

**THANK YOU FOR YOUR
PARTNERSHIP FROM THE
NYSLSA 2020
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& 3,000 MEMBERS!**

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NYS LIQUOR STORE
ASSOCIATION
WWW.NYSLSA.ORG

5TH ANNUAL SIP & SAMPLE

TUESDAY, APRIL 21, 2020

THE ONCENTER IN SYRACUSE

EXHIBITOR AND PARTNERSHIP OPPORTUNITIES

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.**

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 Booth at tradeshow
- 2 hotel room
- 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 22, 2020

**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.*

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