

YOU ARE INVITED TO EXHIBIT



NEW YORK STATE SCHOOL MUSIC ASSOCIATION
Joseph A. Floreano Rochester Riverside Convention Center
Rochester, New York

DECEMBER 4 - 7, 2025

**89TH ANNUAL
WINTER CONFERENCE**

Hyatt Regency Rochester
Courtyard by Marriott
Marriott Rochester Airport

Hilton Garden Inn
Rochester Downtown

Hilton Garden Inn Rochester
University and Medical Center

Hampton Inn Rochester Downtown
Hampton Inn Henrietta



All forms in this brochure can be located in pdf format at nyssma.org, exhibitor tab.



NYSSMA[®]

New York State School Music Association



Michael Salzman, Interim Executive Director • 718 The Plain Road, Westbury, NY 11590

Phone: 516.997.7200, ext. 10 • Fax: 516.997.1700

executive@nyssma.org • www.nyssma.org

Dear Music Industry Partner:

It is my pleasure to invite you to exhibit at the 89th Annual NYSSMA Winter Conference which will take place in Rochester, New York, December 4-7, 2025. We are very proud of our Winter Conference, which is one of the largest state music education conferences in the country! We typically have 1,700+ conference attendees and over 800 All-State students. The All-State students will have almost four hours of time in the exhibit hall and many of their parents will visit the exhibits before their child's All-State concert. Additionally, 12-15 ensembles will be invited to perform at the conference, and the members of those groups, along with their chaperones and parents, will be given access to the exhibit hall. Finally, there will be exclusive exhibit time during the All-Conference Reception which will take place in the Exhibit Hall. All in all, we will do our very best to maximize foot-traffic in the Exhibit Hall to give you maximum exposure.

Showcase Opportunities - We hope that you will consider an institutional membership in NYSSMA[®]. The benefits of Institutional Membership are listed in this brochure. One of those benefits is the opportunity to present a one-hour showcase to highlight your business or a particular product. Many of our collegiate institutional members choose to highlight their programs by featuring faculty workshops or performing ensembles.

New This Year - We are offering several **sponsorship opportunities** which we hope will be of interest to our corporate members. These are in addition to our very popular Bag Inserts which are distributed to all attendees. *Please see our sponsorship page* for information on maximizing your company's exposure. Many of our exhibitors have also found that ads in our printed Conference Program, or Conference App, are beneficial to the organization and to our attendees. Your ad goes "home" with the program.

Our goal is to be your partner! Our conference attendees receive numerous benefits from our vibrant exhibit floor, and we want to do all that we can to offer you maximum exposure and opportunities to grow your business. We welcome suggestions or comments on how we can improve the partnership experience. We want to make the conference mutually beneficial and profitable for all.

Please reach out to Debby Super or me if you have any questions.

I hope to see you in Rochester.

Sincerely,

Michael Salzman
Michael Salzman

SPECIAL PROMOTIONS AND SPONSORSHIP OPPORTUNITIES

COLLEGIATE DINNER SPONSORSHIP (One available) \$4,000.00 SOLD

A highlight of the conference for more than 300 collegiate music education students attending the conference. The (company-named) Collegiate Dinner listed prominently in the conference program. A company representative will have the opportunity to address the students for up to two minutes.

LILAC BALLROOM STAGE (One available) \$3,000.00

The Lilac Ballroom is used for all major conference events and performances. A banner (provided by you) either hung over the stage or a standing banner posted on the front of the stage advertising your company as a sponsor for the Lilac Ballroom. This sponsorship will maximize your company's exposure at the conference.

CONFERENCE BADGE HOLODER LOGO (One available) \$1,800.00 **CONFERENCE BAG LOGO (Two available) One each @ \$1,500.00**

Your company's logo on the conference bag or badge holder given to each attendee. Your logo will be displayed throughout the conference and across the exhibit floor. Every attendee will carry your logo with them throughout the conference.

