note: To follow exposition trends, exhibit booths are no longer included in sponsorship packages. Be sure to add your booth(s) to your sponsorship package for maximum brand awareness.



 **NYSSBA'22**
OCTOBER 27-29  SYRACUSE
TOGETHER *Again*

QUESTIONS?

Contact ANNA O'HARA, Expo Manager, at 518-783-3710 or by email at anna.ohara@nyssba.org

SPONSORSHIP PACKAGES

Choosing a sponsorship package, as an add-on to your exhibit booth or a stand-alone option, provides your company with increased visibility, both year-round and on-site, and can transform this audience from a passing interest into a concrete business opportunity.

CORE SPONSORSHIP PACKAGE INCLUDES:

- Onsite signage
- Sponsor recognition in the following locations:
 - Convention website (*logo and/or link dependent on level*)
 - Convention event app
 - Sponsor ribbons for staff
- Early booth and sponsorship selection for our 2023 Annual Convention in Buffalo, October 26-28

EXTRA BENEFITS ADDED AT EACH LEVEL

MERIT Sponsorships



CORE Sponsorship Package +

- E-Clips Advertising: 1 week (*dates subject to availability*)
- Convention Website: Your company name linked to your website

Student Photos – Exclusive

Your logo on the student photos of the student photo gallery on a continuous loop, displayed during walk-in of the Opening Session and on monitors during the event. **SOLD**

Hand Sanitizer Stations – Multiple Locations – \$1,000 to \$1,500

Your logo on the hand sanitizer stations throughout the Convention spaces.

- Syracuse Marriott Downtown – \$1,000
- Oncenter Ballroom Level – \$1,500
- Oncenter Gallagher Hall – \$1,500
- Oncenter Expo Floor – \$1,500

HONORS Sponsorships



CORE Sponsorship Package +

- On Board Advertising: 50% discount on insertion rate of six or more half-page ads (*maximum of 2*)
- E-Clips Advertising: 1 week (*dates subject to availability*)
- Convention Website: Your company name linked to your website

Learning Lab – 4 available – \$2,250 each

A 75-minute workshop designed around learning objective(s) that provoke critical thought, create reflection, fostered questions, initiate new direction, or spur collaboration. On-site visibility includes signage in a dedicated session room. **SOLD**

- Board Governance
- Culturally Responsive Schools
- Community Engagement & Collaboration
- Social Emotional Learning

Board Officers Roundtable – Exclusive – \$4,500

Aimed at current and prospective board leaders, the Board Officers Roundtable is a candid discussion aimed at developing strategies to tackle tough issues, manage board meetings and shape the public perception of the school board.

School Board Meeting: The Musical – Exclusive – \$5,000

Sponsor this entertaining performance that showcases school board meeting scenarios and personalities.

Convention Pens – Exclusive – \$5,500

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 three-day event. **SOLD**

HIGH HONORS Sponsorships



CORE Sponsorship Package +

- On Board Advertising: 50% discount on insertion rate of six or more half-page ads (*maximum of 3*)
- E-Clips Advertising: 1 week (*dates subject to availability*)
- Convention Website: Your company name linked to your website

Listening Wall – Exclusive – \$6,500

Sponsor our listening wall! Big Paper Strategy will capture the sentiment of this year's Convention on the exhibition show floor. Our event will be quoted and illustrated through direct event feedback, talking points and educational session highlights identified from attendee conversations. Sponsor this event and see a portion of the live digital illustration canvas dedicated to your messaging.

Portable Phone Charger – 2 available – \$7,500

Your logo on portable phone chargers placed at select locations in the Oncenter. Sponsor recognition signage will be next to distribution area.

Student Town Halls – Exclusive – \$8,500

A highly interactive 75-minute discussion presenting student perspectives around a specific topic. Support our youth voices as they share their thoughts on various subjects impacting them inside and outside of the educational setting. Onsite visibility includes signage in a dedicated session room.

Face Masks – Exclusive – \$8,500

Let's face it! Attendee health and safety is at the forefront when it comes to in-person events. A face mask branded with your logo will show your company's commitment to ensuring everyone's safety.

Constant Coffee – Exclusive – \$9,000

It's one good reason to get out of bed in the morning and keeps you running for the rest of the day. Promote your company in conjunction with one of our attendees' favorites – Coffee.

Oncenter Wi-Fi Access – Exclusive – \$9,000

Be the exclusive sponsor of this popular service that our attendees appreciate during the Convention. Choose from a splash page or a redirect to your website.

