



# STANYS

SCIENCE TEACHERS ASSOCIATION OF NEW YORK STATE

THE ONE HUNDRED TWENTY-SECOND ANNUAL CONFERENCE

## Exhibits Announcement 2017 STANYS Conference

at the

ROCHESTER RIVERSIDE CONVENTION CENTER

123 East Main Street

Rochester, New York 14604

**Saturday & Sunday**

**November 4 - 5, 2017**

[www.stanys.org](http://www.stanys.org)



ROCHESTER  
RIVERSIDE CONVENTION CENTER

# STANYS ONE HUNDRED TWENTY-SECOND ANNUAL CONFERENCE

**DATE** November 4-5, 2017

## LOCATION

All exhibit space will be provided at the Rochester Riverside Convention Center. Accommodations will be available at the Hyatt Regency Rochester and the Radisson Hotel Rochester Riverside.

## ATTENDANCE

700 plus educators will attend. These will include teachers (Pre K-College), state educational department leaders and administrators.

## BOOTH ASSIGNMENTS

Booth assignments will be made on the basis of the POSTAL CANCELLATION DATE of your return reservation.

## BOOTH RATE

\$370.00 per booth (Electrical connection NOT included.)

## OPTION

Booth Space PLUS a half page advertisement in the 122nd Annual Conference Program – \$495.00.

## OPTION

Booth Space PLUS a full page advertisement in the 122nd Annual Conference Program – \$575.00.

Color Cover Page (if available) plus booth – \$680.00.

## OPTION

Booth Space PLUS A Banner\* Advertisement on our NEW STANYS App – \$470.00

## OPTION

Booth Space PLUS a half page advertisement in the 122nd Annual Conference program and a Banner Advertisement on our NEW STANYS App - \$595.00.

## OPTION

Booth Space PLUS a full page advertisement in the 122nd Annual Conference program and a Banner Advertisement on our NEW STANYS App – \$675.00.

Color cover page (if available) plus Banner Advertisement & booth – \$780.00

\*Banner Advertisement – The ad should be in .PNG format 960 px wide X 450 px tall. Only 10 banner advertisements are available; they will be sold on a first-come first-served basis. Email banner ad to: Matt Christiansen <dalchemistry@stanys.org>.

## CORPORATE SPONSOR

Consider sponsoring a Conference event (i.e., Breakfasts [Elementary, Biology, Chemistry, Physics or Earth Science], a Workshop or Speaker, or Bagel Breakfast on Sunday in the Exhibit Hall for Conference Attendees). More information/ideas available.

Submission Deadline is May 15 – <http://conference.stanys.org>

## NEW THIS YEAR:

**This year we are excited to include a Maker Space Area in the Exhibit Hall.**

Up to twenty-four attendees can be accommodated at each of our seven 50-minute Maker Space sessions. If you have a proposal for a Make and Take Activity that you would like to present, please send the proposal (200 word limit) to [vicepresident@stanys.org](mailto:vicepresident@stanys.org) by May 1, 2017. *Sample pictures of what the attendees will walk away with are appreciated.*

## AGAIN THIS YEAR:

A wine and cheese hour will be held in the exhibit hall on Saturday & Sunday 3:00 – 4:00 p.m.

Exhibit Hours and “Visit the Exhibits” is a choice in each session so participants will have a dedicated time to visit the exhibit hall.

*STANYS is going to continue to offer a reduced booth rate for Not-for-Profit (501 c3) Organizations. (See details on the following page.)*

