

SCHOOL FACILITIES MANAGEMENT IN THE COVID-19 ERA

School Facilities Management Virtual Conference

OCTOBER 6-7, 2020

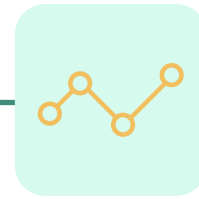




OUR GOAL

The New York School Facilities Association (NYSSFA) and the School Facilities Management Institute (SFMI) will offer a Virtual Conference and Expo October 6-7, 2020 on the dynamic vFairs platform, open to the entire school facilities community.

Our Virtual Conference and Expo simulates our annual in-person event and enables the attendee to navigate the virtual space with ease in a visually rich environment that is mobile-friendly and highly interactive. NYSSFA and SFMI leaders are taking great care to deliver exceptional and timely content with the same informative interaction you have come to expect from our annual conferences.



YOUR AUDIENCE


- Directors of Facilities
- Assistant Directors of Facilities
- Superintendents of Buildings and Grounds
- Head Custodians
- Custodial Services Supervisors
- Health and Safety Coordinators
- Maintenance Crew Leaders
- Safety and Risk Management Officers

KEY FEATURES

- Connect with the colleagues in real-time with chat tools
- Live presentations & breakout sessions
- Speaker/Audience Q&A – real-time, two-way interactions
- Download or save information for future reference
- Keynote Presentation by Merlyna Valentine, a passionate and accomplished educator dedicated to developing dynamic leadership skills, enhancing employee effectiveness, and inspiring others
- Training focused on COVID-19 reopening plans, DOH-compliant sanitizing and disinfecting protocols, managing teams remotely, threat and risk assessment, SED-compliant facilities emergency plans and a best practices roundtable.
- A highly interactive Virtual Expo with customizable booths and incentives including gift cards, door prizes, t-shirts and a grand prize drawing to engage attendees throughout the entire conference.

Conference Schedule

TUESDAY, OCTOBER 6

- 8:00–9:00am** **Conference Kickoff:** The COVID Disruption and the New Normal in Facilities Management
- 9:00–9:30am** **Morning Mojo:** Trade Show Grand Opening and Scavenger Hunt Start
- 9:30–10:30am** **Concurrent Sessions:** DOH-Compliant Post-Covid Cleaning and Disinfecting Procedures Threat, and Risk Assessment in Today’s School Environment
- 10:30–11:30am** **Keynote Speaker:** Merlyna Valentine is a passionate and accomplished educator dedicated to developing dynamic leadership skills, enhancing employee effectiveness, and inspiring others. Ms. Valentine has been a teacher, assistant principal, principal and Executive Director of Elementary Schools for a high-performing school district. She has been recognized with numerous awards and commendations such as Teacher of the Year, Principal of the Year, and Louisiana Regional Principal of the Year.
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- 11:30am–12pm** **Munch & Meet:** Virtual Trade Show and “Get Caught Doing Business” Gift Card Giveaway

WEDNESDAY, OCTOBER 7

- 8:00–9:00am** **State Update:** Post-COVID Guidelines/Procedures from SED, DOH and DOL
- 9:00–9:30am** **Coffee & Conversation:** Virtual Trade Show and Exhibitor Door Prize Giveaway
- 9:30–10:30am** **Concurrent Sessions:** Manage a Team Remotely: Set Yourself Up for Success in this New, and “Normal, and Developing Your SED-Compliant Facilities Emergency Plan
- 10:30–11:30am** **Concurrent Sessions:** Best Practice Roundtable: Post-Covid Reopening Procedure, and Human Resources Issues Today
- 11:30am–12pm** **Wine & Win:** Expo Grand Prize Drawing, Accreditation, Honorary Membership and Years of Service Recognition, President’s and Key Supporter Awards



Sponsorship Opportunities



You'll receive:

- A visually captivating experience from vFairs that recreates the feel of a physical event with no need for downloads or Flash; and complete mobile-compatibility on all modern browsers.
- A fully customizable, branded virtual booth -- choose from 12 different templates
- Step-by-step instruction on how to customize your booth
- Unlimited file uploads (brochures, flyers, presentations)
- Unlimited video uploads (YouTube, Vimeo, etc.)
- Unlimited content links
- Private one-on-one chat and audio/video calls with virtual booth visitors
- Access to the virtual platform for two company representatives (additional reps \$45 each)
- Opportunity to raffle off a door prize to the attendee of your choice
- List of all attendees and contact info

THE VIRTUAL EXHIBIT BOOTH EXPERIENCE

Showcase your products at our cost-effective online trade show and accelerate lead generation on the dynamic vFairs platform! Gain access to more than 250 facilities management personnel and expand your reach to other business partners in the industry. Strengthen relationships with existing customers and forge strategic partnerships!