REGISTRATION AREA SPONSORSHIP (Two available) One each @ \$1,200.00

One standing banner (maximum 6' x 2.5' to be provided by sponsor) located at registration just outside the exhibit floor and your company's logo and name wrapped around the registration kiosks. Every attendee must sign in at one of our six registration stations.

CONFERENCE BAG INSERT One Item @ \$350.00

One small item (no bags) that will be inserted into the NYSSMA tote bag given to each attendee. Examples: flyer, postcard, pen/pencil, magnet, small note pad, etc. We will need 1800 items. Shipping details will be forthcoming closer to the conference.

- I wish to take**
- | | |
|---|---|
| <input type="checkbox"/> Lilac Ballroom stage banner \$3,000.00 | <input type="checkbox"/> Badge Holder Logo – \$1,800.00 |
| <input type="checkbox"/> Registration area sponsorship – \$1,200.00 for one | <input type="checkbox"/> Conference bag insert – \$350.00 |
| <input type="checkbox"/> Conference bag logo – \$1,500.00 for one | |

I wish to charge my ad to my: ☐ AMEX ☐ VISA ☐ MC ☐ DISCOVER \$ _____

Card No.: Exp. Date: _____

Billing Zip Code: _____

ADVERTISING RATES

RESERVATION DATE: no later than SEPTEMBER 15, 2025

ARTWORK DUE: no later than OCTOBER 11, 2025

Grayscale/BW only available as below		Full Pg COLOR Back Cover	\$1,300.00
		Full Pg COLOR Inside Back Cover	\$1,200.00
Full Pg B/W	\$650.00	Full Pg COLOR Inside Front Cover	\$1,200.00
Half Pg B/W	\$550.00	Full Pg COLOR	\$750.00
		Half Pg COLOR	\$650.00
		Quarter Page COLOR	\$500.00

FULL PAGE or COVER

7.5 x 9.75

HALF PAGE

7.5 x 4.75

QUARTER PAGE 2 COLUMN AD

3.5 x 4.5

REQUIREMENTS/SUBMISSION FORMAT

All ads submitted electronically to dsuper@nyssma.org. – High resolution 300 DPI PDF files are to be furnished by the advertiser

INSERTION ORDER – Payment Due at Time of Order

☐ I wish to place an ad in the NYSSMA® Winter Conference Program

Name of Company _____

Person Placing Ad _____

Email and Phone Number _____

Digital Ad in Conference App

Must be JPEG, JPG, PNG, GIF (not animated)

Must be submitted in two sizes:

444 x 306 pixels and 300 x 300 pixels

Ad will be displayed on a rotating basis on the
Home Page, Session List, Exhibitor Page

You may choose where you want your ad to appear, e.g. before your showcase or
other event or randomly throughout the app.

You may add an external link or url.

Ad will appear either at the top or bottom of the page listings
(randomly assigned)

☐ Digital Ad \$300.00

☐ Digital Ad with print ad* (Cover, FP only) \$100.00

*If you reserve a *Cover* or *Full-page* ad you may reserve a digital
ad for only \$100

Color Ad (4-color)

☐ *Full Page Back Cover \$1,300.00

☐ *Full Page Inside Back Cover \$1,200.00

☐ *Full Page Inside Front Cover \$1,200.00

☐ *Full Page \$750.00

☐ Half Page \$650.00

☐ Quarter Page \$500.00

Grayscale(B/W)

☐ Full Page \$650.00

☐ Half Page \$550.00

* If you reserve a *Cover* or *Full-page* ad you may reserve a digital
ad for only \$100

I wish to charge my ad to my: ☐ AMEX ☐ VISA ☐ MC ☐ DISCOVER \$ _____

Card No.: Exp. Date: _____

Billing Zip Code: _____

GENERAL EXHIBITOR REGULATIONS

2025 marks the 89th anniversary of the New York State School Music Association Winter Conference. NYSSMA® is a member organization engaged in music education from pre-school through college. Exhibits are vital to our conference since music educators depend on the music industry for the tools to supplement their teaching skills. Music exhibitors have the opportunity to display their products and services to those who influence purchasing. You will reach an exclusive education audience. Total attendance at our 2024 annual conference was over 4,000. This brochure provides essential information needed for participation by the music industry. The floor plans show the exhibitor scheme for the exposition.