Aisle Signs – Exclusive – \$10,000

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

Notepads – Exclusive – \$10,000

A great promotional opportunity. Each attendee receives this valued Convention notepad with your company's logo front and center.

Convention App – Exclusive – \$11,000

Downloaded by more than 1,500 users, the official Convention app is an excellent way to get exposure before, during and after Convention. The app is the only source of Convention information onsite.

Good Point – Finding Common Ground – \$11,000

Invest in this Expo floor highlight. This interactive simulation highlights a DEI-related topic and inspires attendees to focus on what matters most: human impact.

SALUTATORIAN Sponsorships



CORE Sponsorship Package +

- *On Board* Advertising: 50% discount on insertion rate of six or more half-page ads (*maximum of 4*)
- E-Clips Advertising: 1 week (*dates subject to availability*)
- *On Board* article: Half-page company-authored article in *On Board* (*approx. 1,400 words*); publication at the discretion of the Editor-in-Chief
- Convention Website: Your company logo linked to your website
- One (1) Minute Video: Provided by your company hosted on the Convention App
- Special consideration for presentation proposals submitted for the Solution Room – the exclusive exhibitor presentation space. *Deadlines apply.*

Student Showcase – Exclusive – \$12,000

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.

Name Badge Lanyards – Exclusive – \$12,500

A sponsorship where everyone will know your name. One of the most highly visible opportunities to have your company's name printed on 2,000 lanyards.

Perfect Pitch – Exclusive – \$14,500

If collaboration is a cornerstone of your company, this is the sponsorship for you. Join University of New Mexico Professors Richard Antoine White and Pamela Viktoria Pyle as they draw parallels between music preparation and collaborative teamwork through conversation and performance during this Friday afternoon session.

A Celebration of You – Exclusive – \$15,000

Thursday evening's event will celebrate the school board member. Lend your organization's support to a special Convention opening filled with performance, recognition of industry award recipients and gratitude for the work and commitment of school board members for the past 2+ years.

VALEDICTORIAN Sponsorships



CORE Sponsorship Package +

- *On Board* Advertising: 50% discount on insertion rate of six or more half-page ads (*maximum of 5*)
- E-Clips Advertising: 2 weeks (*dates subject to availability*)
- *On Board* article: Half-page company-authored article in *On Board* (*approx. 1,400 words*); publication at the discretion of the Editor-in-Chief
- Convention Website: Your company logo linked to your website
- One (1) Minute Video: Provided by your company hosted on the Convention App
- Special consideration for presentation proposals submitted for the Solution Room – the exclusive exhibitor presentation space. *Deadlines apply.*

Convention Bags – Exclusive – \$16,000

A Convention staple, our durable, sturdy and functional totes are valued by all attendees and will feature your company logo on one side of the bag.

Opening Reception – Exclusive – \$18,000

A great follow-up to the opening session and Keynote address. This widely attended reception is an enjoyable finale to the opening day.

Keynote Address: Marlee Matlin – Exclusive - \$20,000

Support 2022 Keynote Marlee Matlin's appearance to kick off Friday. Beyond worldwide critical acclaim for her film debut in Paramount Pictures' *Children of a Lesser God*, for which she received the Academy Award for Best Actress at 21, Matlin is a successful author for children and a champion for those struggling against domestic abuse and addiction.

CUSTOM PACKAGES

Don't see a sponsorship package that meets your marketing budget or goals? We can customize a package for you. Contact Anna O'Hara, Expo Manager, at anna.ohara@nyssba.org.

NYSSBA's 2022 EXHIBITOR & SPONSOR PROSPECTUS

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



50+ Years

Mosaic Associates Architects (51)
Nickerson Corporation (50)

40+ Years

New York State School Music Association (46)
Tetra Tech Architects & Engineers (43)

30+ Years

Utica National Insurance Group (39)
NY Thomas Team (32)

20+ Years

Hunt Engineers, Architects & Surveyors P.C. (29)
New York Schools Insurance Reciprocal (NYSIR) (29)
Campus Construction Management Group, Inc. (27)
Turner Construction Company (27)
C&S Companies (24)
Core BTS (24)
MARCH Associates Architects & Planners (21)
Young + Wright Architectural (21)

15+ Years

CSArch (19)
LifeTrack Services, Inc. (18)
The Palombo Group (18)
ASVAB Career Exploration Program (17)
U.W. Marx Company (17)
BBS Architects, Landscape Architects & Engineers, P.C. (16)
School Aid Specialists, LLC (16)
BOCES of New York State (15)
Lamb & Barnosky, LLP (15)
Michael Shilale Architects (15)

