

**New York Charter
Schools Association
2010 Annual Conference
Marketing Opportunities**

October 29-30, 2010
New York Marriott Marquis

www.nycsa.org

Exhibit Opportunities

Standard Exhibitor: \$2,500

- 6' skirted table & two chairs
- Exhibitor identification sign
- One conference pass
- Company name and contact information listed in exhibitor directory
- 75-word company description listed in exhibitor directory

Premium Exhibitor: \$3,000

- 6' skirted table & two chairs
- Exhibitor identification sign
- Two conference passes
- Company name and contact information listed in exhibitor directory
- 75-word company description listed in exhibitor directory
- Half-page black and white ad printed in conference program

Additional Conference Pass: \$200 each

Exhibitors must purchase individual conference passes for additional staff that will be attending the conference and/or working your table in the exhibit area. Please refer to the number of passes included in your chosen exhibitor or sponsor package to determine how many additional passes you will need. All staff must then be registered online separately to ensure they will receive a badge and admittance to the exhibition and/or all conference activities. Badges must be worn at all times during all conference activities.

Raffle Prizes:

Looking for a way to increase traffic to your table and gather qualified leads? Bring a gift to be raffled off at your table. Each exhibitor is responsible for providing their own raffle box and NYCSA will provide each exhibitor with the raffle slips. The drawings will take place during the luncheon on Saturday, October 30th.

Additional Marketing Opportunities

Conference Session Advertisement: \$250

Get maximum exposure when your poster is displayed to a captive audience during one of our conference breakout sessions. You get to choose one breakout session - sessions run approximately 75-90 minutes and hosts between 50-75 attendees. The advertiser must supply the poster. The deadline for poster submission is October 4, 2010.

Conference Program Advertisements

During registration, all attendees will receive a program booklet containing vital information about the conference, including schedule, floor plan and exhibitor listings. Increase your visibility by placing a print advertisement in this keepsake booklet. All advertisements are in black and white. **Reservation deadline is September 10, 2010.** All advertisements must be sent electronically (via e-mail) no later than September 20, 2010, to Christine Cunningham at christine@sitesolutionsworldwide.com. Submission instructions will be provided upon payment.

Size	Ad Rate
Back Inside Cover (7.5" w x 10" h)	\$1,000
Full Interior page ad (7.5" w x 10" h)	\$750
Half Interior page ad (horizontal only, 7.5" w x 4.75" h)	\$500
Quarter Interior page ad (horizontal only, 3.625" w x 4.875" h)	\$300

Conference Bag Insert

More opportunities to get exposure! You can choose to place an item in our attendee conference bag. All items must be sent to Site Solutions Worldwide by October 4, 2010 for inclusion in the bag. Instructions will be provided upon payment.

Item	Rate
500 8.5' x11" single page flyers	\$400
500 folded brochures	\$650
500 Promotional Items (keychain, pen, paper, etc)	\$1,000

Exhibitor Hours

Set Up:

Friday, October 29: 2 pm – 3:30 pm

Exhibitor Hours:

Friday, October 29: 4 pm – 7:30 pm

Saturday, October 30: 8 am – 2 pm

Tear Down:

Saturday, October 30: 2 pm – 4 pm

Sponsorship Opportunities

The success of the conference relies on the support from our sponsors. Maximize your exposure to all attendees with these opportunities. Please note that sponsorship packages cannot be shared or split among companies. Payment must be received by **September 10, 2010**, in order to reserve and confirm your chosen package.

Platinum Sponsor \$10,000

- Opportunity to distribute approved giveaway during the conference welcome reception
- Company logo featured on all welcome reception signage
- Company featured as platinum sponsor on all conference signage
- Company logo placed on the inside cover of the conference program
- Platinum sponsor exhibit table location (see following page)
- Six full conference registrations
- Two items in attendee conference bags
- Company logo on attendee conference bag
- Full-page black and white advertisement in conference program
- Company name, contact information and 75 word description listed in exhibitor directory

Gold Sponsor \$7,500

- Company featured as gold sponsor on all conference signage
- Company logo placed on the inside cover of the conference program
- Gold sponsor exhibit table location (see following page)
- Four full conference registrations
- One item in attendee conference bags
- Full-page black and white advertisement in conference program
- Company name, contact information and 75 word description listed in exhibitor directory

