



New York State
Recreation and Park Society

Invitation to *Exhibit*

SARATOGA 2012
**BOLDLY
GOING
FORWARD**

Get Prepared, Get Ready, Get Started...

March 25-26
Saratoga Hilton

SARATOGA 2012



Let's Get Started!

On behalf of the New York State Recreation and Park Society, the 2012 Conference Committee invites you to join us in Saratoga Springs, NY for the most diverse Annual Conference & Business Expo in the Northeast. Participate by exhibiting in our trade show or taking advantage of the marketing and advertising opportunities available. Whatever you choose to do, your products and services are sure to gain exposure among the hundreds of Conference delegates!



This year's event will be held at the Saratoga Hilton and City Center in beautiful upstate Saratoga Springs, New York. Since 1940, NYSRPS has been presenting this three-day event, attracting statewide park, recreation, therapeutic and leisure services professionals. Attendance grants you the unique opportunity of connecting with hundreds of professionals and students so that, when the time comes, they remember your name and what you can offer them. The simple fact is, people buy from people they know and trust. By building a rapport with our attendees, your relationships will naturally generate sales.

This year's committee of dedicated NYSRPS members from the Capital Region and Downstate area, is enthusiastic about making this your best trade show experience yet! We have taken into account the suggestions and interests of our dedicated members and vendors in order to make your participation most effective. It is your support that continues to make our Conference & Expo a success, and we would not be able to accomplish that without you!

Join us on our venture to **BOLDLY GO FORWARD**... turning obstacles into opportunities and dauntlessly taking the future by the horns in SARATOGA 2012!

Decision Makers
79% are park & recreation management or staff specialists.

Buyers
92% buy, approve, research or specify products and services for the department

Purchasing Power
32% have a yearly budget of \$100 thousand or more for equipment

EXHIBITING

Why Exhibit?

Exhibiting provides you the opportunity to showcase your company or organization to recreation directors, commissioners, county officials, youth bureaus, program coordinators, and many more experienced professionals. Improve your visibility in this increasingly competitive market with over 200 key decision makers in the parks, recreation and leisure field. Elevate your competition by networking with 70 other vendors. Demonstrate your products and services, and receive recognition for your support. Use our "Smart Vending Time" pointers to make your experience more worthwhile!

Schedule & Fees

Sunday, March 25, 2012

Exhibitor Setup
2 – 5:30 p.m.*

Exhibit Gallery Open Social
6 – 8 p.m.

Monday, March 26, 2012

Exhibit Gallery Opens 7:30 a.m.

Continental Breakfast
7:30 – 8:30 a.m.

Coffee Break
10 – 10:30 a.m.

Lunch
12:40 – 1:40 p.m.

Exhibit Gallery Closes 2 p.m.**

Cost of Exhibit Space

Booth package includes:

- One (1) 8' x 10' display space [3' sidewalls and 10' back wall]
- One (1) 8' skirted table with two chairs, a wastebasket, and ID sign
- Listing in Final Program & NYSRPS website
- Access badge(s) for booth personnel
- Sunday hors d'oeuvre, Monday breakfast and Monday lunch for TWO Reps
- List of delegates and contact info

Please note: This rate only includes meals for two booth reps. Alcohol TBD.

| | Booth 1 | Booth 2 |
|-----------------------------|----------------|----------------|
| Member | \$580 | \$545 |
| Non-Member | \$680 | \$645 |
| Not-for-Profit | \$360 | \$325 |
| Academic Institution | \$200 | \$165 |

*All exhibit installation must be completed by 5:30 pm, Sunday, March 25.

** No packaging of equipment, literature, etc. will be permitted prior to 1 pm on Monday, March 26.

Exhibit payment is due in full by February 1, 2012. Cancellations received between Dec. 31, 2011 and Jan. 31, 2012 will be subject to a 30% administrative fee. Cancellations received after Dec. 31, 2011 will forfeit entire fee.

Additional Info

Exhibit booth space will be allocated on a first come, first served basis. Each exhibiting representative (up to two) will receive a complimentary name badge, which must be worn at all times to help maintain security. Drayage will be provided through Clifton Park Convention Services. There is a fee for handling and storage. Deliveries will be made to the exhibitor and picked up at the booth after the exhibits close. Additional booth furnishings are available through Clifton Park Rental at (518) 877-7449; or info@cliftonparkrenal.com.

