

NYS LIQUOR STORE
ASSOCIATION
WWW.NYSLSA.ORG

13th Annual

HOLIDAY TRADESHOWS

ADMISSION IS FREE

FOR THIS TRADE ONLY EVENT!

All liquor retail store owners, restaurant and tavern owners,
managers and employees are welcome to attend.

You must be 21 to enter.



TUESDAY, OCTOBER 11th, 2022
ALBANY CAPITAL CENTER (NEW LOCATION)

THURSDAY, OCTOBER 13th, 2022
ROCHESTER RIVERSIDE CONVENTION CENTER

3:00pm to 8:00pm

Over 150 Vendors!

Featuring Wines & Spirits from Around the World!

Showcase Your Wine & Spirits

**PARTNER WITH NYSLSA TO OVER 3,000 RETAILERS
AND HOSPITALITY ASSOCIATES**

INDUSTRY LEADER - \$25,000

- 8 Booths at each tradeshow location (16 total)
- 6 Hotel Rooms for representatives at each tradeshow location (6 total)
- Company logo and acknowledgement on all promotional mailings and member communications including the homepage of the NYSLSA website
- Front cover recognition and a full page advertisement in both tradeshow programs
- Mention in all earned media opportunities
- Sponsor signage on location
- A full food and beverage buffet will be available throughout the tradeshow for all participants

INDUSTRY PARTNER - \$12,500

- 4 booths at each tradeshow location (8 booths total)
- 2 hotel room for representatives at each tradeshow location (4 total)
- Company logo and acknowledgement on all promotional mailings and member communications
- Half page advertisement in both tradeshow programs
- Sponsor signage on location
- A full food and beverage buffet will be available throughout the tradeshow for all participants

INDUSTRY SUPPORTER - \$8,000

- 2 booths at each tradeshow location
- 1 hotel room for representatives at each tradeshow location (2 total)
- Company logo and acknowledgement on all tradeshow promotional material and the NYSLSA website
- Quarter page ad in both tradeshow programs
- Sponsor signage on location
- A full food and beverage buffet will be available throughout the tradeshow for all participants

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VENDOR BOOTHS AND ADVERTISING OPPORTUNITIES AVAILABLE ON REGISTRATION FORM

REGISTRATION OPPORTUNITIES

DEADLINE: SEPTEMBER 17, 2022

Our Combined Partnerships as Retail Stores and Wholesalers

REGISTRATION IS FIRST COME FIRST SERVE. Please submit application no later than September 17, 2022 guarantee participation. 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: _____

ADDRESS: _____ CITY: _____

PHONE: _____ EMAIL: _____ NO. OF ATTENDEES: _____

HOW DO YOU WANT YOUR BOOTH SIGN TO READ? _____

ARE YOU AFFILIATED WITH A WHOLESALER? IF SO WHO? _____

SPONSORSHIP OPPORTUNITIES: Industry Leader (\$25,000) Industry Partner (\$12,500) Industry Supporter (\$8,000)

ADVERTISING OPPORTUNITIES: Inside Cover (7.5"x10") (\$1,000) Half Page (7.5"x 5") (\$375)
 Back Cover (7.5"x10") (\$750) Quarter Page (3.5"x 5") (\$250)
 Full Page (7.5"x10") (\$500)

Price includes ads in programs for both shows

TRADESHOW BOOTHS: _____ Number of Booths Albany
 _____ Number of Booths Rochester

Will You Need Electricity? Yes (\$50) fee No

TIERED BOOTH PRICING
 1-2 Booths (\$1000 per booth)
 3-10 Booths (\$900 per booth)
 10+ Booths (\$800 per booth)

SPONSORSHIP TOTAL: \$ _____

DATE SUBMITTED: _____

ADVERTISING TOTAL: \$ _____

BOOTH TOTAL: \$ _____

TOTAL ENCLOSED: \$ _____

Mail check payment to: NYSLSA
 230 Washington Ave., Ext., Suite 101
 Albany, NY 12203
 All Payments MUST be received by October 5, 2022 to participate.

VISA MASTERCARD AMEX

CREDIT CARD # _____ EXP DATE: _____ DIGIT CODE: _____

BILLING NAME: _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

SIGNATURE: _____

Think About
 Your Investment Per
 Each Account of
 3,000 Retailers and
 Hospitality Members

For two tradeshow, your investment per account is as follows:

\$30,000.00 investment	\$10.00 per account
\$16,000.00 investment	\$5.33 per account
\$10,000.00 investment	\$3.33 per account

**** 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 or
nyslsa@caphill.com