CALL FOR EXHIBITORS

NYSSCA
NEW YORK STATE
SCHOOL COUNSELOR ASSOCIATION

2026 ANNUAL CONFERENCE

All Students. Many Paths.

November 11-13, 2026
Turning Stone Casino • Verona, NY

hosted and managed by NATIONAL CENTER for YOUTH ISSUES

www.ncyionline.org/nysscac

2026 ANNUAL CONFERENCE
November 11-13, 2026
Turning Stone Casino • Verona, NY

All Students. Many Paths.

You're Invited!

The New York State School Counselors Association (NYSSCA) cordially invites you to join us as an exhibitor for the **2026 New York State School Counselor Association Conference: *All Students. Many Paths!*** This conference will bring together school counselors from all over the State of New York looking for information from organizations like yours that can help them to do their jobs better. Insights, inspiration, and effective plans of action from various speakers will be presented during the conference. Don't miss this tremendous exhibiting and networking opportunity!

- **Exhibits located in the center of all the activity!**
- **Special rates on hotel room reservations! (See application for more details)**
- **Save $50 if you register by July 31, 2026**

See schematic to plan your best location for your table. Please mark your choices, and understand these tables will be assigned in the order in which the application and payment are received.
SPACE IS LIMITED – SIGN UP TODAY!! If you have any questions, please call 866-318-6294 or email nyssca@ncyi.org.

What Your Organization Receives:

400+ ATTENDEES!

- **One 6' x 30" skirted table and two chairs**
  (please see floor plan to mark your choices)
- **One full Conference registration per table purchased (includes all meals and breaks)**
  You may add **ONE** additional representative per table for $290 (conference registration included). You may only register 2 people per table.
- **Listing in the Conference App**
  Payment and application must be received by October 11, 2026

Questions??
Call **866-318-6294** or e-mail **nyssca@ncyi.org**

Quality Exhibitor Time!

30 minutes of EXCLUSIVE attendee exhibit viewing time between breakout sessions!

Who Will Attend?

- Elementary School Counselors
- Middle School Counselors
- High School Counselors
- Post-Secondary Ed Counselors
- Administrators
- Career & College Coordinators
- Counselor Educators

Exhibitor Agenda

Set Up
11/11/2026 10:00 a.m. - 12:30 p.m.

Exhibits Open
11/11/2026 12:30 p.m. – 5:00 p.m.
11/12/2026 7:00 a.m. – 4:30 p.m.
11/13/2026 7:00 a.m. – 12:00 p.m.

Tear Down, 12:00 p.m. – 2:00 p.m.

Booth Pricing

Save $50 if you register by July 31, 2026

First Table	**$500**
Additional Tables	**$400 each**

You may add **ONE** additional representative per table for $290 (conference registration included). Payment must be included with Exhibitor Application to receive this special price for an additional exhibit staff member.

New York State School Counselor Association Conference (NYSSCA)
Turning Stone Casino • Verona, NY • November 11-13, 2026
EXHIBITOR APPLICATION (PLEASE PRINT)

Application for exhibit space at the 2026 NYSSCA Conference indicates the applicant's willingness to abide by exhibit terms and general regulations, as Management deems necessary to the success of the exhibition, as long as this does not materially alter the exhibitor's contractual rights. Reference the enclosed *Conference Exhibitor Agreement*. This application will become a contract when a confirming return email is sent by an NYSSCA authorized representative. Full payment should accompany this application. Federal and state agencies may defer payment if a purchase order is submitted with the application.

Space Requested: Exhibit space will consist of a 6' x 30" skirted table and two chairs. Exhibitors requiring electrical, computer hook-up and phone outlets must make their own arrangements with the Convention Center. Further information concerning this and shipping information will be sent via email with the exhibitor confirmation.

