



SCIENCE TEACHERS ASSOCIATION  
OF NEW YORK STATE, INC.

THE ONE HUNDRED SIXTEENTH ANNUAL CONFERENCE

# EXHIBITS ANNOUNCEMENT 2011 STANYS CONFERENCE

at the



ROCHESTER  
RIVERSIDE CONVENTION CENTER

Rochester Riverside Convention Center  
123 East Main Street  
Rochester, New York 14604

**November 6 – 8, 2011**

STANYS Web Site  
[www.stanys.org](http://www.stanys.org)

# STANYS ONE HUNDRED SIXTEENTH ANNUAL CONFERENCE

<b>DATE</b>	November 6 – 8, 2011
<b>LOCATION</b>	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.
<b>ATTENDANCE</b>	750 plus educators will attend. These will include teachers (Pre K-College), state educational department leaders and administrators.
<b>BOOTH ASSIGNMENTS</b>	Booth assignments will be made on the basis of the POSTAL CANCELLATION DATE of your return reservation.
<b>BOOTH RATE</b>	<i>STILL</i> \$355.00 per booth (Electrical connection NOT included.)
<b>OPTION</b>	Booth Space PLUS a full page advertisement in the 116th Annual Conference Program for \$560.00. *Color Cover Page (if available) plus booth - \$665.00.
<b>CORPORATE SPONSOR</b>	Consider sponsoring a Conference event (i.e., Elementary Breakfast, Biology Breakfast, Chemistry Breakfast, Physics Breakfast, Earth Science Breakfast or Workshop or Speaker). More information/ideas available.

New Exhibit Hours and “Attend the Exhibit” is a choice in each session so participants will have a dedicated time to visit the exhibit hall. *NEW THIS YEAR – the Exhibit Hall will be OPEN during the attendees’ lunch session.*

## ADVERTISEMENT RATES AND INFORMATION FOR GENERAL PROGRAM OF THE ANNUAL CONFERENCE

	No Bleed	With Bleed	Cost
A. 1. Color Cover Page	8”w x 10-1/2”h	8.75”w x 11.25”h	\$620.00
2. Full Page	8”w x 10”h	n/a	\$505.00
3. Half Page	8”w x 4-7/8”h	n/a	\$280.00

### B. 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

- C. 1. Payment from the advertiser must be received prior to the acceptance of advertisement 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.

D. AD copy should be E-Mailed to: Wanda Padula <wjpadula@windstream.net>

E. **AD DEADLINE: August 15, 2011**

F. Please note: There are only **THREE** cover page ads available (inside front, inside back and back cover.) They will be sold on a *first-come, first-served basis*.

# 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 *STILL ONLY* \$355.00 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. 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 8:00 AM and noon on Sunday, November 6, 2011. Exhibits may not be dismantled until after noon on Tuesday, November 8, 2011.

## 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.

For this service, exhibitors should contact **Isaacs 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 At the Hyatt Regency Rochester, Complete Audiovisual Services • Tel: (585) 546-1234 x455 • Fax (585) 325-2454 • 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, its 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 Sunday set up session. **Upon receipt of your Application for Exhibit Space, each vendor will receive information about special conference sponsored breakfasts and dinners.**

## 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

Sunday	1:00PM – 5:00PM
Monday	9:00AM – 11:00AM; 12:00PM – 5:00PM*
Tuesday	9:00AM – 12:00PM

\*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 and may remain in the exhibit hall during the lunch break on Monday.*