APPLICATION FOR SPACE

Applications will be accepted by mail, email or fax. Applications must be accompanied by a check or credit card authorization to reflect the amount of booth space desired. Full payment is due with your booth space reservation request.

BOOTH RESERVATIONS

Booths are assigned on a rolling schedule, so please contact us early, especially if you need multiple booths or have special requirements. Institutional Members receive preference based on their membership level, but must still contact us as early as possible. We will make every effort to honor requests for the same booth location as the previous year; however, we cannot guarantee availability of the same booth(s). Again, the sooner your booth contract is received, the more likely your needs can be accommodated.

BOOTH RATES

All booths are in the main exhibit area at the Convention Center and are 10' x 8' and INCLUDE a table, draping, chairs and a standard two-line sign. Booths are available at a rate of \$775. A special discounted rate of \$675 will apply to colleges and non-profits.

EXHIBIT HOURS

Friday	9:00 AM	-	6:00 PM
Saturday	8:30 AM	-	4:00 PM

An attendant must be in charge of each display during the hours the exhibit area is open. Guard service will be provided when the exhibit area is closed.

EXHIBITOR REGISTRATION & HOUSING

Exhibiting firms are provided with two badges for each booth. Non-institutional members will be charged the prevailing rate for each additional badge. Associate Members are entitled to one additional exhibitor badge. Sponsoring Members are entitled to two additional exhibitor badges. Patron Members are entitled to three additional exhibitor badges. Registration information will be sent once conference booths have been assigned. A housing link is included.

EXHIBIT FACILITIES

All exhibits will be located in the Rochester Riverside Convention Center. Most spaces will be provided with a standard 8' high back wall. One 10' x 8' space includes draped table, chair and waste basket. One standard two line sign with exhibitors name, city, and state address will be provided. Decorating and furniture rental order forms will be emailed by the decorator. Arrangements for special electrical service or equipment must be made with the appropriate vendor found in the follow-up packet from the decorator. Said expenses are the responsibility of the exhibitor.

USE OF NYSSMA LOGO

Use of the NYSSMA® logo, NYSSMA® artwork or conference logo, is expressly prohibited unless an agreement for such use has been reached with the NYSSMA® Executive Director.

SHIPPING, PACKING & STORAGE

Great Lakes Events has been appointed the official receiving and shipping agent for the handling of exhibits which are shipped by freight and, therefore, necessitate local pick up and forwarding.

CONSIGN FREIGHT SHIPMENT AS FOLLOWS:

Name of the Firm

Booth Number

NYSSMA

Great Lakes Events, LLC

810 Emerson Street

Rochester, NY 14613

Phone: 585-458-2200

Cell: 845.857.4630

e-mail: CSR@greatlakesevents.com

sewald@greatlakesevents.com

BOOTH EQUIPMENT & SERVICE

Great Lakes Events, LLC will handle table draping, table and furniture rental, signs, labor and booth clean up. Order forms for all services will be included in the Service Kit to be emailed to all exhibitors (contact person) after space is assigned. An Exhibit Service Desk will be maintained at the Convention Center. The telephone number for questions about dressing your booth is:

585-458-2200

GENERAL EXHIBITOR REGULATIONS

INSTALLATION & DISMANTLING

Installation may begin 8:00 AM, Thursday, and shall be completed not later than 8:00 PM. Exhibits open Friday morning at 9:00 AM.

