innovation through collaboration

call for exhibitors
You’re Invited!

The New York State School Counselors Association (NYSSCA) cordially invites you to join us as an exhibitor for the 2020 New York State School Counselor Association Conference: Innovation Through Collaboration. This conference will bring together school counselors from all over the State of New York looking for information from organizations like yours that can help them to do their jobs better. Insights, inspiration, and effective plans of action from various speakers will be presented during the conference. Don’t miss this tremendous exhibiting and networking opportunity!

- Exhibits located in the center of all the activity!
- Special rates on hotel room reservations! (See application for more details)
- Save $50 if you register by August 31, 2020

See schematic to plan your best location for your table. Please mark your 1st, 2nd, and 3rd choices, and understand these tables will be assigned in the order in which the application and payment are received. SPACE IS LIMITED — SIGN UP TODAY!! If you have any questions, please call or email Chris Daugherty at 423-899-5714 (ext. 306), or cdaugherty@ncyi.org.

What Your Organization Receives:
- One 6’ x 30” skirted table and two chairs
  (please see floor plan to mark your 1st, 2nd and 3rd choices for table location)
- One full Conference registration (includes all meals and breaks)
  ($275 for one additional exhibit staff member per table purchased – full conference registration is included).
- Listing in the Conference Participants’ Manual
Payment and application must be received by October 23, 2020

We wouldn’t miss this annual event that provides a unique opportunity to be in front of so many of the state’s school counselors at one time!

— 2019 Exhibitor

Questions??
Call 866-318-6294 x306 or e-mail cdaugherty@ncyi.org

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Quality Exhibitor Time!
20 minutes of EXCLUSIVE attendee exhibit viewing time between breakout sessions!

Who Will Attend?
- Elementary School Counselors
- Middle School Counselors
- High School Counselors
- Post-Secondary Ed Counselors
- Administrators
- Career & College Coordinators
- Counselor Educators

Exhibitor Agenda
Set Up
11/12/20 3:00 p.m. - 6:00 p.m.
Exhibits Open
11/13/20 7:00 a.m. – 6:00 p.m.
11/14/20 7:00 a.m. – 2:00 p.m.
Tear Down, 2:00 p.m. – 4:30 p.m.

Booth Pricing

<table>
<thead>
<tr>
<th>Exhibitor Tables</th>
<th>Exhibitor Tables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Bird Rates</td>
<td>Standard Rates</td>
</tr>
<tr>
<td>Good through Aug 31, 2020</td>
<td>Good after Aug 31, 2020</td>
</tr>
<tr>
<td>One Table</td>
<td>$450</td>
</tr>
<tr>
<td>Two Tables</td>
<td>$700</td>
</tr>
<tr>
<td>Three Tables</td>
<td>$950</td>
</tr>
<tr>
<td>Four Tables</td>
<td>$1050</td>
</tr>
<tr>
<td>One Table</td>
<td>$500</td>
</tr>
<tr>
<td>Two Tables</td>
<td>$750</td>
</tr>
<tr>
<td>Three Tables</td>
<td>$950</td>
</tr>
<tr>
<td>Four Tables</td>
<td>$1100</td>
</tr>
</tbody>
</table>

$275 for one additional exhibit staff member per table purchased (full conference registration is included). Payment must be included with Exhibitor Application to receive this special price for an additional exhibit staff member.
New York State School Counselor Association Conference (NYSSCA)
Turning Stone Resort and Convention Center, Verona, NY
November 12-14, 2020

EXHIBITOR APPLICATION
(PLEASE PRINT)

Application for exhibit space at the 2020 NYSSCA Conference indicates the applicant's willingness to abide by exhibit terms and general regulations, as Management deems necessary to the success of the exhibition, as long as this does not materially alter the exhibitor's contractual rights. Reference the enclosed Conference Exhibitor Agreement. This application will become a contract when a confirming return email is sent by an NYSSCA authorized representative. Full payment should accompany this application. Federal and state agencies may defer payment if a purchase order is submitted with the application.

Space Requested: Exhibit space will consist of a 6' x 30” skirted table and two chairs. Exhibitors requiring electrical, computer hook-up and phone outlets must make their own arrangements with Turning Stone Resort and Convention Center. Further information concerning this and shipping information will be sent via email with the exhibitor confirmation.

