

**Sponsorship and Registration Information  
2024 Annual Meeting & Marketplace  
October 20-22, 2024  
1000 Islands Harbor Hotel, Clayton, NY**



Dear Colleague:

The Bus Association of New York (BANY) will be holding its Annual Meeting and Marketplace, October 20-22, 2024 at the Harbor Hotel in Clayton, 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](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 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](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 Clayton, NY!

Best,

**2024 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

Tina Mt. Pleasant, Destination Niagara USA  
Heather Colache, Visit Atlantic City  
Tillie Youngs, 1000 Islands International Council, Inc.  
Ryan Bain, Hale Transportation Group



## 2024 ANNUAL MEETING AND MARKETPLACE SPONSORSHIP OPPORTUNITIES

### **\$4,000: Room Key Card**

Your company name and logo will be in the hands of all attendees via their hotel room keys.

- 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
- Two complimentary event registrations

### **\$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)**

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

### **\$2,500 Keynote Speaker Sponsor**

Sponsor receives:

- Company representative can introduce the speaker.
- 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

### **\$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

### **\$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)**

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

### **\$750 Networking Sessions: Coffee/Refreshment Break (1 Sponsorships Available)**

Each sponsor receives: **1 SOLD**

- 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**
- **Keynote Speaker**
- **Other**

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

Sponsor receives: **(Monday SOLD)**

- 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

### **\$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!***



## ANNUAL MEETING & MARKETPLACE SPONSORSHIP REGISTRATION

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 1<sup>st</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". Business Card is 2"x3.5". Ads may be sent in .gif, .jpg, or PDF formats).
- Deadline for ads is **October 1<sup>st</sup>**
- Ads can be sent to [BANY@BANYBus.org](mailto:BANY@BANYBus.org)

**Promotional materials:** We anticipate around 100 delegates

- Shipping of promotional materials due to the BANY office by **October 11<sup>th</sup>**
- 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 & 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

#### MOTORCOACH OPERATOR RATE:

##### Early Bird Registration Fee (on or before Sept. 15<sup>th</sup>)

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

##### Standard Registration Fee (after Sept. 15<sup>th</sup>)

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. 15<sup>th</sup>)

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

##### Standard Registration Fee (after Sept. 15<sup>th</sup>)

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

#### TOUR OPERATOR RATE

##### Registration Fee

Annual Meeting & Marketplace Registration	\$150
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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?

Table with 3 columns: Day (Sunday, Monday), Question (e.g., Will you be attending the Welcome Reception?), and Answer (Yes, No).

Do you have any dietary restrictions/food allergies?

Two horizontal lines for text input.

HOTEL RESERVATIONS: MAKE RESERVATIONS DIRECTLY WITH HOTEL

We have hotel rooms available at the Harbor Hotel for our Marketplace dates. Room rates range from \$149 - \$159 per night. Reservations may be made by contacting the Harbor Hotel directly at 315-686-1100. Please tell them you are with the Bus Association of NYS in order to receive our group rate. Rooms are available until September 19th, or until the room block is full.

Please Note:

- Reservations received after September 19th 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 \_\_\_\_\_

CANCELLATION POLICY: If you need to cancel your registration, you can make a request, in writing, no later than October 4th. A \$50.00 service fee will be deducted from your total payment. There will not be any refunds for cancellations after October 17, 2024. All refunds are subject to BANY discretion.

# BANY 2024 ANNUAL MEETING & MARKETPLACE

## TENTATIVE AGENDA

Sunday, October 20<sup>th</sup>

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1:00PM	BANY Board of Director's Meeting
3:00-5:00PM	Annual Meeting and Marketplace Registration
3:00-5:00PM	Exhibit Set-Up
5:00-7:00PM	Welcome Reception
7:00PM	Dinner on Own

Monday, October 21<sup>st</sup>

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7:30AM+	Annual Meeting and Marketplace Registration
7:30-8:30AM	Welcome Breakfast
8:30AM-10:45AM	<p>General Session: Industry Update President's Welcome and Annual Meeting Opening Remarks Robert Brisman, President - Bus Association of New York State</p> <p>United Motorcoach Association Updates Ken Presley, VP Legislative and Regulatory Affairs, COO - United Motorcoach Association</p> <p>Federal Motor Carrier Safety Administration Updates Brandon Najdovski, Safety Investigator, New York Division</p> <p>New York State Department of Transportation Updates Marc Berger, Director, Passenger Carrier Safety Bureau - NYSDOT</p>
10:45-11:30AM	Networking Break with Exhibitors and Buses
11:30AM-1:00PM	Luncheon
1:00-2:00PM	<p>Keynote Address: <i>"Winning Through Uncertainty"</i> Sam Goodwin</p> <p>Sam is an American entrepreneur, author and professional speaker. He played Division I college ice hockey, co-founded an online tech company and NGO in Singapore and has traveled to every country in the world. Sam was wrongfully imprisoned on false charges of espionage in Syria in 2019. Today, Goodwin shares his experiences through speaking engagements worldwide. His passionate storytelling, unpredictable humor and authentic message make each presentation and interaction genuinely transformational.</p>
2:00-3:00PM	<p>Memorable Equals Successful: Sales Tips to Stand Out Nicole Boyer, Ginger Sales Ninja</p> <p>You want to be remembered, but not overbearing. You want to stay top of mind, but not overwhelm. Your job is to sell, but no one wants to hear your hard-sell sales pitch. In this session, you'll learn how to stand out from the crowd without being "too much." You'll walk away with tips to help you stay top of mind, get the sale, and maybe even gain back that previously lost business.</p>
3:00-3:30PM	Networking Break with Exhibitors and Buses

- 3:30-4:30PM**                    **Technology Round Table: Where we are and where are we going?**
- 4:30-5:15PM**                    **New York State Government Relations/Advocacy Update**  
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 w/ Buses**
- 7:30-9:00PM**                    **Annual Banquet**

## **BANY 2024 ANNUAL MEETING & MARKETPLACE**

### **TENTATIVE AGENDA**

**Tuesday, October 22<sup>nd</sup>**

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- 7:30-8:30AM**                    **Breakfast**
- 8:35-8:45AM**                    **Annual Meeting of Membership**
- 8:45-9:45AM**                    **Crossing the Border Are You Ready?**  
Motor coach travel across the international border. Is your company ready? Are your travelers prepared? Hear from representatives from the United States and Canadian border agencies and **Vince Accardi, President of Motor Coach Canada and Ontario Motor Coach Association** on what to expect, proper documentation to have and ELD compliance.
- 9:45-11:45AM**                    **Marketplace**
- 11:45AM**                         **Adjournment**