



Dear Colleague:

The Bus Association of New York (BANY) will be holding its Annual Meeting and Marketplace, October 22-24, 2023 at the Villa Roma Resort and Conference Center in Callicoon, NY. We take this opportunity to invite you to join us and considering becoming a sponsor at our Annual Event.

The BANY Annual Meeting and Marketplace traditionally averages over 100 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.
- BANY will provide exposure for our sponsors with a company logo/link in our Friday Flash and in our promotional materials.
- 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

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 goals. 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: 111 Washington Ave., Suite 600, Albany, NY 12210, or by email: 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 Callicoon, NY!

Best,

2023 Marketplace Planning Committee

Jeff Goldwasser, Chair, Amaya Astron Seating
Robert Brisman, West Point Tours, Inc.
Camilla Morris, Hale Transportation Group
Adam Jacobson, Villa Roma Resort and Conference Center
Tina Mt. Pleasant, Destination Niagara USA
Heather Colache, Atlantic City/Meet AC



2023 ANNUAL MEETING AND MARKETPLACE SPONSORSHIP OPPORTUNITIES

\$2,000 plus F&B cost: Welcome Reception (Sunday) - SOLD

Sponsor receives:

- Company recognized in event promotion and on BANY website
- Company brochures/giveaways included in registration materials
- Logo on Friday Flash with link to company website
- Logo on conference signage throughout event
- Logo and half page ad in event program
- Opportunity to address the attendees during the reception
- One complimentary event registration

\$2,500 Luncheon (Monday) - SOLD

Sponsor receives:

- Company recognized in event promotion and on BANY website
- Company brochures/giveaways included in registration materials
- Logo on Friday Flash with link to company website
- Logo on conference signage throughout event
- Logo and half page ad in event program
- Complimentary 6 ft Display Table
- Opportunity to introduce company during event
- Two complimentary event registrations

\$2,000 Recognition Reception (Monday)

Sponsor receives:

- Company recognized in event promotion and on BANY website
- Company brochures/giveaways included in registration materials
- Logo on Friday Flash with link to company website
- Logo on conference signage throughout event
- Logo and half page ad in event program
- One complimentary event registration

\$3,500 Recognition Dinner (Monday) - SOLD

Sponsor receives:

- Company recognized in event promotion and on BANY website
- Company brochures/giveaways included in registration materials
- Logo on Friday Flash with link to company website
- Logo on conference signage throughout event
- Logo and full-page ad in event program
- Complimentary 6 ft display table
- Opportunity to introduce company during event
- Two complimentary event registrations

\$1,750 Breakfasts (Monday SOLD or Tuesday)

Sponsor receives:

- Company recognized in event promotion and on BANY website
- Company brochures/giveaways included in registration materials
- Logo on Friday Flash with link to company website
- Logo on conference signage throughout event
- Logo and quarter 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 brochures/giveaways included in registration materials
- Logo on Friday Flash with link to company website
- Logo on conference signage throughout event
- Logo and half page ad in event program
- One complimentary event registration

**2023 ANNUAL MEETING AND MARKETPLACE
SPONSORSHIP OPPORTUNITIES**



**\$750 Networking Sessions:
Coffee/Refreshment Break
(2 Sponsorships Available) - SOLD**

Each sponsor receives:

- Signage at refreshment break location
- Company recognized in event promotion and on BANY website
- Company brochures/giveaways included in registration materials
- Logo on Friday Flash with link to company website
- Logo on conference signage throughout event
- Logo and business card size ad in event program

Custom Sponsorships

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

\$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. **Marketplace attendee registration in addition to the tabletop display is required.**

\$395 General Sponsorship

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
- Logo on Friday Flash with link to company website

Program Advertising Opportunities

Annual Meeting and Marketplace Event Program

Rates:

\$275 Full Page Ad
\$200 Half Page Ad
\$125 Quarter Page Ad
\$50 Business Card Ad

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, email and website
- Company description (100 words or less)
- Deadline for contact information is **October 5th**

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". Business Card is 2"x3.5". Ads may be sent in .gif, .jpg, or PDF formats).
- Deadline for ads is **October 5th**
- Ads can be sent to BANY@BANYBus.org

Promotional materials: We anticipate around 100 delegates

- Shipping of promotional materials due to the BANY office by **October 10th**
- Materials can be sent to BANY, 111 Washington Ave., Suite 600, Albany, NY 12210

Registration lists:

- We will supply an electronic list of attendees to you the week prior to the event. 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:BANY@BANYBus.org).

