



NafME
EASTERN DIVISION CONFERENCE

managed by New York State School Music Association

An Invitation to Exhibit



Connect, Create, Communicate!



Joseph A. Floreano
Rochester Riverside Convention Center
April 13-16, 2023

ADVERTISING RATES

RESERVATION DATE: no later than FEBRUARY 15, 2023

ARTWORK DUE: no later than March 1, 2023

Grayscale/BW only available as below			
Full Pg B/W	\$650.00	Full Pg COLOR Back Cover	\$1,500.00
Half Pg B/W	\$450.00	Full Pg COLOR Inside Back Cover	\$1,200.00
		Full Pg COLOR Inside Front Cover	\$1,200.00
		Full Pg COLOR Opposite Inside Front Cover	\$1,200.00
		Full Pg COLOR	\$900.00
		Half Pg COLOR	\$625.00
		Quarter Page COLOR	\$400.00

FULL PAGE or COVER

7.5 x 9.75

HALF PAGE

7.5 x 4.75

QUARTER PAGE 2 COLUMN AD

3.5 x 4.5

REQUIREMENTS/SUBMISSION FORMAT

All ads submitted electronically to dsuper@nyssma.org. – High resolution 300 DPI PDF files are to be furnished by the advertiser

INSERTION ORDER - Payment Due at Time of Order

I wish to place an ad in the NafME Eastern Division Conference Program

Name of Company _____

Person Placing Ad _____

Email and Phone Number _____

GRAYSCALE AD (B/W)

Full Page \$ 650.00

Half Page \$ 450.00

Check Enclosed* Amount _____

* Checks are payable to NYSSMA/NafME and sent with insertion order to:
NYSSMA, 718 The Plain Road, Westbury, NY 11590

COLOR AD (4-color)

Full Page Back Cover \$1,500.00

Full Page Inside Back Cover \$1,200.00

Full Page Inside Front Cover \$1,200.00

Full Page Opp. Inside Front Cover \$1,200.00

Full Page \$900.00

Half Page \$625.00

Quarter Page \$400.00

I wish to charge my ad to my: AMEX VISA MC DISCOVER \$ _____

Card No.: Exp. Date: _____

Billing Zip Code: _____



NAfME Eastern Division In-Service Conference

Managed by New York State School Music Association

Dear Conference Exhibitor:

I am pleased to invite you to participate in the NAfME Eastern Division Conference in Rochester, New York. We look forward to an exciting conference. I anticipate over 1,000 attendees from throughout the Northeast. Additionally, we will have over 700 students in six different ensembles. Each day, lunch for the students will be provided in the exhibit hall. The students will have the opportunity to visit your booth. Parents will also have access to the exhibit hall.

Different sponsorship levels will give you the opportunity to have commercial sessions presented. More sponsorship information can be found on page 7 of this brochure. The deadline for requesting a sponsored session is January 15, 2023. Instructions for requesting a sponsored session are on page 6 of this brochure. Push notifications are offered exclusively to sponsors. Information regarding push notifications is found on page 6. **If you are sponsoring a session, your primary contact will be emailed a link to submit your session after we have received your booth contract and completed sponsorship page.**

Exhibitors are a major part of this conference. We consider the opportunity for our members to meet and greet our partners in the music industry a major benefit of conference attendance! In 2021 NYSSMA® returned to an in-person conference. It was a pleasure to have a number of conference attendees consistent with pre-pandemic levels. We continue to look for ways to maximize foot traffic in the exhibit hall. Our goal is to make this a successful and valuable conference for you, our advertisers and our membership.

We use a rolling schedule for exhibits, so please contact us early – especially if you need multiple booths.

Each participant badge (**excluding students**) will have a unique QR code. With participant's permission, you will be able to scan the QR Code for further follow-up with our attendees.

We will offer:

Sponsor sessions

A conference Mobile APP for schedule info on smartphones and tablets

- Exhibitor web links on the app

Exclusive exhibit time from 11:45 am to 1:15 and 4:45 to 5:45 on Friday

Exhibit access for Eastern Division honor student parents and community on Saturday

College exhibits in the main exhibit area

A cocktail reception on the exhibit floor from 4:45 to 5:45 pm on Friday

FREE Wi-Fi on the exhibit floor

The Exhibitors' Manual (decorator pack) will be emailed to the contact person on the Exhibit Contract by Great Lakes Events and will also be available on the web under Exhibitors at nyssma.org after email has been sent.

