

NYS AHPERD 73rd Annual Conference Exhibitor Information and Policies (con't)

LODGING

Exhibitors will be responsible for their own accommodations. You are invited to take advantage of the pre-negotiated room rate of \$119 per night in the Turning Stone Hotel or Tower and \$199 per night in the Lodge, if you make your reservations prior to Sunday, October 17, 2010. Be sure to mention NYS AHPERD when making your reservations. The Turning Stone Resort and Convention Center toll free phone number is (800) 771-7711.

CANCELLATION POLICY

Written notice of cancellation is required. A fee of 25% will be assessed for booth cancellations received after August 31, 2010. A fee of 50% will be assessed for booth cancellations received after October 15, 2010. No advertising refund will be issued for any cancellation received after print deadlines.

If in the event you do not notify NYS AHPERD that you are unable to attend the Conference and/or you do not show up at the Conference to set-up your booth, your booth fees **will not** be refunded.

PROTECTION OF THE HOTEL

Nothing shall be attached to the walls, floor, or columns at the Turning Stone Resort and Convention Center, unless permitted by the Turning Stone Resort and Convention Center and cleared with the NYS AHPERD Conference Director.

INSURANCE AND LIABILITY

The exhibitors' property is shown at their own risk. Neither the Turning Stone Resort and Convention Center, its representatives, nor NYS AHPERD shall assume any responsibility thereof. The exhibitor shall assume all responsibility for any losses incurred due to accident, fire, theft, flood, lightning or other act of God beyond the control of the Conference Site Management and NYS AHPERD. All exhibitors shall assume full liability and shall hold the Turning Stone Resort and Convention Center and NYS AHPERD harmless from any and all claims arising from any act of omission on the part of the exhibitor, his employees or agents.



DIRECTIONS

From the Syracuse Hancock International Airport: Take I-90 East (NYS Thruway) to Exit 33 (Verona); go through the tollbooth, travel straight to the stoplight. Take a left onto 365 and the next left into the resort.

The Turning Stone Resort and Convention Center can pre-arrange transportation service to and from the Syracuse Hancock International Airport on a scheduled timeframe. Costs range from \$75 for Limo Service to \$100 for Shuttle Bus Service, per trip.

From the North: Take Route I-81 South; take I-481 South; take I-90 East (NYS Thruway) to Exit 33 (Verona); go through the tollbooth, travel straight to the stoplight. Take a left onto 365 and the next left into the resort.

From the South: Take I-81 North to Exit 16A; take I-481 North to Exit 6; take I-90 East (NYS Thruway) to Exit 33 (Verona); go through the tollbooth, travel straight to the stoplight. Take a left onto 365 and the next left into the resort.

From the East: Take I-90 West (NYS Thruway) to Exit 33 (Verona); go through the tollbooth, travel straight to the stoplight. Take a left onto 365 and the next left into the resort.

From the West: Take I-90 East (NYS Thruway) to Exit 33 (Verona); go through the tollbooth, travel straight to the stoplight. Take a left onto 365 and the next left into the resort.

From NYC: Take I-87 North (NYS Thruway) to I-90 West (NYS Thruway) to Exit 33 (Verona); go through the tollbooth, travel straight to the stoplight. Take a left onto 365 and the next left into the resort. **NOTE:** In the Albany Area, I-87 becomes I-90. Make sure you stay on the Thruway (Toll Road) and do not exit in the Albany area. If you are on I-87 Northway, get back to I-90 going west.

Parking at the Turning Stone Resort & Convention Center is free.
Valet Parking is also free for overnight guests.

FOR MORE INFORMATION

For further information or to discuss the policies written herein, please contact the NYS AHPERD Conference Director.

JESSICA A. SYNENKI

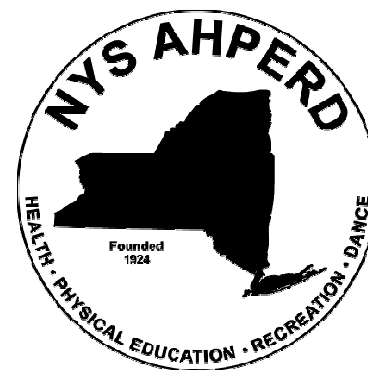
NYS AHPERD Conference Director &
Assistant to the Executive Director

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New York State Association
for Health, Physical Education,
Recreation and Dance



73rd Annual Conference
Exhibitor Information & Policies



"Together With Passion And Purpose"

Exhibit Show Dates

Thursday, November 18, 2010
Friday, November 19, 2010

Location

Turning Stone Resort & Convention Center
5218 Patrick Road, Verona, New York
Phone: 1 (800) 771-7711



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WELCOME EXHIBITORS!

