



Dear Colleague:

The Bus Association of New York (BANY) will be holding its Annual Meeting and Marketplace, October 20-22, 2019, at the Wind Creek in Bethlehem, Pennsylvania. We'd like to invite you to become a sponsor at our Annual Event.

The BANY Annual Meeting and Marketplace will average over 125 attendees representing the Operator and Associate members in our organization.

Though you may be familiar with BANY, here are some points that may be of interest:

- ★ The BANY marketplace represents concentrated buying power.
- ★ This year BANY will be offering two Marketplace Sessions, one on Monday afternoon and another on Tuesday morning.
- ★ BANY will provide exposure with a company link in our Friday Flash, promotional materials and on our website.
- ★ The Meeting and Marketplace events offer special opportunities for sponsors, especially those who offer products and services used directly by our members.
- ★ Additional information about BANY and our Meeting and Marketplace will be available on our website at [www.BANYBUS.org](http://www.BANYBUS.org)

As a valued Sponsor, you will have an opportunity to:

- Build relationships with other industry leaders and potential business partners.
- Gain insight into the challenges that our members face and the products and services they turn to for solutions.
- Support quality educational and professional development programs.

We offer a variety of sponsorship levels to satisfy your marketing needs. We are also happy to work with you to customize a sponsorship opportunity to better meet your organization's needs – call us!

As we are always trying to find ways to make your investment as a sponsor of this event as valuable as possible, we encourage you to contact us with any comments, questions or suggestions that will help make this event even more meaningful for you and your company.

Questions may be directed to BANY by phone: (518) 426-3233, by mail: 125 State Street, Suite 3, Albany, NY 12207, or by email: [bany@banybus.org](mailto:bany@banybus.org).

We look forward to including you among the select group of sponsors at our Annual Meeting and Marketplace and hope you will join us in Bethlehem, PA.

Best,

**2019 Marketplace Planning Committee**

Jeff Goldwasser, Chair, Amaya Astron Seating  
Camilla Morris, Hale Transportation - Oneonta Div.  
Rob Swarthout, Swarthout Coaches, Inc.  
Adam Jacobson, Villa Roma Resort

Tina Mt. Pleasant, Destination Niagara USA  
John Kruger, Onondaga Coach Corp.



## 2019 ANNUAL MEETING AND MARKETPLACE SPONSORSHIP OPPORTUNITIES

### **\$2,000 Welcome Reception (Sunday)**

Sponsor receives:

- Company recognized in event promotion and on BANY website
- Company brochures included in registration materials
- Ad on Friday Flash with link and description of company
- Logo and quarter page ad in event program
- One Complimentary Event Registration

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

Sponsor receives:

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

### **\$2,000 Recognition Reception (Monday)**

Sponsor receives:

- Company recognized in event promotion and on BANY website
- Company brochures included in registration materials
- Ad on Friday Flash with link and description of company
- Logo and quarter page ad in event program
- One Complimentary Event Registration

### **\$3,500 Recognition Dinner (Monday)**

Sponsor receives:

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

### **\$1,750 Breakfasts (Monday or Tuesday)**

Sponsor receives:

- Company recognized in event promotion and on BANY website
- Company brochures included in registration materials
- Ad on Friday Flash with link and description of company
- Logo and half page ad in event program
- One Complimentary Event Registration

### **\$2000 Workshop Session Sponsor**

Sponsor receives:

- Company name/logo on pens and pads in session room.
- Company recognized in event promotion and on BANY website
- Company name listed on all registration materials
- Company brochures included in registration packets
- Ad on Friday Flash with link and description of company
- Logo and quarter page ad in event program



## 2019 ANNUAL MEETING AND MARKETPLACE SPONSORSHIP OPPORTUNITIES

### **\$1,500 Room Key Card Sponsor**

Sponsor Receives:

- Company name/logo on hotel room key cards.
- Company recognized in event promotion and on BANY website
- Company name listed on all registration materials
- Company brochures included in registration packets
- Ad on Friday Flash with link and description of company
- Logo and quarter page ad in event program

### **\$450 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 standalone displays are allowed. **Marketplace attendee registration in addition to the tabletop display is required.**

### **\$750 Networking Sessions: Coffee/Refreshment Break (2 sponsorships available)**

Each sponsor receives:

- Signage at refreshment break location
- Company recognized in event promotion and on BANY website
- Company brochures included in registration materials
- Ad on Friday Flash
- Logo and business card size ad in event program

### **\$395 General Sponsorship**

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

Each sponsor receives:

- Company recognized in event promotion
- Company brochures included in registration materials
- Ad on Friday Flash with link and description of company

### **Custom Sponsorships**

- **Registration Bags**
- **Name Badges - SOLD**
- **Keynote Speaker**
- **Other**

### **Program Advertising Opportunities**

Rates:

\$275 Full Page

\$200 Half Page

\$125 Quarter Page

***Do you have a sponsor idea in mind? Contact BANY to customize a sponsorship just for you!***



## SPONSORSHIP INFORMATION

CONTACT NAME: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

CONTACT EMAIL: \_\_\_\_\_

### Sponsor and Advertising Information

Yes, we will be advertising in the event program. We will be sending our \_\_\_Full \_\_\_Half \_\_\_Quarter page ad by the deadline date.

Advertisement Subtotal \$ \_\_\_\_\_

We are interested in sponsoring a BANY event. Please sign us up for (*indicate which event you choose to sponsor*)

\_\_\_\_\_ Sponsorship.

Sponsorship Subtotal \$ \_\_\_\_\_

### Motorcoach Displays

Are you planning to bring a Motorcoach to display? If so, how many? \_\_\_\_\_  
(Information on when and where buses can stage will be provided at a later date)

### 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 **September 30<sup>th</sup>**

### Advertisement (if applicable, based on sponsorship level):

- Black/white advertisement for 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 **September 30<sup>th</sup>**
- Ads can be sent to [BANY@BANYBus.org](mailto:BANY@BANYBus.org)

### Promotional materials: We anticipate a minimum of 125 delegates

- Shipping of promotional materials due to the BANY office by **October 11<sup>th</sup>**
- Materials can be sent to BANY, 125 State Street, Suite 3, Albany, NY 12207

### Registration lists:

- We will supply an electronic list of attendees to you on **October 11<sup>th</sup>**. Additionally, we will send you the final attendee list after the meeting is over.

Any questions? Call (518) 426-3233 or [email BANY@BANYBus.org](mailto:email BANY@BANYBus.org).

BANY encourages your sponsorship and appreciates and welcomes any level of sponsorship you choose. Thank you in advance for your commitment and support of BANY.



**ANNUAL MEETING AND MARKETPLACE  
WIND CREEK BETHLEHEM  
77 Sands Blvd, Bethlehem, PA 18015**

**REGISTRATION and SPONSOR INFORMATION**

*All* individuals must register to attend the BANY Annual Meeting and Marketplace. Please fill out one form per delegate and be sure to complete both pages of the registration form.

**REGISTRATION** (Registration includes ALL meetings AND meal functions)

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

BADGE NAME (if different): \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**GUEST REGISTRATION:** (Attending meal functions only)

For registration purposes a "Guest" is defined as a spouse, family member(s), or other individual who is **not** a company employee or representing your company. Guests are not allowed to participate in the marketplace.

NAME for BADGE: \_\_\_\_\_

<b>REGISTRATION FEES:</b>	<b>BANY MEMBER</b>	<b>NON-MEMBER</b>
<b>Early Bird Registration Fee (on or before September 15th)</b>		
Annual Meeting & Marketplace Registration	\$395	\$445
Guest Registration (meals only)	\$250	\$250
<b>Standard Registration Fee (after September 15th)</b>		
Annual Meeting & Marketplace Registration	\$495	\$545
Guest Registration (meals only)	\$250	\$250

**Registration Subtotal:** \_\_\_\_\_

**Advertising/Sponsorship Subtotal:** \_\_\_\_\_

**TOTAL AMOUNT DUE:** \_\_\_\_\_

**WILL YOU PLEASE TAKE A MOMENT AND TELL US?**

Your registration fee includes the meals listed below. However, in an effort to aid us in better planning, will you please tell us the meals you plan to attend to the best of your ability?

