



2012 Membership Investment Menu

Circulated September 2011

Dear NYACS Associate Member:

To assist in preparing your trade budget for the coming year, we are pleased to furnish this “menu” of anticipated NYACS activities for 2012.

It’s designed to help you maximize your return on NYACS membership investment by budgeting realistically for an entire year’s worth of dues, advertising, sponsorship, exhibit space and/or event registration.

Using this outline, you can shape an ROI-driven, 12-month membership investment package that fits your resources and marketing objectives.

Your company can become a “Spirit of NYACS” member, a “Pacesetter,” or develop your own customized package by selecting a-la-carte the items that work best for you. We hope to receive 2012 member package commitments by December 1, 2011.

We look forward to working with you to finalize a 2012 membership support package that respects your time and maximizes your company’s return on NYACS member investment. Thank you.

Terry Pier

2012 Associate Board Chairman

James Calvin

President

Peter Tamburro

2012 Retail Board Chairman

Amy P. Baldovin

Director of Programs & Events

NEW YORK ASSOCIATION OF CONVENIENCE STORES

130 WASHINGTON AVE., 3RD FLOOR, ALBANY NY 12210 PH: 800-336-9227 / 518-432-1400 Fx: 518-432-7400

Associate Member Dues

NYACS Associate Member dues for calendar 2012 are \$800 per year per company, same as last year. You will be automatically invoiced for 2012 membership renewal on December 1, 2011, payable January 1, 2012.

The Meaning of Associate Membership

- You see your company as a stakeholder in the convenience store community.
- You believe that a working partnership between retailers and suppliers is the pathway to profitability for all.
- You recognize that the success of your own company is dependent on the success of the convenience store industry as a whole.
- You're not afraid to get involved.
- You care enough about your individual retail accounts to support their efforts to bring about positive change through collective action.

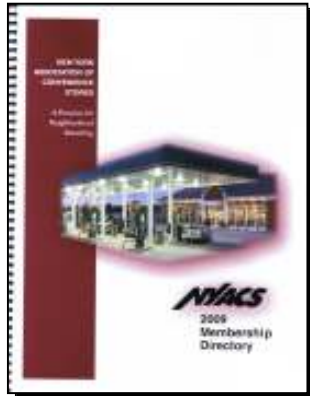


Standard Benefits of Associate Membership

Your dues investment entitles your company to the following benefits:

- Free listing in annual Membership Directory
- Free copy of annual Membership Directory
- Free access to electronic membership list upon request
- Optional Member-only display advertising in Membership Directory
- Advance selection of trade show booth location
- Member discount on trade show exhibit space (+/- \$500 per booth)
- Member-only \$100 discount on second and subsequent booths
- Member-only trade show sponsorship opportunities
- "Vendor Appreciation" tribute at annual Fall Conference
- One-year subscription to NYACS newsletter *STOREfronts*
- Company news/press releases in "Front & Center" column of *STOREfronts*
- Acknowledgement of membership renewal in *STOREfronts*
- Discounts on display advertising in *STOREfronts*
- Access to all NYACS benefit programs at member rates
- Employees and families eligible to apply for NYACS college scholarships
- Opportunity to serve side by side with retailers on NYACS committees
- Free posting of link to your company's web site on www.nyacs.org

Advertising Opportunities



2012 Membership Directory

Member Listings, Buyer's Guide, Reference Manual

NOTE: Your listing is free; paid display advertising is optional

Inside Front Cover	\$ 2,000.00
Inside Back Cover	2,000.00
Outside Back Cover	4,000.00
Tab, Right-Hand Side	1,500.00
Tab, Left-Hand Side	1,500.00
Full Page	650.00
Half Page	350.00



STOREfronts Newsletter

12-page newsletter sent to full NYACS membership

6 issues to be published in 2012

	1 issue Rate per issue	3 issues Rate per issue	6 issues Rate per issue
Full Page	\$900.00	\$700.00	\$500.00
Half Page	500.00	400.00	225.00
Quarter Page	300.00	240.00	135.00

*NOTE: Membership Directory advertisers wishing to also run the same ad in STOREfronts are entitled to a **40% discount** on that STOREfronts insertion!*

2012 Trade Show & Convention

May 16-17, Syracuse NY

Trade Show Exhibit Space



Thursday, May 17, 11 am-4 pm
 Oncenter, Syracuse NY
 This Year's Theme: "C-Store Rodeo"

