



Dear Colleague:

The Bus Association of New York (BANY) will be holding its Annual Meeting and Marketplace, November 7-9, 2021 at the historic Otesaga Resort Hotel in Cooperstown, New York. 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 link and company description 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, especially this year.
- 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 Cooperstown, NY!

Best,

### **2021 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



## 2021 ANNUAL MEETING AND MARKETPLACE SPONSORSHIP OPPORTUNITIES

### **\$2,000 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
- 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

### **\$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

### **\$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

### **\$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

### **\$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

## 2021 ANNUAL MEETING AND MARKETPLACE SPONSORSHIP OPPORTUNITIES



### **\$1,500 Room Key Card Sponsor**

Sponsor Receives:

- Company name/logo on hotel room key cards.
- 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

### **\$750 Networking Sessions: Coffee/Refreshment Break (2 sponsorships available)**

**BOTH 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**
- **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. All materials must be contained to the tabletop. No standalone displays are allowed. **Marketplace attendee registration in addition to the tabletop display is required.**

### **\$395 General Sponsorship**

*Help 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, fax, email and website
- Company description (100 words or less)
- Deadline for contact information is **October 7<sup>th</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 7<sup>th</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 22<sup>nd</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 sponsorship you choose. Thank you in advance for your commitment and support of BANY.



## ANNUAL MEETING AND MARKETPLACE THE OTESAGA RESORT HOTEL

### 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:

#### Early Bird Registration Fee (on or before October 1<sup>st</sup>)

	BANY MEMBER	NON-MEMBER
Annual Meeting & Marketplace Registration	\$395	\$445
Guest Registration (meals only)	\$250	\$250

#### Standard Registration Fee (after October 1<sup>st</sup>)

	BANY MEMBER	NON-MEMBER
Annual Meeting & Marketplace Registration	\$495	\$545
Guest Registration (meals only)	\$250	\$250

Registration Subtotal: \_\_\_\_\_

Advertising/Sponsorship Subtotal: \_\_\_\_\_

**TOTAL AMOUNT DUE:** \_\_\_\_\_

### 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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### 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 and associate 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

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

We have hotel rooms available at The Otesaga Resort Hotel for our Marketplace dates. Room rates are \$218 for single or double adult occupancy, per night, plus tax. Reservations may be made online at <https://www.otesaga.com/> or by contacting The Otesaga Resort Hotel reservations department directly at 607-353-6906. Please tell them you are with the Bus Association of NYS or mention **Group Code: 3246180** in order to receive our group rate. **Rooms are available until September 22<sup>nd</sup>, or until the room block is full.** As we expect this event to sell out, please reserve your room today!

#### Please Note:

- Reservations received after September 22<sup>nd</sup> are subject to availability;
- Check-in is at 3PM and check-out is at 12PM

### 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: \_\_\_\_\_ 3/4 Digit 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 22, 2021. A \$50.00 service fee will be deducted from your total payment. There will not be any refunds for cancellations after October 22, 2021. All refunds are subject to BANY discretion.

## 2021 BANY Annual Meeting and Marketplace Tentative Agenda

<b>TENATIVE AGENDA</b>	<b>TIME</b>	<b>EVENT</b>
Sunday, Nov. 7th	1:00 - 5:00PM	BANY Board of Directors Meeting
	3:00 - 5:00PM	Registration
	5:30 - 7:00PM	Welcome Reception
	7:30PM	Operator/Vendor Dinner Mixer
Monday, Nov. 8th	6:30AM	Exhibitor Set-Up
	7:00AM	Registration
	7:00 - 8:00AM	Breakfast
	8:00 - 10:00AM	Welcome/Industry Updates
	10:15 - 11:45AM	Networking w/ Exhibitors and Visits to Motorcoaches
	12:00 - 1:30PM	Luncheon
	1:45 - 2:45PM	Motivational Keynote – John Kennedy
	2:45 - 3:00PM	Networking Break
	3:00 - 4:00PM	Workshop Session – Josiah Brown (the NY Sherpa)
	6:00 - 7:00PM	Networking Reception w/ Exhibitors
	7:00 - 9:00PM	Recognition Dinner
Tuesday, Nov. 9th	7:00 - 8:00AM	Breakfast
	8:15 - 9:15AM	Workshop Session – Cybersecurity & Ransomware
	9:30 - 11:30AM	Marketplace
	11:45AM	Adjournment