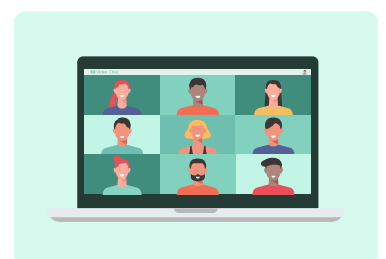
We'll also offer a SECOND opportunity for you to connect with school facilities personnel, superintendents, administrators and business officials during our Vendor Showcase in February!

Pricing: **\$550** (before and including August 15)
\$750 (after August 15)

Why Support Us?

In many ways, our New York State School Facilities Association has never been more important. The disruption of COVID-19 has meant more meetings, virtual exchanges of information and meet-ups to share new approaches, answer questions and discuss the importance and role of school facilities personnel during the pandemic. Our pledge for quality and relevant education continues too, as we look ahead to future educational webinars and resources we can provide to NYSSFA members.

In addition to making this vital educational opportunity for school personnel possible, all supporters are identified on promotional emails prior to the event, in the virtual registration area and exhibit hall entrance, acknowledged in all registration materials and through additional recognition relating to your sponsorship package of choice.



Corporate Sponsorship

BENEFIT	DIAMOND \$10,000+	PLATINUM \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000
Complimentary virtual booth space booth at the October Virtual Conference & Expo AND the February Virtual Vendor Showcase (\$1100 value) on the vFairs platform	1	1	1	1	1
Complimentary registrations (\$350 value each)	4	3	2	1	1
Branded educational session(s)	2	1	1		
Banner ads on the virtual platform	4	3	2	1	
Video ad during educational session	X				
Sponsorship of pre-conference webinars	\$1000 value	\$750 value	\$500 value	\$300 value	\$200 value
Tagged recognition on SFA social media channels	X	X	X	X	X
Post-conference recognition in email to membership and attendees	X	X	X	X	X
Advertising in <i>Wednesday Wake Up</i> e-newsletter	4 weeks (\$1350 value)	3 weeks (\$1000 value)	2 weeks (\$675 value)	1 week (\$445 value)	
Donation in your company's name to the Fred Hack Memorial Scholarship Fund to support the education of children of facilities directors	\$3000	\$1500	\$750	\$350	\$150

SPONSORSHIP PACKAGES

All sponsorship levels include the following core benefits:

- Recognition in all communications promoting the event
- Sponsor recognition on the SFA or SFMI website with a link to your company's website
- Opportunity to raffle off prizes
- Pre- and post-event visibility
- List of all attendees and contact info



Don't See the Sponsorship You Want?

Call SFMI Headquarters at 518.465.0563 to discuss and customize a sponsorship opportunity to fit your needs.

Sponsor/Exhibitor Form

School Facilities Management in the Era of COVID-19
2020 Virtual Conference | October 6-7

RESERVE YOUR BOOTH AND SPONSORSHIP TODAY! Register Online: www.nyssfa.com/exhibitors
DEADLINE: SEPTEMBER 30, 2020

COMPANY INFORMATION

COMPANY NAME (AS YOU WOULD LIKE IT LISTED IN PROMOTIONAL MATERIALS)

MAIN CONTACT PERSON

ADDRESS

CITY STATE ZIP

PHONE EMAIL

WEBSITE

EXHIBIT PRICING

Virtual Booth (before August 15th) _____ x \$550 = \$ _____
(after August 15th) _____ x \$750 = \$ _____

Registrants (included with booth reservation)

REGISTRANT'S NAME

REGISTRANT'S NAME

Additional Registrants | \$45 each
(After the second complimentary registration)
Email additional names to sfmi@nyssfa.com.