Organization Name (as it is to appear in the Conference App)

Website

Street Address

City State Zip

Contact Name for Exhibiting Correspondance

Phone

Email

Number of tables purchased _____

TABLE #1

Table #1 Name of Primary Representative

Phone Email

Table #1 Name of Additional Representative *(add $290)*

TABLE #2

Table #2 Name of Primary Representative

Phone Email

Table #2 Name of Additional Representative *(add $290)*

TABLE #3

Table #3 Name of Primary Representative

Phone Email

Table #3 Name of Additional Representative *(add $290)*

REQUIRED
EXHIBITOR TABLE LOCATIONS
See floor plan for reference.

Choose 5 tables or range of tables where you prefer to be placed. If none of your choices are available, you will be assigned the nearest available table. Please note that tables labeled "SP" are reserved for sponsors. Tables will be assigned in the order they are received and paid for.

CHOICE 1 CHOICE 2 CHOICE 3 CHOICE 4 CHOICE 5

PLEASE CHOOSE FOR ME.

Save $50 if you register by July 31, 2026

First Table $500
Additional Tables $400 each

Payment due by October 11, 2026

	Quantity	Amount
First Exhibitor Table	1	$500
Additional Tables ($400 each)		
One Additional Representative Per Table ($290 each)		
Less the Early Bird Discount (Good through July 31, 2026) -$50		
TOTAL DUE:		

METHOD OF PAYMENT

CHECK
Please make check payable to NCYI, and mail it, along with this completed application to:
NCYI, P.O. Box 22185, Chattanooga, TN 37422-2185

CREDIT CARD
Visa MasterCard Discover American Express

Card # _____

Name on Card _____

Billing ZIP_____ Expiration _____ 3-Digit Sec. Code _____

Signature _____

Email _____

If you pay by credit card, you may either mail (see address above), fax, or scan/email your completed application to:
FAX: 423.899.4547 / Scan/Email: nyssca@ncyi.org

REFUND POLICY:
See Section 12 on the "Conference Exhibitor Agreement"

HOTEL RESERVATION INFORMATION:

The NYSSCA Conference will be headquartered at the Turning Stone Casino. To make your reservations, visit the conference webpage at www.ncyionline.org/nysscac.

Questions? Contact NCYI at 866-318-6294

New York State School Counselor Association Conference (NYSSCA)

