

**Sponsorship and Registration Information  
2025 Annual Meeting & Marketplace  
October 26-28, 2025  
Resorts Atlantic City, Atlantic City, NJ**



Dear Colleague:

The Bus Association of New York (BANY) will be holding its Annual Meeting and Marketplace, October 26-28, 2025, at Resorts Atlantic City, Atlantic City, NJ. 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 Atlantic City!

Best,

**2025 Marketplace Planning Committee**

Jeff Goldwasser, Chair, Amaya Astron Seating  
Glenn Every, TTI  
Camilla Morris, Hale Transportation Group  
Adam Jacobson, Resorts World Catskills

Tina Mt. Pleasant, Destination Niagara USA  
Heather Colache, Visit Atlantic City  
Ryan Bain, Hale Transportation Group



## 2025 ANNUAL MEETING AND MARKETPLACE SPONSORSHIP OPPORTUNITIES

### **\$4,000: Room Key Card – No longer available**

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) - 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

### **\$2,500 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) - 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

### **\$750 Networking Sessions:**

#### **Coffee/Refreshment Break - 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 - SOLD**
- **Name Badges - SOLD**

### **\$1,750 Breakfasts (Monday or Tuesday) - 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 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 Oct. 1st)

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

##### Standard Registration Fee (after Oct. 1st)

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

##### SUPPLIER or TOUR/TRAVEL RATE:

##### Early Bird Registration Fee (on or before Oct. 1st)

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

##### Standard Registration Fee (after Oct. 1st)

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?

### 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?**

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

Hotel room rates are not included in the registration price and must be booked separately through Resorts AC. A block of rooms has been held for BANY attendees. You must book by October 16, 2025 to receive the discounted rates. Link to book online is available on [www.BANYBus.org/marketplace](http://www.BANYBus.org/marketplace).

**Call In Instructions:** Reservations Number: 1.609.340.6760 | Group Code **VBANY25** (Guests Must give Group Code to agent to locate your group discounted rates)

**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](mailto: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 3rd. A \$50.00 service fee will be deducted from your total payment. There will not be any refunds for cancellations after October 17, 2025. All refunds are subject to BANY discretion.

## 2025 BANY Marketplace Agenda

### Sunday, October 26<sup>th</sup>

- |               |                                             |
|---------------|---------------------------------------------|
| 1:00PM BANY   | Board of Directors Meeting                  |
| 2:30PM-4:30PM | Annual Meeting and Marketplace Registration |
| 2:30PM-4:30PM | Exhibit Set-Up                              |
| 5:30PM-7:00PM | Welcome Reception                           |
| 7:30PM        | Dinner on Own                               |

### Monday, October 27<sup>th</sup>

- |                 |                                                                                                                                   |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------|
| 7:30AM+         | Annual Meeting and Marketplace Registration                                                                                       |
| 7:30-8:30AM     | Breakfast                                                                                                                         |
| 8:30AM-8:45AM   | President's Welcome and Annual Meeting Opening Remarks<br>Glenn Every                                                             |
| 8:45AM-9:45AM   | Keynote Address<br><b>Tim Richardson</b>                                                                                          |
| 9:45AM-10:30AM  | Industry Update: FMCSA & NYDOT<br><b>Elaine Chan, FMCSA</b><br><b>Roger Lutz, FMCSA</b><br><b>Marc Berger, NYSDOT</b>             |
| 10:30AM-11:15AM | Networking Break with Exhibitors and Buses                                                                                        |
| 11:15AM-12:15PM | "The Future is Still Bright Even with Daily Uncertainty"<br><b>John Percy, Destination Niagara USA</b>                            |
| 12:15PM-1:30PM  | Lunch                                                                                                                             |
| 1:30PM-2:30PM   | Industry Update: UMA, ABA, Bus 4 NYC<br><b>Fred Ferguson, ABA</b><br><b>Ken Presley, UMA</b><br><b>Patrick Condren, Bus 4 NYC</b> |
| 2:30PM-3:15PM   | Legislative Update<br><b>Fred Hiffa, Park Strategies</b><br><b>Megan Osika, Park Strategies</b>                                   |
| 3:15PM-4:00PM   | Networking Break with Exhibitors and Buses                                                                                        |
| 4:00PM-5:00PM   | Round Table                                                                                                                       |

## **2025 BANY Marketplace Agenda**

6:00PM-7:00PM	Reception
7:00PM-8:30PM	Annual Banquet
8:30PM	After Glow at Hard Rock

### **Tuesday, October 28<sup>th</sup>**

7:30-8:30AM:	Breakfast
8:35-8:45AM:	Annual Meeting of Membership
8:45-9:45AM:	NYS DMV
10:00AM-12:00PM:	Marketplace