



## **BANY ANNUAL MEETING AND MARKETPLACE**

**MARRIOTT HOTEL - ALBANY, NEW YORK**

**OCTOBER 23 - 25, 2011**

Dear Colleague:

The Bus Association of New York (BANY) will be holding its Annual Meeting and Marketplace, October 23-25, 2011, at the Albany Marriott Hotel in Albany, New York. We take this opportunity to invite you to join us!

We have put together a top notch program this year with workshops geared toward today's safety and compliance issues that we all face, social media networking and how it provides us all the opportunity to stay informed, and programming that takes the guess work out of what the tour planner looks for when building their itineraries for travel groups.

NYSDOT Commissioner Joan McDonald will be addressing our group on Monday evening as our guest speaker. We also have an opportunity for you to view the top of the line motorcoaches at our coach manufacturer exhibit as well as gathering industry information at our vendor exhibits. There are also numerous networking opportunities for you to get together with your colleagues throughout the three day program.

We urge you to read through our brochure and make your commitment to become part of our Meeting and Marketplace. This is a "don't miss" opportunity for all of us to come together to discover what is happening in our industry!

On another note, there are many opportunities for you to become a sponsor of one or more of our events and/or an advertiser in our event program. The Annual Meeting and Marketplace will average over 100 attendees representing the Operator and Associate members of our organization as well as others in our industry. Please review our sponsor information and consider joining us.

We have discounted hotel rooms available at the Albany Marriott for our Marketplace dates. Room rates are \$109.00 for Operators and \$129.00 for Associates. Rates are subject to occupancy and state/local sales tax. Each individual guest must make their own reservation by either calling the Marriott Hotel at 1-800-443-8952 and identifying yourself using one of the following codes; **Associates please use code BAABAAA, Operators please use code BABBABA** or visit the BANY Website at [www.banybus.org](http://www.banybus.org) and click on the link for hotel reservations. Reservations must be made by **October 10, 2011**.

Please contact us if you have any questions. We look forward to welcoming you at our Annual Meeting and Marketplace and hope you will join us in Albany.

Sincerely,

*Godfrey LeBron*

Godfrey LeBron, BANY President

**Bus Association of New York State, Inc.**  
PO Box 12035~ Albany, NY~ 12212-2035  
Toll-free: 877-699-7222 ~ Fax: 518-383-5706  
Email: [BANY@BANYBus.org](mailto:BANY@BANYBus.org) ~ Website: [www.BANYBus.org](http://www.BANYBus.org)



# ANNUAL MEETING AND MARKETPLACE TENTATIVE AGENDA

(program topics and times are subject to change)

## Sunday, October 23rd

- 9:00AM Golf Tournament and Marketplace Familiarization Tours  
(Information to be announced and sent under separate cover)
- 4:00 - 6:00PM BANY Board of Directors Meeting
- 4:00 - 6:00PM Marketplace Registration
- 6:00-7:30PM Welcome Reception

## Monday, October 24th

- 7:00AM Marketplace Registration
- 7:00 - 8:00AM Breakfast Buffet
- 8:00 – 9:15AM **General Session 1:** Welcome and Industry Updates (BANY, ABA, UMA, NYSHTA)
- 9:15 – 10:15AM **General Session 2:** Always in Compliance: It’s An Everyday Job! A Federal Perspective
- 10:15-10:30AM Coffee Break
- 10:30-11:30AM **General Session 3:** Always in Compliance: It’s An Everyday Job! A State Perspective
- 11:30-12:30PM BANY Marketplace and Networking Session  
The BANY Marketplace offers the opportunity for one-on-one interaction with our associate and operator company representatives.
- 12:30 – 2:00PM Speaker Luncheon  
Invited Speaker , Anne S. Ferro, Administrator, FMCSA
- 2:00– 3:00PM **General Session 4:** The Bus Stops Here!  
A panel of motorcoach tour planners discuss what they look for when building their itineraries. A “don’t miss” session for operators and tourism professionals.
- 3:00 – 4:30PM BANY Marketplace and Networking Session  
The BANY Marketplace offers the opportunity for one-on-one interaction with our associate and operator company representatives.
- 4:30-6:00PM Coach Manufacturers and Exhibits
- 6:00 – 9:00 PM Annual Recognition Evening
  - 6:00 – 7:00Pm Recognition Reception
  - 7:00 – 9:00PM Recognition Dinner  
Guest Speaker: Joan McDonald, Commissioner, NYSDOT