Tentative booth rates (subject to change)
 NOTE: Each exhibiting company receives
 2 complimentary tickets to Welcome Party

	Member	Non-Member
10' x 10' Aisle	860.00	1,360.00
10' x 10' Corner	975.00	1,475.00

Members get \$100.00 discount on second and subsequent booths

Convention Sponsor Levels and Benefits

Sponsorship fee does *not* include exhibit space

"PLATINUM" Level, \$6,000 – Four complimentary Attendee registrations for Golf, Welcome Party, and Chairman's Banquet PLUS acknowledgement in the Convention Guide, *STOREfronts*, www.nyacs.org, signage in booth plus logo on Welcome Banner at entrance to exhibit hall and first choice of booth at following year's Trade Show.

"GOLD" Level, \$4,000 – Three complimentary Attendee registrations for Golf, Welcome Party, and Chairman's Banquet PLUS acknowledgement in the Convention Guide, *STOREfronts*, www.nyacs.org and signage in booth.

"SILVER" Level, \$2,500 – Two Complimentary Attendee registrations for Golf, Welcome Party, and Chairman's Banquet PLUS acknowledgement in Convention Guide, *STOREfronts*, www.nyacs.org and signage in booth.

"BRONZE" Level, \$1,250 – One complimentary Attendee registration for Golf, Welcome Party, and Chairman's Banquet PLUS acknowledgement in the Convention Guide, *STOREfronts*, www.nyacs.org and signage in booth.

"COPPER" Level, \$500 – Acknowledgement in Convention Guide, *STOREfronts*, www.nyacs.org and signage in booth.

2012 Trade Show & Convention

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Available Trade Show/Convention Sponsorships

*Choose activity to sponsor (first come/first serve) and receive the benefit package described on previous page. Sponsorships **do not** include trade show booth space.*

Sponsorship Level	Activity	# Available	Amount
Welcome Party			
Platinum	Corporate Sponsor	1	6,000.00
Gold	Dinner Buffet	2	4,000.00
Copper	NYACS Shuttle	2	500.00
Convention Activities			
Platinum	Golf Tournament	(SOLD)	6,000.00
Gold	Educational Workshops	1	4,000.00
Silver	Pre-Show Newsletter	1	2,500.00
Silver	Complimentary Parking	1	2,500.00
Chairman's Banquet			
Platinum	Corporate Sponsor	(SOLD)	6,000.00
Silver	Cocktail Reception	2	2,500.00
Copper	NYACS Shuttle	2	500.00
Trade Show Floor			
Platinum	Rodeo Theme Activities/Décor	1	6,000.00
Gold	Plasma Screen "Info Centers"	1	4,000.00
Gold	Grand Prize Drawing	1	4,000.00
Silver	Registration Area	1	2,500.00
Bronze	Hospitality Area	2	1,250.00
Bronze	Silent Auction	1	1,250.00
Copper	NYACS Booth	1	500.00

Trade Show/Convention Activity Registration

Estimated per-person rates to attend various convention functions. Note that each exhibiting company automatically receives 2 complimentary tickets to Welcome Party.

Golf Tournament *	18 Holes, Cart, Box Lunch, Beverages	100.00
Welcome Party *	Cocktail Supper, Beverages, Entertainment	60.00
Chairman's Banquet *	Reception, Dinner, Hall of Fame Program	75.00

*Estimated per-person registration fees are provided as a general guideline but are subject to change after 11/1/11. Some convention registration fees may be included in sponsorship packages. Hotel accommodations extra.

2012 Chairmen's Open/Fall Conference

September Date and Location to Be Announced

Chairmen's Open Golf Tournament

September 2012 Date/
Finger Lakes Location TBA
Benefiting Convenience PAC



Corporate Sponsor (1 available)	\$ 5,000.00
Souvenir Sponsor (1 available)	4,000.00
Tee Sponsors (50 available)	250.00
Golf Registration (foursome, estimated)*	700.00
Golf Registration (individual, estimated)*	200.00

NYACS also accepts donations of door prizes as well as product donations for a "goodie bag" given to golfers at registration

Chairmen's Open registration fees and sponsorships will be contributed to Convenience PAC unless otherwise directed

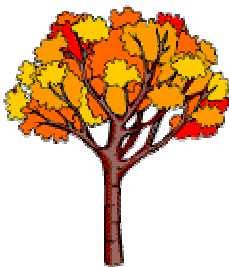
Corporate Sponsor will receive 4 complimentary registrations for golf and dinner, exclusive rights to place welcome banner, plus acknowledgement in *STOREfronts* and on www.nyacs.org