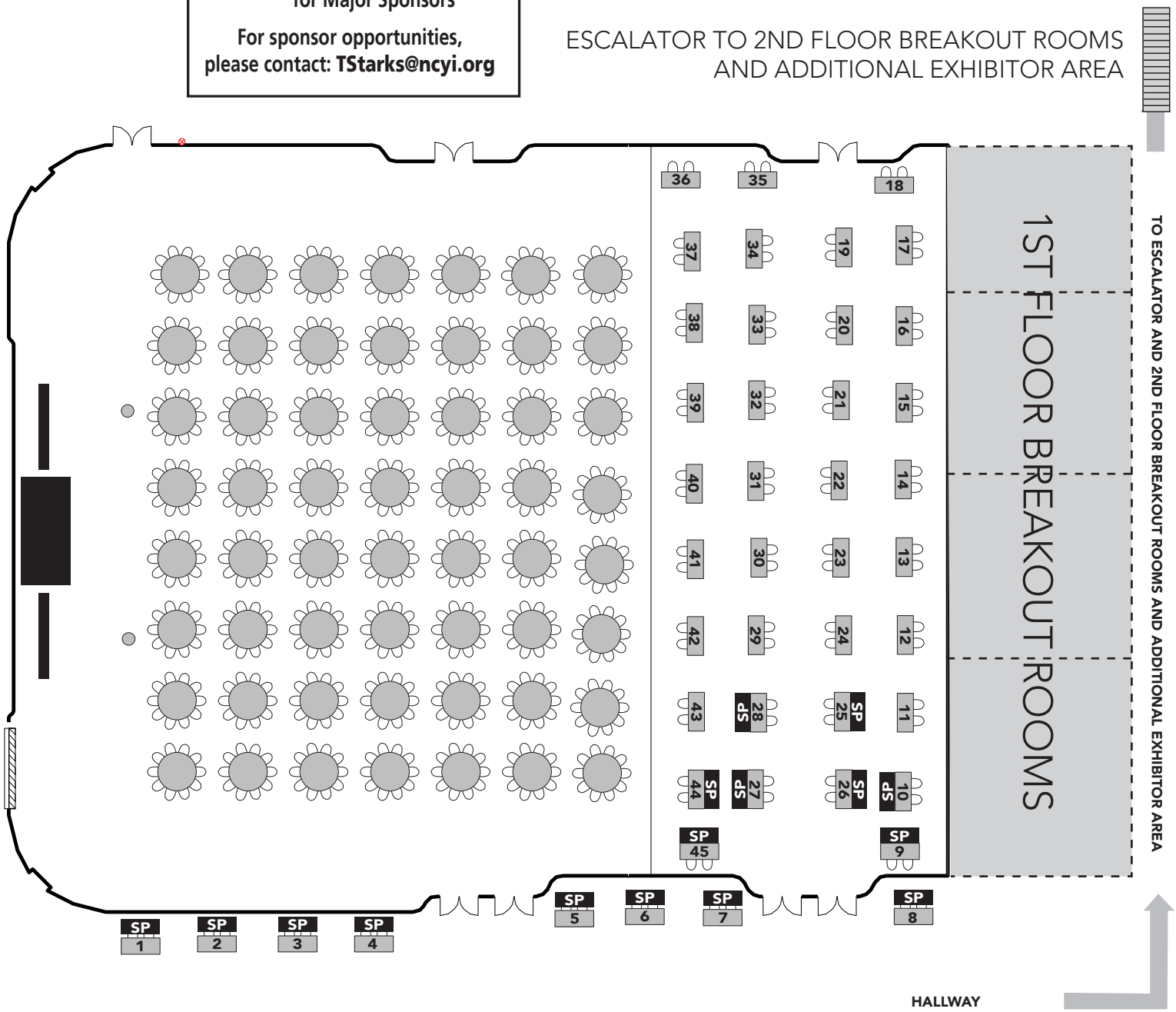
Turning Stone Casino • Verona, NY • November 11-13, 2026

Please list your preference for booth location on your application.

Please note exhibit spaces will be assigned in the order they are received and paid for.
Drawing is not to scale and the position of the tables may vary from this drawing.