We appreciate the support from our good friends in the music industry and look forward to a strong and enduring relationship.

Prime spaces go quickly, so plan early and avoid disappointment! I look forward to having you join us in Rochester in April 2023!

Best regards,

David A. Gaines, Ed.D.
Executive Director

GENERAL EXHIBITOR REGULATIONS

2023 marks the return of the NAFME Eastern Division Conference to New York State. NYSSMA® is very excited to be the host organization. NAFME/NYSSMA® are member organizations engaged in music education from pre-school through college. Exhibits are vital to our conference since music educators depend on the music industry for the tools to supplement their teaching skills. Music exhibitors have the opportunity to display their products and services to those who influence purchasing. We anticipate having many music educators from around the northeast from Maine to Pennsylvania to Maryland. You will reach an exclusive music education audience. This brochure provides essential information needed for participation by the music industry. The floor plan shows the exhibitor scheme for the exposition.

APPLICATION FOR SPACE

Applications will be accepted by mail, email or fax. Applications must be accompanied by a check or credit card authorization to reflect the amount of booth space desired. Full payment is due with your booth space reservation request.

BOOTH RESERVATIONS

Booths are assigned on a "first-come, first-served basis." Please submit your booth contract early, especially if you need multiple booths or have special requirements. Sponsoring Members with included booth(s) per their level of Sponsorship, but should still contact us as early as possible with a completed booth contract. The sooner your booth contract is received, the more likely your needs will be accommodated.

BOOTH RATES

All booths are in the main exhibit area at the Convention Center and are 10' x 8' and INCLUDE a table, draping, chairs and a standard two-line sign. Booths are available at a rate of \$775. A special discounted rate of \$700 will apply to colleges and non-profits.

Sponsors will receive a booth(s) dependent on Sponsor level. You must still complete the booth contract, notating NA for amount due.

EXHIBIT HOURS

Friday 9:00 AM - 6:00 PM

Saturday 8:30 AM - 4:00 PM

An attendant must be in charge of each display during the hours the exhibit area is open. Guard service will be provided when the exhibit area is closed.

EXHIBITOR REGISTRATION & HOUSING

Exhibiting firms are provided with two badges for each booth. Non-institutional members will be charged \$200 for each additional badge. Bronze Sponsors are entitled to one additional exhibitor badge. Silver Sponsors are entitled to two additional exhibitor badges. Gold Sponsors are entitled to three additional exhibitor badges. Platinum Sponsors are entitled to three additional exhibitor badges. Registration information will be sent once conference booths have been assigned. A housing application is enclosed.

EXHIBIT FACILITIES

All exhibits will be located in the Rochester Riverside Convention Center. Most spaces will be provided with a standard 8' high back wall. One 10' x 8' space includes draped table, chair and waste basket. One standard two line sign with exhibitors name, city, and state will be provided. Decorating and furniture rental order forms will be emailed by the decorator. Arrangements for special electrical service or equipment must be made with the appropriate vendor found in the follow-up packet from the decorator. Said expenses are the responsibility of the exhibitor.

USE OF NYSSMA LOGO

Use of the NYSSMA® logo, NYSSMA® artwork or conference logo, is expressly prohibited unless an agreement for such use has been reached with the NYSSMA® Executive Director.

USE OF NAFME LOGO

National Association for Music Education, Tri-M®, MIOSM®, and other service marks, logos, and distinctive artwork developed and used by NAFME may not be used by outside people/organizations without written approval from NAFME. No use of the NafME logo or any NafME service mark by outside people/organizations is permitted except where endorsement has been specifically granted by NAFME. No NAFME logo or service mark may be altered in any way or combined with other artwork, logos, or service marks.

SHIPPING, PACKING & STORAGE

Great Lakes Events has been appointed the official receiving and shipping agent for the handling of exhibits which are shipped by freight and, therefore, necessitate local pick up and forwarding.

CONSIGN FREIGHT SHIPMENT AS FOLLOWS:

Name of the Firm

Booth Number

NAFME/NYSSMA®

Great Lakes Events, LLC

100 Bickford Street

Rochester, NY 14606

Phone: 585-458-2200

Cell: 845.857.4630

e-mail: CSR@greatlakeevents.com

sewald@greatlakeevents.com

BOOTH EQUIPMENT & SERVICE

Great Lakes Events, LLC will handle table draping, table and furniture rental, signs, labor and booth clean up. Order forms for all services will be included in the Service Kit to be emailed to all exhibitors (contact person) after space is assigned. An Exhibit Service Desk will be maintained at the Convention Center. The telephone number for questions about dressing your booth is:

585-458-2200

GENERAL EXHIBITOR REGULATIONS

INSTALLATION & DISMANTLING

Installation may begin at 8:00 AM, Thursday, and shall be completed not later than 8:00 PM. Exhibits open Friday morning at 9:00 AM.

