

SAVE THE DATE

SIP & SAMPLE

FIRST ANNUAL NEW YORK STATE LIQUOR STORE ASSOCIATION
SUMMER TRADESHOW

OVER 1,000 WINE AND SPIRITS



SARATOGA SPRINGS CITY CENTER
JUNE 7, 2016
2:00 - 8:00 P.M.

NYS LIQUOR STORE
ASSOCIATION
WWW.NYSLSA.ORG

WINNER'S CIRCLE! SUMMER KICK-OFF TRADESHOW SPONSORSHIP OPPORTUNITIES

WIN - \$14,000



- 3 Booths at tradeshow
- 3 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

PLACE - \$7,000



- 2 Booths at tradeshow
- 2 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

SHOW - \$5,000



- 1 Booth at tradeshow
- 1 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!

**ATTENTION
SPACE IS LIMITED!**



First Come, First Serve!

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? _____

- SPONSORSHIP OPPORTUNITIES:**
- Win (\$14,000)
 - Place (\$7,000)
 - Show (\$5,000)

ADVERTISING OPPORTUNITIES:

Price includes ads in programs for both shows

- Back Cover (7.5"x10") (\$750)
- Full Page (7.5"x10") (\$500)
- Quarter Page (3.5"x4.75") (\$200)
- Inside Cover (7.5"x10") (\$1,000)
- Half Page (7.5"x4.75") (\$400)

TRADESHOW BOOTHS:

_____ Number of Booths in Saratoga

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

Sponsorship Total: \$ _____

Advertising Total: \$ _____

Booth Total: \$ _____

TOTAL ENCLOSED: \$ _____

DATE SUBMITTED: _____

Visa Mastercard Amex

Exp Date: _____

Credit Card # _____ 3 Digit Code: _____

Billing Name: _____

Billing Address: _____ City: _____

State: _____ Zip: _____ Phone: _____

Signature: _____

TIERED BOOTH PRICING:

- 1-2 Booths (\$800 per booth)
- 3-5 Booths (\$700 per booth)
- 6-10 Booths (\$600 per booth)
- 10+ Booths (\$550 per booth)

Mail check payment to:

NYSLSA

1450 Western Avenue, Suite 101
Albany, NY 12203

All Payments **MUST** be received
by May 15, 2016 to participate.

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 the NYSLSA Office at 518.694.0483, nyslsa@caphill.com