



Registration & Sponsorship Information

Bus Association of New York (BANY) Annual Meeting & Marketplace

October 18-20, 2026

Resorts World Catskills | Monticello, New York

Dear Industry Partner,

The Bus Association of New York (BANY) is excited to invite you to attend our reimagined **2026 Annual Meeting & Marketplace**, taking place October 18-20, 2026, at Resorts World Catskills in Monticello, New York.

This year's event has been redesigned with one goal in mind: **creating more value, more connections, and more business opportunities for both operators and suppliers.**

As the motorcoach and group tourism industries continue to evolve, BANY is responding with new programming, innovative networking opportunities, and enhanced educational content focused on the trends and challenges shaping our industry today.

The BANY Annual Meeting & Marketplace traditionally attracts more than 100 attendees representing operator and associate members from across New York State and the Northeast. This unique gathering brings together industry leaders, tourism professionals, destinations, attractions, hotels, and service providers in one location, creating a highly productive environment for networking, education, and business development.

What's New for 2026?

More Tour Operators = More Business Opportunities

BANY is making a significant investment in increasing operator attendance. With more qualified tour operators participating than ever before, suppliers will benefit from expanded networking opportunities, stronger relationship-building, and more one-on-one appointments designed to generate future business.

Enhanced Educational Tracks

Today's industry requires new ideas and fresh strategies. This year, BANY will offer relevant and engaging educational sessions tailored specifically for both operators and suppliers, focusing on emerging travel trends, technology, workforce challenges, marketing strategies, and best practices that impact the group travel and motorcoach industries.

Sightseeing Experience

We're introducing a fun and engaging sightseeing experience designed to create additional networking opportunities outside the meeting room. This new event will allow attendees to connect in a relaxed environment while experiencing the destination firsthand.

Creative Sponsorship Opportunities

Sponsors asked for more visibility, and we listened. New sponsorship packages and customized opportunities have been developed to maximize exposure before, during, and after the conference.

Sponsors will receive recognition through BANY's communications channels, including company logo placement and website links in the popular Friday Flash newsletter, conference promotional materials, and event signage.

The Annual Meeting and Marketplace offer exceptional opportunities for organizations that provide products and services directly utilized by BANY members. Whether your objective is brand awareness, lead generation, relationship building, or market education, BANY sponsorships deliver meaningful engagement with industry professionals actively seeking solutions and partners.

Why Attend?

As an attendee or sponsor, you will have the opportunity to:

- Meet face-to-face with industry decision-makers.
- Build valuable relationships with tour operators, suppliers, and potential business partners.
- Gain insight into the challenges and opportunities facing today's motorcoach and group travel industries.
- Discover innovative products, services, and destinations.
- Increase your visibility within the group travel marketplace.
- Support quality educational and professional development programs that strengthen our industry.
- Learn about emerging trends and strategies that can help grow your business.

The BANY Annual Meeting & Marketplace has long been recognized as one of the region's leading networking and educational events. With exciting new enhancements planned for 2026, this year's conference promises to be our most impactful yet.

We encourage you to register early, secure your sponsorship opportunities, and join us for three days of education, networking, and business development.

Additional information regarding BANY and the 2026 Annual Meeting & Marketplace will be available at www.banybus.org.

Questions may be directed to BANY at (518) 426-3233 or by email at bany@banybus.org.

We look forward to welcoming you to Resorts World Catskills this October and helping you build valuable connections that will drive business success well into the future.

Sincerely,

2026 BANY Annual Meeting & Marketplace Planning Committee

Adam Jacobson, Resorts World Catskills
Camilla Morris, Hale Transportation Group
Elizabeth Galeazzo, National Comedy Center
Glenn Every, TTI
Heather Colache, Visit Atlantic City
Jeff Goldwasser, Chair, Amaya Astron Seating
Ray Grimaldi, Treasurer, BANY
Tina Mt. Pleasant, Destination Niagara USA



2026 ANNUAL MEETING AND MARKETPLACE SPONSORSHIP OPPORTUNITIES

Platinum Sponsorships:

Sunday Welcome Reception: \$2,500 plus the food & beverage costs - 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
- Opportunity to address the attendees during the reception
- Two complimentary event registration

Monday Luncheon: \$2,500 plus the food & beverage costs

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

Keynote Speaker Sponsor: \$2,500 plus the speaker fees and travel expenses

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 full-page ad in event program
- Opportunity to introduce company during event
- Two complimentary event registrations

Monday Recognition Reception: \$2,500 plus the food & beverage costs - 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
- Opportunity to introduce company during event
- Two complimentary event registration

Recognition Dinner Monday: \$2,500 plus the food & beverage costs

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

Monday or Tuesday Breakfasts: \$2,500 plus the food & beverage costs

Each 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
- Two complimentary event registration