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



ANNUAL MEETING AND MARKETPLACE

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: _____

REGISTRATION FEES:	BANY MEMBER	NON-MEMBER
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MOTORCOACH OPERATOR RATE:

Early Bird Registration Fee (on or before Sept. 15th)

Annual Meeting & Marketplace Registration	\$395	\$445
Guest Registration (meals only)	\$325	\$325

Standard Registration Fee (after Sept. 15th)

Annual Meeting & Marketplace Registration	\$495	\$545
Guest Registration (meals only)	\$325	\$325

SUPPLIER or TOUR/TRAVEL RATE:

Early Bird Registration Fee (on or before Sept. 15th)

Annual Meeting & Marketplace Registration	\$470	\$570
Guest Registration (meals only)	\$325	\$325

Standard Registration Fee (after Sept. 15th)

Annual Meeting & Marketplace Registration	\$570	\$670
Guest Registration (meals only)	\$325	\$325

TOUR OPERATOR RATE

Early Bird Registration Fee (on or before Sept. 15th)

Annual Meeting & Marketplace Registration	\$125
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Registration Subtotal: _____

Advertising/Sponsorship Subtotal: _____

TOTAL AMOUNT DUE: _____

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, equipment manufacturers and 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

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?

Sunday

Will you be attending the Welcome Reception?

Yes No

Monday

Will you be attending the Monday Afternoon Lunch?

Yes No

Will you be attending the Monday Evening Dinner?

Yes No

Do you have any dietary restrictions/food allergies?

HOTEL RESERVATIONS: MAKE RESERVATIONS DIRECTLY WITH HOTEL

We have hotel rooms available at Villa Roma Resort & Conference Center for our Marketplace dates. Room rates range from \$177 - \$227 per night. Reservations may be made by contacting the Villa Roma Resort and Conference Center directly at 845-887-4880 or online at www.villaroma.com/BANY2023. Please tell them you are with the Bus Association of NYS in order to receive our group rate. **Rooms are available until September 22nd, or until the room block is full.**

Please Note:

- Reservations received after September 22nd are subject to availability
- Check-in is at 4:00PM and check-out is at 12:00PM

REGISTRATION PAYMENT INFORMATION: If paying by check, please make your check payable to BANY and mail with this form to: **BANY ~ 111 Washington Ave., Suite 600 ~ Albany, New York 12210**

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: _____ CVC Code: _____ **TOTAL TO BE CHARGED:** _____

Statement Billing Address

City _____ State _____ Zip _____

Telephone _____ Email _____

ANNUAL MEETING AND MARKETPLACE AGENDA

Sunday, October 22nd

- 1:00PM **BANY Board of Directors Meeting**
- 3:00-5:00PM **Annual Meeting and Marketplace Registration**
Location: Lobby
- 3:00-5:00PM **Exhibit Set-Up**
Location: Mezzanine

Name Badges and bags are generously Sponsored by Sardo Bus & Coach Upholstery

SARDO
BUS & COACH UPHOLSTERY

BANY Raffle

Be sure to check out the fantastic raffle prizes donated by our membership. Tickets will be drawn at the Annual Banquet on Monday Night.

- 5:00-7:00PM **Welcome Reception**
Come and join us for networking, appetizers, and libations all in an informal setting.
Location: Seminary Hill Catskills (43 Wagner Ln, Callicoon, NY 12723)
Reception Sponsored by

1000 Islands



LAKE PLACID
adirondacks, usa

**SULLIVAN
CATSKILLS**

VISIT
ROCHESTER
L I M I T L E S S


NIAGARA FALLS
USA
WHERE ADVENTURE COMES NATURALLY

- 7:00PM **Dinner on Own**

Motorcoach transportation will be available as a loop from the Villa Roma Resort to Seminary Hill starting at 4:45PM. Stay in town for dinner and the motorcoach will transport folks back until 9:00PM.

