



# New York Association of Convenience Stores Exhibitor Guide

NYACS TRADE SHOW & CONVENTION

THURSDAY, MAY 13, 2010 / THE ONCENTER / SYRACUSE, NY

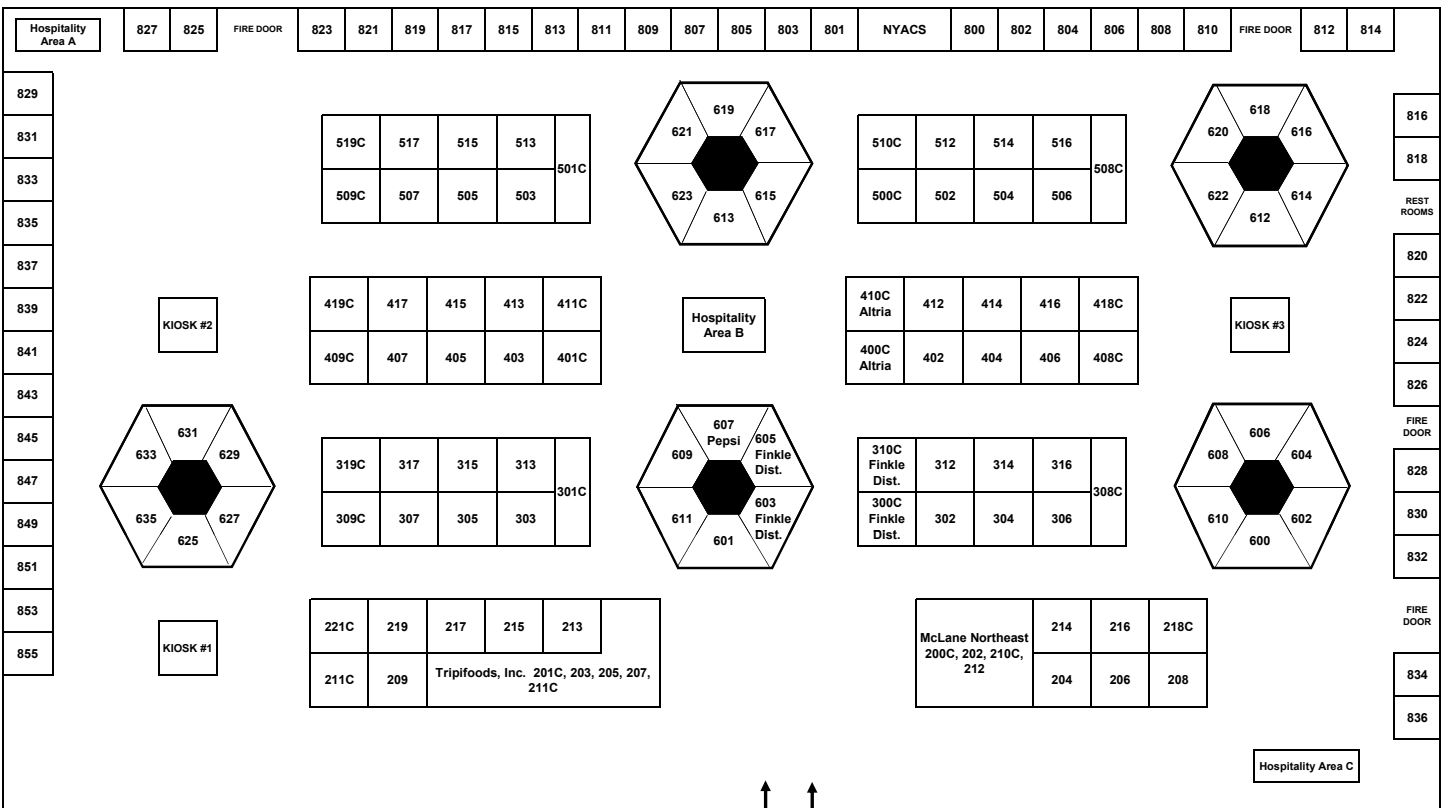
As a supplier to New York's convenience store industry, you know the benefits of face-to-face interaction with the leading chain and independent operators. Reserve your booth at the NYACS annual Trade Show and Convention now and count on the gaining the competitive edge necessary to be the best in your field.

## \$100 DISCOUNT FOR THE SECOND AND SUBSEQUENT BOOTHS.

Booth Type & Rates	Size	Available	Member	Non-Member
<b>Standard Aisle Booths:</b> Positioned back to back next to another booth in straight rows.	10' x 10'	50	\$ 810.00	\$1,310.00
<b>Perimeter Booths:</b> Positioned around the trade show floor against a wall with no other booths behind it.	8' x 10'	47	\$ 775.00	\$1,275.00
<b>Corner Booths:</b> Positioned at the end of each aisle with both aisle and end-cap exposure.	10' x 10'	24	\$ 925.00	\$1,425.00
<b>Corner Booths:</b> Positioned at the end of each aisle with both aisle and end-cap exposure.	6' x 20'	4	\$1,125.00	\$1,625.00
<b>Section of Hexagon:</b> Positioned in the center aisles, 6 trapezoid shaped, carpeted sections make up one 'hex'. <i>Back of booth:</i> 10' wide. <i>Side rails:</i> 3' high, angle out 6' from the back of the booth. <i>Aisle exposure:</i> 16' across	<i>Aisle exposure:</i> 16' across	30	\$ 995.00	\$1,495.00
<b>Kiosk:</b> Positioned in the center aisles, carpeted, open-sided with full exposure on all 4 sides, topped by a roof.	10' x 10'	3 (limit 1)	\$1,500.00	\$2,000.00

### BOOTH RATES INCLUDE:

- 6' table, topped and skirted • Exhibitor identification sign, 7" x 22" • Two chairs • Wastebasket
  - Two tickets to the NYACS Welcome Party for each exhibiting company
- (Wednesday, May 12, 6:00 pm – 10:00 pm; all food and drink included; transportation provided).



