

FACT SHEET FOR EXHIBITORS

WHAT?

- The 44th Annual Leadership Conference of the Council of School Supervisors and Administrators of the City of New York

WHEN?

- Saturday, November 15, 2008
- Exhibit Hours: 8:00 a.m. - 1:00 p.m. Set-up time starts at 7:00 a.m.

WHERE?

- The New York Hilton, 1335 Sixth Avenue (Avenue of the Americas), between 53rd and 54th Streets, New York, NY 10019

CONTACT:

- Pierre A. Lehmuller, Conference Chairman or Charles Dluzniewski, Exhibits Chairman
16 Court St. Brooklyn, NY 11241-0102
- Phone: 718/852-3000 x 263 Fax: 718/403-0278 E-mail: pierre@csa-nyc.org, charlie@csa-nyc.org

WHO ARE WE?

- The Council of School Supervisors and Administrators (CSA) of the City of New York, Local 1, AFSA, is the labor union that represents the more than 12,000 active and retired supervisors and administrators employed by the New York City Department of Education. Among the titles represented by CSA are: Principals, Assistant Principals, Day Care Center Directors and Education Administrators. They are school-based personnel as well as administrators working in support centers, district offices and central headquarters. Members work across all grade levels beginning in Day Care Centers and continuing up through high school. For more information about CSA, please visit our website, www.csa-nyc.org.

WHY SHOULD YOUR COMPANY BE AT THE CONFERENCE?

- As your company's sales representative, you will want to be part of a conference that permits you to showcase your services in front of the key decision makers in the city's public schools. Of the 1,400 persons attending, 900 will be principals, assistant principals and other decision makers represented by CSA. This year, more than ever, decisions regarding expenditures will be made at the school level. This is your opportunity to talk with the decision makers one-on-one. CSA recognizes the importance and value of our exhibitors and will work with you to promote traffic in the exhibit halls. We encourage you to offer incentives to conference attendees to visit your booth. CSA provides professional development to its members through this conference and at other events throughout the year.

ARE THERE OPPORTUNITIES TO PRESENT A WORKSHOP AT THE CONFERENCE?

- Exhibitors are invited to become a Presenting Sponsor. This level of sponsorship permits an exhibitor to submit a proposal for a 60-minute seminar. These sessions are not "infomercials," but rather discussions on the utility of the product or service to our members. Sessions will be scheduled at 9:00 a.m. or 12:05 p.m. Presenting sponsors will receive a table in the Exhibit Halls as part of their sponsorship. The Conference Committee will make the final determination of the suitability and value of the proposal. Upon notification of acceptance of a proposal, payment in full will be required within 30 days. If you wish to present at the CSA Conference, please visit the CSA home page at www.csa-nyc.org and click on the Conference tab. Please download, complete and return the Program Proposal form by the date indicated. All workshops will be facilitated by a CSA member,

WHAT SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES ARE AVAILABLE?

- Please call Marjorie Churgin, 718/852-3000, ext 266 (Marjorie@csa-nyc.org) concerning the various levels of sponsorship.