EXHIBITING

Saratoga City Center - Expo Layout

Exhibit Hall Hours

Sunday, March 25

Exhibitor Setup
2 – 5:30 p.m.

Exhibit Gallery
Open Social
(drinks & hors d'oeuvre)
6 – 8 p.m.

Monday, March 26

Exhibit Gallery Open
7:30 a.m. – 2 p.m.

Continental Breakfast
7:30 – 8:30 a.m.

Coffee Break
10 – 10:30 a.m.

Lunch
12:40 – 1:40 p.m.

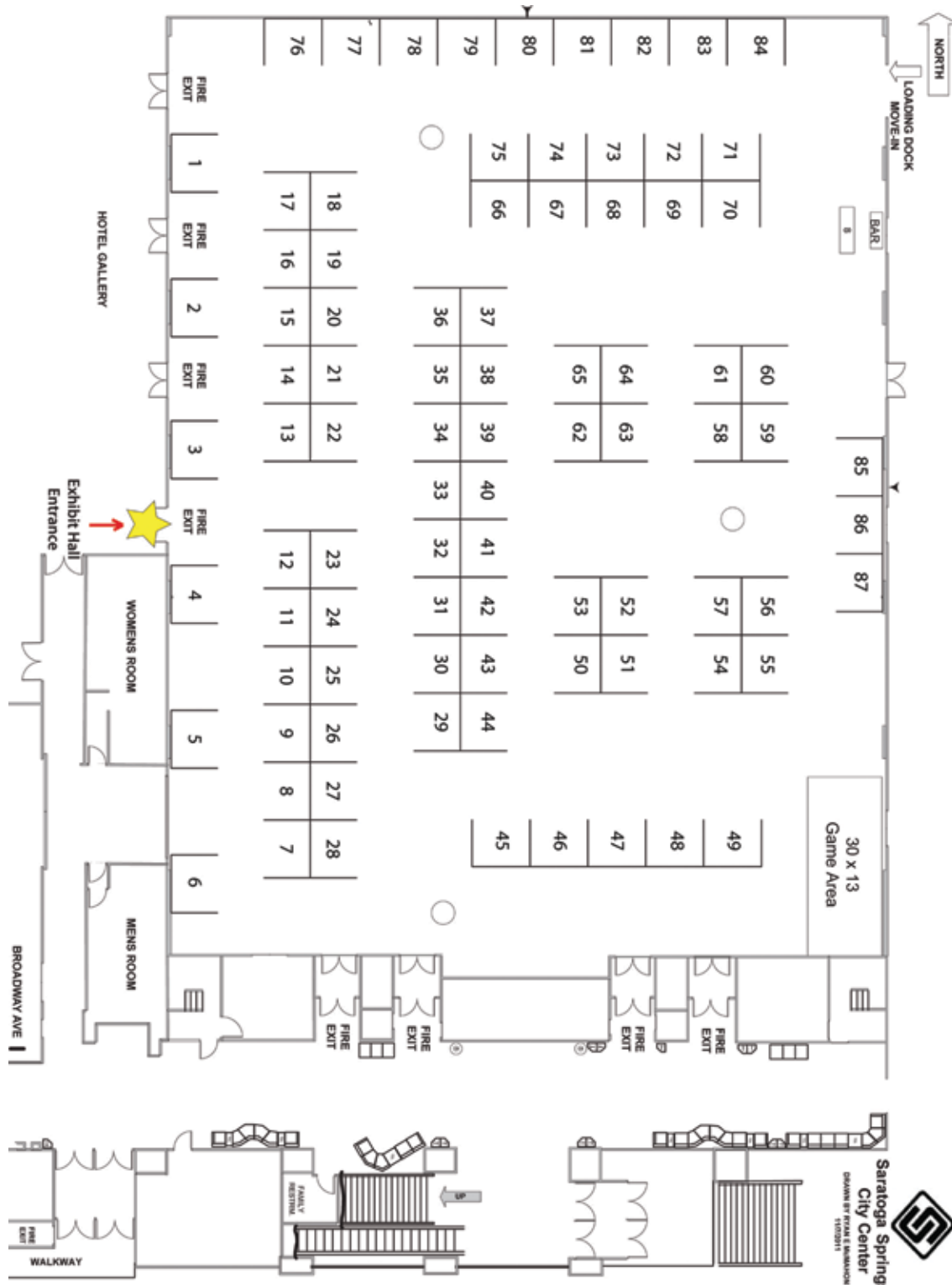
Booth Assignment

Space will be assigned based on:

- Membership
- Sponsorship
- Advertising
- Date paperwork was received

Decorator Services

Clifton Park Rental & Convention Services
871 MAIN STREET
CLIFTON PARK, NY 12065
P - 518-877-7449
F - 518-877-6356



(87) 8x10' booths
○ = food table (hi-top)



ADVERTISING

Publications

Maximize your company's visibility by pairing an exhibit booth with an ad publication in one of our conference programs! The Preliminary program, which highlights conference sessions, tours and networking opportunities, is sent to over 2,000 professionals including past delegates and speakers, associated state agency members, community partners, and other affiliate members. The more refined Final brochure is handed out to all delegates, speakers and exhibitors. Those who choose to exhibit will receive a complimentary company listing in the Final brochure.

Dimensions & Fees

| Ad Size | | Full page | Half Page | Quarter Page | Business Card |
|---------------------|-----------|--------------|---------------|--------------|---------------|
| Preliminary Program | Fee | \$380 | \$310 | \$295 | \$175 |
| | Dimension | 7.5 W x 10 H | 7.5 W x 5 H | 3.5 W x 5 H | 3.5 W x 2 H |
| Final Program | Fee | \$265 | \$195 | \$120 | \$65 |
| | Dimension | 5.5 W x 7 H | 5.5 W x 3.5 H | 3 W x 3.5 H | 3 W x 1.5 H |

All ads should be TIFF or PDF graphic at 300 dpi. All images will be converted to four color (CMYK) for the Preliminary program and black and white (grayscale) for the Final.

Deadlines: November 30, 2011 — Preliminary program
January 31, 2012 — Final program



Catalog & Flyer Distribution

Ensure that your products and services are seen by all conference attendees by stuffing your company catalog or flyer into each delegate tote bag. Use your marketing collateral to help generate leads and peak interest of those who might not otherwise get a chance to come visit your booth. Maximize brand recognition through your publications, and direct customers to your booth so they can make a more personal connection with you when they arrive to ask questions and make a purchase.

SPONSORSHIP



Sponsorships

If you represent a commercial entity, you know that sponsorships are an effective way to increase exposure of your products and/or services to conference attendees. Helping to enhance the overall conference and educational experience is also a great way to give back to those who keep your business going. Underwrite one of our conference highlights and see your company all over the event. No matter what level you choose to participate at, you will receive maximum exposure prior to, during, and after the event. It is our goal at NYSRPS to provide you with the utmost publicity and exposure as an Annual Conference sponsor!

Choose from any of the following options:

- | | | | |
|---------------------------|-------------------|-------------------------|------------------|
| • Keynote Speaker | \$1500 | • Awards Banquet Dinner | \$3000 |
| • Sunday Exhibitor Social | \$5000 | • Award Plaques | \$1000 |
| • Student Social | \$1000 | • Delegate Totes | \$500 |
| • Coffee Break | \$2000 | • Badge Holders | \$1000 |
| • Monday Luncheon | \$3000 | • Session Sponsor | \$1000 |

Benefits

All sponsors will receive special signage and acknowledgement – company name and logo – throughout the conference, in conference publications and on the NYSRPS website. Higher level sponsors are eligible for complimentary exhibit booths, ad space, and additional concessions. All sponsorship options are negotiable. If you would like to discuss any sponsor opportunities in more detail, or if there is something you're interested in doing that is not listed, please contact the NYSRPS office at (518) 584-0321; or info@nysrps.org.

