

New York FFA

2025

Career Expo & Exhibitor Information

May 7-9, 2025





Greetings,

We are very excited to celebrate 100 years 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 "Excelsior". As we look back on 100 years of history, we are excited to celebrate our legendary foundations and look ahead to our limitless futures. The Career Expo at the NY FFA State Convention is where members explore where their futures may take them. We challenge you as industry professionals to guide the next generation of agricultural leaders towards their greatest potential.

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 Syracuse!

Best,
Kelly Allen
Expo Coordinator

Todd Lighthall
NY FFA Foundation Executive Director

**Build Brand
Awareness**

**Share Your
Passion**

**Attract Future
Employees &
Customers**

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

EXPO LOCATION, DATES & TIMES

Address: New York State Fairgrounds
Horticulture Building
581 State Fair Blvd, Syracuse, NY 13209

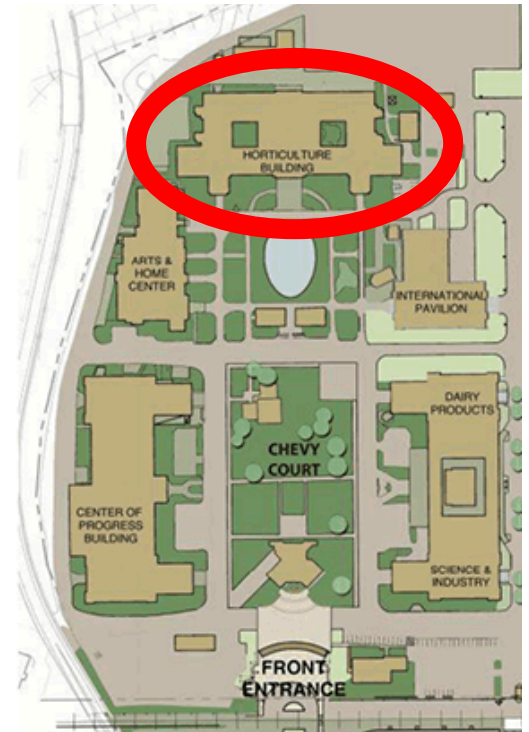
Move In: Tuesday May 6th, 2025, 1:00PM - 4:00PM
Wednesday May 7th 2025, 7:00AM - 10:00AM

Day One: Wednesday May 7th, 2025, 11:00AM - 6:00PM
Exhibitor Meeting at 10:30AM

Day Two: Thursday May 8th, 2025, 9:00AM - 4:00PM

Day Three: Friday May 9th, 2025, 9:00AM - 1:00PM

Move Out: After 1:00PM on Friday May 9th



BOOTH PRICING AND SPECIFICATIONS

10 x 10 Booth	10 x 20 Booth	Larger Space?
\$300.00	\$500.00	<p>Contact: Todd Lighthall (315) 346-1222</p> <p>If you are interested in displaying equipment, please contact us by April 25th to coordinate location and move-in/out.</p>
8-foot draped backdrop	8-foot draped backdrop	
30-inch draped sidewall	30-inch draped sidewall	
One 6-foot table	Two 6-foot table	
2 chairs	2 chairs	
FFA Social Media Promotion	FFA Social Media Promotion	

Register online at

www.nyffaoundation.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 and will be recognized throughout the convention and during the following year. Other added benefits to sponsoring the NY FFA are listed below.

Have unique ideas on how your organization can make an impact on New York FFA members? Seeking tailored recognition opportunities? Let's collaborate! Contact Executive Director Todd Lighthall at 315-346-1222 or tlighthall@oswegatchie.org.

BECOME A SPONSOR OF THE NY FFA FOUNDATION:

<http://www.nyffaoundation.org/sponsorship-opportunities.html>

Visibility & Recognition	Friend \$500 to \$999	Supporter \$1,000 to \$2,499	Advocate \$2,500 to \$4,999	Leader \$5,000 to \$9,999	Innovator \$10,000 to \$24,999	Visionary \$25,000+
Recognition on FFA family of websites, social media, and annual report	✓	✓	✓	✓	✓	✓
10x10 Booth at the Engagement & Career Expo at the NYS FFA Convention	✓	✓	✓	✓	✓	✓
Recognition on digital and printed signage at the NYS FFA Convention	Name	Name	Logo	Logo	Logo	Logo
Logo included on FFA display materials at all trade shows/events throughout the year				✓	✓	✓
Opportunity to provide a 60 second video message at the NYS FFA Convention					✓	✓
Foursome at the Annual NY FFA Foundation Golf Tournament					1	2
Invitation to participate and have visibility at all NY FFA events from 100th Convention to 101st Convention						✓

