

FACT SHEET FOR EXHIBITORS

WHAT?

- The 79th Convention of the New York City Elementary School Principals Association (NYCESPA)

WHEN?

- Saturday, January 28, 2012
- Exhibit Hours: 8:00 a.m. - 1:00 p.m. Set-up time starts at 7:00 a.m.

WHERE?

- The New York Marriott at the Brooklyn Bridge, 333 Adams Street, Brooklyn, NY 11201

CONTACTS:

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WHO ARE WE?

- The New York City Elementary School Principals Association (NYCESPA) is the professional association representing the 700+ Principals of elementary schools, including K-8 organizations, in New York City.

WHO ATTENDS?

- 750 NYCESPA members and their guests including parents, teachers, regional and local instructional superintendents and elected officials.

WHY SHOULD OUR COMPANY BE THERE?

- As your company's sales representative, you will want to participate in the largest professional association conference in New York City and to have an opportunity to showcase your services in front of the key decision makers in the city's elementary schools. NYCESPA recognizes the importance and value of our exhibitors and will work with you to promote traffic in the exhibit halls. We encourage you to offer incentives to conference attendees to visit your booth.

WHAT DISCOUNTS & SPONSORSHIPS DO YOU OFFER?

- Special discounts will be offered to exhibitors who serve as sponsors of Convention activities.

ARE THERE OPPORTUNITIES TO PRESENT A WORKSHOP AT THE CONVENTION?

- Exhibitors are invited to submit a proposal for a 65-minute **Seminar**. A **Presenting Sponsor** form is posted on our website, www.nycespa.org. You may also call our office and request that a form be mailed to you. Presenters must also be exhibitors. The Convention Committee will make the final determination of the suitability and value of the proposal. We look to avoid duplication in content, so proposals similar to each other will be weighed both on their content and timeliness of submission.

WHEN WILL WE RECEIVE OUR FLOOR POSITION?

- Table assignment/floor locations will be available the morning of the convention. Exhibitors should stop at the Registration Table to pick up their information. Convention staff will direct you to your table.