REGISTRATION

NYSRPS Exhibitor Contract 2012

Contact Info

Company Name _____ Main Contact _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Booth Rep 1 _____ Booth Rep 2 _____

Product Description _____

Name & contact info of person responsible for all receiving all important exhibit information (if different from above)

Booth Selection:

of Booths _____ Preferred Location 1st _____ 2nd _____ 3rd _____

Booth ID Sign _____

Fees

A. Booth 1 @ Level _____ = \$ _____

Booth 2 @ Level _____ = \$ _____

Additional Booth Rep – \$30.00 each = \$ _____

B. Preliminary Program Ad (Size _____) = \$ _____

Final Program Ad (Size _____) = \$ _____

Tote Stuffer – \$225.00 (20 pages or less) = \$ _____

C. Sponsorship of _____ = \$ _____

TOTAL FEES (payable to NYSRPS) = \$ _____

Authorized Signature _____ Date _____

(*Please don't forget to sign off that you have read and agree to the terms and conditions on the following page.)

Payment Method

Check (please make payable to NYSRPS)

Charge my VISA or MASTERCARD

Money Order

Card # _____

Purchase Order (# _____)

Expiration Date _____ Signature _____

OFFICE USE – Date: _____ Amount: _____ Check # or CC Ref. #: _____ Received by: _____

RETURN COMPLETED FORMS TO:

NYSRPS, 19 Roosevelt Dr. Suite 200, Saratoga Springs, NY 12866 | (518) 584-0321 | info@nysprs.org

REGISTRATION

NYSRPS Exhibitor Contract 2012

Terms & Conditions

A. SPACE RENTAL

The NYSRPS Annual Conference and Business Expo is a closed trade show designed to provide a showcase for products either specifically designed for or customarily used in the leisure service field. Acceptance of Exhibitors is the sole discretion of NYSRPS.

In the event of fire, strike, or other uncontrollable circumstances rendering the exhibit area unfit or unavailable for use prior to the start of the exhibition, or if the annual meeting is cancelled for any reason, this contract will not be binding, and the exhibit fee, less \$100, will be returned.

B. TERMINATION OF EXHIBITION

In the event that the premises in which the Exhibition is being conducted shall become, in the sole discretion of the NYSRPS, unfit for occupancy, or in the event the holding of the Exhibition or the performance of NYSRPS under the Contract (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of the NYSRPS and if the NYSRPS terminates said Contract and/or the Exhibition (or any part thereof) as aforesaid, the NYSRPS shall not be liable to the exhibitor other than for a prorated refund of such exhibitor's space price payment determined on the basis of the number of exhibit days remaining. For purposes hereof, the phrase "cause or causes not reasonably within the control of the NYSRPS" shall include, but not by way of limitation: fire, casualty, flood, epidemic, earthquake, explosion or accident, blockade, embargo, inclement weather, governmental restraints, restraints or orders of civil defense or military authorities, act of public enemy, riot or civil disturbance, strike, lock-out, boycott or other labor disturbance, inability to secure sufficient labor, technical, or other personnel, failure, impairment or lack of adequate transportation facilities, inability to obtain, or condemnation, requisition or commandeering of, necessary supplies or equipment, local, state or federal law, ordinances, rule, order, decree or regulation, whether legislative, executive or judicial, and whether constitutional or unconstitutional, or Act of God.

C. SUBLETTING OF EXHIBIT SPACE AND PROHIBITED USES

Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them except upon written permission from NYSRPS. Nor shall they exhibit or permit to be exhibited in their space any merchandise not a part of their own regular products, nor shall they exhibit any advertising material directly pertaining to such products.

D. CHARACTER OF EXHIBITS

Loudspeakers or operation of equipment which is of sufficient sound volume to be annoying to neighboring exhibitors or guests will not be permitted. No exhibit will be permitted which interferes with the use of other exhibits or impedes access to them or impedes the free use of the aisles. NYSRPS may establish and enforce such other requirements as it may deem necessary to insure the mutual interest of exhibitors.

E. INSURANCE AND LIABILITY

Neither the Saratoga Springs City Center, NYSRPS,

(collectively, "Parties"), nor their respective owners, management company, and their respective officers, employees, agents, parents, subsidiaries, insurers, or assigns shall be responsible for any injury, loss, or damage that may occur to any exhibitor, their employees, agents, representatives, patrons, or exhibit materials due to the acts or omissions of Exhibitor prior to, during, or subsequent to the show ("Exhibit Related Claims"). Exhibitor agrees to indemnify, defend, and hold harmless the Parties from and against all claims, actions, liabilities, causes of action, including reasonable attorney fees and costs from any action, claim or demand in any way related to the Exhibit Related Claims.