Gold Sponsorships:**Workshop Session Sponsor: \$1,500 plus provide pens and pads**

Sponsor receives:

- Company name/logo on pens 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

Room Key Card Sponsor: \$1,500 plus the cost of the room key cards - **SOLD**

Sponsor receives:

- 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 half-page ad in event program
- Complimentary 6 ft display table

BANY Board Meeting: \$1,500 plus the cost of food at the board meeting - **SOLD**

Sponsor receives:

- Time to address the BANY Board of Directors
- 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

Sunday (SOLD) or Monday Night Hospitality Event: \$1,500 plus the cost of the food and beverages Each 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

Registration Name Badges: \$1,500 plus provide the name badge holders

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

Silver Sponsorships:

Networking Break: \$1,000 plus the cost of the food and beverage

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 quarter-page ad in event program

Tour Operator ONLY gift: \$1,000 plus provide the gift

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 quarter-page ad in event program

Restroom Branding: \$1,000 plus provide the branding materials for the restrooms

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 quarter-page ad in event program

Sustainable Water Bottles/Water Stations: \$1,000 plus provide water bottles

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 quarter-page ad in event program

Registration Bags: \$1000 plus provide bags

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 quarter-page ad in event program

Bronze Sponsorship:

\$500 General Sponsorship

Support the Association with a general sponsorship to help underwrite general event expenses.

Sponsor receives:

- Company recognized in event promotion
- Company brochures included in registration materials
- Logo on Friday Flash with link to company website

In-kind Sponsorship: Bus Transportation for Sightseeing Tours

- Provide a bus for transportation for our FAM tour Sunday Afternoon

\$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.

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



BANY Sponsorship

2026 Annual Meeting & Marketplace

Resorts Casino – Catskills, Monticello, NY

October 18-20, 2026

Sponsorship Description: _____

Sponsorship Fee: _____

Company Sponsor: _____

Contact Person: _____

Contact Email: _____

Date: _____

=====

WHEREAS the Bus Association of New York State, Inc. (“BANY”) is a trade association that holds an Annual Meeting & Marketplace Event for its members and industry stakeholders (the “Event”); and

WHEREAS the Sponsor desires to be a sponsor of the Event as described above and BANY desires to grant sponsorship rights to the Sponsor in exchange for the fees and obligations as set forth herein;

NOW, THEREFORE, the parties agree as follows:

1. Sponsorship Rights. BANY grants the Sponsor the following sponsorship benefits for the Event:

- Recognition as a sponsor as described above.
- Logo placement on the Event website, promotional materials, and signage.
- Opportunity to distribute marketing materials to attendees.
- Other benefits as listed in the attached Exhibit A.

2. Sponsorship Fee and Costs. The Sponsor agrees to pay BANY a non-refundable sponsorship fee as set forth above (the “Sponsorship Fee”). In addition to the Sponsorship Fee, the Sponsor shall reimburse BANY for all reasonable out-of-pocket costs directly related to the Sponsor’s benefits up to a maximum of \$ _____. BANY will provide an itemized invoice for any such costs after the Event. The Sponsor shall pay the Sponsorship Fee within **30 days** of invoice receipt. Additional costs are due within 15 days of invoice.

3. Intellectual Property. The Sponsor grants BANY a non-exclusive, royalty-free license to use the Sponsor's name, logo, and trademarks solely for promoting the sponsorship and the Event. BANY grants the Sponsor a similar limited license for the Sponsor's promotional use of BANY's marks related to the sponsorship.

4. Term. This Agreement commences on the date first written above and continues until the conclusion of the Event and completion of all payment obligations, unless terminated earlier.

5. Representations and Warranties. Each party represents that it has the authority to enter into this Agreement and will comply with all applicable laws.

6. Indemnification. The Sponsor agrees to indemnify, defend, and hold harmless BANY, its officers, directors, and members from any claims, damages, or liabilities arising from the Sponsor's products, services, or promotional materials, except to the extent caused by BANY's gross negligence or willful misconduct.

7. Limitation of Liability. Neither party shall be liable for indirect, incidental, consequential, or punitive damages. BANY's total liability shall not exceed the total amount paid by the Sponsor under this Agreement.

8. Governing Law. This Agreement shall be governed by the laws of the State of New York, without regard to conflict of laws principles.

9. Miscellaneous

- This Agreement constitutes the entire understanding between the parties and supersedes all prior agreements.
- Amendments must be in writing and signed by both parties.
- If any provision is held invalid, the remainder shall remain in effect.
- This Agreement may be executed in counterparts, including electronically.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

Sponsor _____

By: _____

Title:

BANY

By: _____

Title:

=====

Exhibit A
