

NYSSBA April 2023 Newsletter

Welcome to the April Newsletter for NYSSBA's 2023 Annual Convention & Education Expo. We're looking forward to seeing you this October in Buffalo. These monthly newsletters are intended to help you in the planning process. These newsletters will be posted in the Exhibitor Resources section of the [2023 expo microsite](#).

Important Dates & Deadlines

Below are some of the important dates & deadlines you should be aware of. More can be found [here](#).

- June 30: Outstanding exhibitor & sponsor balances due
- August 8: Housing and booth staff registration opens (more information to come)
- August 31: Last day to cancel with a partial refund

Exhibitor Service Center

The Exhibitor Service Center is where you can access your show planning tools. After logging into the Service Center (your link is below), listed below are the links currently available. Additional tasks will be added for Exhibitor Badge Registration, Housing, and the Exhibitor Kit when these tools go live.

- Complete or update your Exhibitor Directory Listing
- Submit booth payments or download an invoice (balances due by June 30)
- View and add a sponsorship opportunity to your booth package

Warning on non-Authorized Vendors

Events are targeted regularly by third-party companies with offers for attendee lists, housing and other services. Be wary of any emails, especially as we get closer to Convention, as the senders may not be affiliated with NYSSBA. We do not sell your contact information to third-party companies. Unfortunately, many of these companies scour the internet to gather information to target you. Keep our [Authorized Vendors webpage](#) bookmarked and if you get an email that you think is suspicious, forward it to me and I'll respond to them.

Advertise with NYSSBA

Did you know that our newspaper, *On Board*, is consistently ranked as one of our member's favorite products? *On Board* is mailed to over 11,000 17 times each year to educational leaders in NYS including board members, superintendents, assistant superintendents, and more. Learn more about [advertising with NYSSBA here](#). If you have any questions, reach out to me.

BTW, if you're not receiving *On Board*, please email me your mailing address and I'll put you on the list.

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 or 518-783-3710.