CONVENTION & BOOTH PLANNING INFORMATION

We are excited to celebrate 100 years of New York FFA at the 2025 State Convention! Given the large footprint of the NY State Fairgrounds, we hope to keep students engaged through many different demonstrations and interactive displays.

This year's expo will be in part of the Horticulture Building on the NY State Fairgrounds. The other part of this building will be hosting the meal services. This means that there will be a large influx of attendees around meal times, including students, chaperones, and parents. Be ready to interact!

Again this year, we plan to have an "Expo Bingo Card Challenge" to encourage interactions from students. Be prepared for students to approach asking for their stamp, but engage them in a meaningful conversation first.

BOOTH PLANNING TIPS:

- Know your audience! You will be spending three days with FFA members in grades 6 through 12. How can you engage with these young people? How can you get them excited about their future?
- Determine your booth's objectives. What do you want to gain from these interactions? How can you showcase your brand, products, or career opportunities?
- Create an interactive display. Students are enticed by fun games, a welcoming environment, or a fun freebie.
- 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 in meaningful conversations is a great way for you to drive future interest in your company.

CONTACT INFORMATION

Kelly Allen

Expo Coordinator
Primary Pre-Event Contact
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315-346-1222

Todd Lighthall

NY FFA Foundation Exec. Dir.
Primary On-Site Contact
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315-778-5702

LODGING & MEALS

Below is a chart of hotels around the New York State Fairgrounds in Syracuse, put together by the NY FFA Association. A full lodging guide can be found [HERE](#).

Hotel	Rooms Available	Room Rate	Location	Distance from Fairgrounds	Reservation Deadline	Breakfast Included
Aloft Syracuse Inner Harbor	50 (40 Q/Q & 10 King)	\$149	310 W Kirkpatrick St, Syracuse, NY 13204	3.8 Miles	4/4/2025	No
Collegian Hotel & Suites	30 D/D	\$129	1060 East Genesee St, Syracuse, NY 13210	5.5 Miles	4/16/2025	Yes
Fairfield Inn & Suites Syracuse Carrier Circle	20 Q/Q	\$229	6593 Weighlock Dr. East Syracuse, NY 13057	10.9 Miles	4/18/2025	Yes
Holiday Inn Express Fairgrounds	30 standard rooms	\$139	6946 Winchelle Rd, Warners, NY 13164	4.5 Miles	4/3/2025	Yes
Holiday Inn & Suites – Syracuse Airport	50 Run of House	\$195	400 7 th North Street Liverpool, NY 13088	5.6 Miles	4/3/2025	Yes - 2 per room
Parkview Hotel	75 (30 D/D & 45 King)	\$149	505 East Fayette Street, Syracuse, NY 13202	5.9 Miles	TBD	Yes
SpringHill Suites Syracuse Carrier Circle	16 Standard Rooms	\$199	6580 Weighlock Dr, East Syracuse, NY 13057	10.6 Miles	4/18/2025	Yes
Marriott Syracuse Downtown	20 Q/Q	\$199	100 E Onondaga St, Syracuse, NY 13202	4.8 Miles	4/6/2025	Yes – Grab & Go

Meals:

Vendor meal packages are **not** included in booth registration to allow flexibility for each vendor. Within the exhibitor registration form, there is space to input exhibitor names, which days they will be attending, and if they would like an on-site meal ticket. Each **meal ticket is \$15** and **must be registered for in advance**.

Blue & Gold Dinner:

We invite all exhibitors to join us on the evening of Thursday May 8th for our annual Blue & Gold VIP Dinner. Here we will recognize sponsors, Past NY FFA State Officers, retired ag teachers, and NY FFA supporters while enjoying an evening of celebration and comradery.

To RSVP for the event, please fill out the separate registration form:

<https://form.jotform.com/Oswegatchie/2025-BlueGoldDinner>