With over 1,600 attendees at our 2009 Conference, we are hoping to have, yet again, another outstanding year! Attending this year, will be health and physical education teachers, directors of health and physical education, university and college professors, worksite health professionals, athletic directors and coaches, recreation and dance specialists and future professionals.

Don't delay ~ secure one of our two Island Booths, or, our lowest rate for a 10' x 10' booth !

EXHIBITOR BOOTH FEES

20' x 20' Island Booths ~ \$975

10' x 10' Booths

\$ 550 (if postmarked on or before 6/30/2010)

\$ 650 (if postmarked on or before 10/15/2010)

\$ 750 (if postmarked after 10/15/2010)

PAYMENT

Full payment must accompany your reservation form to reserve space. No exhibitor will be permitted to exhibit unless payment is made in full. Please make all checks payable to NYS AHPERD. Currently, NYS AHPERD only accepts the following credit cards: VISA and MasterCard.

REGISTRATION

Your booth fees will include two (2) name badges per Exhibitor and four (4) dedicated exhibit show times. Each exhibitor will also receive one (1) free 30-Minute Demonstration in the Exhibitor Hall (limit 4 companies), if appropriate.

Please indicate names on the enclosed reservation form for representatives that will attend the Conference. Additional badges are available by paying the Associate Member Conference Registration Fee. Booths **must be open and properly staffed** during specified exhibit hours unless other arrangements have been made with the Conference Director.

BOOTH ASSIGNMENTS

Using the booth floor plan online at www.nysahperd.org, booths will be assigned on a first-come, first-pay basis. A prompt return of the enclosed order form and payment would be to your advantage.

EXHIBITOR HOURS

Wednesday, November 17, 2010

Exhibitor Set-up: 3:00 pm - 8:00 pm

Thursday, November 18, 2010

Exhibitor Welcome Breakfast: 7:00 am

Exhibit Hall Hours: 8:00 am - 5:00 pm

Friday, November 19, 2010

Exhibit Hall Hours: 8:00 am - 3:00 pm

Exhibitor Thank You Luncheon: 12:00 pm

Exhibitor Tear-down: 3:00 pm - 6:00 pm

EXHIBIT BOOTH SPACE

Island Booth Space shall consist of a 20' x 20' booth, and layout (ie: backdrops, side rails, tables, etc.) of your Island Booth will be discussed after the NYS AHPERD Conference Director contacts you after receipt of booth payment.

All other exhibit space shall consist of a 10' x 10' booth with 3' side rails, 8' backdrop and a 7" x 40" Exhibitor Identification Sign.

Exhibits are not to exceed 8' in height. Space within 2' of the front line may not have displays higher than 42". One 6' x 24' table with white vinyl top and skirting, two (2) chairs, and one (1) wastebasket will be provided with normal janitorial service in the aisles. Exposed rough work on sides must be properly covered.

SECURITY

Security will be provided. Furnishing of such service shall not be construed to be an assumption of obligations or duty with respect to the protection of the property of exhibitors by NYS AHPERD; such obligation and duty shall at all times remain the sole possession, custody and responsibility of each exhibitor.

USE OF SPACE

All activity must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet, or share the whole or any part of the space without the consent of the NYS AHPERD Conference Director. Use of booth space shall not interfere with other exhibitors. Music or other exhibit noise and activity must be kept at a level that will not disturb other vendors. The exhibit shall not obstruct the view of adjoining exhibits. The NYS AHPERD Conference Director may consider exceptions to these conditions. Extra tables, booth furnishings and electrical outlets will be available for purchase through the official decorator. This information along with shipping instructions will be mailed from by the NYS AHPERD Conference Director to exhibitors upon receipt of booth payment.