SP = Tables Reserved for Major Sponsors

For sponsor opportunities, please contact: TStarks@ncyi.org

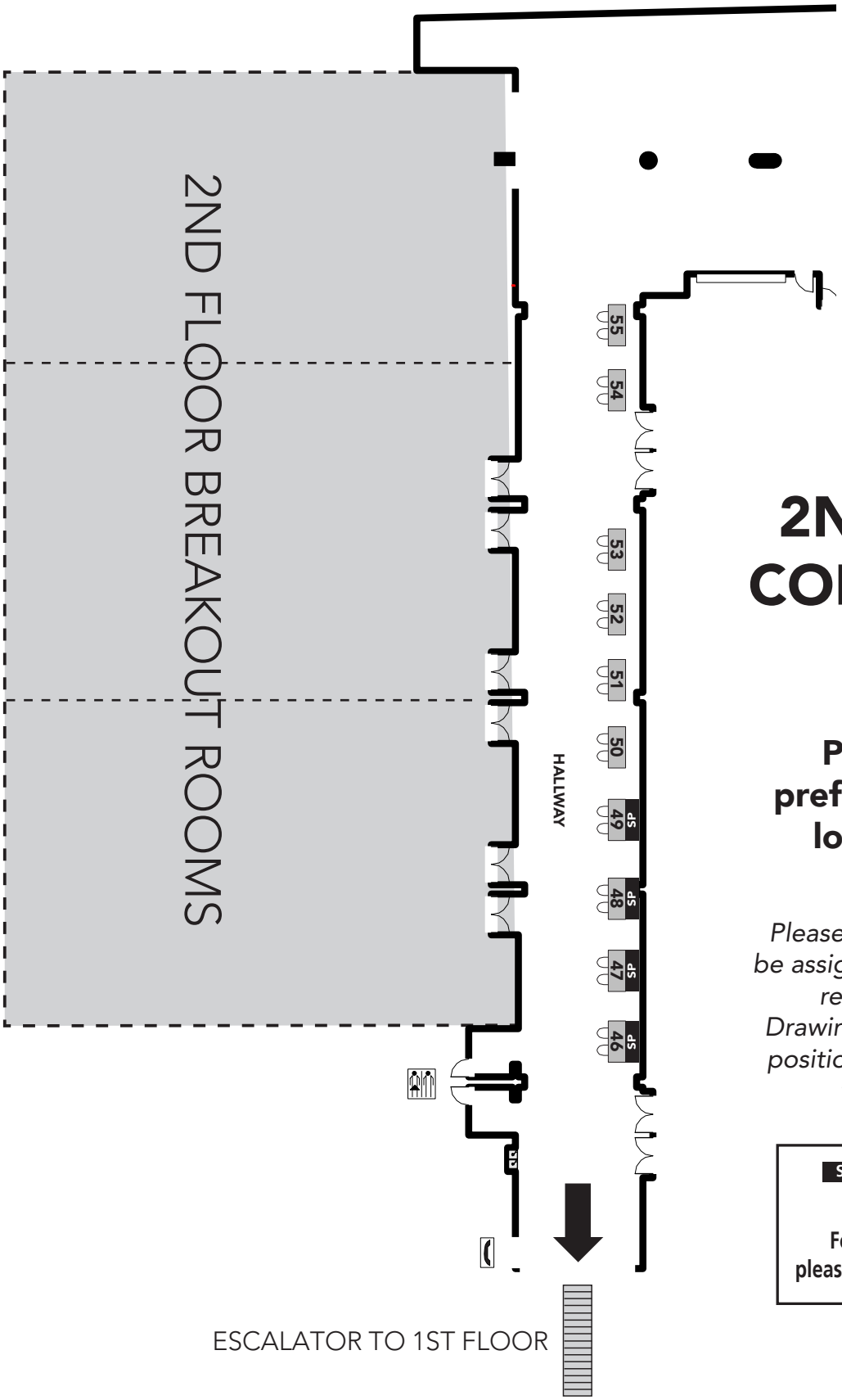


REGISTRATION

1ST FLOOR CONFERENCE AREA

New York State School Counselor Association Conference (NYSSCA)

Turning Stone Casino • Verona, NY • November 11-13, 2026



2ND FLOOR CONFERENCE AREA

Please list your preference for booth location on your application.

Please note exhibit spaces will be assigned in the order they are received and paid for. Drawing is not to scale and the position of the tables may vary from this drawing.