CORPORATE SPONSORSHIPS

- Custom | \$ _____
 Diamond | \$10,000+ Platinum | \$7,500 Gold | \$5,000
 Silver | \$3,000 Bronze | \$2,000

CONFERENCE TOTALS

Sponsorship \$ _____
Booth Exhibit \$ _____
Additional Registrants \$ _____
Additional Meal Tickets \$ _____
GRAND TOTAL \$ _____

MEMBERSHIP

- Yes, I am a member in good standing.**
(I understand my 2019–2020 SFA dues must be paid before the 2019 Expo.)
- I have enclosed a separate payment for my 2019-2020 SFA Associate Member dues for \$325.00.** (Membership dues should be made payable to NYSSFA.)

PAYMENT INFORMATION

- Check payable to SFMI
- Credit Card: Visa MasterCard
 AmEx Discover

CREDIT CARD NUMBER

EXPIRATION DATE SECURITY CODE

PRINT NAME (AS IT APPEARS ON CARD)

BILLING ADDRESS (IF DIFFERENT THAN ABOVE)

CARDHOLDER'S SIGNATURE

AGREEMENT TO TERMS

I've read the Exhibitor Contract Terms of Agreement on the back and understand and agree to all conditions.

SIGNATURE OF BUSINESS REPRESENTATIVE DATE

PLEASE RETURN WITH PAYMENT TO:

SFMI: 2020 Expo | 136 Everett Road | Albany, NY 12205
sfmi@nyssfa.com



QUESTIONS? Contact School Facilities Management Institute, Inc.,
136 Everett Road, Albany, NY 12205
518.465.0563 | sfmi@nyssfa.com

SIGNATURE REQUIRED

Please read carefully as you and ALL representatives of your company will be held accountable for all items outlined in this agreement! The agreement to these terms must be signed on the Exhibitor Registration Form and returned with payment in order to reserve a booth and hotel rooms.

CONDITIONS FOR 2020 EXHIBIT CONTRACT

1. CONTRACT FOR EXHIBIT SPACE

The Expo is an NYSSFA Associate member benefit. Vendors must be a member in good standing with NYSSFA to exhibit in the Expo. Sponsorships and exhibit space are based on availability.

2. PAYMENT FOR SPACE

The cost of exhibit space is due in full prior to the Conference. Booths cannot be held until registration with full payment is received.

3. DISPLAY OPERATIONS (SELLING, PRIZE DRAWING, PROMOTIONS)

Exhibitors may show, discuss, explain, and demonstrate items or services but may NOT make sales which result in the exchange of merchandise and/or money in the exhibit hall.

Prize drawings will be allowed within guidelines furnished by NYSSFA/SFMI (contained in the Exhibitor Registration Package). VENDOR WILL BE RESPONSIBLE for notifying winners of all prize drawings done at their booth that are not part of the Association's Trade Show Program. Raffles or lotteries are prohibited.

Interviews, demonstrations, distribution of literature, etc. are permitted only within the exhibitor's space. Samples and souvenirs may NOT be sold, and if distributed, must directly relate to products or services displayed in the exhibitor's booth. Booth activities which cause people to congregate in the aisles are prohibited.

NYSSFA/SFMI WILL NOT PERMIT NON-EXHIBITORS TO CANVASS, SOLICIT, HOLD CONFERENCES OR DISTRIBUTE LITERATURE OR OTHER PROMOTIONAL MATERIAL OR DEVICES DURING THE EXPOSITION.

4. EXHIBITOR ADMISSION CREDENTIALS

Exhibitors shall furnish the NYSSFA/SFMI Office with an advance list of ALL COMPANY REPRESENTATIVES. (Each booth reservation includes 2 complimentary representative reservations).

EACH ADDITIONAL REPRESENTATIVE OVER THE 2 WILL BE CHARGED \$45 PER PERSON.

5. NYSSFA/SFMI RESERVES THE RIGHT to make such additional conditions, rules & regulations as deemed necessary to enhance the success of the exposition, and to decline or prohibit any exhibit which in its judgment is out of keeping with the character of the convention, this reservation being all-inclusive as to persons, things, printed matter, products and conduct. Please remember that this is a contracted agreement. All exhibits will remain in place until the end of the exhibitor program.

6. CANCELLATIONS

Cancellation or adjustments made by the Sponsor or the Exhibitor for contracted sponsorships and/or contracted space after September 13, 2020 will not be refunded. ALL reservations are guaranteed. ALL cancellations or adjustments made prior to September 13 must be confirmed in writing and forwarded to the SFMI Event Office via mail, email at sfmi@nyssfa.com or fax at 518.465.0579.