EXHIBITOR EXPRESSLY AGREES NOT TO DISMANTLE THE EXHIBIT OR TO DO ANY PACKING BEFORE THE FINAL CLOSING OF THE EXHIBIT AT 4:00 PM ON SATURDAY, APRIL 15, 2023.

Goods must be crated and placed for shipment immediately following the close of the exhibit.

CANCELLATIONS

All cancellations must be made in writing to the NYSSMA® Office. If notification is received on or before March 15, 2023 all monies, less a **\$200 service charge**, will be refunded. Cancellations received after March 15th obligates the exhibitor to **Full Payment** of the booth cost and forfeiture of all monies paid. **NO REFUNDS WILL BE MADE AFTER THIS DATE.** Failure to occupy booth space in no way releases the exhibitor from the obligation to pay the full cost of the rental. NAFME/NYSSMA® Management expects that all booth set-ups will be completed by the end of the day on Thursday, April 13, 2023

SALES PERMITTED

Selling and taking orders are permitted on the exhibit floor. All demonstrations or other sales activities must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet, or share the space allotted without the knowledge and consent of the management. No exhibitor is permitted to show or sell goods other than those manufactured by or sold by them in by them in the regular course of business.

USE OF SPACE

Displays shall not exceed eight feet in height. The space within two feet of the front line may not have displays higher than four feet. The backs of exhibits which may extend above or beyond the adjoining exhibit must be decorated so as not to be objectionable to the adjoining exhibitor. Nothing shall be displayed at a height above the top of the backdrop of eight feet. Normal security will be provided, but it is recommended that exhibitors use good judgement in leaving material and equipment when booth is unattended. Covering of booth materials is recommended during non-exhibit hours.

SOUND LEVEL

Headphones rather than speakers should be used for video and other sound equipment. *Careful attention should be paid to avoid excessive use of musical instruments in the booth*, so as not to disturb other exhibitors.

CARE OF BUILDING & EQUIPMENT

Exhibitors, or their agents, must not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

REGULATIONS & CONTRACT

These regulations become a part of the contract between the Exhibitor and the New York State School Music Association. They have been formulated for the best interests of the exhibitor. The Management respectfully asks full cooperation. All points not covered are subject to the decision of the Management.

SHIPPING & STORAGE

Deliveries will be made to the space number of the exhibitor and picked up at the close of the convention. Empty crates and cartons must be stored with Great Lakes Events. These charges are to be assumed by the individual exhibitor. All shipments should be prepaid. Bills of Lading and Notice of Shipment should be made promptly to Great Lakes Events.

SECURITY

Exhibit management will provide necessary guards when exhibits are closed. However, the exhibitor is responsible for his own exhibit material and should insure against loss or damage. All property of an exhibitor is understood to remain in his care, custody and control in transit to and from or within the confines of the exhibit areas.

CIRCULATION/SOLICITATION

Distribution of circulars or promotional material may be made only within the space assigned to the exhibitor presenting such material.

LIABILITY

Neither NYSSMA®, the Joseph A. Floreano, Rochester Riverside Convention Center or Great Lakes Events, nor their agents or representatives will be responsible for any injury, loss, or damage that may occur to the Exhibitor or to the property, from any causes whatever. The exhibitor, upon signing the exhibit contract, expressly releases the aforementioned of any and all claims from such loss or damage.

CVENT

Exhibitor emails will be forwarded to CVENT. Each exhibitor will receive information from CVENT outlining their various opportunities. Participant badges will include a QR Code with their information which may be scanned with attendees permission. Students participating in Honors Groups or Ensembles will not have a QR code on their badge.

OFFICE INFORMATION

NYSSMA

Dr. David A. Gaines, Executive Director
718 The Plain Road, Westbury, NY 11590
(Phone) 516.997.7200, ext. 10
(Fax) 516.997.1700
E-Mail: executive@nyssma.org



EXHIBIT CONTRACT
NafME EASTERN DIVISION
April 13- 16, 2023
JOSEPH A. FLOREANO ROCHESTER
RIVERSIDE CONVENTION CENTER

Date Received: _____
Amount Received: _____
Check: _____ **Credit Card:** _____
Sponsorship: _____
Welcome Bag, Handout _____

BOOTH NO. _____

Firm Name: _____ Phone: _____

Firm Street Address: _____ City/State/Zip: _____

E-Mail _____ Website: _____

Contact Name: _____ Title: _____

Indicate booth choices in different sections of the exhibit area to facilitate space assignments.

