



NEW YORK STATE ASSOCIATION FOR HEALTH, PHYSICAL EDUCATION, RECREATION AND DANCE, INC.

77 North Ann Street, Little Falls, NY 13365

May 13, 2011

Hello! I hope this letter finds you healthy and enjoying the beautiful sunshine! It is with great enthusiasm that we look forward to our 74th Annual NYS Association for Health, Physical Education, Recreation and Dance (NYS AHPERD) Conference, *Many Cultures, One World ~ A Celebration Of Diversity*, scheduled **Wednesday, November 16 - Saturday, November 19, 2011**. Again this year, the beautiful Turning Stone Resort and Convention Center, Verona, New York, will be the site for our Conference. In 2010, over 1,400 people attended our Conference at the Turning Stone Resort and Convention Center; we are again anticipating high attendance at this year's Conference!

I would like to invite you to join us at our 2011 Conference, either as a returning exhibitor or a first-time exhibitor. Not only are we offering premium exhibit space in the Event Center for 70+ exhibitors, we are also offering exciting advertising options that will be sure to increase the exposure of your company and products, like our Fall Conference Publication, *which will be distributed to over 11,000 Health and Physical Education Directors/Coordinators and teachers in all public schools, non-public and charter schools throughout the State.*

Again this year, we are very excited to offer island booths! What a great way to showcase your company without the commotion from the neighbors! You can get the price of 4 booths for just 2 ~ there are only 3 island booths available, so you must act fast!

Enclosed you will find the exhibitor and advertising package which includes, the Exhibitor Information and Policy Brochure, our all inclusive and easy to complete Commercial Exhibitor Reservation Form offering you Special Early Bird Booth Rates, Sponsorship Opportunities, and our exciting Electronic Real Estate Form. Sponsorship packages being offered are designed to provide your company maximum exposure with the professionals who purchase the kinds of products and services you market.

There are only four (4) 30-minute demonstration opportunities in the Exhibit Hall; they are **free with the purchase of a booth**, but are on a first-come, first-serve basis. Don't delay ~ reserve a booth today! Further, we have dedicated time in our conference schedule, on both Thursday and Friday, for conference participants to visit exhibitor booths!

In an effort to get our attendees spending more time in our Exhibit Hall and increasing the contact you are able to have with them, we are planning to have "traffic building" booths; including, but not limited to, internet café and specialty vendors. Our hope is the more that is going on in the Exhibit Hall, the more time our attendees will spend with you!

To ensure a prime exhibit space is reserved for you or to rent a valuable piece of electronic real-estate, we encourage you to review, complete, and return the enclosed forms as soon as possible. *To choose the location of your Exhibit Booth, please visit our website at www.nysahperd.org/conference and click on the Exhibitor Information Link.* The booth schematic online will be continuously updated to show you available booths.

I welcome any questions you may have and invite you to contact me at 315-823-1015 or email me at jsylenki@nysahperd.org.

Thank you for your consideration! I look forward to working with you to make NYS AHPERD's 74th Annual Conference a tremendous success!

Sincerely,

Jessica A. Synenki
Conference Director
Assistant to the Executive Director
NYS AHPERD

Enclosures

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