

## NYSSMA® Winter Conference Session Proposal vs an Exhibitor Showcase

### SESSION PROPOSAL:

- Must be completely non-commercial and may not promote or reference a product or a service.
- Session proposals are to be submitted no later than the last Friday in April of a given year.
- Sessions are to be submitted via Submittable available online beginning in January.
- If the reviewer questions whether a submission for a session is really a showcase, the submitter will receive a notification. If, in fact, the session proposal is a showcase, the notification will suggest how this may be remedied.
- Session proposals are subject to review and may be **approved or rejected** for inclusion in the Conference.
- All accepted sessions will be scheduled in May.
- The submitting contact person will be notified of their session assignment.

### SHOWCASE:

- Exhibitors with an Institutional Membership are entitled to a one-hour showcase. (Depending on the number of booths and level of Institutional Membership, they may be entitled to up to three showcases).
- **Showcases are not subject to review** and may promote or highlight anything appropriate the exhibitor wishes to have available to conference attendees.
- Showcase submissions are done through Submittable after the exhibitor has contracted for a booth and has taken an Institutional Membership.
- The sooner an exhibitor submits their showcase request, the more likely it is that they will get their preferred day and time.
- For the early submissions care will be taken to try to avoid putting their showcase opposite conference sessions of similar content.
- Only the Exhibitor with a contracted booth and Institutional Membership may request a showcase. The Exhibitor may not share their unused showcase with a clinician from another company.
- **Exhibitor showcases are for the exclusive use of the Exhibitor** who meets the appropriate criteria. Unused showcases may not be offered to a third-party company. *Subsidiary companies will be considered and approved or denied at NYSSMA's sole discretion.*

Both sessions and showcases are an hour in length. Until October 15<sup>th</sup> changes to sessions (e.g.: title, content) will be in the Conference program. Thereafter, changes will only appear in the Conference app. Exhibitors with an Institutional Membership will be highlighted in the conference program.