# NYACS Exhibitor Guide *continued*

## RESERVATION AND PAYMENT INFORMATION

### Reservations

- NYACS members: Exclusive access to booth choices from November 16, 2009 through December 31, 2009.
- Non-members: Reservations begin January 4, 2010.
- All booths are reserved on a first come-first serve basis. The current Floor Plan is available on [www.nyacs.org](http://www.nyacs.org).
- A credit card number is required to hold the reservation until payment is received. The credit card will NOT be charged for booth payment without authorization.

### Payment Policy

- Member and returning non-member exhibitors, payment in full is due by April 1, 2010.
- Non-member first time exhibitors, booth reservations must be accompanied by a \$250.00 non-refundable deposit
- Balance is due by April 1, 2010.
- Reassignment: If full payment is not received by April 1, 2010, the space may be reassigned, sold, or otherwise used or disposed of by NYACS.

### Booth Cancellation & Refund Policy

- All booth cancellation requests must be in writing and received by April 1, 2010.
- 100% refund if booth cancelled prior to March 1, 2010.
- 50% refund if booth cancelled between March 2 and April 1, 2010.
- No refunds for exhibit space will be made after April 1, 2010. Any company withdrawing after this date will forfeit all payments previously made to NYACS.

## EXHIBITOR SERVICES

Each exhibitor will receive an exhibitor service package after March 1, 2010. Included in the package will be forms for ordering electricity, water, drayage, carpet, and booth furnishings not included with the booth.

### Electric/Drayage/

### Decorator Services:

Bill Newman, Northeast Decorating and Exhibit Services, Inc.

PO Box 607

Syracuse NY 13209

P 315-471-9989 / F 315-471-0237

[bnewman@nede.net](mailto:bnewman@nede.net)

### Show Management:

Amy Baldwin, Director of Programs & Events, NYACS

130 Washington Ave., 3<sup>rd</sup> Floor

Albany NY 12210

P 518-432-1400 / F 518-432-7400

[amy@nyacs.org](mailto:amy@nyacs.org)

## EXHIBITOR BADGES

Go to [www.nyacs.org](http://www.nyacs.org) to register online or download the Exhibitor Registration form. The completed form can be faxed to 1-315-234-1491. All booth personnel must have a badge to get onto the trade show floor on Thursday, May 13, 2010. Badges are not mailed, they must be picked up at the Registration Desk. Pre-registration is recommended.

### Pre-Registration:

Begins now

Ends Wednesday, May 5, 2010

### On-site Registration:

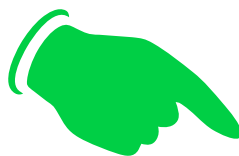
- Wednesday, May 12, 2010  
1:00pm – 4:00pm
- Thursday, May 13, 2010  
7:30am – 11:00am

## TRADE SHOW AND CONVENTION SPONSORS

NYACS sponsorships for 2010 are available at the Platinum, Gold, Silver, Copper, and Bronze levels. Convention sponsors enjoy increased visibility at activities and events and, depending on the sponsorship level, receive convention, trade show and association benefits. Go to [www.nyacs.org](http://www.nyacs.org) to see sponsorship opportunities.

### Marketing Partner Program

Partner with NYACS to promote the Trade Show to your retail customers. We can provide a pre-printed insert to use in your newsletters, mailings and billings, or if you prefer, we can supply an insert electronically with a space for you to add your logo. Please sign up by March 12, 2010 to take advantage of this opportunity.



Go to [www.nyacs.org](http://www.nyacs.org)  
for booth reservation form!

## SCHEDULE

### Wednesday, May 12, 2010

- 7:00 am – 10:00 pm  
Exhibitor move-in and set-up
- 11:00 am – 4:00 pm  
Golf Tournament
- 1:00 pm – 4:00 pm  
Registration desk open
- 6:00 pm – 10:00 pm  
Welcome Party

### Thursday, May 13, 2010

- 7:30 am – 10:30 am  
Exhibitor move in and set-up
- 8:00 am – 3:30 pm  
Registration desk open
- 9:00 am – 11:00 am  
Educational Seminars
- 11:00 am – 4:00 am  
Trade show exhibits open
- 3:00 pm Grand Prize drawing
- 6:30 pm – 9:30 pm  
Chairman's Banquet

### Special Activities

- Silent Auction
- Best Booth Award for the most creative use of theme.
- Grand Prize drawing

### Preferred Attire

- Golf Outing: Collared shirts, no denim
- Welcome Party: Business casual
- Trade Show: Business casual
- Chairman's Banquet: Business to semi-formal

## HOTEL INFORMATION

All hotel reservations must go through the NYACS Registration Center. Please reserve before April 9, 2010 at [www.nyacs.org](http://www.nyacs.org). Requests received after this date will be accepted based on room and rate availability. Note: Special room requests are subject to availability.

The 2010 host hotel is the Genesee Grande. The special NYACS rate is \$129.00 per night for single/double occupancy.

Complimentary shuttle service to and from the Oncenter will be available from 6:30 am to 5:30 pm on Thursday, May 13.