

4th Annual

SIP & SAMPLE

Exhibitor and Partnership Opportunities

THANK YOU FOR YOUR
PARTNERSHIP FROM THE
NYSLSA 2019
BOARD OF DIRECTORS
& 3,000 MEMBERS!

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MIDDLETOWN NY

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IRONDEQUOIT LIQUOR,
ROCHESTER NY

New
Location

SYRACUSE, NEW YORK
THE ONCENTER | TUESDAY, APRIL 9, 2019

BOOK YOUR OVERNIGHT ROOMS AT THE SYRACUSE MARRIOTT!

CLICK HERE TO BOOK YOUR GROUP RATE
FOR NYSLSA SIP & SAMPLE TRADESHOW

- FEATURING IMPORTED AND DOMESTIC WINE AND SPIRITS
- SUPPLIERS AVAILABLE TO BETTER INFORM YOU ON THEIR WINE & SPIRITS

3:00 - 7:30 PM | ADMISSION IS FREE

ALL LIQUOR RETAIL STORE OWNERS, RESTAURANT AND TAVERN OWNERS,
MANAGERS AND EMPLOYEES ARE WELCOME TO ATTEND. YOU MUST BE 21 TO ENTER.

**New
Location**

SPONSORSHIP OPPORTUNITIES

> **INDUSTRY LEADER - \$11,000**

- 4 BOOTHS AT TRADESHOW
- 4 HOTEL ROOMS
- LARGE BANNER SIGN, ACKNOWLEDGEMENT ON TRADESHOW FLOOR
- COMPANY LOGO AND ACKNOWLEDGEMENT ON ALL PROMOTIONAL MAILINGS AND MEMBER COMMUNICATIONS INCLUDING THE HOMEPAGE OF THE NYSLSA WEBSITE AND NYSLSA NEWSLETTERS
- FRONT COVER RECOGNITION AND A FULL PAGE ADVERTISEMENT IN TRADESHOW PROGRAM
- COMPANY AUTHORED ARTICLE FEATURED IN PROGRAM
- CONTACT INFORMATION FOR ALL RETAILERS IN ATTENDANCE
- MENTION IN ALL EARNED MEDIA OPPORTUNITIES
- BANNER ACKNOWLEDGEMENT ON WEB SITE
- A FULL FOOD AND BEVERAGE BUFFET WILL BE AVAILABLE THROUGHOUT THE TRADESHOW FOR ALL PARTICIPANTS

> **INDUSTRY PARTNER - \$7,500**

- 3 BOOTHS AT TRADESHOW
- 3 HOTEL ROOMS
- MEDIUM BANNER SIGN, ACKNOWLEDGEMENT ON TRADESHOW FLOOR
- COMPANY LOGO AND ACKNOWLEDGEMENT ON ALL TRADESHOW PROMOTIONAL MATERIAL AND THE NYSLSA WEBSITE
- HALF PAGE AD IN TRADESHOW PROGRAM
- CONTACT INFORMATION FOR ALL RETAILERS IN ATTENDANCE
- BANNER ACKNOWLEDGMENT
- A FULL FOOD AND BEVERAGE BUFFET WILL BE AVAILABLE THROUGHOUT THE TRADESHOW FOR ALL PARTICIPANTS

> **INDUSTRY SUPPORTER - \$5,500**

- 2 BOOTHS AT TRADESHOW
- 2 HOTEL ROOMS
- SMALL BANNER SIGN, ACKNOWLEDGEMENT ON TRADESHOW FLOOR
- COMPANY LOGO AND ACKNOWLEDGEMENT ON ALL TRADESHOW PROMOTIONAL MATERIAL AND THE NYSLSA WEBSITE
- QUARTER PAGE AD IN TRADESHOW PROGRAM
- CONTACT INFORMATION FOR ALL RETAILERS IN ATTENDANCE
- BANNER ACKNOWLEDGEMENT
- A FULL FOOD AND BEVERAGE BUFFET WILL BE AVAILABLE THROUGHOUT THE TRADESHOW FOR ALL PARTICIPANTS

REGISTER TODAY!

SPACE IS LIMITED!

FIRST COME, FIRST SERVE!

REGISTRATION DEADLINE: MARCH 22ND

Our combined partnerships as retail stores and wholesalers will continue to make our industry strong and successful with each other's support!

Please complete registration form and send it to the address listed below with your payment, or register online at www.nyslsa.com. Send artwork electronically to nyslsa@caphill.com. Please keep a copy of this contract for your records.

Company Name: _____ Contact Name: _____

Email: _____ No. of attendees: _____

How do you want your Booth sign to read? _____

Are you affiliated with a wholesaler? If so who? _____

Is your wholesaler paying for your booth?

Yes please bill wholesaler (listed above); No, payment is included with my registration.

SPONSORSHIP OPPORTUNITIES:

- Industry Leader (\$11,000)
- Industry Partner (\$7,500)
- Industry Supporter (\$5,500)

Your partnership investment breakdown*:

\$11,000.00 partnership = \$3.66 investment per retail account

\$7,500.00 partnership = \$2.50 investment per retail account

\$5,500.00 partnership = \$1.83 investment per retail account

*Figures based on 3,000 retail accounts in Upstate New York

ADVERTISING OPPORTUNITIES:

Price includes ad in program

- Inside Cover (7.5"x10") (\$1,000)
- Back Cover (7.5"x10") (\$750)
- Full Page (7.5"x10") (\$500)

- Half Page (7.5"x4.75") (\$400)
- Quarter Page (3.5"x4.75") (\$200)

TRADESHOW BOOTHS:

_____ Number of Booths

Will You Need Electricity? Yes No (\$25) fee

Sponsorship Total: \$ _____

Advertising Total: \$ _____

Booth Total: \$ _____

TOTAL ENCLOSED: \$ _____

Registration is first come first serve. Please submit application no later than March 22, 2019 to guarantee participation.

TIERED BOOTH PRICING:

- 1-2 Booths (\$850 per booth)
- 3-5 Booths (\$775 per booth)
- 6-10 Booths (\$700 per booth)
- 10+ Booths (\$650 per booth)

Mail check payment to: NYSLSA

230 Washington Avenue Ext., Suite 101
Albany, NY 12203

All Payments MUST be received by March 22, 2019 to participate.

DATE SUBMITTED: _____

Visa Mastercard Amex

Exp Date: _____

Credit Card # _____ 3 Digit Code: _____

Billing Name: _____

Billing Address: _____ City: _____

State: _____ Zip: _____ Phone: _____

Signature: _____

PAYMENT MUST BE INCLUDED WITH REGISTRATION

As my company's representative, I hereby acknowledge that either my company or I will be responsible to pay the amount listed for total services selected. I understand that additional information will be provided upon receipt of my payment. I have read and agree to abide by the rules and regulations regarding exhibitors set forth in this document.

QUESTIONS? Contact Ali Bullis, NYSLSA Administrative Director, at 518.694.0483, nyslsa@caphill.com