



January 25, 2010

Dear Marketing Representative:

The New York State Public Housing Authority Directors Association (NYSPHADA) is holding its Annual Spring Conference on May 5 - 6, 2010 at the Turning Stone Casino and Resort, Verona, New York.

You are invited to take advantage of a very special marketing opportunity available to your business. NYSPHADA offers exhibitors the opportunity to reach many people who make the purchasing decisions for housing authorities. As an exhibitor at the 2010 Annual Conference, you will have direct exposure to housing officials from New York State.

Our Annual Conference offers you cost-effective methods of communicating directly with Executive Directors, Staff and Commissioners from New York State Housing Authorities as well as representatives from the U. S. Department of Housing and Urban Development.

The Conference offers Three Options:

1. Exhibit at the Annual Conference
2. Sponsor a Specific Social Event at the conference
3. Advertise in the Conference Program

Registration and the exhibitor schedule are included in the attached Exhibitor Information and Registration Packet as well as information and the fees for program advertisement.

Sponsoring a specific social event at the conference is a fun and much appreciated way for NYSPHADA members to meet you and get to know more about your company. A sign featuring your company name will be prominently displayed at the event, and your company will receive a free quarter page advertisement and the fee for a booth will be waived. Please indicate below what social event you would like to sponsor. Please make checks payable to NYSPHADA.

\_\_\_\_\_ Breakfast on May 5<sup>th</sup> - \$750.00  
\_\_\_\_\_ Breakfast on May 6<sup>th</sup> - \$750.00  
\_\_\_\_\_ Housing Champion Luncheon on May 6<sup>th</sup> - \$1,500.00  
\_\_\_\_\_ Cocktail Reception on May 5<sup>th</sup> - \$2,000.00

If you have questions about the conference, please call the Conference Chairman, Andrew R. Tyman, Chief Executive Officer at the Geneva Housing Authority 315-789-8010 ext. 311 or e-mail at [atyman@genevaha.com](mailto:atyman@genevaha.com).

Sincerely,

Stephen Stone, Executive Director – Kenmore Housing Authority  
President, New York State Public Housing Authority Directors Association

SS;bw  
attachment

# **NYSPHADA**

**NEW YORK STATE  
PUBLIC HOUSING AUTHORITY  
DIRECTORS ASSOCIATION**

## **EXHIBITOR INFORMATION AND REGISTRATION PACKET**

**2010 ANNUAL SPRING CONFERENCE  
MAY 5 & 6, 2010  
TURNING STONE CASINO RESORT  
VERONA, NEW YORK**

On behalf of the Directors Association, I would like to extend to you an invitation to participate at the New York State Public Housing Authority Directors Association 18<sup>th</sup> Annual Spring Conference at the Turning Stone Casino Resort in Verona, New York on Wednesday & Thursday, May 5 & 6, 2010.

As participants, you will have the opportunity to display goods and services to many of our 58 housing authority members. We are also providing several amenities for the exhibitors that are listed below. We hope all these opportunities will make your participation at our conference cost efficient and worthwhile for your business.

If you have any questions about the conference, please call Conference Chairman, Andrew R Tyman, Chief Executive Officer at the Geneva Housing Authority 315-789-8010 ext. 311 or email at: [atyman@genevaha.com](mailto:atyman@genevaha.com).

Sincerely

Stephen Stone, Executive Director-Kenmore Housing Authority  
President, New York State Public Housing Directors Association

---

REGISTRATION INCLUDES:

EXHIBITOR'S SCHEDULE

One 6 ft. Table  
Two chairs

**Tuesday, May 4, 2010**

Setup & Registration 5:00 pm – 11:00 p.m.  
Or Wednesday, May 5<sup>th</sup> 6:00 am – 8:00 am.

**Wednesday, May 5, 2010**

Conference Opens 8:00 a.m.  
Continental Breakfast 8:00.a.m.  
Lunch 12:00 p.m.  
Reception 5:00 p.m.

Two Continental Breakfasts  
Luncheon for Two Exhibitors  
Reception for Two Exhibitors

**Thursday, May 6, 2010**

Continental Breakfast 8:00.a.m.  
12:00 p.m.

Two Continental Breakfasts  
Breakdown

Free admittance to all NYSPHADA Sessions  
List of NYSPHADA Members

Please note that the following extra charge will be charged for the number of exhibitors attending each of the food events above the allowance stated above.

Continental Breakfast \$10.00  
Luncheon \$18.00  
Cocktail Reception \$25.00

---

**HOTEL REGISTRATION**

Exhibitors will need to make their own hotel reservations with the Turning Stone Resort.  
Turning Stone Casino Resort  
Exit 33 off the New York State Thruway  
Verona, New York  
1-800-771-7711

When calling ask for “reservations” then ask for NYSPHADA Group Rate.  
Cutoff date is **April 4, 2010**.

**EXHIBITOR REGISTRATION AND CONTRACT**

Name/  
Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact  
Person: \_\_\_\_\_ Email: \_\_\_\_\_

Title: \_\_\_\_\_

Booth Staff 1: \_\_\_\_\_ 2: \_\_\_\_\_

3: \_\_\_\_\_ 4: \_\_\_\_\_

*Maximum of 4 persons*

Please describe the type of product or service you are presenting:

\_\_\_\_\_

Yes, we will attend the 2010 NYSPHADA Annual Spring Conference at the Turning Stone Casino Resort in Verona, New York on May 5 & 6, 2010. Please register our firm for:

\_\_\_\_\_ 10 ft Booth (s) (6 ft. table per booth)

**Exhibitor Fees:**

\_\_\_\_\_ Paid by April 5, 2010: \$250.00 per booth.