In addition, Exhibitor acknowledges that the NYSRPS does not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor.

Security will be furnished, but the furnishing of such security shall not be deemed to increase the liability of NYSRPS, its representatives and employees, its official service contractors, or the Saratoga Springs City Center, its representatives and employees, nor to modify in any way the assumption of risk and release provided for above. If insurance is desired, it must be placed by the exhibitor. It is recommended that exhibitors take precautionary measures of their own, such as the securing of small or easily portable articles of value and the removal of them to a place of safe keeping after exhibit hours.

F. CARE OF BUILDING

No signs shall be affixed to walls, drapes, electrical outlets, etc. by the use of nails, tacks, staples or tape. Smoking is not permitted. Whenever food or liquids are displayed there must be suitable floor coverings to protect facility property. Any damage to facility property through negligence or intentional acts of exhibitors, their employees or agents must be paid by exhibitor. Any exhibitor distributing stickers will be held responsible for the costs of removal.

G. FIRE REGULATIONS

Exhibitors must comply with fire regulations. All materials used in the exhibit areas must be of non-flammable nature. Fire regulations prohibit use of paper, crepe paper, corrugated paper or cardboard or any other highly combustible or flammable material for decoration of exhibitors' booths and in the exhibit area. Electrical signs and equipment must be wired to meet local codes. Fire extinguishers on walls or on the floors or elsewhere are not to be removed or obstructed in any manner.

H. REGISTRATION

All persons entering the commercial exhibition will be required to register and wear an appropriate badge. This will hold true for move-in and move-out days as well as exhibition show days. Anyone who permits an ineligible person to use his badge will be barred from further participation in this meeting.

I. REGISTRATION OF EXHIBITOR PERSONNEL

Each exhibiting company will be permitted free advance registrations for two (2) exhibit personnel. Such numbers shall include models, demonstrators

or other persons not employed full time by an existing company and must be preregistered as exhibit company personnel.

J. MODELS, DEMONSTRATORS

NYSRPS has no objection to the use of models or demonstrators in exhibit booths provided they are, in NYSRPS judgement, properly clothed and dressed in good taste at all times and limit their activities to within the confines of the exhibitor's booth. Exhibitor personnel wearing costumes or banners containing firm names must wear an outer wrap any time it is necessary to leave the confines of the exhibit booth. NYSRPS reserves the right to terminate exhibits for violation of this regulation.

K. CIRCULATION AND SOLICITATION

Distribution of circulars or promotional material may be made only within the booth area assigned to the exhibitor presenting such material.

L. NON-EXHIBITORS

Exhibitors shall not assist non-exhibitors in displaying or soliciting on the premises.

M. AMENDMENTS

NYSRPS reserves the right to interpret, amend and enforce the conditions, rules and regulations of this Contract. Written notice of any amendments or interpretations shall be given each exhibitor. Each exhibitor, for himself, his agents and employees, agrees to abide by all conditions, rules and regulations set forth in this Contract or by any amendment thereto or interpretation thereof of which notice shall have been given.

N. CANCELLATIONS

Any exhibitor cancelling on or before December 31, 2011 shall receive a full refund. Cancellations received between December 31, 2011 and January 31, 2012 will be subject to a 30% administrative fee, and those cancelling after January 31, 2012 will receive no refund.

O. BREACH

Should exhibit space be terminated due to Exhibitor's breach of any of the terms of this contract, no monies paid by Exhibitor shall be refunded.

P. LAWS OF NEW YORK

This contract shall be governed by the Laws of the State of New York.

Q. SEXUAL HARASSMENT

Sexual harassment will not be tolerated and will result in the immediate removal of the individual from the NYSRPS Annual Conference and Business Expo. Sexual harassment is defined as abusive verbal or nonverbal language related to a person's gender, sexually oriented comments regarding one's body, sexual advances, displaying sexually explicit photographs or language, or unwanted physical contact.

I certify that I have read, understand and accept these conditions.

Representative Signature

Date