



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)

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)

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 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)

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**
- **Keynote Speaker**
- **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 **September 22nd**

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 **September 22nd**
- 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

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 _____

CANCELLATION POLICY:

If you need to cancel your registration, you can make a request, in writing, no later than October 6th. A \$50.00 service fee will be deducted from your total payment. There will not be any refunds for cancellations after October 20, 2023. All refunds are subject to BANY discretion.

ANNUAL MEETING AND MARKETPLACE**TENTATIVE AGENDA****Sunday, October 22nd**

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 23rd

7:30AM+	Annual Meeting and Marketplace Registration
7:30-8:30AM	Welcome Breakfast
8:30AM-10:45AM	General Session: BANY President's Welcome and Annual Meeting Opening Remarks American Bus Association and United Motorcoach Association Updates Federal and State Agency Updates Bus4NYC Updates
10:45-11:30AM	Networking Break with Exhibitors and Buses
11:30AM-1:00PM	Keynote Luncheon
1:15-2:00PM	Workshop Session: Drug Testing/ELDs Tom Holden, President, BusAdvisors
2:00-2:45PM	Workshop Session: Fallacies and Fairytales: The Truth Behind Business Valuations Fred Kaplan, Stoney Hill Advisors
2:45-3:15PM	Networking Break with Exhibitors and Buses
3:15-4:15PM	Concurrent Workshop Sessions: Motorcoach Software Panel Fred Dixon, NYC Tourism + Conventions
4:15-5:00PM	New York State Government Relations/Advocacy Updates Fred Hiffa and Megan Osika, Park Strategies, LLC
6:30-7:30PM	Cocktail Reception w/ Buses
7:30-9:00PM	Annual Banquet

ANNUAL MEETING AND MARKETPLACE

TENTATIVE AGENDA

Tuesday, October 24th

7:30-8:30AM	Closing Breakfast
8:35-8:45AM	Annual Meeting of Membership
8:45-9:45AM	Workshop Session: Social Media/Marketing, Chris Riddell, Bus Network
9:45-11:45AM	Marketplace The BANY Marketplace offers the opportunity for one-on-one interaction with our associate attendees (sellers) and operator/tour company representatives (buyers).
11:45AM	Adjournment