EXHIBITOR EXPRESSLY AGREES NOT TO DISMANTLE HIS/HER EXHIBIT OR TO DO ANY PACKING BEFORE THE FINAL CLOSING OF THE EXHIBIT AT 4:00 PM ON SATURDAY.

Goods must be crated and placed for shipment immediately following the close of the exhibit.

CANCELLATIONS

All cancellations must be made in writing to the NYSSMA® Office. If notification is received on or before November 1, 2025 all monies, less a **\$200 service charge**, will be refunded. Cancellations received after November 1st obligates the exhibitor to **Full Payment** of the booth cost and forfeiture of all monies paid. **NO REFUNDS WILL BE MADE AFTER THIS DATE.** Failure to occupy booth space in no way releases the exhibitor from the obligation to pay the full cost of the rental. If booth space is not occupied by the end of set-up on Thursday, NYSSMA® Management shall have the right to use such space as it sees fit or to eliminate empty space in the exhibit areas.

SALES PERMITTED

Selling and taking orders are permitted on the exhibit floor. All demonstrations or other sales activities must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet, or share the space allotted without the knowledge and consent of the management. No exhibitor is permitted to show or sell goods other than those manufactured or dealt in by him in the regular course of business.

USE OF SPACE

Displays shall not exceed eight feet in height. The space within two feet of the front line may not have displays higher than four feet. The backs of exhibits which may extend above or beyond the adjoining exhibit must be decorated so as not to be objectionable to the adjoining exhibitor. Nothing shall be displayed at a height above the top of the backdrop of eight feet. Normal security will be provided, but it is recommended that exhibitors use good judgement in leaving material and equipment when booth is unattended. Covering of booth materials is recommended during non-exhibit hours.

SOUND LEVEL

Headphones rather than speakers could be used for video and other sound equipment. Exhibitors with performers or musical instruments should be mindful of and courteous to

their neighbors.

CARE OF BUILDING & EQUIPMENT

Exhibitors, or their agents, must not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

REGULATIONS & CONTRACT

These regulations become a part of the contract between the Exhibitor and the New York State School Music Association. They have been formulated for the best interests of the exhibitor. The Management respectfully asks full cooperation. All points not covered are subject to the decision of the Management.

OFFICE INFORMATION

NYSSMA Executive Director
718 The Plain Road, Westbury, NY 11590
(Phone) 516.997.7200, ext. 10
(Fax) 516.997.1700
E-Mail: executive@nyssma.org



NYSSMA EXHIBIT CONTRACT 2025 WINTER CONFERENCE

December 4 - 7, 2025

JOSEPH A. FLOREANO ROCHESTER RIVER-
SIDE CONVENTION CENTER

Date Received: _____
Amount Received: _____
Check: _____ Credit Card: _____
IM: _____

BOOTH NO. _____

Firm Name: _____ Phone: _____

Firm Street Address: _____ City/State/Zip: _____

E-Mail _____ Website: _____

Contact Name: _____ Title: _____

Indicate booth choices in different sections of the exhibit area to facilitate space assignments.

First _____ Second _____ Third _____ Fourth _____

How many booths are desired? _____ If you would like to have space adjoining that of a specific exhibitor, give name of the firm: _____

BOOTH IDENTIFICATION SIGN (limited to two lines):

Firm: _____

City/State: _____

COPY FOR PROGRAM (Description of products/services is limited to ten (15) words)

I, the undersigned, apply for exhibit space as indicated below. I have read and agree to comply with the General Exhibitor Regulations. **PAYMENT IN FULL** for space desired must accompany this contract. Should it be necessary to cancel, payment will be refunded according to the schedule in the General Exhibitor Regulations. **Booth space will be assigned with priority to Institutional Members in order of reservation date and based on level of Institutional Membership and the number of booths requested. Booth space cannot be guaranteed as the Exhibit Hall has sold out in recent years – please reserve early! Exhibitors who reserve a booth after November 1st, on a space available basis, will NOT be listed in the Conference Program, but will be listed in the Conference app.**