10+ Years

Daktronics (14)
Bold Systems (13)
LaBella Associates, D.P.C. (13)
NYS Deferred Compensation Program (13)
PERMA (12)
Energia (formerly The ECG Group) (11)
BoardDocs (A Diligent Brand) (10)

PAYMENT Schedule

All exhibit booths and sponsorships must be accompanied by a deposit of 50% of the total fee within 30 calendar days of selection of booth and/or sponsorship. The remaining balance is due no later than June 30, 2022. After June 30, 2022, full payment is required at time of selection. A credit on account from a previous event may be used if available. Full payment is welcome at any time. No exhibitor or sponsor will be permitted to apply to future Conventions with an outstanding cancellation fee or balance.

CANCELLATION Schedule

- On or before August 31, 2022 = 30% of total cost
- After August 31, 2022 = 100% of total cost

All cancellation fees are due upon receipt of cancellation. Exhibitors or sponsors with an outstanding cancellation fee or balance will not be considered for future Expo participation. Only booth reservations paid in full will be confirmed.

EXPO Hours

- **Thursday, October 27:** 1:00 – 5:00 p.m.
- **Friday, October 28:** 9:00 a.m. – 4:00 p.m.

IMPORTANT Dates to Remember*

June 30	Last Day for Partial Payments Exhibit Booth Balance Due Sponsorship Balance Due
Aug. 1	Booth Staff Registration & Housing Opens
Aug. 31	Last Day to Cancel with Partial Refund
Oct. 14	Booth Staff Registration Closes
Oct. 26	Move in, 8:00 a.m. – 5:00 p.m.
Oct. 27	Move in, 8:00 a.m. – Noon
Oct. 28	Move out, 4:00 – 6:00 p.m.

*Given the uncertainty of the environment in which we are planning, dates and times are subject to change. Please check our website at nyssba.org/2022expo for updated information.

- 1. DEFINITIONS:** “Event” means “NYSSBA’S Annual Convention & Education Expo” or “Annual Convention” or “Education Expo”, which includes the exhibition, conference, general sessions, virtual extensions, and other organizer-produced related programs. The event is owned, produced, and managed by the New York State School Boards Association, Inc. “Organizer” means collectively “New York State School Boards Association, Inc.”, “NYSSBA” or “Association.” “Facility” means the location(s) at which the Annual Convention & Education Expo is being held. “Exhibitor” means the company or person that applied for exhibit space rental and agreed to enter into this contract upon acceptance by the organizer in the manner stated below.

These Terms and Conditions and the Exhibitor Services Kit/Manual are hereinafter referred to as the “Agreement” and constitute the agreement between the organizer and the exhibitor.

- 2. LEGAL AUTHORITY:** The exhibitor/sponsor representative registering for a booth/sponsorship is recognized as having the legal authority on behalf of the exhibiting company to do so. It is the responsibility of the exhibiting company to be fully familiar with these Exhibitor and Sponsor Terms & Conditions and to see that all company representatives attending the Education Expo are also familiar with them. The exhibitor shall be bound by the terms and conditions set forth herein and by such amendments or additional terms and conditions that may be established by NYSSBA.
- 3. ADDITIONAL TERMS & CONDITIONS/AMENDMENTS/ AUTHORITY OF ORGANIZER:** The organizer reserves the right to make changes, amendments, and additions to the terms and conditions at any time, and all changes, amendments and additions so made shall be binding on the exhibitor with the provision that all exhibitors will be advised of any such changes. The organizer shall have the final determination, interpretation, and enforcement of all terms governing exhibitors. All matters and questions not specifically covered by the agreement are subject to the decision of the organizer and those decisions will be final.
- 4. BINDING CONTRACT:** These terms and conditions stated herein constitute a bona fide part of the contract for space and/or sponsorship. Upon acceptance of this application by NYSSBA, this application shall be a legally binding contract between the exhibitor and NYSSBA.
- 5. APPLICABLE LAW:** The agreement shall be governed by and construed in accordance with the laws of the State of New York without regard of laws, rules, policies, or principles.
- 6. CANCELLATION OF EVENT:** Should NYSSBA fail to furnish the exhibitor space/sponsorship opportunity herein described, for any reason within their control, it shall promptly refund to the exhibitor all sums paid hereunder, and such refund shall be accepted by the exhibitor in full settlement of all loss or damage suffered by the exhibitor.
- 7. ACCEPTANCE OF COMMUNICATIONS & OFFICIAL REPRESENTATIVE:** The exhibitor agrees on its own behalf and on behalf of its employees and agents, to receive event and organizer related information via phone, mail and email from the organizer and its associated contractors. The exhibitor waives any right or option on its own behalf and on behalf of

its employees and agents, to opt out of any of these forms of communication until the conclusion of the contracted event.