SP = Tables Reserved for Major Sponsors

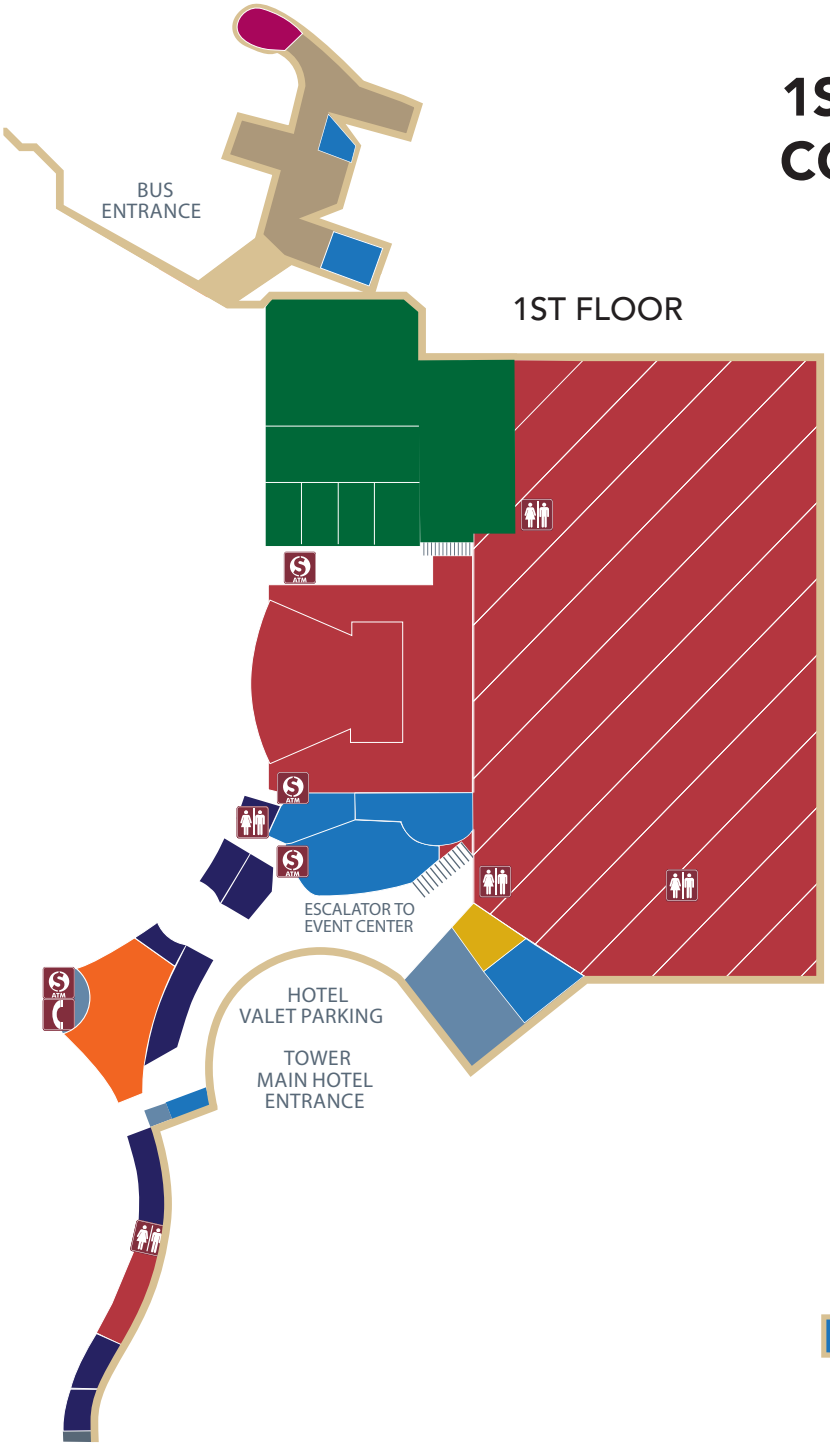
For sponsor opportunities, please contact: TStarks@ncyi.org

New York State School Counselor Association Conference (NYSSCA)

