



SPONSORSHIP &  
EXHIBITOR OPTIONS

# NEW YORK

## CHARTER SCHOOLS CONFERENCE



**OCTOBER 21-23, 2026**

**MANHATTAN, NY**

Westin New York Times Square

# ABOUT THE NEW YORK CHARTER SCHOOLS CONFERENCE

Join us at the only state-wide gathering for leaders in the New York public charter school community. The New York Charter Schools Association (NYCSA) is proud to host the 8th annual conference, which is expected to bring roughly 500 visionary school leaders to Manhattan in October 2026.

Our 2026 Conference will take place at the Westin New York Times Square on October 21 to 23 and will offer attendees a centralized conference experience that maximizes interaction between attendees and sponsors.

## WHO ATTENDS

NYCSC is designed for decision-makers at New York's 380+ public charter schools, along with fellow innovators, partners, and advocates:

- o Executive Directors
- o Principals
- o Operations Leaders
- o Technical Directors
- o Board Members



## ABOUT OUR OPTIONS

**Due to high demand, EXHIBITOR SPACE IS LIMITED!**  
**Secure your spot early to ensure access.**

Our sponsor and exhibitor options have been customized to ensure:

- Maximum opportunities for interaction with attendees
- Exhibitor Tables in central, high-traffic locations

In line with our unwavering commitment to integrity, **NYCSA does not sell attendee contact information nor offer paid presentation opportunities.** This ensures our conference content remains unbiased and fully endorsed by our organization, maintaining the trust and confidence of our members.

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# CONFERENCE EVENTS

## Wednesday, October 21, 2026

- School tours and other off-site events
- Registration & Lunch
- Opening Ceremony & Keynote
- Three sets of breakout sessions
- Networking reception
- Evening events

## Thursday, October 22, 2026

- Breakfast
- Two sets of morning breakout sessions
- Lunch, exhibitor visitation, and consultant office hours
- One set of afternoon breakout sessions
- Closing Ceremony & Keynote
- Networking reception

## Friday, October 23, 2026

- Special sessions focused on Portrait of a Graduate, including breakfast, learning lessons, guest speakers, and reception

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# WAYS TO PARTICIPATE

Due to high demand, **Exhibitor Tables are extremely limited** and we encourage interested exhibitors to secure your space as soon as possible. Our conference team is pleased to offer you the following sponsorship tiers:

## ◆ Diamond Sponsor | \$20,000

Our premium sponsorship package offers the highest-visibility placement across the conference experience and adds your brand as a presenting sponsor of NYCSC26 for one of the following options:



### ◆ Option 1 – Presenting Sponsor of Closing Keynote

Introduce the conference's Closing Keynote Speaker, either in person or with an introductory video, to tell your organization's story to a captive and highly-engaged audience. Includes an option to add marketing materials or displays to every table in the event space. This option offers uninterrupted access to all conference attendees during one of the conference's most anticipated events.



### ◆ Option 2 – Presenting Sponsor of Networking Reception

Welcome all conference attendees on the opening day of the conference for one of its most lively events. Offering complimentary drinks, food, and plenty of opportunities to connect, the Networking Reception gets your brand in front of all attendees as they build new relationships and enjoy refreshments. Includes branding across the event and opportunity to address attendees.



### ◆ Option 3 – Diamond Visibility Sponsorship

Achieve maximum brand presence and reach every attendee across digital, physical, and experiential touchpoints. Work directly with our team to tailor a package that may include: exclusive app logo placement, dedicated attendee emails before and after the conference, sole branding on digital screens during breaks, a branded item in every attendee's hands (tote bag, notebook, or water bottle), floor decals at high-traffic locations, and a custom photo experience for social sharing.

**All Diamond Sponsor packages include:**

- One premium placement Exhibitor Table
- Two conference-wide emails to attendees
- Highest-visibility logo placements in comms
- 10+ tickets for admission to the conference

## ★ Platinum Sponsor | \$15,000

Platinum Sponsors can not only get all of the high-tier benefits across the conference experience, they can also choose one of a variety of well-attended sessions and events to sponsor, including:



### ★ Option 1 – Live Demonstration Session

Immerse your target audience with a live demonstration session as part of the conference schedule, allowing you to attract specific attendees who will benefit from your product or services. In this session, you can walk them through exactly how your brand can help address challenges in their schools and establish contacts with prospective leads for follow-up after the conference.



### ★ Option 2 – Hosted Group Lunch

Connect with attendees in a more relaxed format by holding a 30-minute group presentation during Lunch and Exhibitor Hours. Interested attendees can find the session in the conference schedule and directly engage with your representatives to learn more and get their questions answered.

*(Platinum Package Options continued on next page)*



## ★ Platinum Sponsor *(continued)* | \$15,000



### ★ Option 3 – Sponsor Closing Conference Reception

Close out the conference strong by sponsoring the closing reception and foster immediate post-conference engagement with your audience. Your branding will be front-and-center as attendees wind down with drinks, food, and conversation. Use this social hour to connect with potential leads and share information about your products and services.