<table>
<thead>
<tr>
<th>Organization Name (as it is to appear in the manual)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
</tr>
<tr>
<td>Street Address</td>
</tr>
<tr>
<td>City State Zip</td>
</tr>
<tr>
<td>Contact Name for Exhibiting Correspondence</td>
</tr>
<tr>
<td>Phone</td>
</tr>
<tr>
<td>Email</td>
</tr>
</tbody>
</table>

☐ I would like to donate an item to the NYSSCA Charity Raffle. Item: _______________________

Who Will Be Attending the Conference?

<table>
<thead>
<tr>
<th>Name of Table Representative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
</tr>
<tr>
<td>Email</td>
</tr>
<tr>
<td>Name of Additional Table Representative ($275 charge)</td>
</tr>
<tr>
<td>Phone</td>
</tr>
<tr>
<td>Email</td>
</tr>
</tbody>
</table>

EXHIBITOR TABLE LOCATIONS:
(Required. See Floor Plan.) 1st Choice 2nd Choice 3rd Choice

<table>
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<td>Four Tables $1100</td>
</tr>
</tbody>
</table>

Payment due by October 23, 2020

<table>
<thead>
<tr>
<th>Exhibitor Tables</th>
<th>Quantity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Table Rep. - $275 (Limit 1 per table purchased)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TOTAL DUE: _______________________

METHOD OF PAYMENT

☐ CHECK
Please make check payable to NCYI, and mail it, along with this completed application to: NCYI, Attn: Chris Daugherty • P.O. Box 22185, Chattanooga, TN 37422-2185

☐ CREDIT CARD
☐ Visa ☐ MasterCard ☐ Discover ☐ American Express
Card # ____________________________
Name on Card ____________________
Billing ZIP ____________________ Expiration ___________ 3-Digit Sec. Code ___________
Signature ______________________
Email __________________________
If you pay by credit card, you may either mail (see address above), fax, or scan/email your completed application to:
FAX: Chris Daugherty at 423.899.4547 / Scan/Email: cdaugherty@ncyi.org

REFUND POLICY:
See Section 12 on the “Conference Exhibitor Agreement”

HOTEL RESERVATION INFORMATION:
The NYSSCA Conference will be headquartered at the Turning Stone Resort and Convention Center. Standard rooms are $139 per night (plus tax). To make your reservations, visit the conference webpage at www.nypi.org/nysscac.

Questions? Contact NCYI at 866-318-6294
New York State School Counselor Association Conference (NYSSCA)
Turning Stone Resort and Convention Center • Verona, NY
November 12-14, 2020

Please list your preference for booth location on your application.

Please note exhibit spaces will be assigned in the order they are received and paid for. Drawing is not to scale and the position of the tables may vary from this drawing somewhat.
New York State School Counselor Association Conference (NYSSCA)
Turning Stone Resort and Convention Center • Verona, NY
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2ND FLOOR CONFERENCE AREA

Please list your preference for booth location on your application.

Please note exhibit spaces will be assigned in the order they are received and paid for. Drawing is not to scale and the position of the tables may vary from this drawing somewhat.
Conference Exhibitor Agreement

1. Assigning Tables
   Table locations are assigned on a first-come, first-served basis. New York School Counselor Association (NYSSCA) reserves the right to change location assignments at any time, as it may in its sole discretion seem necessary.

2. Exhibitor Agenda
   Exhibitor Move-In: November 12, 2020, 3:00 p.m. - 6:00 p.m.
   Exhibitor Hall Open: November 13, 2020 from 7:00 a.m. - 6:00 p.m.
   November 14, 2020 from 7:00 a.m. - 2:00 p.m.
   Exhibitor Move-Out: November 14, 2020, 2:00 p.m. - 4:30 p.m.

3. Installation & Removal
   All exhibits shall be operational through 2:00 p.m., November 14, 2020. Thereafter, packing and removal shall be done as quickly as possible. Exhibitors shall not deface or harm the property in which the exhibits are housed. Nothing shall be tacked, nailed or screwed to walls, floors, columns or other parts of the convention center without the permission of the NYSSCA and the convention center.

4. Storage
   Crates, boxes and packing materials shall be stored away from the display area. Packing materials must be kept in the crates and boxes. Materials in violation of this rule will be considered refuse and discarded. Fire regulations must be strictly followed.