Turning Stone Casino • Verona, NY • November 11-13, 2026

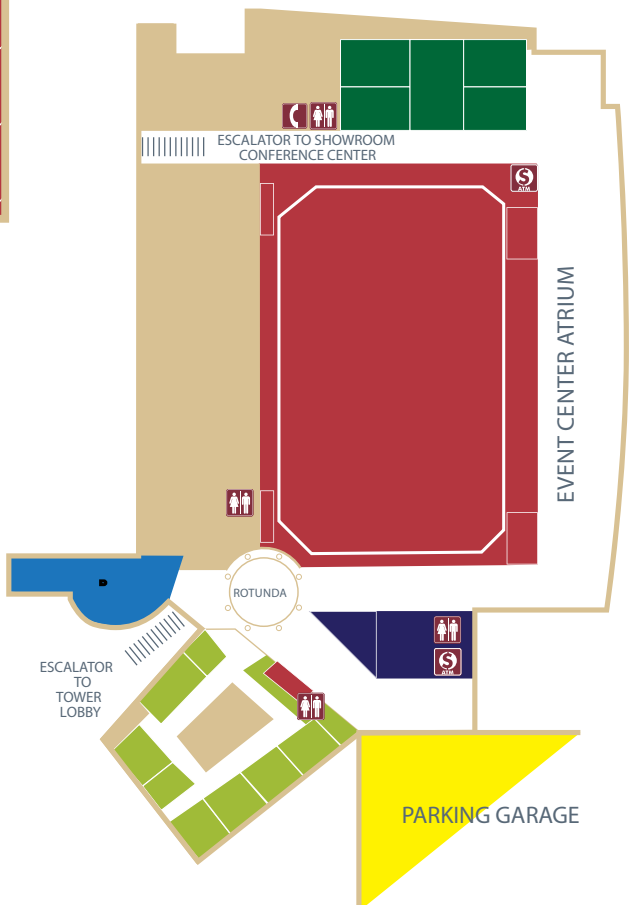
TOP VIEW

1ST AND 2ND FLOOR CONFERENCE AREAS



CONFERENCE AREAS

2ND FLOOR



NYSSCA
NEW YORK STATE SCHOOL COUNSELOR ASSOCIATION

2026 ANNUAL CONFERENCE
November 11-13, 2026
Turning Stone Casino • Verona, NY

Conference Exhibitor Agreement

1. Assigning Tables
Table locations are assigned on a first-come, first served basis. New York School Counselor Association (NYSSCA) reserves the right to change location assignments at any time, as it may in its sole discretion seem necessary.

2. Exhibitor Agenda
Exhibitor Move-In: November 11, 2026, 10:00 a.m. – 12:30 p.m.
Exhibit Hall Open:
November 11, 2026 from 12:30 p.m. – 5:00 p.m.
November 12, 2026 from 7:00 a.m. – 4:30 p.m.
November 13, 2026 from 7:00 a.m. – 12:00 p.m.
Exhibitor Move-Out: November 13, 12:00 p.m. - 2:00 p.m.

3. Installation & Removal
All exhibits shall be operational through 12:00 p.m., November 13, 2026. Thereafter, packing and removal shall be done as quickly as possible. Exhibitors shall not deface or harm the property in which the exhibits are housed. Nothing shall be tacked, nailed or screwed to walls, floors, columns or other parts of the convention center without the permission of the NYSSCA and the convention center.

4. Storage
Crates, boxes and packing materials shall be stored away from the display area. Packing materials must be kept in the crates and boxes. Materials in violation of this rule will be considered refuse and discarded. Fire regulations must be strictly followed.

5. Use and Care of Exhibit Space
No part of an exhibit shall obstruct the view of adjacent exhibits. Exhibits shall not be unduly noisy, glaring or otherwise objectionable. Audiovisual and other sound effects will be permitted only where and when they do not interfere with activities in adjacent tables. The Exhibitor shall maintain his exhibit in good order at his own expense. Exhibitors shall comply with any municipal, state and federal laws, rules and regulations, including, but not limited to, fire and safety codes, building codes, the requirements of the Americans with Disabilities Act and all laws relating to access by disabled persons.

6. Prohibited Activities
Except within the rented exhibit area, the following activities are prohibited by any Exhibitor: The sale or any gift of intoxicating beverage. Conducting lotteries, raffles or drawings, except when gratis to persons registering. Drawings that require NYSSCA conference registrants to be present to win. Distribution to delegates and visitors of printed matter, samples, souvenirs and the like.