#### All Platinum Sponsor packages include:

- One premium placement Exhibitor Table
- One conference-wide email to attendees
- High-visibility logo placements in comms
- 8 tickets for admission to the conference

## ● Gold Sponsor | \$12,000

Make an impression with conference attendees with our most customizable package. Gold Sponsors can reach audiences across all aspects of the conference and choose one customized sponsor option:



### Headshot Station

Sponsor free, professional photos for anyone at NYCSC26. When attendees scan their badge at check-in, you generate another lead.



### Coffee Lounge

Sponsor our Coffee Lounge for premium brand visibility. Host live coffee chats on-site with charter school leaders.



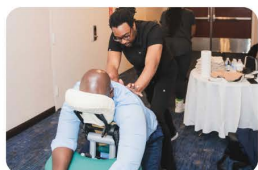
### Conference Lanyards

High-visibility, zero effort. Sponsor the one item every attendee wears and allow your brand to be a part of every handshake and hello.



### Name Badges

Your brand will accompany the name badges of every conference attendee, getting countless eyes on your brand throughout NYCSC26.



### Massage Station

Your branded massage station will become one of the busiest spots in the conference space, guaranteeing high foot traffic and engagement.



### Charging Station

Put your brand and messaging at the center of the action with a frequently-used device charging station to help keep attendees connected.



### WiFi Service

Connect conference attendees to the internet by sponsoring the free WiFi service, getting eyes on your brand throughout the conference.

#### All Gold Sponsor packages include:

- One premium placement Exhibitor Table
- Strong-visibility logo placements
- One conference-wide email to attendees
- 6 tickets for admission to the conference

*(Silver Package Options continued on next page)*

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## Silver Sponsor | \$10,000

A diverse package of benefits that gives your brand access to exposure across several facets of NYCSC26, reaching attendees throughout the conference experience. The Silver Package includes:

- One Exhibitor Table in event space
- 4 tickets for admission to the conference
- Logo placement on signage and comms
- Choice of ONE silver sponsorship option:



### Candy Wall & To-Go Bags

A conference favorite! Sponsor a sweet treat during downtime with a customized candy wall for attendees and branded to-go bags



### Snack Breaks

Be the highlight of conference downtime as attendees connect and recharge. Utilize logo placement and interact with your audience directly.



### Therapy Dogs

Sponsor the most anticipated visitors of conference downtime and lift the spirits of attendees with our Therapy Dog visit – a conference favorite!



### Custom Branded Station

Sponsor a custom-built activity station and be part of the most interactive space at the conference. Choose from Cornhole, Connect 4, bowling, & more!

## ▲ Bronze Sponsor | \$7,000

Maximize the impact of your Exhibitor Table with our Bronze Sponsorship, which offers sponsor recognition in signage and communications and allows for a greater presence throughout:

- One exhibitor table
- Tickets for 3 attendees
- Logo placement on signage and comms



## Exhibitor Table | \$5,000 (availability limited!)

- **One six-foot exhibitor table** in central conference area to maximize interaction (*first come, first served*)
- **Two all-access conference tickets**
- Listing in conference mobile app, and **access to Exhibitor profile** with lead retrieval feature
- **Dedicated exhibitor time** during Day 1
- Brand placements in prime walking areas, providing **full access to attendees** throughout
- **NYCSC Passport Contest** with **Lead Generation built in**, where attendees are encouraged to get their name badge scanned by as many exhibitors as they can.



Due to high demand, Exhibitor Tables are extremely limited! We encourage interested exhibitors to secure your space as soon as possible. Reach out to [conference@nycharters.org](mailto:conference@nycharters.org) with any questions.

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## CONFERENCE APP

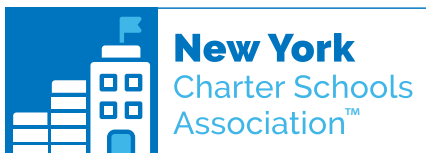
Our conference is fully paperless. All schedules, updates, and materials will be available through our conference app powered by Whova. Exhibitors and sponsors will have access to comprehensive app features including lead retrieval and attendee engagement tools.

## REFUND POLICY

We reserve the right to issue refunds in cases of force majeure (extraordinary circumstances beyond either party's control). All refund requests must be submitted in writing to [conference@nycharters.org](mailto:conference@nycharters.org).

- **Through May 30, 2026:** Full refund (less credit card fees)
- **June 1-September 1, 2026:** 50% refund
- **September 2-30, 2026:** 25% refund
- **October 1-21, 2026:** No refunds

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For questions or to discuss customization options, please contact:

**Email:** [conference@nycharters.org](mailto:conference@nycharters.org)

**Phone:** 518-218-6575