



## NYSSBA March 2024 Newsletter

Welcome to the March exhibitor newsletter for NYSSBA's 2024 Annual Convention & Education Expo! These newsletters provide exhibitors with information and tips to assist with planning their participation in NYSSBA 2024. Monthly newsletters are archived on the [Exhibitor Resources](#) page of the NYSSBA 2024 show website, [www.nyssba.org/expo2024](http://www.nyssba.org/expo2024), for easy review before the convention.

### Call for Presentations

If you have not submitted to our [2024 Call for Presentations](#), there is still time. We're looking for sessions that are educational in nature, provoke critical thinking and are interactive. Case studies with NYSSBA member districts are welcome. Submit by 11:59 pm on Monday, March 25.

### Spam Emails and Authorized Vendors

On March 1, the Federal Trade Commission (FTC) published their rule banning government and impersonation fraud in the Federal Register, and the rule will become final on April 1. This rule allows the FTC to seek monetary relief in federal court from scammers that:

- Use business logos when communicating with consumers
- Spoof business email and web addresses, including lookalikes and misspellings
- Falsely imply business affiliation using terms that are known to be affiliated with a business

More information on how to make complaints will be forthcoming and I will let you know when it's available.

As always, be wary of any emails looking to sell you hotel rooms, attendee lists and more. These companies may not be affiliated with NYSSBA. Keep our [Authorized Vendors](#) page bookmarked and if you get an email that you think is suspicious, forward it to me and I'll respond to them.

### Advertising

Seventeen times a year we publish our most popular member benefit, our newspaper *On Board*. It is mailed to more than 11,000 subscribers from school board members, superintendents, assistant superintendents of all stripes, business officials, principals and more.



We also produce E-Clips, a daily email with links to current educational stories from around the state as well as national media.

Check out our [Advertising Opportunities](#) page for more information, including the 2024 Media Kit. If you have any questions, contact me at [anna.ohara@nyssba.org](mailto:anna.ohara@nyssba.org).

### **Social Media**

Make sure you follow us on [Facebook](#), [X](#), [Linkedin](#) or [Instagram](#), and don't forget to use our NYSSBA 2024 tag, #nyssba24.

### **Reminders**

Don't forget to log into the [Exhibitor Service Center](#) to review and complete any open tasks.

### **Questions?**

If you have questions about your booth, accessing your company record or planning for our Annual Convention & Education Expo contact Anna O'Hara, CEM at [anna.ohara@nyssba.org](mailto:anna.ohara@nyssba.org) or 518-783-3710.