7. Subletting Space
Exhibitors may not sublet or assign any part of their exhibit space nor advertise or display goods or services other than their own. Exhibition advertisements and displays must conform to the statement in the Exhibitor's application describing displays.

8. Failure to Occupy Space
Unless prior approval for delayed occupancy is received from NYSSCA, any exhibit table not occupied by 7:00 a.m. on November 12, 2026, will be forfeited by the Exhibitor, and may be reassigned or used by NYSSCA without refund to the Exhibitor.

9. Social Functions
Exhibitors may not conduct social functions in the exhibit area or in public areas of the hotel during the conference unless approved by NYSSCA. Social functions shall be scheduled at a time which will not interfere with NYSSCA's scheduled conference activities.

10. Security
Exhibitors shall exercise reasonable care for the protection of their materials and display in the designated exhibit area. NYSSCA officers, directors, members and staff are not responsible for the safety of the Exhibitor, his agents or employees, or harm or damage to such persons resulting from theft, fire, accidents or any other cause. Exhibitors are required to provide all insurance and/or policy riders necessary to cover all exhibits.

11. Cancellation or Relocation of Conference
If NYSSCA fails to hold its conference as herein provided, relocates its conference site to another hotel or city or fails to furnish Exhibitor exhibit space as stated herein, it shall refund to Exhibitor in full settlement of any loss of damage suffered or claimed by Exhibitor.

12. Cancellation by Exhibitor
If the Exhibitor notifies NYSSCA in writing by October 11, 2026, that it will not occupy the exhibit space stated herein, the Exhibitor will be liable for 50 percent of the exhibit fee. Exhibitors will be responsible for 100 percent of the exhibit fee if such notice is received after that date.

13. Liability and Indemnity
Exhibitor agrees to assume sole responsibility and liability for all damages and injuries arising out of, resulting from or in any manner connected with its exhibit (including installation and dismantling) that may be suffered by (a) Exhibitor and its employees and representatives (b) other Exhibitors and their employees or representatives, (c) conference participants, guests or visitors, (d) the hotel and the owners, employees and representatives thereof and (e) any other persons lawfully on or about the conference premises.

Exhibitor agrees to indemnify and hold harmless NYSSCA, its members, directors, officers, employees, agents, affiliates, successors and assigns, from and against any and all liabilities, obligations, losses, damages, penalties, actions, judgments, suits, costs, expenses, including reasonable attorneys' fees or disbursements of any kind or nature whatsoever, which may be imposed on, incurred by, or asserted against NYSSCA in any way relating to or arising out of this Agreement and/or Exhibitor's use of exhibit spaces at the Conference. The Exhibitor further agrees to obtain, maintain and pay for general insurance coverage in amounts sufficient to insure against liability assumed pursuant to the provisions of this section.
NYSSCA shall not be liable for failure to deliver exhibit space to an Exhibitor as contracted for herein due to causes beyond NYSSCA's control. In such event, NYSSCA will reimburse fees paid hereunder, less expenses incurred by NYSSCA including advertising, administration and related expenses.

14. Violations
In the event of violation of this Agreement, NYSSCA may evict Exhibitor from the exhibit space and/or have exhibit materials removed. No fees will be returned to Exhibitor and the Exhibitor shall be liable to NYSSCA for the costs associated with such eviction, less fees paid. In addition to the remedies provided in this Agreement, NYSSCA shall have and may exercise all other remedies afforded to it by law for costs or damages suffered on account of such violations.

15. General Rules
Exhibitors must confine their activities to their contracted space. Exhibitors shall follow all rules and regulations of the conference hotel and NYSSCA relating to the conference.

NYSSCA • c/o National Center for Youth Issues, P.O. Box 22185, Chattanooga, TN 37422
866-318-6294 • Fax: 423-899-4547• www.ncyionline.org/nysscac • nyssca@ncyi.org