## Tuesday, October 25th

- 7:00-8:00AM Breakfast Buffet
- 8:15 – 9:30PM **General Session 5:** Enhancing our Web Visibility in This New Age: Is Anyone Out T here?  
Social Media Networking, are we sending the right message to our public?
- 9:45 – 12:00PM **General Session 6:**
  - 9:45 - 10:15AM BANY Annual Meeting
  - 10:15 – 11:30AM Roundtable Nuts and Bolts Presentatio n with Moderator David Millhouser
  - 11:30AM President’s Wrap Up and Adjournment



# BANY ANNUAL MEETING AND MARKETPLACE

## REGISTRATION FORM

OCTOBER 23-25, 2011

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

### Registration Information

All individuals must register to attend the BANY Annual Meeting and Marketplace. Mail or fax your completed registration form to: BANY-PO Box 12035-Albany, NY 12212 or fax to 518-383-5706 with your credit card information.

Registrant Name (s)	Your Job Title	BANY Member \$200-1st person \$150 all others	Non-Member \$250 1st person \$200 all others	Guest Rate \$100	Amount Due

### Marketplace Information

There are no pre-appointment set: all registered qualified associates have the opportunity to select which Operator they want to meet with in 8 minute increments.

### Guests

For registration purposes "Guest" includes spouse, family member(s), or other individuals who are **not** company employees or representing your company. Guests cannot participate in marketplace.

### Dietary Restrictions

I have the following Dietary Restriction or Food Allergy \_\_\_\_\_

In an effort to aid us in better planning, will you please circle your answer to the questions below to the best of your ability:

Will you be attending the Sunday evening reception?	Yes	No	Maybe
Will you be attending the Monday Afternoon Lunch?	Yes	No	Maybe
Will you be attending the Monday Evening Dinner/Reception?	Yes	No	Maybe

**Payment Information:** Please make checks payable to BANY. If using a Credit Card (VISA, Mastercard or AMEX only) please fill in the information below using the billing information where your bill statement is received.

**Total Amount Due**     \$ \_\_\_\_\_

CC # \_\_\_\_\_ Exp Date \_\_\_\_\_ 3/4 Digit Code \_\_\_\_\_

\_\_\_\_\_  
Name as it appears on card

\_\_\_\_\_  
Statement Billing Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip



**ANNUAL MEETING AND MARKETPLACE**  
**MARRIOTT HOTEL-ALBANY, NEW YORK**  
**OCTOBER 23-25, 2011**

**SPONSORSHIP OPPORTUNITIES**

**\$2,500 Opening Reception (Sunday)**

Sponsor receives:

- Company recognized in event promotion
- Company brochures included in registration packets
- Ad on website with link and description on company
- Logo and full page ad in event program
- Opportunity to introduce company during event
- Two Complimentary Event Registrations
- Complimentary 6 ft Display Table

**\$2,500 Awards Dinner (Monday)**

Sponsor receives:

- Company recognized in event promotion
- Company brochures included in registration packets
- Ad on website with link and description on company
- Logo and full page ad in event program
- Opportunity to introduce company during event
- Two Complimentary Event Registrations
- Complimentary 6 ft Display Table

**\$2,500 Awards Reception (Monday)**

Sponsor receives:

- Company recognized in event promotion
- Company brochures included in registration packets
- Ad on website with link and description on company
- Logo and full page ad in event program
- Opportunity to introduce company during event
- Two Complimentary Event Registrations
- Complimentary 6 ft Display Table

**\$2,500 Luncheon (Monday)**

Sponsor receives:

- Company recognized in event promotion
- Company brochures included in registration packets
- Ad on website with link and description on company
- Logo and half page ad in event program
- Opportunity to introduce company during event
- Two Complimentary Event Registration
- Complimentary 6 ft Display Table

**\$1,500 Buffet Breakfast (Monday)**

Sponsor receives:

- Company recognized in event promotion
- Company brochures included in registration packets
- Ad on website with link and description on company
- Logo and quarter page ad in event program
- Opportunity to introduce company during event
- One Complimentary Event Registration