Motorcoach sponsored by West Point Tours, Inc. Trailways



ANNUAL MEETING AND MARKETPLACE

AGENDA

Monday, October 23rd

7:30AM+

Annual Meeting and Marketplace Registration

Location: Lobby

7:30-8:30AM

Welcome Breakfast

Location: Main Dining Room

Breakfast Sponsored by Prevest

PREVOST

8:30AM-10:45AM

General Sessions

Location: East Room

President's Welcome and Annual Meeting Opening Remarks

Robert Brisman, President - Bus Association of New York State

American Bus Association Updates

Peter Pantuso, President & CEO - American Bus Association

United Motorcoach Association Updates

Ken Presley, VP Legislative and Regulatory Affairs, COO - United Motorcoach Association

Federal Motor Carrier Safety Administration Updates

Laura M. Dillon, State Program Specialist - New York Division FMCSA

New York State Department of Transportation Updates

Marc Berger, Director - Passenger Carrier Safety Bureau- NYSDOT

Bus 4 NYC

10:45-11:30AM

Networking Break with Exhibitors and Buses

Location: Mezzanine

Be sure to stop and visit our many valued vendor partners!

Break Sponsored by National Interstate Insurance



**NATIONAL
INTERSTATE
INSURANCE.**

11:30-1:00PM

Luncheon

Location: Main Dining Room

Lunch Sponsored by Irizar



Workshop Sessions Sponsored by American Bus Association



AMERICAN BUS ASSOCIATION

1:05-1:50PM

Tourism Industry: Partnering with your Neighbors....and even your "Competitors"

Location: East Room

Booking business for your area is not an individual sport - it's a team sport and you should decide to be the captain of the team today. We'll talk FAM tours, sales missions, cross-promotions, itineraries and more. Whether you have an active and amazing DMO or a less than desirable representation, learn how you can take charge and gain more attention. **Nicole Boyer, The Ginger Sales Ninja**

2:00-2:45PM

Fallacies and Fairytales: The Truth Behind Business Valuations

Location: East Room

Determining the true value of your business is important for every company: mature, growing, and startup (think shark tank valuations!) But many market-based "Rules of Thumb" are not worth much when valuing a business. Expert, **Fred Kaplan of Stony Hill Advisors** will dispel the most common myths that catch businesses unprepared.

2:45-3:15PM

Networking Break with Exhibitors

Location: Mezzanine

Be sure to stop and visit our many valued vendor partners!

Sponsored by United Motorcoach Association



3:15-4:15PM

Concurrent Workshop Sessions:

Motorcoach Software Panel

Location: West Room

What are the options and how to utilize them? A panel of company representatives will give an overview of the different motorcoach software.

Travel and Tourism After COVID

Location: East Room

Everything has changed, especially travel and tourism in New York and across the country. **Kelly Curtin, Executive Vice President Membership & Destination Services, NYC Tourism + Conventions** will give insight on what is trending in New York.

4:25-5:15PM

New York State Government Relations/Advocacy Update

Location: East Room

Hear from Association Lobbyists, **Fred Hiffa and Megan Osika, Park Strategies, LLC** on updates from the 2023 Legislative Session.

6:30-7:30PM

Cocktail Reception

Location: Club House

7:30-9:00PM

Annual Banquet

Location: Club House

Sponsored by MCI



ANNUAL MEETING AND MARKETPLACE

AGENDA

Tuesday, October 24th

7:30-8:30AM

Breakfast

Location: Main Dining Room

Breakfast Sponsored by Lancer Insurance



8:35-8:40AM

Annual Meeting of Membership

Location: East Room

8:40-9:40AM

Social Media and Marketing

Location: East Room

Kyle DeVivo, The Bus Network will talk about how to elevate your company with social media and marketing.

9:45-11:45AM

Marketplace

Location: West Room

The BANY Marketplace offers the opportunity for one-on-one interaction with our associate attendees (sellers) and operator/tour company representatives (buyers).

Operator/Tour Representatives will be seated at the tables and **Associate Representatives** will move around the room and visit on a one-on-one basis in 5-minute increments. When the bell rings, please move to the next available table.

Motorcoach/Tour Operators

Please head to the West Room to prepare to greet attendees for the Marketplace. Please look for the table top with your company name and please be seated by 9:45AM and ready for business.

11:45AM

Adjournment

General Sponsorship by Onondaga Coach