Souvenir Sponsor will receive 2 complimentary registrations for golf and dinner, logo on souvenir given to all golfers, plus acknowledgement in *STOREfronts* and on www.nyacs.org

Tee Sponsors will be acknowledged with signage at the event as well as listing in *STOREfronts* and on www.nyacs.org

Vendor Appreciation Dinner

Same Date as Chairmen's Open, 6 pm
Saluting Supplier Members of NYACS



Vendor Appreciation Dinner Sponsor (1 available)	\$2,500.00
Dinner Entertainment Co-Sponsors (2 available)	750.00
Individual Dinner Registration	95.00

NYACS Fall Conference

Day After Chairmen's Open, 8 am-12 noon
NYACS Business Meetings

Per-person Conference Registration (estimated)*	\$ 50.00
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*Estimated per-person registration fees are provided as a general guideline but are subject to change. Estimated registration fees exclude hotel accommodations.

Other 2012 Events



2012 Legislative Conference

January 30-31, 2012, Albany NY

Conference Sponsors (10 available)	\$ 1,000.00
Transportation Sponsor (1 available)	500.00
Per-person Registration (estimated)*	75.00

Sponsorships will be acknowledged with signage at the event, in the conference brochure, in STOREfronts and on www.nyacs.org



NYACS Day at the Races

August 1, 2012, Saratoga Race Course

Benefiting NYACS Scholarship Foundation

Daily Double Sponsor (4 available)	\$ 500.00
Per-person Registration (estimated)*	150.00

Daily Double sponsors will be acknowledged in STOREfronts newsletter and on www.nyacs.org

Net registration and sponsorship fees are fully tax-deductible as charitable contributions to the scholarship foundation

*Estimated per-person registration fees are provided as a general guideline but are subject to change. Estimated registration fees exclude hotel accommodations.

2012 Membership Packages

'Spirit of NYACS' Membership Package - \$10,000

Spirit of NYACS Members in 2011 were Pepsi Beverages Co., McLane Northeast, Altria Group Distribution Co., and Core-Mark

Benefit	Value
- All Standard Membership benefits	\$ 800
- Full page TAB ad in 2012 Membership Directory (<i>subject to availability</i>)	1,500
- Same full-page display ad, <i>STOREfronts</i> newsletter, one 2012 issue	900
- Co-sponsorship, 2012 Legislative Conference (Jan 30-31, Albany)	1,000
- Platinum sponsorship of annual Trade Show/Convention (May 16-17, Syracuse)	6,000
- 2 additional tickets to Trade Show Welcome Party (May 16, Syracuse)	120
- 2 tickets, NYACS Day at the Races (August 1, Saratoga) *	300
- 4 registrations 2012 Chairmen's Open/Vendor Apprec. Dinner (Date/Place TBD) *	1,160
- Tee sponsorship for 2012 Chairmen's Open (Date/Place TBD)	250
Total value	\$ 12,030
“Spirit of NYACS” Membership Package Fee	10,000
SAVINGS	\$ 2,030

Or, select various items from the Investment Menu that total \$12,000 combined

'Pacesetter' Membership Package - \$5,000

Pacesetter Members in 2011 were 7-Eleven Inc., Mountain/Service Distributors, RJ Reynolds Tobacco Co., Sunoco Inc., and Altadis USA

Benefit	Value
- All Standard Membership benefits	\$ 800
- Full page display ad in 2012 Membership Directory	650
- Same full-page display ad, <i>STOREfronts</i> newsletter, one 2012 issue	900
- Silver-level sponsorship, 2012 Trade Show/Convention (May 16-17, Syracuse)	2,500
- 2 additional tickets to Trade Show Welcome Party (May 16, Syracuse)	120
- 2 tickets, 2012 NYACS Day at the Races (August 1, Saratoga) *	300
- 2 registrations 2012 Chairmen's Open/Vendor Apprec. Dinner (Date/Place TBD) *	580
- Tee sponsorship for 2012 Chairmen's Open (Date/Place TBD)	250
Total value	\$ 6,100
“Pacesetter” Membership Package Fee	5,000
SAVINGS	\$ 1,100

Or, select various items from the Investment Menu that total \$6,000 combined

* Estimate, subject to adjustment on or before 1/1/12