Silver Sponsor \$5,000

- Company featured as silver sponsor on all conference signage
- Silver sponsor exhibit table location (see following page)
- Two full conference registrations
- Half-page (horizontal) black and white advertisement in program
- Opportunity to supply one (1) conference breakout session with company pens, pads, business cards, etc for session attendees (*all session items must be provided by the sponsor, one sponsor per session*)
- Company name, contact information & 75 word description listed in exhibitor directory

Specialty Sponsorships

Registration Sponsor \$3,500 (exclusive sponsorship – Only 1 available)

- Company logo placed on all registration signage and online registration page
- Opportunity to supply the conference registration table with company promotional materials including company pens, pads, business cards and one additional item of sponsors choice
- Two full conference registrations
- Half-page (horizontal) black and white advertisement in program

Luncheon Table Sponsor \$3,000 per table






- Opportunity to sponsor one (1) table during the conference luncheon
- Company logo placed on all lunch-related signage
- Table sign with company logo set on one (1) table at the luncheon
- Opportunity to supply a promotional flyer on all lunch tables
- Two full conference registrations

Conference Bag Inserts: (*All inserts will need to be approved prior to sending*)

If your sponsorship package includes the opportunity to provide a conference bag insert, please read these instructions: Send 500 pieces of your one-page fliers, articles, postcards or folded posters – any one item no larger than 8.5" x 11". Or, you may choose to send a small promotional item (i.e., keychain, pen, pad of paper). Please, do not send breakables, folders or catalogs. Unused items will not be returned. Your items must arrive at Site Solutions Worldwide offices no later than October 4, 2010. NYCSA is not responsible for late or misdirected items.

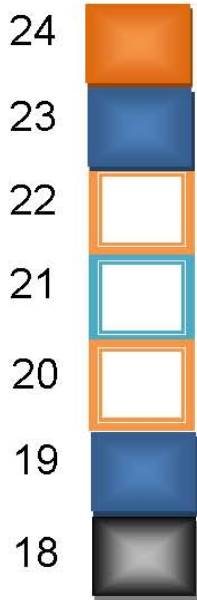
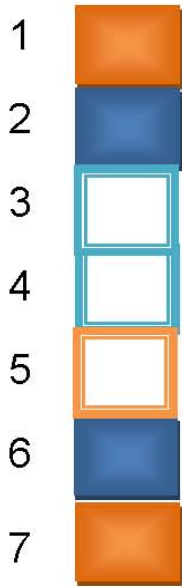
For questions related to exhibit, sponsor and additional marketing opportunities, please contact Christine Cunningham at 518-399-7181 or christine@sitesolutionsworldwide.com

Exhibit Hall Layout

4 Platinum Sponsor Tables	
6 Gold Sponsor Tables	
12 Silver Sponsor Tables	
12 Premium Exhibitor Tables	
15 Standard Exhibitor Tables	

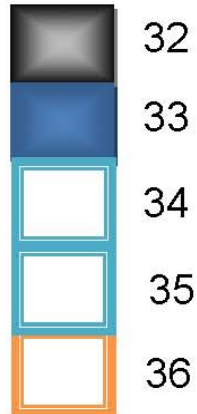
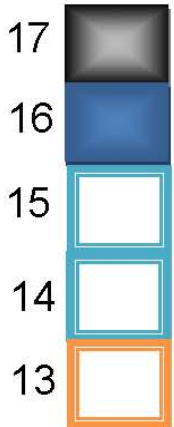
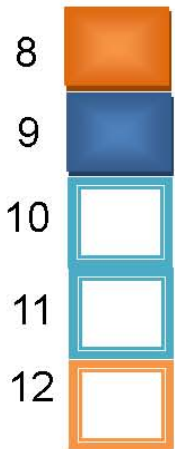
BAR

Food Station



BAR

Food Station



Entrance into Exhibit Hall

Exhibitor Terms and Conditions

Assignment of Exhibit Space: Table assignments will be made on a first-come, first-serve basis and will be based upon the receipt of the completed exhibitor application and payment of the exhibit fee. Exhibitors will be notified of their table assignments approximately 14 days in advance of the conference. You may request to NOT be placed next to a competitor, if received in a timely manner. NYCSA reserves the right to alter the floor plan if deemed necessary for the good of the overall conference program and trade show.

