

Celebrating 15 Years!



HOLIDAY TRADESHOWS

BUFFALO, NEW YORK

10

17

24

FEATURING WINES & SPIRITS FROM AROUND THE WORLD!

Admission is Free
3:30pm to 7:30pm

All liquor retail store owners, restaurant and tavern owners, managers and employees are welcome to attend. You must be 21 to enter.

Thursday, October 17th Showcase Your Wine & Spirits

Industry Leader: \$15,000.00

Establish yourself as the premier sponsor of this re-imagined and exciting event! Includes premier bar space, 2 corner booth placements, preferred booth placement of 4 additional booths at tradeshow, custom designed banner displayed during tradeshow, 2 hotel rooms for company representatives, full page advertisement in program, and recognition on all marketing materials.

Industry Partner: \$8,000.00

This event would not be possible without our industry partners! Includes preferred booth placement of 4 booths at tradeshow, custom designed banner displayed during tradeshow, 1 hotel room for company representative, half page advertisement in program, and recognition in all marketing materials.

Industry Supporter: \$5,000.00

Consider supporting the industry by supporting this event! Includes preferred booth placement of 2 booths at tradeshow, custom designed banner displayed during tradeshow, quarter page ad in program, and recognition in all marketing materials.

Premier Bar Space: \$3,000.00 (only 2 available)

An innovation for the Buffalo Tradeshow, this "booth" space will be behind a portion of a built-in bar! Elevate your vendor experience by simulating a real-life bar experience for attendees. You bring the booze; we'll bring the bar!



Decor Sponsor: \$2,000.00

Add some flair to the tradeshow floor! Balloon arches will adorn the space, with one by the entrance in your brands colors! Includes one vendor booth, program acknowledgement, and recognition on all marketing materials.

Hydration Station: \$1,750.00



Rehydrate while we dehydrate! Keep attendees and vendors hydrated by sponsoring water stations throughout the tradeshow floor. Includes one vendor booth, program acknowledgement, and recognition on all marketing materials.

Banner Sponsor: \$1,000.00 (8 Available)

Looking for an extra showing of support? Purchase a banner to be hung on full display at the event venue and make sure your everyone sees your brand! Includes banner, program acknowledgement, and recognition on all marketing materials.



A FULL FOOD AND BEVERAGE BUFFET WILL BE AVAILABLE THROUGHOUT THE SHOW FOR ALL PARTICIPANTS.

VENDOR BOOTHS AND ADVERTISING OPPORTUNITIES AVAILABLE ON REGISTRATION FORM

Each vendor booth will be 8'x10' feet and come with a 6' table, 2 chairs, and an ID sign. The decorator, Hale Expo, will be contacting all vendors to see if any additional items are needed (electricity, carpeting, additional furniture, etc.)

BUFFALO REGISTRATION OPPORTUNITIES

DEADLINE: SEPTEMBER 13, 2024

Our Combined Partnerships as Retail Stores and Wholesalers

REGISTRATION IS FIRST COME FIRST SERVE. Please submit application no later than September 13, 2024
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 (\$15,000) ☐ Industry Partner (\$8,000) ☐ Industry Supporter (\$5,000)
☐ Premier Bar Space (\$2,500) ☐ Decor Sponsor (\$2,000)
☐ Hydration Station (\$1,750) ☐ Banner Sponsor (\$1,000)

ADVERTISING OPPORTUNITIES:

Price includes ads in programs for both shows

- ☐ 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)

TRADESHOW BOOTHS:

_____ Number of Booths _____ Number of endcaps

Will You Need Ice?

☐ Yes ☐ No

SPONSORSHIP TOTAL: \$ _____

ADVERTISING TOTAL: \$ _____

BOOTH TOTAL: \$ _____

TOTAL ENCLOSED: \$ _____

DATE SUBMITTED: _____

Mail check payment to: NYSLSA

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

All Payments MUST be received by October 7, 2024 to participate.

☐ VISA ☐ MASTERCARD ☐ AMEX ☐ BILL TO WHOLESALER

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
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at 518.694.0483 or
nyslsa@caphill.com