

WINTER CONFERENCE SHOWCASE DEADLINE — MAY 15, 2022

Push Notifications - A New Opportunity

Dear Exhibitor:

Please note that as a conference exhibitor, you may submit a request for a Showcase Session. Unlike Conference Sessions, which are subject to review and approval, Showcase Sessions are guaranteed to be scheduled. Showcase Sessions are available to Exhibitors based on the following criteria:

- Established NYSSMA Institutional Membership
- One Showcase Session per booth, up to a maximum of three Showcase Sessions per exhibitor

The Showcase Session application is now available only online. Please follow these steps to apply:

- Go to the NYSSMA Web Page (www.nyssma.org).
- Click the Exhibitor tab on the top blue bar.
- From the drop-down menu, complete and submit all three of these forms :
 - Institutional Member Form
 - NYSSMA Exhibit Contract Form
 - Showcase Application
 - The deadline for submission is May 15, 2022.
 - Late applications will be scheduled based upon remaining space and times.
 - Complete each section with accurate information, particularly the clinician, the primary contact, and equipment needs.
 - Showcase title can be no more than 40 characters.
 - Showcase description can be no more than 400 characters.

Showcase Sessions will be scheduled in early June. Your **Primary Contact** will be:

- Notified via e-mail of the day and time of the scheduled Showcase Session(s).
- If your equipment needs cannot be fulfilled by NYSSMA, you will be contacted by our audio-visual vendor, CMI, concerning equipment availability and pricing .

<https://nyssma.submittable.com/submit/6cac5684-0d0d-40d3-8bed-170f670b7973/2022-nyssma-winter-conference-exhibitor-showcase-request>

New Option for 2022: Exclusive Showcase Push Notifications

Exhibitors presenting a Showcase will have the option of having Push Notifications sent via App to all conference attendees. Push Notifications are offered exclusively for Showcase presentations. You will be able to send a custom message through the app encouraging attendees to come to your Showcase.

Message Options include:

One (30 minutes prior) @\$50; **Two** (30 minutes and 1 hour prior) @\$75 or **Three** (30 minutes, 1 hour and 24 hours prior) @\$100.

Content for the message(s) will be collected via **an additional** Submittable form which will be sent to those who choose this option.

PAYMENT for push notifications should be made on the Booth Contract form

