



## NEW YORK STATE ASSOCIATION FOR HEALTH, PHYSICAL EDUCATION, RECREATION AND DANCE, INC.

### *2010 NYS AHPERD Conference*

Hello! I hope this letter finds you healthy and enjoying the beautiful sunshine! It is with great enthusiasm that we look forward to our 73<sup>rd</sup> Annual NYS Association for Health, Physical Education, Recreation and Dance (NYS AHPERD) Conference, *Together With Passion and Purpose*, scheduled **Wednesday, November 17 - Saturday, November 20, 2010**. Again this year, the beautiful Turning Stone Resort and Convention Center, Verona, New York, will be the backdrop for our Conference. In 2009, over 1,600 people attended our Conference at the Turning Stone Resort and Convention Center; we are again anticipating high attendance at this year's Conference!

I would like to invite you to join us at our 2010 Conference, either as a returning exhibitor or a first-time exhibitor. Not only are we offering premium exhibit space in the Event Center for 70+ exhibitors, we are also offering exciting advertising options that will be sure to increase the exposure of your company and product, like our Fall Conference Publication, *which will be distributed to over 11,000 Health and Physical Education Directors/Coordinators and teachers in all public schools, non-public and charter schools throughout the State.*

*For the first time, we are very excited to offer two island booths! What a great way to showcase your company without the commotion from the neighbors! In addition, we again invite you to our Exhibitors Welcome Breakfast on Thursday morning and a Thank You Luncheon on Friday afternoon.*

Enclosed you will find the exhibitor and advertising package which includes, the Exhibitor Information and Policy Brochure, our all inclusive and easy to complete Commercial Exhibitor Reservation Form offering you Special Early Bird Booth Rates, Sponsorship Opportunities, and our exciting Electronic Real Estate Form. Sponsorship packages being offered are designed to provide your company maximum exposure with the professionals who purchase the kinds of products and services you market.

There are only four 30-minute demonstration opportunities in the Exhibit Hall; they will be **free with the purchase of a booth**, but are on a first-come, first-serve basis. Don't delay ~ reserve a booth today! Further, we have dedicated time in our conference schedule, on both Thursday and Friday, for conference participants to visit exhibitor booths!

In an effort to get our attendees spending more time in our Exhibit Hall and increasing the contact you are able to have with them, we are planning to have "traffic building" booths; including, but not limited to, internet café and specialty vendors. Our hope is the more that is going on in the Exhibit Hall, the more time our attendees will spend with you!

To ensure a prime exhibit space is reserved for you or to rent a valuable piece of electronic real-estate, we encourage you to review, complete, and return the enclosed forms as soon as possible. *To choose the location of your Exhibit Booth, please visit our website at [www.nysahperd.org/conference](http://www.nysahperd.org/conference) and click on the Exhibitor Information Link.* The booth schematic online will be continuously updated to show you available booths.

I welcome any questions you may have and invite you to contact me at 315-823-1015 or email me at [jsylenki@nysahperd.org](mailto:jsylenki@nysahperd.org).

Thank you for your consideration! I look forward to working with you to make NYS AHPERD's 73<sup>rd</sup> Annual Conference a tremendous success!

Sincerely,

Jessica A. Synenki  
Conference Director  
Assistant to the Executive Director  
NYS AHPERD



Enclosures