



## NYSSBA June 2024 Newsletter

Welcome to the June Update for NYSSBA's 2024 Annual Convention & Education Expo. We are looking forward to seeing you this October in NYC. This month we focus on updating your exhibitor directory listing, non-Authorized Vendors, and more. These newsletters will be posted in the [Exhibitor Resources](#) section of the [2024 expo microsite](#).

### Exhibitor Directory Listing

Is your exhibitor directory listing complete? Your exhibitor listing is shown on the floor plan and in the event app (available in late September). Review your listing today on the [floor plan](#) and then log into the Exhibitor Service Center (login linked below) to update or complete your description, website, and up to 3 product categories by clicking on the "Company Details" task. Don't forget to hit the "Complete" button at the top or bottom of the page to confirm your changes.

### Warning on non-Authorized Vendors

As a reminder, here is a list of our [authorized vendors](#):

- Office Service Contractor: Freeman
- Housing: New York Hilton Midtown & Sheraton New York Times Square
- Internet & Electric: Encore
- Audio Visual: Encore
- Attendee List: NYSSBA (complimentary with booth or sponsorship)
- Lead Retrieval: CVENT

If you receive a solicitation from a company you do not recognize, or are suspicious of, please forward me that email promptly and I will respond. If you know the company is a scam, please report them to the FTC at [www.reportfraud.ftc.gov](http://www.reportfraud.ftc.gov).

### Exhibitor Service Kit

The Exhibitor Service Kit is almost complete. We expect the kit to be available early next month and you will receive an email from Freeman on how to log in and use their site.

As a reminder: your booth WILL include a 6' blue draped table, 2 chairs, and a wastebasket. Your booth will NOT include hardline internet, electrical, audio visual, lead retrieval, materials handling.

### Outstanding Tasks

Don't forget to log into the Exhibitor Service center any complete any outstanding tasks by the due date.

Please remember that outstanding balances are due by June 30.

### Sponsorships

Curious about ideas on how to extend your reach at Convention? Check out our [Sponsorship Opportunities](#). If you have questions, would like to add one or would like to talk about a custom sponsorship, please contact me.



### Important Dates & Deadlines

Below are some of the important dates & deadlines you should be aware of. More can be found in our [Exhibitor Resources](#) page.

- June 30: Outstanding exhibitor & sponsor balances due
- July 4: Independence Day, NYSSBA closed
- July 5: NYSSBA closed
- July 30: Booth staff registration and housing opens
- August 31: Last day to cancel with a partial refund

### Housing

NYSSA has negotiated room rates at the New York Hilton Midtown (host hotel) and Sheraton New York Times Square (overflow hotel) to house both attendees and exhibitors. The room blocks with the negotiated rates will **open on Tuesday, July 30 at 10 a.m.** for registered booth staff. More information about housing can be found at [www.nyssba.org/convention](http://www.nyssba.org/convention).

Please do not contact the hotels directly, as you will not be able to make reservations or obtain the NYSSBA negotiated room rate.

### 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.

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