The signer of this application shall be the official representative of the exhibitor or shall have the authority to act on behalf of the exhibitor. It is the exhibitor’s responsibility to inform the organizer if contact information changes to ensure timely distribution of event information to the responsible person within the exhibitor’s organization. This person is authorized to enter into service contracts as may be necessary and for which the exhibitor is responsible. This person will receive all official correspondence from the organizer and be responsible for communicating all information to appropriate individuals.

- 8. EXHIBITOR ELIGIBILITY:** NYSSBA reserves the right to accept or decline, in its sole and absolute discretion, an application for exhibit space and/or sponsorship and to determine the eligibility of any exhibitor or sponsor for inclusion in the event. Space applications will be accepted or declined based upon availability of exhibit space, the proposed products and/or services of the exhibitor and other criteria established by the organizer. Acceptance and execution of a space application does not carry the organizer’s endorsement of the products or services of that exhibitor.

- 9. ADMISSION POLICIES:** Admission to the event and Expo Hall are restricted to exhibitor personnel and registered attendees displaying an official event badge.

Children under the age of 18 are not permitted on the exhibition floor unless they are part of a Student Showcase booth. Children under the age of 18 who are registered for a Student Showcase booth must always be accompanied by a registered school district staff member.

Exhibitors/sponsors are permitted to access the exhibition floor one (1) hour before and after the posted official exhibition hours, not including move-in and -out times. Additional access may be arranged by requesting an off-hours entry pass, which will be granted solely at the discretion of the organizer.

- 10. EXHIBITOR ATTENDANCE:** NYSSBA shall have sole control over all admission policies at all times. Representatives of the exhibitor will be required to register and wear the official show badge while in attendance at Convention. Each exhibitor is allowed up to four (4) complimentary full convention booth staff registrations per single exhibit space. Each additional paid exhibit space allows each exhibitor two (2) more complimentary full convention registrations. All complimentary registrations must be employees of the exhibitor. Registrations above and beyond the allotment may be available for purchase at a separate registration rate. All registrations, substitutions and transfers are subject to the Convention cancellation and changes policy, procedure, and deadline. Any requests to cancel, substitute or transfer registrations after the pre-registration deadline must be made in person at the exhibitor registration desk. Once a badge is printed, that registration may not be transferred.
- 11. SECURITY:** NYSSBA provides overnight security. Exhibitors are solely responsible for the care, custody, and control of their own exhibit space and material. Exhibitors should carry insurance for covering loss or damage to their exhibit material.

12. EXHIBIT SPACE ASSIGNMENT: An exhibitor's rank for space assignment is determined by the established priority points system. Priority points determine the order of exhibit space selection. Companies will be notified by email of their Priority Points and the booth space selection process. For a description of NYSSBA's Priority Points System, please click [here](#).

13. PAYMENTS: All exhibit booths and sponsorships must be accompanied by a deposit of 50% of the total fee within 30 calendar days of selection of booth and/or sponsorship. The remaining balance is due no later than June 30, 2022. After June 30, 2022, full payment is required at time of selection. A credit on account from a previous event may be used if available. Full payment is welcome at any time. No exhibitor will be permitted to occupy their booth until the space rental fee is paid in full.

14. CANCELLATIONS & REDUCTION IN BOOTH SPACE: Exhibit space and sponsorships will be considered canceled by an exhibitor or sponsor upon the date that written notice of cancellation is received by the organizer and refunds for canceled space or sponsorships will be given as follows: No exhibitor or sponsor will be permitted to apply to future Conventions with an outstanding cancellation fee or balance.

- If cancellation is received through and including August 31, 2022, the organizer will retain, or the exhibitor will pay 30 percent of the total cost.
- If cancellation is received after August 31, 2022, the organizer will retain, or the exhibitor will pay 100 percent of the total cost.

