

New York FFA

2024

Career Expo &
Exhibitor
Information

May 2-4, 2024



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Greetings,

We are very excited to celebrate another year of growth and member achievements within New York FFA. Over 2,500 FFA members, advisors, and honored guests from across the state will gather for this annual event to compete, learn, develop, and grow. The NY State FFA Convention is a result of months of hard work, preparation, and practice. We invite you to showcase your company, brand, and opportunities for future career success.

This year's theme is "Forward". New York FFA has been moving forward as an organization to develop the next generation of leaders. Industry standards are always changing. There is no better way to move forward than by connecting with future agricultural leaders. FFA is a place to find true passion in agriculture, and we hope you can challenge students to *Move Forward* through face-to-face interactions and engagement at our Career Expo.

We invite you to join us at this annual celebration and offer you the opportunity to meet New York State's future agriculturists. If you have any questions about the Expo or State Convention as a whole, please do not hesitate to contact us (contact info can be found on page 5). We look forward to seeing you in Buffalo!

Best,

Kelly Allen
Expo Coordinator

Todd Lighthall
NY FFA Foundation Executive Director



Register online at
www.nyffafoundation.org/state-convention.html

Location, Dates & Times

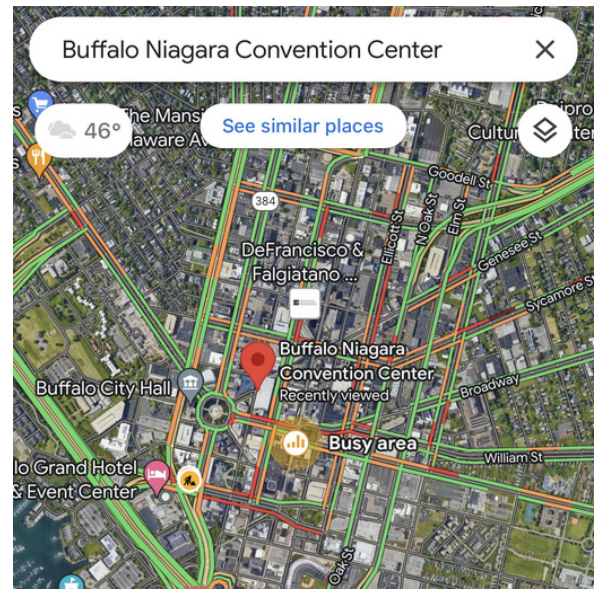
Address: Buffalo Niagara Convention Center
153 Franklin St., Buffalo, NY 14202

Move In: May 1st, 2024, 1:00PM - 4:00PM
May 2nd 2024, 7:00AM - 11:00AM

Day One: May 2nd, 2024, 11:00AM - 6:00PM
Exhibitor Meeting at 10:30AM

Day Two: May 3rd, 2024, 9:00AM - 5:00PM

Move Out: After 5:00PM on Friday May 3rd



**New York FFA will be on site for Convention from May 1st through May 4th, 2024.*

**Please adhere to the move-in and move-out timelines.*

Booth Pricing and Specifications

10 x 10	10 x 20	Larger Space?	Other?
\$300.00	\$500.00	<p>Contact:</p> <p>Todd Lighthall (315) 346-1222</p> <p>Due to the size of the space, we are limited in our ability to create larger booth spaces. We will accept special requests and do what we can to accommodate</p>	<p>Contact Expo Coordinator before registering online.</p>
8ft draped backdrop	8ft draped backdrop		
30in draped sidewall	30in draped sidewall		
Trash Can	Trash Can		
One 6ft table	Two 6ft tables		
2 chairs	2 chairs		
FFA Social Media Promotion	FFA Social Media Promotion		

Register online at

www.nyffafoundation.org/state-convention.html

Exhibitor Sponsorship Opportunities

All sponsors of the NY FFA at \$1,000 or higher will be provided a space in the Convention Expo at no additional charge. To become a sponsor, please visit:
<http://www.nyffaoundation.org/convention-sponsor.html>

All sponsors will be recognized throughout the convention and during the following year.