Eligible Exhibits: NYCSA, or its agents, reserve the right to determine the eligibility of any Company or Product to exhibit in the Show and further reserves the right to reject any application and/or limit space assigned to any one Company.

Limitation of Liability: The Exhibitor agrees to make no claim for any reason whatsoever against NYCSA, its agents, and/or Show Sponsors and the City and/or State wherein Show is held, for loss, theft, damage or destruction of goods, nor for any injury to himself or employees while Show is in progress, being set up or taken down. Exhibitor agrees to indemnify and hold harmless NYCSA, its agents, Show Sponsors and the Venue or City/State wherein the Show is held, and their employees, against any and all claims of any person, arising out of acts, omissions, or negligence of Exhibitor, its agents or employees.

Limitation of Exhibits: NYCSA, or its agents, reserve the right to stop or remove from the Show any Exhibitor, or his representative, performing an act or practice, which, in the opinion of NYCSA, or its agents, is objectionable or detracts from the dignity of the Show or is unethical to the business purpose of the Show. NYCSA, or its agents, reserve the right to refuse admittance of exhibits or materials to the Show until all dues and fees owed are paid in full. No Exhibitor, without the express permission of the NYCSA, or its agents, under additional compensation for space (i.e. Hospitality Suite) shall hold any social event to which Buyers are invited, or entice Buyers off the Show floor during official Show hours.

Exhibit Restrictions: No Exhibitor or part of an exhibit will be admitted to any space until rental of that space has been paid in full. No Exhibitor may dismantle his exhibit until the designated time on Saturday, October 30, 2010. The Exhibitor shall properly staff the exhibit during the Show hours. Exhibitors are liable for any damage caused to building walls, floors or columns or other Exhibitor's property.

Boundaries: All parts of exhibits must be exhibited within the Exhibitor's assigned space boundaries. Aisle space is under the control of NYCSA, or its agents.

Fireproofing: All decorations must be fireproof.

Security: During the hours with the exhibit area is closed, the doors to the Exhibit Hall will be locked however it is recommended that all exhibitors remove any items of value at the end of each day. The safekeeping of the exhibitor's property shall remain the responsibility of the Exhibitor.

Subletting of Space: The Exhibitor shall not assign, sublet, or apportion the whole or any part of the space assigned or have representatives, equipment, or materials from firms other than its own in the Exhibit Space without written consent of Exhibit Management. Only one company shall be considered as the Exhibitor; any other company or unity in the Exhibit Space shall be considered a subsidiary or affiliate.

Installation and Dismantling: The Exhibitor explicitly agrees that in the event it fails to install its products in assigned Exhibit Space or fails to remit payment for required space rental at time specified, Exhibit Management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper. In addition, the Exhibitor shall not dismantle or otherwise interfere with the orderly conduct and display of the Exhibits until the Exhibit Floor is finally closed to the Conference attendees.

Agreement of Terms, Conditions, and Rules: Exhibitor agrees to observe and abide by the foregoing Terms, Conditions and Rules and by such additional Terms, Conditions, and Rules made by Exhibit Management from time to time for the efficient or safe operation of the Exhibit, including, but not limited to, those contained in this Contract. In addition to Exhibit Management's right to close an Exhibit and withdraw its acceptance of this Application/Contract, Exhibit Management in its sole judgment may refuse to consider for participation in future Exhibits an Exhibitor who violates or fails to abide by all such Terms, Conditions, and Rules. There is no other agreement or warranty between the Exhibitor and Exhibit Management except as set forth in this document. The rights of Exhibit Management and the Exhibitor under this Contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of the respective parties.

General Show Policies: Noisy or offensive exhibits are prohibited. Distribution of literature or samples must be related to exhibit and distribution limited to within Exhibitor's space. No food or beverages may be distributed from Exhibitor's space without the approval of NYCSA, or its agents. Assignment or subletting of assigned space by Exhibitor is not permitted without approval of NYCSA, or its agents, for any reason. Exhibitor must comply with all local laws, rules, regulations and ordinances in force. The Exhibitor may not display signs that are not professionally prepared or, in the opinion of NYCSA, or its agents, detract from the appearance of the Show in any manner whatsoever. NYCSA, or its agents, shall have sole control over all admission policies at all times.