5. Use and Care of Exhibit Space
   No part of an exhibit shall obstruct the view of adjacent exhibits. Exhibits shall not be unduly noisy, glaring or otherwise objectionable. Audiovisual and other sound effects will be permitted only where and when they do not interfere with activities in adjacent tables. The Exhibitor shall maintain his exhibit in good order at his own expense. Exhibitors shall comply with any municipal, state and federal laws, rules and regulations, including, but not limited to, fire and safety codes, building codes, the requirements of the Americans with Disabilities Act and all laws relating to access by disabled persons.

6. Prohibited Activities
   Except within the rented exhibit area, the following activities are prohibited by any Exhibitor: The sale or any gift of intoxicating beverage. Conducting lotteries, raffles or drawings, except when gratis to persons registering. Drawings that require NYSSCA conference registrants to be present to win.

7. Subletting Space
   Exhibitors may not sublet or assign any part of their exhibit space nor advertise or display goods or services other than their own. Exhibition advertisements and displays must conform to the statement in the Exhibitor's application describing displays.

8. Failure to Occupy Space
   Unless prior approval for delayed occupancy is received from NYSSCA, any exhibit table not occupied by 8:00 a.m. on November 13, 2020, will be forfeited by the Exhibitor, and may be reassigned or used by NYSSCA without refund to the Exhibitor.

9. Social Functions
   Exhibitors may not conduct social functions in the exhibit area or in public areas of the hotel during the conference unless approved by NYSSCA. Social functions shall be scheduled at a time which will not interfere with NYSSCA's scheduled conference activities.

10. Security
    Exhibitors shall exercise reasonable care for the protection of their materials and display in the designated exhibit area. NYSSCA officers, directors, members and staff are not responsible for the safety of the Exhibitor, his agents or employees, or harm or damage to such persons resulting from theft, fire, accidents or any other cause. Exhibitors are required to provide all insurance and/or policy riders necessary to cover all exhibits.

11. Cancellation or Relocation of Conference
    If NYSSCA fails to hold its conference as herein provided, relocates its conference site to another hotel or city or fails to furnish Exhibitor exhibit space as stated herein, it shall refund to Exhibitor in full settlement of any loss of damage suffered or claimed by Exhibitor.

12. Cancellation by Exhibitor
    If the Exhibitor notifies NYSSCA in writing by September 30, 2020, that it will not occupy the exhibit space stated herein, the Exhibitor will be liable for 50 percent of the exhibit fee. Exhibitors will be responsible for 100 percent of the exhibit fee if such notice is received after that date.

13. Liability and Indemnity
    Exhibitor agrees to assume sole responsibility and liability for all damages and injuries arising out of, resulting from or in any manner connected with its exhibit (including installation and dismantling) that may be suffered by (a) Exhibitor and its employees and representatives, (b) other Exhibitors and their employees or representatives, (c) conference participants, guests or visitors, (d) the hotel and the owners, employees and representatives thereof and (e) any other persons lawfully on or about the conference premises.

   Exhibitor agrees to indemnify and hold harmless NYSSCA, its members, directors, officers, employees, agents, affiliates, successors and assigns, from and against any and all liabilities, obligations, losses, damages, penalties, actions, judgments, suits, costs, expenses, including reasonable attorneys' fees or disbursements of any kind or nature whatsoever, which may be imposed on, incurred by, or asserted against NYSSCA in any way relating to or arising out of this Agreement and/or Exhibitor's use of exhibit spaces at the Conference. The Exhibitor further agrees to obtain, maintain and pay for general insurance coverage in amounts sufficient to insure against liability assumed pursuant to the provisions of this section.

   NYSSCA shall not be liable for failure to deliver exhibit space to an Exhibitor as contracted for herein due to causes beyond NYSSCA's control. In such event, NYSSCA will reimburse fees paid hereunder, less expenses incurred by NYSSCA including advertising, administration and related expenses.

14. Violations
    In the event of violation of this Agreement, NYSSCA may eject Exhibitor from the exhibit space and/or have exhibit materials removed. No fees will be returned to Exhibitor and Exhibitor shall be liable to NYSSCA for the costs associated with such eviction, less fees paid. In addition to the remedies provided in this Agreement, NYSSCA shall have and may exercise all other remedies afforded to it by law for costs or damages suffered on account of such violations.

15. General Rules
    Exhibitors must confine their activities to their contracted space. Exhibitors shall follow all rules and regulations of the conference hotel and NYSSCA relating to the conference.

NYSSCA • c/o National Center for Youth Issues, P.O. Box 22185, Chattanooga, TN 37422
• 423-899-5714 • Fax: 423-899-4547 • wwwNCYI.org/nyssca • cdaugherty@ncyi.org