By: _____ Title: _____

Signature: _____ Date: _____

Indemnifying Clause: Exhibitor agrees to protect, save and keep the New York State School Music Association, the Joseph A. Floreano Rochester Riverside Convention Center and the official service contractors forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the exhibitor or those holding under the exhibitor as well as to strictly comply with the applicable terms and conditions contained in the agreement between the Rochester Riverside Convention Center and the New York State School Music Association and the official service contractors against and from any and all loss, cost damage, liability or expense arising from or out of or by reason of any accident or other occurrence to anyone, including the exhibitor, its agents, employees and business invitees which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof.

Send completed electronic contract
(pdf available at nyssma.org)
to: dsuper@nyssma.org

For Credit Card Payment: Complete Form Below

Payment by check to:

NYSSMA

Att: Executive Director

718 The Plain Road, Westbury, NY 11590-5956

☐ MC ☐ VISA ☐ AMEX ☐ DISCOVER:

--	--	--	--

EX. DATE: _____

_____ BOOTH(S) @ \$775 PER BOOTH OR _____ COLLEGES/NON-PROFIT BOOTH(S) @ \$675 PER BOOTH

SUBTOTAL: \$ _____

_____ MEMBERSHIP (include form) \$ _____

TOTAL CHARGED: \$ _____

BILLING ZIP CODE: _____



INSTITUTIONAL MEMBERSHIP – JULY 1, 2025 TO JUNE 30, 2026

INSTITUTIONAL NAME (AS IT SHOULD APPEAR IN AD): _____

CONTACT PERSON: _____ WEBSITE: _____

FIRM ADDRESS: _____ E-MAIL: _____

FIRM CITY/STATE: _____ ZIP: _____

ASSOCIATE MEMBERSHIP

- Name listed in the NYSSMA Membership Directory, mailed to more than 4,000 active members.
- Full-page Institutional Member Listing will appear periodically throughout the year in the School Music News as well as on the NYSSMA website.
- Member Exhibitors at the Winter Conference will have a featured listing in the Conference Program.
- Membership fee is tax deductible.
- Free subscription to the School Music News.
- **One showcase at Winter Conference per booth purchased, not to exceed one.**
- Two badges per booth, plus one additional badge at NYSSMA Winter conference (e.g. two booths = 4 badges + 1, total of 5).

SPONSORING MEMBERSHIP

- All Associate Membership Privileges.
- Exhibit space priority.
- **One showcase at Winter Conference per booth purchased, not to exceed two.**
- Two badges per booth, plus two additional badges at NYSSMA Winter Conference

PATRON MEMBERSHIP

- All Associate and Sponsoring Membership Privileges.
- **One showcase per booth purchased at Winter Conference, not to exceed three.**
- **Your organization/company logo on www.nyssma.org links to your home page.**
- **Your organization/company link on the NYSSMA website at www.nyssma.org**
- **Two badges per booth, plus three additional badges at NYSSMA Winter Conference.**
- **PATRON MEMBER ribbon for all booth personnel.**

PLEASE NOTE: *All Institutional Memberships have the following limitations:*

1. They are non-voting memberships.
2. Ineligible to hold NYSSMA office.

PLEASE INDICATE MEMBERSHIP

- | | |
|--|-------|
| <input type="checkbox"/> ASSOCIATE MEMBERSHIP | \$300 |
| <input type="checkbox"/> SPONSORING MEMBERSHIP | \$500 |
| <input type="checkbox"/> PATRON MEMBERSHIP | \$750 |

If paying by check, make payable to: **NYSSMA – 718 The Plain Road, Westbury, NY 11590-5956**
Att: Executive Director
(P) 516.997.7200 ext 10 • (F) 516.997.1700 • email: dsuper@nyssma.org

I wish to charge my institutional membership to ☐ AMEX ☐ VISA ☐ MC ☐ DISCOVER \$ _____