**For additional information on booths, phone or E-mail:**

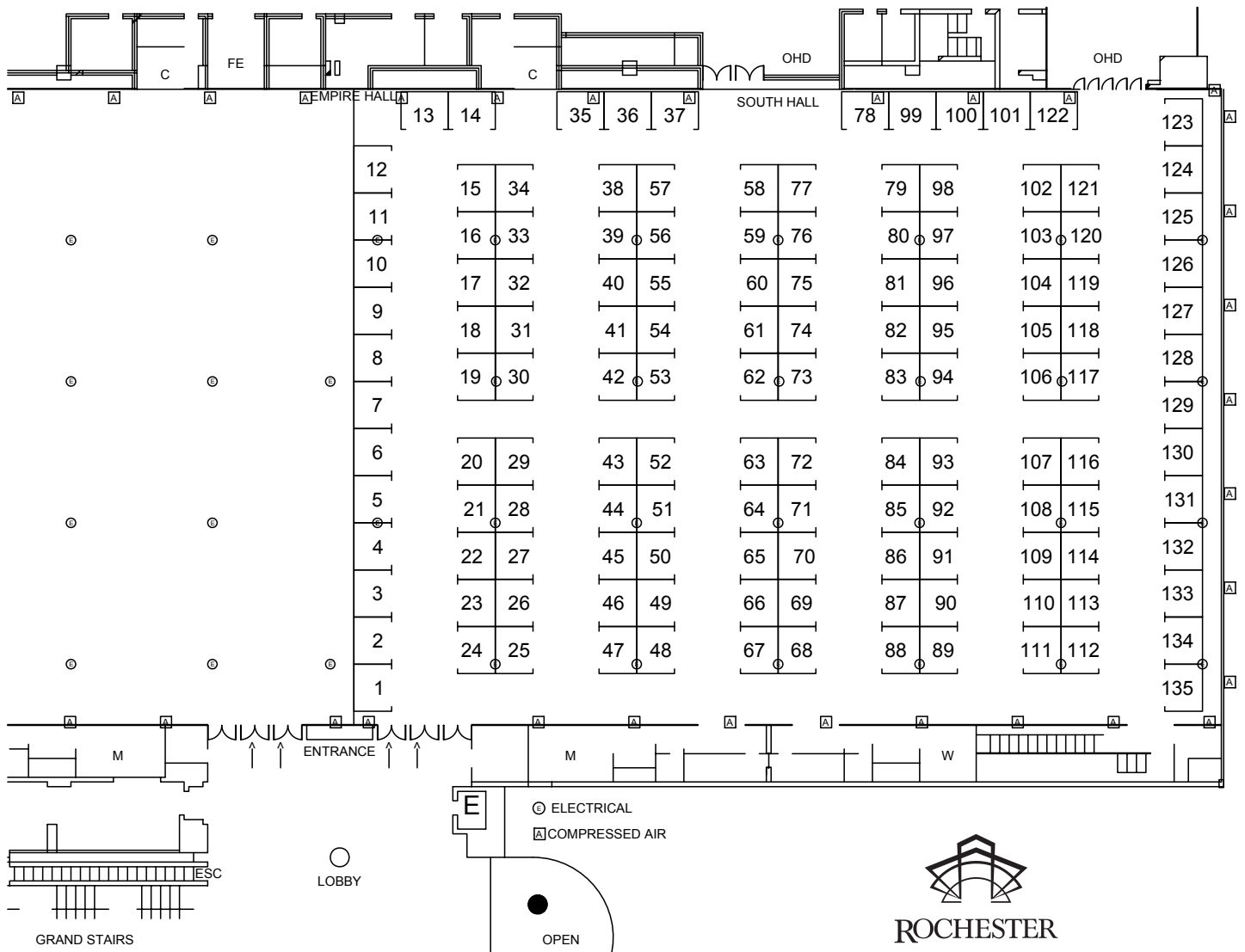
Angela Cigna-Lukaszewski  
(W) 516-364-5675 x 1193  
(H) 631-427-6428  
E-mail: anglu@comcast.net

## 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

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

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



SCIENCE TEACHERS ASSOCIATION OF  
NEW YORK STATE, INC.  
NOVEMBER 6 – 8, 2011

**ROCHESTER**  
**RIVERSIDE CONVENTION CENTER**

123 East Main St. • Rochester, NY 14604  
585-232-7200

## STANYS CONFERENCE EXHIBIT – NOVEMBER 6 – 8, 2011 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 will be charged fifty dollars (\$50.00) to cover 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 and fifty dollars (\$150.00) to cover the Association administrative expenses and program listing. Companies that rented a booth(s) and included a full page ad will be charged two hundred and eighty dollars (\$280.00) to cover the cost of their full page advertisement and two hundred and thirty dollars (\$230.00) to cover the cost of their half page advertisement and Association administrative fees.

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**.