## NON-EXHIBITOR ADVERTISEMENT RATES and INFORMATION

### Annual Conference Program & NEW STANYS APP

	NO BLEED	WITH BLEED	COST
A. Color Cover Page	8”w x 10-1/2”h	8.75”w x 11.25”h	\$635.00
Full Page	8”w x 10”h	n/a	\$520.00
Half Page	8”w x 4-7/8”h	n/a	\$295.00
B. A banner advertisement can be purchased to go on our NEW STANYS app for \$100. The ad should be in .PNG format and 960 pixels wide by 450 pixels tall. There are only 10 banner advertisements available; they will be sold on a first-come first-served basis. The banner advertisement should be e-mailed to: Matt Christiansen <dalchemistry@stanys.org>.			
C. Specifications for advertisements on which there is no charge			
Acceptable file formats in order of preference:			
• High resolution PDF			
• EPS with fonts outlined and images embedded			
• TIFF (300 dpi)			
• JPEG (max size, 300 dpi)			
• Word document			
D. 1. Payment from the advertiser must be received prior to the acceptance of advertisement copy and/or the banner copy.			
2. The above-quoted rates for advertisements are not subject to commissions or taxes and are the net amount to be paid by the advertiser.			
3. Ad copy must be received by the AD DEADLINE or a generic “Compliments of your company Ad” will be included in the General Program and a refund will not be issued.			
E. AD copy for the Annual Conference Program should be e-mailed to < <a href="mailto:publications@stanys.org">publications@stanys.org</a> > Please include “STANYS” in the subject line of the e-mail.			
F. <b>AD DEADLINE: August 15, 2017</b>			
G. Please note: There are only THREE cover page ads available (inside front, inside back and outside back cover.)			

# CONFERENCE EXHIBIT RULES & REGULATIONS

(See Map on Back)

## APPLICATION FOR SPACE

All applications must be forwarded to Angela Cigna Lukaszewski. The Conference Committee reserves the right to reject applications without prejudice in the best interest of the Conference.

## RATES AND CONTRACTS

The rental fee is \$370.00 per booth (10'W x 8'D). The APPLICATION FOR EXHIBIT SPACE should be downloaded. When completed, one copy of the application should be mailed to Angela Cigna-Lukaszewski. A check in full for each space must accompany the application. Make all checks payable to the STANYS Annual Conference.

## EXHIBIT SPACE AND REQUIREMENTS

Each booth is provided with a backdrop, side rails, a one-line booth identification sign (7" x 44"), one 6 foot undraped table, one folding chair, and a wastebasket. No exhibit shall be set in place so as to obstruct the general view of others. An electrical connection (20 amps) arranged through STANYS is \$70.00 per booth. If required at the last minute, the Convention rate is \$100.00 per booth. There is no charge for a wireless internet connection in the Exhibit Hall; hard wire connections are not available. Additional sign paintings, electrical, manual labor and booth furnishings will be available. Exhibitors will be contacted by the official exhibit company, Issacs Nationwide Expo Services, Inc.

## EXHIBITS

Exhibits are not to exceed eight feet in height. Space within two feet of the front line may not have displays higher than forty-two inches. Exposed rough work on the side of exhibits shall be properly covered. Exceptions to these rules may be considered by the management.

## MOVING IN AND OUT

Exhibits can be set up between 7:00AM and 11:00 AM on Saturday, November 4. Exhibits must be dismantled Sunday, November 5, 4:30– 8:30 p.m.

## SHIPPING INSTRUCTIONS

Because of the lack of storage space, and personnel required to handle inventory, the Rochester Riverside Convention Center cannot

accept or store shipments or exhibit material in advance of the show, whether shipped by freight, parcel post or other means. Therefore, it will be necessary for the exhibitors to make arrangements through the Conference drayage firm to receive material. The Conference trucking firm will store material and then deliver directly to the exhibit booth on setup day at the per hundred weight charge. This of course, is billed to the exhibitor.

Details of this service are included in the Exhibitor Manual sent out approximately 60 days prior to the exhibits set up. For immediate information exhibitors should contact Nationwide Expo Services, Inc., 214 MacArthur Avenue, Unit B, New Windsor, NY 12553 Phone 845-561-0832, Fax 845-561-6137.

## AV EQUIPMENT

AV equipment may be *rented* through CMI Communications, 400 Mile Crossing Boulevard, Rochester, NY 14624, Complete Audiovisual Services • Tel: (585) 424-1900 • Fax (585) 424-1913 • www.cmiav.com

## HOTEL RESERVATIONS

All hotel reservations must be made directly through the hotels.

## INSURANCE AND LIABILITY

The Exhibitor's property is shown at his own risk and hazard and neither the Rochester Riverside Convention Center, it's representatives, nor STANYS, Inc. shall assume any responsibility for any losses incurred due to accident, fire, theft, flood, lightning, or any other act of God beyond the control of the Convention Center Management and the Association. All Exhibitors shall assume full liability and shall hold the Rochester Riverside Convention Center and STANYS, Inc. harmless from any and all claims arising from any act or omission on the part of the Exhibitor, his employees or agents.