<b>Sunday</b>	Will you be attending the Welcome Reception?	Yes	No	Maybe
<b>Monday</b>	Will you be attending the Monday Afternoon Lunch?	Yes	No	Maybe
	Will you be attending the Monday Evening Dinner?	Yes	No	Maybe

**Do you have any dietary restrictions/food allergies?**

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**Are you a buyer or a seller?**

Buyers are bus owners and tour operators, Sellers are travel industry representatives from DMO's (cities, areas, and states), attractions, restaurants, receptive operators, hotels and associate service suppliers.

I am best described as a: Buyer Seller

If you are a Buyer and plan to participate in the Marketplace with a booth.

I am best described as providing: Charters Tours Both

**HOTEL RESERVATIONS: MAKE RESERVATIONS DIRECTLY WITH HOTEL**

We have hotel rooms available at the Wind Creek Bethlehem for our Marketplace dates. Room rates are \$149 for single or double adult occupancy, per night, plus tax. Reservations may be made by contacting Wind Creek reservations department directly at 877-726-3777. Please tell them you are with the Bus Association of NYS or mention Group Code: GBN1019 in order to receive our group rate. **Rooms are available until September 30th, or until the room block is full.** As we expect this event to sell out, please reserve your room today!

**Please Note:**

- Reservations received after September 30<sup>th</sup> are subject to availability;
- Check-in is at 3PM and check-out is at 11AM

**REGISTRATION PAYMENT INFORMATION**

If paying by check, please make your check payable to BANY and mail with this form to:

**BANY ~ 125 State Street, Suite 3 ~ Albany, New York 12207**

**CREDIT CARDS:**

If paying by credit card, you are authorizing BANY to process your Credit Card for the total amount due listed above. You can scan and email it to BANY@BANYBus.org or mail it to the address above. We accept VISA, MasterCard and American Express. ALL of the credit card information below needs to be complete.

Name on Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3/4 Digit Code \_\_\_\_\_ **TOTAL TO BE CHARGED:** \_\_\_\_\_

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

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

\_\_\_\_\_  
Telephone Email

**CANCELLATION POLICY:**

If you need to cancel your registration, you can make a request, in writing, no later than October 11, 2019. A \$50.00 service fee will be deducted from your total payment. There will not be any refunds for cancellations after October 12, 2019. All refunds are subject to BANY discretion.

## 2019 BANY Annual Meeting and Marketplace – Tentative Agenda

2019 AGENDA	TIME	EVENT
Sunday, Oct 20th	1:00 - 5:00PM	BANY Board of Directors Meeting
Sunday, Oct 20th	3:00 - 5:00PM	Registration
Sunday, Oct 20th	5:30 - 7:30PM	Welcome Reception
Sunday, Oct 20th	7:30PM	Dinner on Own
Monday, Oct 21st	6:30AM	Exhibitor Set-Up
Monday, Oct 21st	7:00AM	Registration
Monday, Oct 21st	7:00 - 8:00AM	Breakfast
Monday, Oct 21st	8:00 - 10:00AM	Welcome/Keynote/Industry Updates
Monday, Oct 21st	10:00 - 10:30AM	Networking Break w/ Exhibitors
Monday, Oct 21st	10:30 - 11:15AM	Workshop Education Session
Monday, Oct 21st	11:15AM - 12:00PM	Workshop Education Session
Monday, Oct 21st	12:00 - 1:30PM	Networking Lunch
Monday, Oct 21st	1:30 - 2:00PM	Site Tour of the Wind Creek
Monday, Oct 21st	2:00 - 2:45PM	Workshop Education Session
Monday, Oct 21st	2:45 - 3:00PM	Networking Break w/ Exhibitors
Monday, Oct 21st	3:00 - 4:30PM	<b>Marketplace - Part I</b>
Monday, Oct 21st	6:00 - 7:00PM	Networking Reception w/ Exhibitors
Monday, Oct 21st	7:00 - 9:00PM	Recognition Dinner
Tuesday, Oct 22nd	7:00 - 8:00AM	Breakfast
Tuesday, Oct 22nd	8:00 - 9:15AM	Workshop Education Session
Tuesday, Oct 22nd	9:30 - 11:00AM	<b>Marketplace - Part II</b>
Tuesday, Oct 22nd	11:00 - 11:30AM	Annual Meeting/Adjournment