DEMONSTRATIONS

One (1) free 30-Minute Demonstration in the Exhibit Hall is being offered with the purchase of an exhibit booth; this is limited to four companies. These demonstrations are on a first-come, first-pay basis. If you are interested in doing a 30-Minute Demonstration, please indicate so on your Commercial Exhibitor Reservation Form and the NYS AHPERD Conference Director will contact you. *Please note, NYS AHPERD reserves the right to cancel a demonstration if a sponsorship is purchased.*

ELECTRONIC REAL ESTATE

Exhibitors will have the opportunity to "rent" electronic real estate on our NYS AHPERD Conference Registration Homepage. Exhibitors should send the form along with the Exhibitor Reservation Form to the NYS AHPERD Central Office as soon as possible, and, the logo should be emailed to jsynenki@nysahperd.org. Electronic Real Estate is available on a first-come, first-pay basis. Real Estate on our NYS AHPERD Conference Registration Homepage will allow viewers to click your logo and bring them to your company's website.

COMMERCIAL PRESENTATIONS

Exhibitors interested in presenting at our Annual Conference are required to complete a **Call for Programs Application** online at www.nysahperd.org. A limited number of Commercial Presentation times running approximately one (1) hour and fifteen minutes in length are being reserved. The Commercial Presentation fee is \$175 and includes a microphone, screen and CD/Cassette Player if necessary. Conference rates are available for additional audio/visual equipment and will be provided upon request from the NYS AHPERD Conference Director. Your presentation will be featured in our 2010 Fall Newsletter and Conference Program. *If you are interested in presenting at our Conference but have not yet completed a Call for Programs Application, please contact the Conference Director prior to sending in your Exhibitor Reservation Form to ensure space is still available.*

CONFERENCE STUFFER

The Conference Stuffer is distributed to each Conference attendee. A sample product must accompany this order for approval by the NYS AHPERD Conference Director. Once approval has been issued, the product will need to be shipped to a specified address at the vendor's expense. The cost for a Conference Stuffer (not including shipping) is \$395.

ADVERTISING OPPORTUNITIES

Our newsletters are mailed to our membership consisting of health and physical education teachers, directors of health and physical education, university and college professors, worksite health professionals, athletic directors and coaches, recreation and dance specialists and future professionals. Circulation for our Winter and Spring Newsletter is approximately 3,500. *The distribution of our Fall Conference Publication is to approximately 11,000 individuals, which includes all Health and Physical Education Directors/Coordinators and teachers in all public schools, non-public and charter schools throughout the State.* This offers you premium exposure with the people that purchase and use your products. The Conference Program, given to all attendees, offers you another premium opportunity for exposure.

ADVERTISING FEES

Fall 2010 Conference Publication (print deadline 7/1/2010)

\$750 Full-Page \$650 Half-Page \$400 Quarter-Page

Conference Program (print deadline 9/1/2010)

\$250 Full-Page \$175 Half-Page \$100 Quarter-Page
\$375 Inside Front Cover \$425 Back Cover

Winter 2011 Newsletter (print deadline 12/15/2011)

\$350 Full-Page \$200 Half-Page \$125 Quarter-Page

Spring 2011 Newsletter (print deadline 4/15/2011)

\$350 Full-Page \$200 Half-Page \$125 Quarter-Page

NYS AHPERD must receive the advertisement and payment by the deadline dates. Artwork must be provided as follows: email file as an attachment, preferably in a .TIF format; file on disc or CD Rom in a .PDF or .JPG format are also acceptable, however, .TIF is preferred. Email file to jsynenki@nysahperd.org. Artwork can also be mailed camera-ready hardcopy.

EXHIBITOR AND ADVERTISING POLICY

NYS AHPERD reserves the right to refuse exhibitors that do not conform to standards/guidelines as determined by NYS AHPERD. Exhibitors shall not conflict with the objectives, standards, or programs of NYS AHPERD. NYS AHPERD will accept exhibitors when the product is directly related to education and/or the product is directly beneficial to members. The exhibitor agrees to not hold the publisher, its employees, agents, or independent contractors liable for any incidental or consequential damages that may arise concerning the advertising submitted under the terms of this contract. The exhibitor agrees to be solely responsible for any problems that arise out of the display, submission and publication of any materials that are in violation of any state or federal laws or regulations. Neither the Turning Stone Resort and Convention Center, its representatives, nor NYS AHPERD shall assume responsibility thereof.