

FEATURING WINES AND SPIRITS FROM AROUND THE WORLD!

NYS LIQUOR STORE
ASSOCIATION
WWW.NYLSA.ORG

Holiday TRADESHOWS

OVER 150 VENDORS!

TUESDAY, OCTOBER 14

8:30PM to 7:30PM

**GROWNE PLAZA ALBANY -
THE DESMOND HOTEL**

THURSDAY, OCTOBER 16

8:30PM to 7:30PM

BUFFALO RIVERWORKS

Admission is Free for this Tradeshow Event!

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

Showcase Your Wine & Spirits

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

INDUSTRY LEADER - \$15,000

- 6 Booths at tradeshow
- 2 Hotel Rooms for representatives at The Crowne Plaza Albany – The Desmond Hotel
- 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 tradeshow program
- Mention in all earned media opportunities
- Custom designed banner displayed at location
- A full food and beverage buffet will be available throughout the tradeshow for all participants

INDUSTRY PARTNER - \$8,000

- 4 Booths at tradeshow
- 1 Hotel Room for representatives at The Crowne Plaza Albany – The Desmond Hotel
- Company logo and acknowledgement on all promotional mailings and member communications.
- Half page advertisement in tradeshow program.
- Mention in all earned media opportunities
- Custom designed banner displayed at location
- A full food and beverage buffet will be available throughout the tradeshow for all participants

INDUSTRY SUPPORTER - \$5,000

- 2 Booths at tradeshow
- Company logo and acknowledgement on all tradeshow promotional material and the NYSLSA website
- Quarter page advertisement in tradeshow program.
- Custom designed banner displayed at location
- A full food and beverage buffet will be available throughout the tradeshow for all participants

Vendor booths and advertising opportunities available on registration form
Each vendor booth will be 8'x8' feet and come with a 6' table, 2 chairs, and an ID sign.

REGISTRATION OPPORTUNITIES

DEADLINE: SEPTEMBER 12, 2025

Our Combined Partnerships as Retail Stores and Wholesalers
will Continue to Make Our Industry Strong and Successful with Each Other's Support!

REGISTRATION IS FIRST COME FIRST SERVE. Please submit application no later than September 12, 2025 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)

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

Will You Need Electricity? ☐ Yes \$50 ☐ No

Will You Need Ice? ☐ Yes ☐ No

TIERED BOOTH PRICING

1-2 Booths (\$1050 per booth)

3-10 Booths (\$950 per booth)

10+ Booths (\$850 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 7, 2025 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

☐ 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.

**** PAYMENT MUST BE INCLUDED WITH REGISTRATION**

QUESTIONS? Contact Ali Bullis

NYSLSA Administrative Director at 518.694.0483 or
nyslsa@caphill.com