All cancellation fees are due upon receipt of cancellation. The above cancellation fee terms shall apply regardless of the execution date of this contract. Any reduction in booth space will be considered the same as a booth cancellation and will be treated accordingly. Unless agreed upon otherwise with NYSSBA, any company that does not physically appear on-site will be treated as a forfeiture of monies paid and no refund will be forthcoming.

15. RESALE AND SUBLETTING OF EXHIBIT SPACE: No exhibitor shall sublet or apportion any of his/her allotted exhibit space with another business or firm, nor permit any other person or party to market, display or present therein any goods or services not manufactured or distributed by the exhibitor in the regular course of business, without the written permission of the organizer.

16. SHARING OF EXHIBIT SPACE: Exhibitors may not share any allotted exhibit space with another business or firm, unless they are divisions of the same company, without the written consent of the organizer. Exhibitors may not permit any other person or party to market, display or present therein any goods or services not manufactured or distributed by the exhibitor in the regular course of business.

17. LIABILITY INSURANCE: NYSSBA requires each exhibiting company, and exhibitor appointed contractor, to submit a Certificate of Liability Insurance by August 31, 2022, as detailed below. A sample Certificate of Insurance is available online.

- **Liability:** Neither NYSSBA nor the Facility shall have any liability or responsibility for any injury or damage to the exhibitor, its agents, representatives or employees, or for any

loss, damage or destruction of any property belonging to the exhibitor or used in connection with its exhibit or the displays therein, irrespective of the manner in which or circumstances under which any such injury, damage, loss or destruction may occur, and all claims and cases of action therefore shall be, and shall be deemed to be waived, released and discharged for all purposes. In addition, the exhibitor acknowledges that the Facility does not maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance insuring any losses by the exhibitor.

- **Independent Contractor Status:** Exhibitor is an independent contractor. It is agreed that this contract does not create an employee/employer relationship between exhibitor and NYSSBA.
- **Insurance:** Exhibitor shall keep in force during the term of the installation, use of the exhibit premises and dismantle, policies of commercial general liability insurance. The commercial general liability policy shall reflect the interests of NYSSBA as: "NYSSBA, its directors, officers, employees, and volunteers as additional insured on a primary and noncontributory basis. A waiver of subrogation is included." Insurance shall be provided in amounts not less than the following, and the Exhibitor is responsible for payment of any applicable deductibles.
- **Coverage Limits of Liability**
 - o General Liability/Aggregate \$1,000,000/\$2,000,000
 - o Automobile Liability \$1,000,000
 - o Workers Compensation \$500,000
 - o Umbrella \$1,000,000
- **Note:** Exhibitor shall carry workers compensation insurance including employer's liability in compliance with New York Statutory Limits. Same policy shall include a waiver of subrogation in favor of NYSSBA, if allowed by law.
- **Indemnity:** Exhibitor agrees to indemnify and hold harmless NYSSBA and the Facility, their officers, employees, and agents working on their behalf, from any and all claims, actions, suits, costs, damages, and liabilities resulting from the exhibitor's breach of this contract, negligent actions, omissions, or willful misconduct.

18. USE OF EXHIBIT SPACE:

- **Aisles:** Aisles must not be obstructed at any time. No portion of an exhibitor's display, product or demonstration may extend into any aisle.
- **Alcohol:** The facility does not permit alcoholic beverages be brought in or carried out. If desired, the exhibitor must obtain written permission from the organizer and the facility. The organizer must be protected from any liability connected with the exhibitor's distribution of alcohol, and a certificate of insurance will be required. Exhibitors must adhere to all rules, regulations, and laws in effect at the facility regarding purchase, distribution, and consumption of alcohol.
- **Balloons:** Helium-filled and mylar balloons are prohibited on the expo floor.
- **Care of Premises:** No bolts, screws, hooks, or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas. No part of the display may be attached to

or otherwise secured to the columns, drapery backdrop or side walls. Decals or other adhesive materials shall not be applied or affixed to the walls, columns, or floor of the exhibit/facility areas. Columns located within a booth space may be covered using approved material that will not cause damage upon removal and does not block fire extinguishers, fire hose cabinets or electrical boxes. The organizer's approval is required in advance.