First _____ Second _____ Third _____ Fourth _____

How many booths are desired? _____ If you would like to have space adjoining that of a specific exhibitor, give name of the firm: _____

BOOTH IDENTIFICATION SIGN (limited to two lines):

Firm: _____

City/State: _____

COPY FOR PROGRAM GUIDE (Description of products/services is limited to ten (10) words

I, the undersigned, apply for exhibit space as indicated below. I have read and agree to comply with the General Exhibitor Regulations. **PAYMENT IN FULL** for space desired must accompany this contract. Should it be necessary to cancel, payment will be refunded according to the schedule in the General Exhibitor Regulations. **Booth space will be assigned with priority to Sponsors in order of postmark and based on level of Sponsorship.**

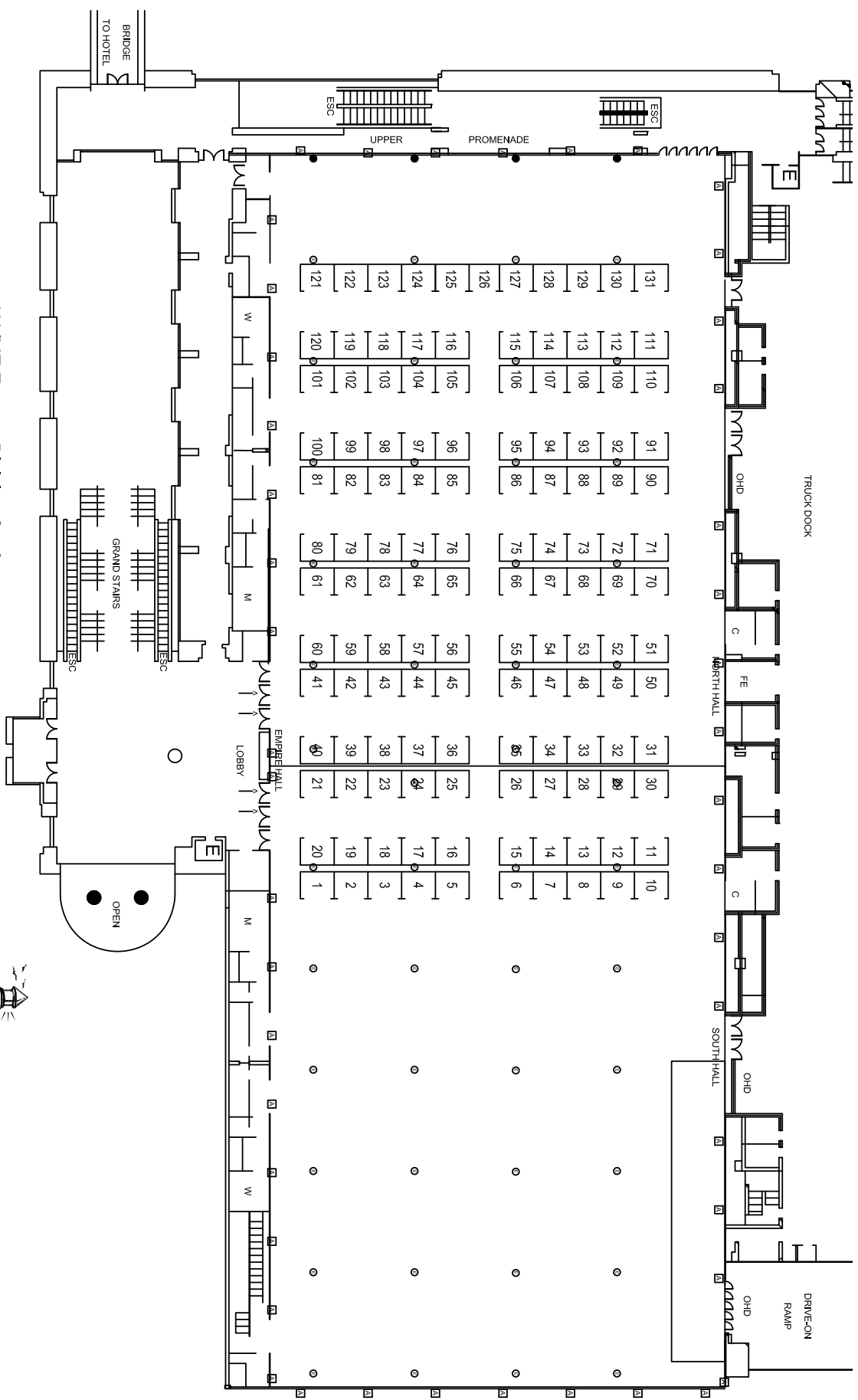
By: _____ Title: _____

Signature: _____ Date: _____

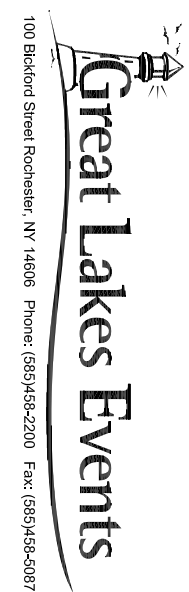
Indemnifying Clause: Exhibitor agrees to protect, save and keep the New York State School Music Association, NAFME, the Joseph A. Floreano Rochester Riverside Convention Center and the official service contractors forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the exhibitor or those holding under the exhibitor as well as to strictly comply with the applicable terms and conditions contained in the agreement between the Rochester Riverside Convention Center and the New York State School Music Association and the official service contractors against and from any and all loss, cost damage, liability or expense arising from or out of or by reason of any accident or other occurrence to anyone, including the exhibitor, its agents, employees and business invitees which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or a part

<p>Send completed electronic contract (pdf available at nyssma.org) to: dsuper@nyssma.org</p> <p>For Credit Card Payment: Complete Form Below</p>	<p>Payment by check to: NYSSMA/NafME — Att: Dr. David A. Gaines, Executive Director 718 The Plain Road Westbury, NY 11590-5956</p>
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<input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> AMEX <input type="checkbox"/> DISCOVER:	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	EX. DATE: _____