## REGISTRATION

Badges will be issued to Exhibitors and their employees in the Exhibit Hall during the Saturday set up session. *Upon receipt of your Application for Exhibit Space, each vendor will receive information about special conference sponsored breakfasts and*

*dinners. Exhibitors must register for the conference in order to attend workshops.*

## ACKNOWLEDGMENT OF RULES AND REGULATIONS

The Exhibitors agree to abide by all of the general rules and regulations adopted by the Association. Furthermore, the Exhibitor is aware of and agrees to abide by the specific rules of our cancellation policy. Exhibitors are not permitted to run independent workshops or focus groups during regularly scheduled STANYS workshop sessions or other scheduled conference events without the approval of STANYS.

## EXHIBIT HOURS

Saturday Noon – 5:00PM

Sunday 10:30AM – 4:30PM\*

\*Door Prize Drawing 8:30PM, Lilac Ballroom, Convention Center

## SECURITY

Security will be furnished while the exhibit hall is open. The exhibit hall will be secured at all other times; there will be no access when the exhibit hall is closed.

*Note: Exhibitors can enter the exhibit hall fifteen minutes prior to its opening.*

For additional information on booths, phone or e-mail:

Angela Cigna-Lukaszewski

(H) 631-427-6428, e-mail:angluke@aol.com

## NON PROFIT ORGANIZATIONS

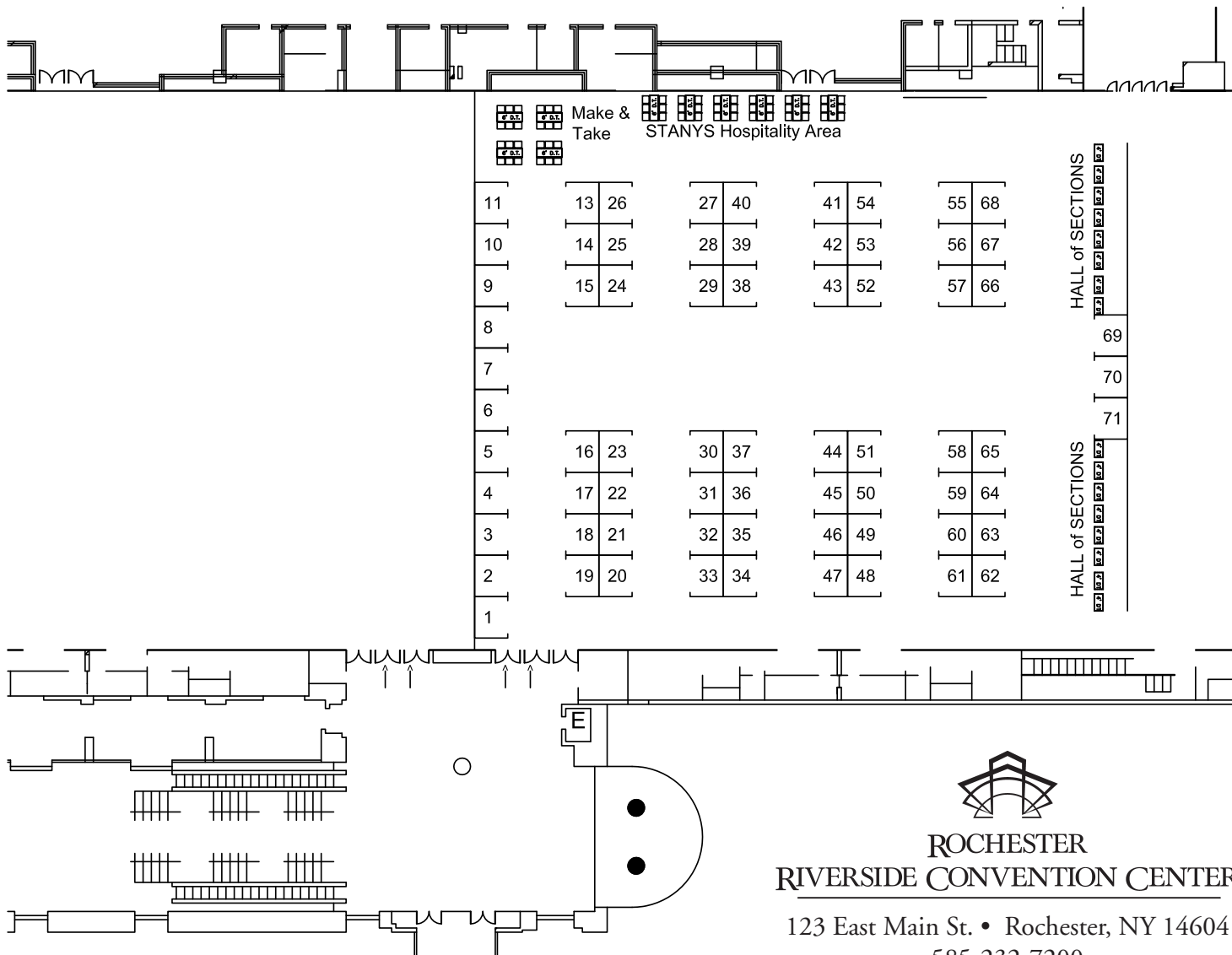
A reduced booth rate of \$180.00 per booth for Not-for-Profit (501c3) Organizations is available. In order to take advantage of this reduced rate documentation of your current 501 c3 status must accompany your application and check. Payment must come from the same organization that is shown on the 501 c3 document. The deadline for receipt of these three items is August 1, 2017. This discount does not apply to advertisement space or electrical connections.