- **Drones:** Exhibitors are not permitted to use drones unless permission is obtained from the organizer.
- **Electrical Connections:** No electrical wiring, installations or connections shall be made by or for the exhibitor without the prior consent of the Facility. Such wiring installations and connections shall be made at the exhibitor's expense and solely in such manner, by such means and through such contractors as shall be designated by the Facility.
- **Food & Beverage:** Exhibitors must obtain written permission from the organizer and facility to provide food and beverage in their booth. The facility's exclusive food and beverage vendor has a responsibility to strictly regulate any food and beverage activity. All food must be prepared and served in accordance with the regulations of the city and county.
- **Literature Distribution/Giveaways:** The exhibitor shall not, without the written consent of the organizer, distribute or permit to be distributed, any advertising matter, literature, souvenir items or promotional materials in or about the event except from its own allotted exhibit space and/or official promotional areas
- **Sales from the exhibitor's booth:** Sales, which include the payment of money or delivery of merchandise in the exhibit hall(s), are prohibited.
- **Sound:** The level of sound-producing materials shall be kept low enough so as not to be objectionable to other exhibitors.

19. BEHAVIOR/GOOD NEIGHBOR POLICY: Exhibitors are required to keep all booth activities within the confines of their exhibit space and not interfere with aisle traffic flow or access to neighboring exhibits. Activities may not disturb neighboring booths. Demonstrations, booth giveaways and literature must directly relate to the exhibiting company's products, business, or mission, and not be offensive in any manner.

20. VEHICLES ON DISPLAY: Where applicable, all vehicles on display must conform to the rules of the facility. While rules may vary depending on the facility, it is generally required that vehicles on display have no more than ¼ tank of gas. The filler cap should be sealed (locking gas cap or securely taped) and the batteries disconnected. A suitable fire extinguisher must also be provided. External chargers are usually recommended for demonstration purposes. Facility-specific rules will be provided by the organizer a minimum of ninety (90) days before the event.

21. MANAGEMENT OF BOOTH: The exhibitor will not dismantle their booth prior to the stated closing of the exhibition without permission of the organizer. Exhibit space must be fully operational and staffed during published exhibition hours. Unless arrangements are made prior to the event, any space not claimed and occupied one (1) hour prior to the start of the event may be resold or reassigned by the organizer

without obligation on the part of the organizer for any refund whatsoever. Exhibit dress code is business casual to business professional.

22. EXHIBITOR APPOINTED CONTRACTORS (EAC): If an exhibitor plans to use a contractor other than the designated official service contractor for installation and dismantling of its exhibit, they must complete an Exhibitor Appointed Contractor (EAC) form by August 31, 2022. The exhibitor is responsible for supplying the EAC with the necessary information included in the exhibit packet. The employees of the EAC must report to the registration area to pick up their badges prior to commencing work. The Exhibitor assumes liability for EAC and their employees. Solicitation for business by any EAC on the exhibit floor is expressly forbidden. Any EAC not meeting the above requirements and deadline will not be allowed to erect or dismantle said exhibits.

23. HOSPITALITY & NETWORKING EVENTS BY EXHIBITORS & SPONSORS: No exhibitor, sponsor, or any affiliate thereof, shall conduct any activity during official event hours that would encourage attendees to leave the officially scheduled event activities. Hospitality suites shall not be open during event hours.

24. SPONSOR ONLY: A company is designated as a sponsor only if they purchase a sponsorship opportunity but not a booth/vehicle space and shall be referred to as a sponsor. Such sponsors are entitled to two (2) complimentary full convention booth staff registrations. Such sponsors shall be bound by terms and conditions set forth herein and by such amendments or additional terms and conditions that may be established by NYSSBA.

25. SOCIAL MEDIA PLATFORMS: As a partner and, therefore, contributor to the overall success of the event it is expected that exhibitors, sponsors – and their affiliates – shall use social media platforms to refer to the event and to post statements which are in the best interest of the event. In addition, exhibitors shall maintain tasteful and appropriate communications about the event among social media platforms that are consistent with the professional and business-like purpose and climate of the event.

26. MOBILE APPLICATIONS: Exhibitors or sponsors shall not post or support any negative comments, photos, or other graphics about the event to the event's mobile application. In addition, exhibitors shall maintain tasteful and appropriate communications about the event that are consistent with the professional and business-like purpose and climate of the event. All information provided by the exhibitors to be displayed in the mobile application must be true and accurate. Exhibitors shall not support mobile applications that are not officially provided/ sanctioned by the organizer.

27. HEALTH & SAFETY: NYSSBA will implement health and safety protocols appropriate to the public health and/or safety circumstances at the time of the event. Compliance with the protocols adopted may be mandatory for in-person attendance and participation at the event. Additional information regarding specific health and safety measures will be communicated to all attendees, including booth staff, prior to the first day of the event.