Termination of Show: If NYCSA, or its agents, determines that the premises where the Show is to be held have become unfit for occupancy, or if the premises are materially interfered with by reason of strike, embargo, injunction, act of war, act of God, any other emergency, or any act or event not the fault of NYCSA, or its agents, this agreement may be terminated by NYCSA. In the event of such termination, the Exhibitor waives any and all damages to NYCSA, or its agents.

Relocation of Exhibits: NYCSA, or its agents, reserve the right to alter the official floor plan, and/or re-assign any Exhibitor's location as deemed advisable. NYCSA, or its agents, further reserve the right to make such changes, amendments and additions to these rules and such further regulations as it considers necessary for the good of the Show.

Collection Policy: The Exhibitor agrees to pay any and all costs incurred by NYCSA, or its agents, to collect all or any portion of fees and dues owed to NYCSA which have not been paid in full prior to the opening of the Show.

Cancellation or Withdrawal: Cancellation of space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation, fax (518) 399-3033; if written notice is received on or before August 3, 2010, total money less \$300.00 cancellation fee will be refunded to Exhibitor; no refunds will be allowed for any cancellation after August 3, 2010.

2010 NYCSA Annual Conference Marketing Opportunities Application

You may also register online at www.nycsa.org • Reservation Deadline: September 10, 2010

I. COMPANY INFORMATION (Print legibly! All information in this section will be published for attendees.)

COMPANY:

PUBLISHED CONTACT NAME AND TITLE:

PUBLISHED ADDRESS:

CITY, STATE, ZIP CODE:

PUBLISHED PHONE ()

PUBLISHED FAX ()

PUBLISHED E-MAIL:

WEBSITE:

Please indicate below the person who should receive all communications regarding your company's participation

Contact Name:

Title:

Phone:

Fax:

E-mail:

Mailing Address (Street/City/State/Zip):

II. Exhibit/Sponsor Selection (please check where applicable and calculate payment)

Subtotal

Sponsor Opportunities

- Platinum Sponsor \$10,000 Gold Sponsor \$7500 Silver Sponsor \$5000
 Registration Sponsor \$3500 Luncheon Sponsor \$3000

Exhibit Opportunities

- Standard Exhibitor \$2500 Premium Exhibitor \$3000

Our Competitors: We prefer NOT to be next to _____

\$ _____

III. ADDITIONAL OPPORTUNITIES (please complete where applicable and calculate payment)

Additional Conference Passes: _____ people @ \$200 each

\$ _____

Advertisement:

- Conference Session Advertisement \$250
 Back Inside Cover \$1,000 Full Interior page \$750
 Half Interior page \$500 Quarter Interior page \$300

\$ _____

Conference Bag Insert

- 500 8.5' x11" single page flyers \$400 500 folded brochures \$650 500 Promotional Items \$1000

\$ _____

IV. TERMS & CONDITIONS and TOTAL AMOUNT DUE

Total Amount Due \$ _____

Upon signing below, Exhibitor agrees to be bound by the Exhibitor Terms and Conditions. The undersigned is fully authorized to commit the Exhibitor to all terms and conditions of this contract.

Authorized Signature

Date

V. FORM OF PAYMENT

Make all checks payable to "NYCSA" & mail checks and completed applications to:
NYCSA

C/O: Site Solutions Worldwide
333 Kingsley Road
Burnt Hills, NY 12027

Registrants are responsible for any and all bank charges. A \$50 processing fee will be charged for returned checks.

Charge my credit card:

- Visa MasterCard

Credit Card Number Expiration Date Security Code

Name on Card

\$ _____
Charge Amount _____
Signature

Deadline September 10, 2010

Exhibit space is not guaranteed until full payment is received. Exhibit tables paid by credit card may be faxed to (518) 399-5140. If faxing, DO NOT mail the original form. Doing so may result in duplicate charges to your credit card! If you need confirmation of receipt of your application, please call (866) 374-6338