_____ BOOTH(S) @ \$775 PER BOOTH	_____ COLLEGE/NON-PROFIT @ \$700 PER BOOTH	SUBTOTAL: \$ _____
_____ SPONSORSHIP (include form) LEVEL _____	TOTAL CHARGED: \$ _____	
_____ PUSH NOTIFICATION(S) x #requested _____	BILLING ZIP CODE: _____	
_____ WELCOME BAG @\$5,000	_____ WELCOME BAG HANDOUT/PROMOTIONAL@\$250	



NAIME Eastern Division Conference
 Hosted by New York State School Music Association
 April 13-15, 2023
 ROCHESTER RIVERSIDE C. C.



NAfME EASTERN DIVISION SPONSORSHIP DEADLINE JANUARY 15, 2023

Dear Exhibitor:

Please note that as a conference exhibitor, you have the opportunity to be a sponsor of the 2023 NAfME Eastern Division Conference, managed by NYSSMA®. The number of sponsorships in each category is limited and will be awarded on a first-come, first-served basis.

If you wish to be a Sponsor for the upcoming conference please follow the guidelines below.

- Complete your [booth application](#), indicating your booth preference
- Designate your [sponsor level](#)
- If push notifications are desired, please indicate how many

Once we have received your booth reservation and completed sponsorship form, together with your payment, you will receive detailed information and a link to submit your sponsored session online through Submittable.

Sponsored sessions will be scheduled in late January.

Your Primary Contact will be notified via email of the day and time of your sponsored session.

If our equipment needs cannot be fulfilled by NYSSMA®, you will be contacted by our audio-visual vendor, CMI, concerning equipment availability and pricing.

Push Notifications

Exhibitors presenting a Sponsored Session will have the option of having Push Notifications sent via App to all conference attendees. Push Notifications are offered exclusively for Sponsored Sessions. You will be able to send a custom message through the app encouraging attendees to come to your session.

Message Options include:

One (30 minutes prior) @\$50; **Two** (30 minutes and 1 hour prior) @\$75 or **Three** (30 minutes, 1 hour and 24 hours prior) @\$100. Content for the message(s) will be collected via an additional Submittable form which will be sent to those who choose this option.