## THE APPLICATION FOR EXHIBIT SPACE

Download and mail along with a check made payable to the STANYS Annual Conference to: Angela Cigna-Lukaszewski, 8 Chapin Place, Huntington, NY 11743

**FILL IN AND RETURN THE ENCLOSED SPACE RESERVATIONS FORM TODAY!**

*Note: Companies that contract for exhibit space after August 31 will not be listed in our conference program.*



## STANYS CONFERENCE EXHIBIT – NOVEMBER 4 - 5, 2017 CANCELLATION POLICY

All notices of cancellation must be in writing by mail or e-mail.

### NOTICES OF CANCELLATION PRIOR TO AUGUST THIRTY-FIRST

A partial refund will be made. Companies that only rented a booth(s) will be charged fifty dollars (\$50.00) to cover the Association administrative expenses. Companies that rented a booth and a banner advertisement that cancel the booth but elect to retain the banner advertisement will be charged \$150.00 to cover the cost of the banner advertisement and the Association administrative expenses.

### NOTICES OF CANCELLATION AFTER AUGUST THIRTY-FIRST

No monies will be returned if the booth(s) is/are not resold by the association. However, a partial refund will be made if the booth(s) is/are resold by the Association:

- Companies that only rented a booth(s) will be charged one hundred dollars (\$100.00) to cover the program listing and the Association administrative expenses.

- Companies that rented a booth(s) and included a full page color cover ad will be charged four hundred and ten dollars (\$410.00) to cover the cost of their full page color cover advertisement, program listing, and Association administrative expenses. Companies that rented a booth(s) and included a full page ad will be charged three hundred and five dollars (\$305.00) to cover the cost of their full page advertisement, program listing, and Association administrative expenses and two hundred and twenty five dollars (\$225.00) to cover the cost of their half page advertisement, program listing, and Association administrative expenses.
- Companies that rented a booth(s) and a banner ad will be charged two hundred dollars (\$200.00) to cover the cost of their banner advertisement, program listing, and Association administrative expenses.
- Companies that rented a booth(s) and included

a full page color cover ad and a banner advertisement will be charged five hundred and ten dollars (\$510.00) to cover the cost of their full page color cover advertisement, banner advertisement, program listing, and Association administrative expenses. Companies that rented a booth(s) and included a full page advertisement and a banner advertisement will be charged four hundred and five dollars (\$405.00) to cover the cost of their full page advertisement, banner advertisement, program listing, and Association administrative expenses and three hundred and twenty five dollars (\$325.00) to cover the cost of their half page advertisement, banner advertisement, program listing, and Association administrative expenses.

All companies that contract for exhibit space after August Thirty-First that subsequently cancel will be treated according to our Cancellation After August Thirty-First Policy.