\_\_\_\_\_ Paid after April 5, 2010: \$300.00 per booth.

**I wish to make a donation to the NYSPHADA Scholarship Program in the amount of \$\_\_\_\_\_. All donations will be included in the 2010 Scholarship Award presented to the recipient at the luncheon on May 6, 2010. Your contributions to the program are greatly appreciated.**

This document is a contract between my firm and the New York State Public Housing Authorities Directors Association for the rental of exhibit space. We understand and accept the regulations printed on this page and on the rules and regulations sheet as well as the rules and regulations of the Turning Stone Casino Resort.

\_\_\_\_\_ for \_\_\_\_\_  
Signature of Agent Name of Company

Mail this form with payment to NYSPHADA, c/o Ithaca Housing Authority  
Attn: Brenda C. Westfall, Executive Director, 798-800 S. Plain Street, Ithaca, NY  
14850 Telephone:607-273-8629 Fax: 607-273-1151; E-Mail: [brendaw@ithacaha.com](mailto:brendaw@ithacaha.com)

## **EXHIBITORS RULES AND REGULATIONS**

**1.Contract for Space:** This contract is for space and formal notice of assignment by NYSPHADA. Checks should be made out to NYSPHADA.

**2.Cancellation of Space:** Cancellation notification must be in writing to NYSPHADA no later than 7 days before conference date.

**3.Cancellation of Conference:** If conference is cancelled for reason beyond the control of NYSPHADA. NYSPHADA will refund the rental payment in full thereby canceling the contract and NYSPHADA from any liability

**4.Payment for Space:** Payment must be received in full by April 5, 2010. Payments received after April 5, 2010 will pay the higher fee.

**5.Use of Space:** NYSPHADA reserves the right to restrict or evict exhibits, which because of noise, method of operation, materials or any other reason, become objectionable, and also to prohibit any exhibit, which in the opinion of NYSPHADA may detract from the general character of the conference as a whole. "Exhibitors must provide ample space within the confines of their booths for the collection of refuse. Wastebaskets or other containers must not be placed in aisles.

**6.Circulation and Solicitation:** Distribution of circular of promotional material may be made only within the booth assigned to the Exhibitor presenting such material

**7.Booth Construction:** No exhibits will be permitted that interferes with the use of other exhibits or impedes access to them or impede the free use of the aisle. Booth activities, which cause people to congregate in the aisles, are prohibited. All booth personnel must be appropriately attired to maintain the professional and businesslike climate of the conference. All booth construction shall be subject to rules of the Turning Stone Casino Resort and the discretion of NYSPHADA. Booths shall be no larger than 10 ft in length (6' table)

**8. Giveaways, Drawings, and Distribution of Gifts:** All drawings or contests must be held within the confines of the exhibit booth and ticket holders need not be present when a drawing is held. All prizes must be on display in the exhibitor's booth during the conference.

**9. Promotion:** All promotional material must be submitted for approval to NYSPHADA before use and must be in harmony with new York State and Local laws on regulations on any merchandise, advertising, or promotional schemes that involve attracting visitors to Exhibitor's location by an inducement that might be construed as a lottery.

**10. Loss, Damage, and Injury:** NYSPHADA will not be responsible for any injury, loss, or damage that may occur to the Exhibitor's employees or property from any cause whatsoever. NYSPHADA will not be liable for any injury, loss, or damage which may be sustained by any person who may be on the premises leased or rented to the Exhibitor, or watching, observing, or participating in any demonstration or exhibit of the Exhibitors.

**11. Liability and Insurance:** Exhibitors must provide for the safeguarding of their own goods, materials, equipment, and display at all times. Exhibitors assume all responsibility for any damage their exhibits may cause to the Turning Stone Resort. In addition, the Exhibitor shall defend, indemnify, and hold harmless NYSPHADA and the Turning Stone Casino Resort and their respective employees and agents from any and all liability and expense that may arise from the Exhibitor's participation in the NYSPHADA Conference. NYSPHADA will not be held liable for injuries to any person or for the loss or damage to property owned or controlled by the Exhibitors, or for the loss or damage to property owned or controlled by the Exhibitor's, or for claims, damages or injuries which may be incident to, arise from, or be in any way, connected with the Exhibitor's occupation of display space, and hold NYSPHADA, the Turning Stone Casino Resort and other exhibit service organizations harmless against any and all such claims. The Exhibitor understands that neither NYSPHADA nor the Turning Stone Casino Resort maintain insurance covering the Exhibitor's property. It is the sole responsibility of the Exhibitor to insure themselves at their own expense against property loss or damage and against liability for bodily injury.

**12. Compliance with Law:** Exhibitor shall not engage in any display, publication, performance, or other activity, which is in conflict with state or local law or ordinance. Firearms may not be used as part of an exhibit, or as a giveaway. Exhibitor will not display or bring into the exhibit any animal, bird, fish, or other nonhuman creature.

**13. Interpretation and Amendment:** NYSPHADA shall have full power to interpret or amend these rules. Exhibitor agrees to abide by any rules or regulations that may here and after be adopted by NYSPHADA, which shall be as much a part hereof as through fully incorporated herein.

**14. Materials Handling:** Exhibitors will hand-carry their own material into the facility.

**15 These Rules and Regulations become part of the contract between the Exhibitor and NYSPHADA. They have been formulated for the best interests of the Exhibitor and NYSPHADA. The rules and regulations of the Turning Stone Casino Resort are also part of this contract.**