**\$1,500 Buffet Breakfast (Tuesday)**

Sponsor receives:

- Company recognized in event promotion
- Company brochures included in registration packets
- Ad on website with link and description on company
- Logo and quarter page ad in event program
- Opportunity to introduce company during event
- One Complimentary Event Registration

**\$1,000 Printing and Reproduction**

Sponsor receives:

- Company recognized in event promotion
- Company name listed on all registration materials
- Company brochures included in registration packets
- Ad on website with link and description on company
- Logo and quarter page ad in event program

**\$500 Networking Sessions:**

★ **Coffee Break(s)**

**Monday**

**Tuesday**

★ **Afternoon Refreshment Break**

**Sunday**

**Monday**

Each sponsor receives:

- Company recognized in event promotion
- Company brochures included in registration packets
- Ad on website with link and description on company
- Logo and business card size ad in event program

**\$275 General Sponsorship-**

*Help support the Association with a general sponsorship to help underwrite general event expenses.*

Each sponsor receives:

- Company recognized in convention promotion
- Company brochures included in registration packets
- Ad on website with link and description on company

**\$250 6 ft. Table Top Display Table**

You will receive a 6ft display table with which to promote your company by providing complimentary materials to attendees. Tables are limited and are offered on a first come-first served basis. All materials must be contained to the tabletop. No stand alone displays are allowed.

**ADVERTISING OPPORTUNITIES**

**Rates**

**\$200 Full Page    \$150 Half Page    \$75 Quarter Page**



**ANNUAL MEETING AND MARKETPLACE**  
**MARRIOTT HOTEL-ALBANY, NEW YORK**  
**OCTOBER 23-25, 2011**

---

**SPONSORSHIP APPLICATION**

**Our company is interested in the following sponsorship: (please circle your choice)**

Opening Reception (Sunday), \$2500	Networking Session (Sunday PM), \$500
Award Reception (Monday), \$2500	Networking Session (Monday AM), \$500
Award Dinner (Monday), \$2500	Networking Session (Monday PM), \$500
Luncheon (Monday), \$2500	Networking Session (Tuesday AM), \$500
Breakfast Buffet (Mon), \$1500	General Sponsorship, \$275
Breakfast Buffet (Tues), \$1500	Table Top Display, \$250
Printing/Reproduction, \$1000	Advertising

Contact: \_\_\_\_\_ Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ e-Mail: \_\_\_\_\_

**I understand the following information is needed on or before the deadlines listed below:**

Contact information:

- Company logo
- Company contact information including address, phone, fax, email and website
- Company description (100 words or less)
- Deadline for contact information is **Monday, October 10<sup>th</sup>**

Advertisement (if applicable, based on sponsorship level):

- Black/white advertisement will be placed in the program booklet. A full-page ad is 8"x10", half page is 8"x5" and quarter page is 4"x5". All ads should be set up vertically. Ads may be sent in .gif, .jpg., or PDF formats).
- Deadline for ads is **Monday, October 10<sup>th</sup>**
- Ads can be sent to [BANY@BANYBus.org](mailto:BANY@BANYBus.org)

Promotional materials:

- Shipping of promotional materials due to the BANY office by **Wednesday, October 12<sup>th</sup>**
- We anticipate approximately 90 delegates
- Materials can be sent to Tammy St.Louis, 1663 Crescent Road, Clifton Park, NY 12065

Registration lists:

- We will supply an electronic list of attendees to you on **Friday, October 14<sup>th</sup>**. Additionally, we will send you the final attendee list after the meeting is over.

Just some reminders:

- Registration forms and information are available on our website <http://www.BANYBus.org>
- You can book your room reservations by calling The Albany Marriott at (800) 443-8952 or (518) 458-8444.
- Discounted rates for the BANY Marketplace are \$109 for Operators, use code BABBABA, and \$129 for Associates, use code BAABAAA. Discounted rooms will be available until **October 10<sup>th</sup>** or until the room block is full. Any questions? Call (518) 383-4621 or [email BANY@BANYBus.org](mailto:BANY@BANYBus.org).

BANY encourages your sponsorship and appreciates and welcomes any level of sponsorship you choose. An invoice will be sent to you via email at the above address upon receipt of your sponsor commitment form. Thank you in advance for your sponsorship commitment and for your support of BANY.