

12TH ANNUAL HOLIDAY TRADESHOWS

Featuring Wines & Spirits from Around the World!

TUESDAY, OCTOBER 12TH, 2021

3PM TO 8PM

CROWNE PLAZA ALBANY
THE DESMOND HOTEL

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.



Showcase Your Wine & Spirits

NYS LIQUOR STORE
ASSOCIATION
WWW.NYSLSA.ORG

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

INDUSTRY LEADER - \$15,000

- 8 Booths at tradeshow location
- 3 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 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 - \$8,000

- 4 booths at tradeshow location
- 2 hotel rooms 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 both tradeshow programs
- Sponsor signage on location
- A full food and beverage buffet will be available throughout the tradeshow for all participants

INDUSTRY SUPPORTER - \$5,000

- 2 booths at tradeshow location
- 1 hotel room for representative at The Crowne Plaza Albany – The Desmond Hotel
- 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

ALBANY REGISTRATION OPPORTUNITIES

DEADLINE: SEPTEMBER 17, 2021

Our Combined Partnerships as Retail Stores and Wholesalers

REGISTRATION IS FIRST COME FIRST SERVE. Please submit application no later than September 17, 2021 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

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

TIERED BOOTH PRICING

1-2 Booths (\$950 per booth)

3-10 Booths (\$850 per booth)

10+ Booths (\$750 per booth)

SPONSORSHIP TOTAL: \$ _____

DATE SUBMITTED: _____

ADVERTISING TOTAL: \$ _____

BOOTH TOTAL: \$ _____

TOTAL ENCLOSED: \$ _____

☐ VISA ☐ MASTERCARD ☐ AMEX

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

BILLING NAME: _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

SIGNATURE: _____

Mail check payment to: NYSLSA

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

All Payments MUST be received by October 5, 2021 to participate.

THINK ABOUT YOUR INVESTMENT PER EACH ACCOUNT OF 3,000 RETAILERS AND HOSPITALITY MEMBERS

For two tradeshows,
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