NYSCATE Annual Conference
November 21 - 24, 2020

NYSCATE Goes Virtual – everything you have come to love about NYSCATE including a 3D Virtual Exhibit Hall!
Single Booth

- reskin of single booth (design TBD) with exhibitor branding
- LIVE DEMO or VIDEO DEMO (*video call or Vimeo/YouTube link provided by exhibitor)
- Scan My Badge w/global 5 field form
- welcome message card: pop up card with text welcome, contact information and optional embedded welcome image/video (any additional links allowed by host program on this card to eCommerce site, external CRM intakes, special scheduled live video demos or downloadable promotional collateral)
Double Booth

• reskin of double wide simple booth (design TBD) with exhibitor branding
• LIVE DEMO or VIDEO DEMO (*video call or Vimeo/YouTube link provided by exhibitor)
• Scan My Badge w/global 5 field form
• welcome message card: pop up card with text welcome, contact information and optional embedded welcome image/video
• up to 3 additional links to exhibitor provided URLs (suggest link to eCommerce site, external CRM intakes, special scheduled live video demos or downloadable promotional collateral)
Island Booth

• reskin of one of the five premiere large booth designs with exhibitor branding
• LIVE DEMO or VIDEO DEMO (*video call or Vimeo/YouTube link provided by exhibitor)
• Scan My Badge w/global 5 field form
• welcome message card: pop up card with text welcome, contact information and optional embedded welcome image
• up to 5 additional links to exhibitor provided URLs (suggest link to eCommerce site, external CRM intakes, special scheduled live video demos or downloadable promotional collateral)
Association Booth

- reskin of one of the five premiere large booth designs with exhibitor branding
- LIVE DEMO or VIDEO DEMO (*video call or Vimeo/YouTube link provided by exhibitor)
- Scan My Badge w/global 5 field form
- welcome message card: pop up card with text welcome, contact information and optional embedded welcome image
- up to 5 additional links to exhibitor provided URLs (suggest link to eCommerce site, external CRM intakes, special scheduled live video demos or downloadable promotional collateral)
Banner
Stand Special

- reskin of banner with exhibitor branding
- LIVE DEMO or VIDEO DEMO (*video call or Vimeo/YouTube link provided by exhibitor)
- welcome/scan: pop up card with scan badge link/5 field form, text welcome, contact information and any additional links allowed by host program on this card to eCommerce site, external CRM intakes, special scheduled live videodemos or downloadable promotional collateral)
INTERACTIONS WITHIN THE EXPO HALL

- INFO CARD: this interaction will open a pop-up white "card" with rich text message that can include text, hyperlinked text, videos or other embedded content from YouTube, Vimeo, Instagram, Flickr and other sources. Please ask if your preferred content can be embedded.

- SCAN BADGE: this link will open a form: sends the exhibitors’ team and email with the attendee’s contact information along with optional answers to a global set of questions (customized by host) for follow up. Host will receive a report after the event that shows which attendees scanned their badge at which exhibitors.
DIRECT LINK TO EXTERNAL INTERACTIONS

• LIVE VIDEO CALL: link to zoom, blue jeans, Webex etc hosted by the exhibitor. (opens in new window)

• EXTERNAL URL: link to client’s website, online store, registration or intake forms, existing external media such as demo videos or slideshows.

**Attendees click on exhibitor links to engage their media. The above represents the types of links or content that exhibitors can provide for their experience and that are enhanced for different sponsor levels. We highly recommend that ALL exhibitors plan to provide a video conference link (eg: link to a zoom, Teams, Webex or other conference app call) where you can engage expo hall attendees much like they would in a live booth experience.
How do I sign up?

We are excited to move forward with the planning for this 2020 Annual NYSiCATe Conference! We are excited to announce that NYSiCATe 2020 will be a fully VIRTUAL EXHIBITION. We are dedicated to providing a productive experience for all exhibitors and sponsors. In selecting a virtual platform, we paid particular attention to the visibility and accessibility of our corporate partners as that is always a significant portion of the NYSiCATe Conference. Rest assured, our dedication continues in making sure each exhibitor and sponsor has a successful virtual conference experience.

<table>
<thead>
<tr>
<th>INCLUDES</th>
<th>COST</th>
</tr>
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<tbody>
<tr>
<td><strong>VIRTUAL BOOTH</strong></td>
<td></td>
</tr>
<tr>
<td>Customized virtual booth, booth space at conference location, signage and screen, hosting virtual conference booth, one-time use of attendee mailing list</td>
<td>$900</td>
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<tr>
<td><strong>BANNER STAND</strong></td>
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As per NYSiCATe policy, all booths are reserved on a first come, first serve basis. Thank you to the large group of companies that have already reserved a location. This is the last chance for everyone in the education technology field. The purpose of this communication is to let you know we are all systems go!

Please do not hesitate to register, as we want to get everyone started on the virtual design process as soon as possible, as well as the plans for the physical space, if applicable.

### 2020 ANNUAL CONFERENCE EXHIBITOR FORM

**Company Information:**

Name: All information related to this form will be sent via email to this contact.

Exhibiting Organization: __________________

Contact Person for Conference: __________________

Title: __________________

Address: __________________

City: __________________ State: __________________ Zip: __________________

Telephone: __________________ Fax: __________________

Email: __________________

Website: __________________

* Use this form to register for Annual Conference and Corporate Council only. See website for registering for multiple events.

**Payment Method:**

You may charge the total amount to your MasterCard, Visa, AE or pay by check. How would you like to pay?

_______ Check (payable to NYSiCATe)

Name as it appears on the card: (Print CLEARLY)

Card Number: __________________ CVC CODE: __________________

Expiration Date: __________________

Please check: MasterCard Visa AE

**Please mail the above information and payment to:**

NYSiCATe
8 Airport Park Blvd.
Latham, NY 12110
Fax: (518) 789-2925

Or register online at: [www.nysicate.org](http://www.nysicate.org)

*User receipt of this form, you will receive confirmation. As a data security, we reserve a complete exhibitor kit. Payment must accompany registration unless prior arrangements have been made. Please note, there will be a limited number of spaces for exhibiting presentations. Download or FFP at http://ceeds.org. Only vendors paid in full will be considered. NYSiCATe reserves all rights.

### NYSiCATe SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>PLATINUM / GOLD</th>
<th>SILVER</th>
<th>CONTRIBUTING</th>
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</thead>
<tbody>
<tr>
<td>2 Workshop Sessions</td>
<td>1 Workshop Session</td>
<td>Additional signage throughout the conference</td>
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<tr>
<td>2 booth spaces or Island option</td>
<td>2 booth spaces</td>
<td>Company name on website</td>
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<tr>
<td>Logo on conference website</td>
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<tr>
<td>Sponsorship of Lunch Break</td>
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<td>Logo screen splash prior to keynote sessions</td>
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Do not delay! 2020 Conference is fast approaching!