

BAR

Cocktail

12th Annual



HOLIDAY TRADESHOWS

BUFFALO, NEW YORK

10 14 21

FEATURING WINES & SPIRITS FROM AROUND THE WORLD!

Admission is Free
3pm to 8pm

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

Thursday, October 14th Showcase Your Wine & Spirits

NYS LIQUOR STORE
ASSOCIATION
WWW.NYLSA.ORG

Industry Leader: \$15,000.00 (2 Available)

Establish yourself as the premier sponsor of this re-imagined and exciting event! Includes premier bar space, preferred booth placement of 4 additional booths at tradeshow, a 20-minute product demonstration, full page advertisement in program, 2 hotel rooms for company representatives, and recognition on all marketing materials.

Industry Partner: \$8,000.00

This event would not be possible without our industry partners! Includes a 20-minute product demonstration, preferred booth placement of 4 booths at tradeshow, 2 hotel rooms for company representatives, 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, quarter page ad in program, and recognition in all marketing materials.

Product Demonstration Sponsor: \$1,500.00 (5 Available)

Want the opportunity to address the entire tradeshow floor up on stage and under the lights? This sponsorship is perfect for you! Includes one vendor booth, a 20-minute presentation, program acknowledgement, and recognition on all marketing materials.

Bring the Heat Sponsor: \$1,000.00

October in Buffalo? Could be chilly! Ensure attendees and vendors alike stay warm and toasty with outdoor heaters throughout the event. Includes one vendor booth indoors, program acknowledgement, and recognition on all marketing materials.

Corn Hole Tournament Sponsor: \$5,000.00 (2 Available)

Liven up your networking with our 1st annual corn hole tournament! The tournament will kick off the day's festivities and will be open to 64 teams. Includes one vendor booth at the tournament and on the tradeshow floor, program acknowledgement, and recognition on all marketing materials. A little friendly competition never hurt anyone! Event starts at Noon!

Cigar Rolling Sponsor: \$2,500.00

Does your product perfectly complement the flavor of a cigar? This is the option for you! Your vendor booth will be paired with a cigar rolling station to provide attendees with a completely immersive experience. Includes one vendor booth, program acknowledgement, and recognition on all marketing materials. 1 Cigar per person.

Hydration Station: \$1,500.00

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.

Premier Bar Space: \$2,500.00 (3 Available)

An innovation for the 2021 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!



VENDOR BOOTHS AND ADVERTISING OPPORTUNITIES AVAILABLE ON REGISTRATION FORM

BUFFALO 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)
 Product Demonstration Sponsor (\$1,500) Bring the Heat Sponsor (\$1,000)
 Corn Hole Tournament Sponsor (\$5,000) Cigar Rolling Sponsor (\$2,500)
 Hydration Station (\$1,500) Banner Sponsor (\$1,000) Premier Bar Space (\$2,500)

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

SPONSORSHIP TOTAL: \$ _____

ADVERTISING TOTAL: \$ _____

BOOTH TOTAL: \$ _____

TOTAL ENCLOSED: \$ _____

VISA MASTERCARD AMEX

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

BILLING NAME: _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

SIGNATURE: _____

DATE SUBMITTED: _____

TIERED BOOTH PRICING
 1-2 Booths (\$950 per booth)
 3-10 Booths (\$850 per booth)
 10+ Booths (\$750 per booth)

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 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**