Card No. Exp. Date: _____

Billing Zip Code: _____

WINTER CONFERENCE EXHIBITOR SHOWCASE*

DEADLINE OCTOBER 1ST

Dear Exhibitor:

Conference exhibitors with an Institutional Membership, may submit a request for an Exhibitor Showcase(s). Unlike Conference Sessions, which are subject to review and approval, Showcases are guaranteed to be scheduled. Showcase Sessions are available to Exhibitors based on the following criteria:

- Booth contract
- Established NYSSMA Institutional Membership
- One Showcase Session per booth, up to a maximum of three Showcase Sessions per exhibitor (based on number of booths and Institutional Member Level).

The Showcase Session application is available only online. *Application is only valid once a Booth Contract and Institutional Membership have been submitted.*

Please follow these steps to apply:

- Go to the NYSSMA Web Page (www.nyssma.org).
- Navigate to the Exhibitor tab on the NYSSMA home page.
- Complete and submit all three of these forms :
 - Institutional Member Form
 - NYSSMA Exhibit Contract Form
 - Showcase Application
 - Apply early. Later applications could miss important publication deadlines.
 - Complete each section with accurate information. The submitting clinician will become the primary contact.
 - If you prefer, you may use the included QR Code to link to the showcase application.



AV Equipment

Session rooms include *a microphone, LCD projector connected to sound and a screen*. If you need **additional AV** equipment, you must indicate that on your submission for a showcase.

Showcase Sessions are one hour in length and will be scheduled in early June and thereafter as they are accepted. Your **Primary Contact** will be notified via e-mail of the day and time of the scheduled Showcase Session(s).

- * **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.**

EXHIBITOR LODGING REQUEST FORM

All lodging requests will be handled through DePrez Travel

NEW YORK STATE SCHOOL MUSIC ASSOCIATION
2025 Winter Conference – Rochester, NY

December 4 - 7, 2025

ROOMS MAY BE RESERVED IMMEDIATELY

After October 20th, hotels reservations will be assigned on a “space available” basis.

Exhibitors must book their rooms online, through DePrez Travel in real-time inventory. **In order for your reservation to be finalized, we must have your booth contract.** Your reservation will be held until your booth contract has been verified. At that time you will know which hotel you will be confirmed at, and you will receive a confirmation emailed to the address you provide.

To reserve your room, please go to:

<https://tinyurl.com/2025NYSSMA-EX2>

and follow the easy online process.

Although reservations must be made online, DePrez Travel is happy to answer any questions during their office hours of Monday-Friday, 8:30AM to 5:00PM EST.

Phone: (Toll Free) 1-877-478-2111 • email: Tammie Vandermeulen <tvandermeulen@depreztravel.com>

HOTELS - DAILY RATES PER PERSON

	Double Occupancy	Single Occupancy
Hyatt Regency (Breakfast Only)	\$157.93	\$225.22
Hilton Garden Inn Rochester Downtown (Breakfast and Dinner)	\$202.50	\$280.00
Hilton Garden Inn Rochester University/Med. Ctr. (Breakfast and Dinner)	\$211.49	\$346.71
Courtyard by Marriott (No Meals)	\$207.00	\$207.00
Marriott Rochester Airport (No Meals)	\$189.00	\$189.00
Hampton Inn Henrietta(breakfast buffet)	\$184.00	\$184.00
Hampton Inn Rochester Downtown (breakfast buffet)	\$224.00	\$224.00



NYSSMA®
718 The Plain Road
Westbury, NY 11590-5956

FIRST CLASS MAIL
U.S. POSTAGE
PAID
Bellmore, NY 11710
Permit No. 218

89TH ANNUAL NYSSMA® WINTER CONFERENCE

December 4 - 7, 2025

JOSEPH A. FLOREANO ROCHESTER RIVERSIDE CONVENTION CENTER
ROCHESTER, NEW YORK