PAYMENT for push notifications should be made on the Booth Contract form

One (1) Welcome Bag Sponsor — \$5,000

Sponsor must provide branded welcome bags and ship to event site

Sponsorship Includes:

- Two (2) conference registrations
- One (1) booth or One (1) Session
- One (1) handout in the Welcome Bag

Welcome Bag Handout/Promotional — \$250.00

Sponsor print and ship flyers/promotional item to event site

Includes:

- One (1) promotional handout distributed to all attendees.



EASTERN DIVISION CONFERENCE SPONSORSHIP OPPORTUNITIES

COMPANY NAME: _____

CONTACT PERSON: _____ WEBSITE: _____

FIRM ADDRESS: _____ E-MAIL: _____

FIRM CITY/STATE: _____ ZIP: _____

BRONZE LEVEL (9 available opportunities)

- Sponsor Exhibitors at the Eastern Division Conference will have a featured listing in the Conference Program.
- **One Sponsored Session at Conference.**
- **One Booth at the Conference**
- **Two badges per booth, plus one additional badge** (e.g. two booths = 4 badges + 1, total of 5).

SILVER LEVEL (5 available opportunities)

- All Bronze Level Privileges.
- **Two Sponsored Session at Conference..**
- **Two Booths at the Conference**
- **Two badges per booth, plus two additional badges.**

GOLD LEVEL (3 available opportunities)

- All Bronze and Silver Level Privileges.
- **Three Sponsored Session.**
- **Three Booths at the Conference**
- **Two badges per booth, plus three additional badges.**
- **One complimentary push notification.**

PLATINUM LEVEL (1 available opportunities)

- All Bronze, Silver and Gold Level Privileges.
- **Sponsored Room – Concert Space, The Lilac Ballroom**
- **Complimentary half-page in NYSSMA/NAFME Eastern Division Conference Program** (Please complete Ad insertion order)

PLEASE INDICATE SPONSORSHIP

<input type="checkbox"/> BRONZE LEVEL (includes 1 booth)	\$1,075
<input type="checkbox"/> SPONSORING LEVEL (includes 2 booths)	\$2,025
<input type="checkbox"/> GOLD LEVEL (includes 3 booths)	\$3,100
<input type="checkbox"/> PLATINUM LEVEL	\$5,000
<input type="checkbox"/> WELCOME BAG	\$5,000
<input type="checkbox"/> WELCOME BAG INSERT	\$ 250

If paying by check, make payable to: **NAFME/NYSSMA – 718 The Plain Road, Westbury, NY 11590-5956**
Att: Dr. David A. Gaines, Executive Director
(P) 516.997.7200 ext 10 • (F) 516.997.1700 • email: dsuper@nyssma.org

I wish to charge my sponsorship to AMEX VISA MC DISCOVER \$ _____

Card No. Exp. Date: _____

Billing Zip Code: _____

EXHIBITOR LODGING REQUEST FORM

All lodging requests will be handled through DePrez Travel

NAfME EASTERN DIVISION CONFERENCE
Managed by New York State School Music Association
Rochester, NY
April 13 - 16, 2023

After March 12th, hotels reservations will be assigned on a “space available” basis.

Exhibitors must book their rooms online, through DePrez Travel in real-time inventory. **In order for your reservation to be finalized, we must confirm your booth contract.** Your reservation will be held until your booth contract has been verified. At that time you will know which hotel you will be confirmed at, and you will receive a confirmation emailed to the address you provide.

To reserve your room, please go to:

<http://tinyurl.com/2023EASTERN-EX>

and follow the easy online process.

Although reservations must be made online, DePrez Travel is happy to answer any questions during their office hours of Monday-Friday, 8:30AM to 5:00PM EST.

Phone: (Toll Free) 1-877-478-2111 • Fax: 1-585-442-8934

HOTELS - DAILY RATES PER PERSON

	Double Occupancy	Single Occupancy
Hyatt Regency (Breakfast)	\$137.49	\$214.99
Hilton Garden Inn Rochester Downtown (Breakfast)	\$145.00	\$221.00
DoubleTree by Hilton Rochester (No Meals)	\$169.50	\$169.50
Courtyard by Marriott (No Meals)	\$189.00	\$189.00
Hampton Inn (Complimentary Breakfast)	\$164.00	\$164.00



NYSSMA
718 The Plain Road
Westbury, NY 11590-5956

FIRST CLASS MAIL
U.S. POSTAGE
PAID
Bellmore, NY 11710
Permit No. 218

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JOSEPH A. FLOREANO ROCHESTER RIVERSIDE CONVENTION CENTER
ROCHESTER, NEW YORK