Visibility/Recognition	Friend Up to \$499	One Star \$500 to \$999	Two Star \$1,000 to \$2,499	Three Star \$2,500 to \$4,999	Four Star \$5,000 to \$9,999	Five Star \$10,000 +
Recognition on FFA family of websites, social media, and annual report of the NY FFA	✓	✓	✓	✓	✓	✓
Recognition in the donor roll screen during pre-sessions of the NYS FFA Convention		✓	✓	✓	✓	✓
Tickets to the VIP Dinner/Awards Dinner at the NYS FFA Convention		2	4	6	8	10
Recognition at the annual VIP Dinner/Awards at the NYS FFA Convention			✓	✓	✓	✓
10x10 space at the Engagement & Career Expo at the NYS FFA Convention			✓	✓	✓	✓
Recognition on Sponsors Banner in the Engagement & Career Expo at the NYS FFA Convention			✓	✓	✓	✓
Choice of programs to earmark support towards				1	2	3
Name and logo on sponsors banner at all NY FFA events (from Convention to Convention)					✓	✓
Foursome at the Annual NY FFA Foundation Golf Tournament					1	2
Opportunity to provide a 60 second video message at the NYS FFA Convention						✓
Visibility and presentation opportunities at all NY FFA events (from Convention to Convention)						✓

Contact Todd Lighthall to become a sponsor of the NY FFA - tlighthall@oswegatchie.org

Convention Center Information- Parking, General Details, Floor Plan

For more information regarding the Buffalo Niagara Convention Center, you can navigate to links below. The expo will take place in the Ballroom on the Marquee Level of the convention center.

<https://buffaloconvention.com/plan-exhibit/specs-floor-plans/>

<https://buffaloconvention.com/about/>

<https://buffaloconvention.com/attend/directions-parking/>

Booth Planning Tips:

- Know your audience! You will be spending two days with FFA members in grades 6 through 12. It is important to determine specific objectives for your booth. How can you showcase your brand, products or service offerings, career opportunities, consumer or customer education, etc.?
- Develop a compelling message. Students love interactive booths, so create a welcoming environment. This can be done through competitions and games, giveaways, enticing graphics and presentations, etc.
- Present a “WOW” booth. Attract members by conveying your image and product message. Create a marketing message with a powerful punch. Don’t be afraid to think outside the box.
- FFA students tend to be mission driven. Some may be looking for career advice in your industry or deciding which schools to apply to. Engaging and meaningful conversations are a great way for you to drive future interest in your company.

Contact Information

Kelly Allen

Expo Coordinator
Primary Pre-Event Contact
kallen@oswegatchie.org
315-346-1222

Todd Lighthall

NY FFA Foundation
Primary On-Site Contact
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315-778-5702

Christie Walker

Buffalo Convention Center
christie@buffaloconvention.com
716-855-5567

Juleah Tolosky

NY FFA Association
jft25@cornell.edu
518-832-0313

Lodging & Meals

Below is a chart of hotels around the Buffalo Convention Center, put together by the NY FFA Association.

Hotel	Rooms Available	Room Rate	Location	Distance from Convention Center	Reservation Deadline	Breakfast Included
Hyatt Regency Buffalo	168 (120 D/D & 48 King)	\$159*	2 Fountain Plz, Buffalo, NY 14202	Connected via skywalk	4/1/2024	No
Holiday Inn Express & Suites	60 (all King with Pull-Out)	\$139	601 Main Street, Buffalo, NY 14203	0.4 miles	4/1/2024	Yes
Hilton Garden Inn	30 (25 Q/Q & 5 King)	\$129	10 Lafayette Square, Buffalo, NY 14203	0.2 miles	3/29/2024	No
Hampton Inn & Suites Downtown	30 (25 Q/Q & 5 King)	\$139	220 Delaware Ave, Buffalo, NY 14202	0.3 miles	3/25/2024	Yes
Embassy Suites by Hilton	60 (10 Q/Q & 50 King with Pull-Out)	\$169	200 Delaware Ave, Buffalo, NY 14202	0.3 miles	3/18/2024	Yes
Courtyard by Marriott	20 (15 Q/Q & 5 King)	\$159	125 Main Street, Buffalo, NY 14203	0.7 miles	3/25/2024	No
Marriott Buffalo LECOM	50 (all Q/Q)	\$194	95 Main St, Buffalo, NY 14203	0.8 miles	4/4/2024	No

Hyatt Regency Buffalo Rooms are quoted for single/double occupancy. Additional \$15 per occupant over double occupancy.

D/D – two double beds
Q/Q – two queen beds

Meals:

Vendor meal packages will include one lunch ticket for Thursday and one lunch ticket for Friday. Each exhibitor company will be provided with one meal package. Additional meal packages can be purchased for \$45 each through the expo registration form.

If you plan to attend the VIP Dinner on Friday evening, please use the separate registration form. Tickets can be purchased for \$30 a piece, or can be included based on sponsorship levels.