

Maximize Your Return on NYACS Membership Investment

To assist in preparing your trade budget for the coming year, we are pleased to furnish this menu of anticipated NYACS activities for 2021. You'll find the entire year's worth of dues, advertising, sponsorship, exhibit space, and event registration. Select the a-la-carte items that work best for you, or work with our staff to develop a "Spirit of NYACS" or "Pacesetter" membership package. Thanks for supporting NYACS!

Membership Dues

NYACS Associate Member dues for calendar 2021 remain at \$840 per company. Companies supplying fewer than 500 NY convenience stores pay \$525. You will be automatically invoiced for membership renewal in December for the following year.

Standard Benefits

- One-year subscription to *STOREfronts Quarterly*
- Free listing in every issue of *STOREfronts Quarterly*
- Optional Member-only display advertising in SFQ
- Company news in "Front & Center" column of SFQ
- Free listing in online Associate Member Roster
- Advance selection of NYACS 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
- Free subscription to weekly *STOREfronts Online* e-bulletin
- Free access to electronic membership list upon request
- Employees and families eligible to apply for NYACS college scholarship
- Opportunity to serve side by side with retailers on NYACS committees

Trade Show and Convention, May 12-13, Syracuse

Should this event transition to a virtual experience, sponsorships will be honored and shifted to accommodate the new platform.

Convention Sponsor Levels and Benefits

Watch for opportunities within each level to sponsor specific events and activities.

Platinum (7 available) - \$6,000

Four complimentary Attendee registrations for Golf, Welcome Party, and Chairman's Banquet PLUS acknowledgment in Convention Guide, *STOREfronts Quarterly*, and nyacs.org. Logo on Welcome Arch at exhibit hall entrance. 1st first choice of booth location for 2021 trade show.

Gold (2 available) - \$4,000

Three complimentary Attendee registrations for Golf, Welcome Party, and Chairman's Banquet PLUS sponsorship acknowledgment in the Convention Guide, signage, *STOREfronts Quarterly*, and nyacs.org.

Silver (4 available) - \$2,500

Two Complimentary Attendee registrations for Golf, Welcome Party, and Chairman's Banquet PLUS sponsorship acknowledgment in Convention Guide, signage, *STOREfronts Quarterly*, and nyacs.org.

Bronze (2 available) - \$1,250

One complimentary attendee registration for Golf, Welcome Party, and Chairman's Banquet PLUS sponsorship acknowledgment in the Convention Guide, signage, *STOREfronts Quarterly*, and nyacs.org.

Copper (5 available) - \$500

Sponsorship acknowledgment in Convention Guide, signage, *STOREfronts Quarterly*, and nyacs.org.

Trade Show Exhibit Space

Thursday, May 13, 11:30 am-3:30 pm, NYS Fairgrounds Expo Center, Syracuse NY

Booth Type	Member Rate	Non-Member Rate
10' x 10' Aisle Booth	\$900	\$1,530
10' x 10' Perimeter Booth	\$900	\$1,530
10' x 10' Corner Booth	\$1,040	\$1,650

Each exhibiting company receives 2 complimentary tickets to the May 12th Welcome Party.

NYACS Members receive \$100 discount on second and subsequent booths.

Convention Activity Registration

Activity	Includes	Registration Fee
Golf Tournament, May 12	18 Holes, Cart, Lunch, Beverages	\$110
Welcome Party, May 12	Cocktail Supper, Beverages, Entertainment	\$75
Chairman's Banquet, May 13	Reception, Dinner, Hall of Fame Induction	\$75

Other NYACS Events

NYACS Fall Conference

September 22, Clayton NY

Fall Conference Dinner Sponsor (1 available) - \$2,500

Dinner Entertainment Co-Sponsors (2 available) - \$750

Individual Registration - \$200

Chairmen's Open Golf Tournament

September 23, Clayton NY, Benefitting Convenience PAC

Chairmen's Open registration fees and sponsorships are contributed to Convenience PAC unless otherwise directed.

Corporate Sponsor (1 available) - \$3,000

Four complimentary registrations for golf and dinner, exclusive rights to place welcome banner, plus acknowledgement in *STOREfronts Quarterly* and on nyacs.org.

Souvenir Sponsor (1 available) - \$2,500

Two complimentary registrations for golf and dinner, logo on souvenir given to all golfers, plus acknowledgement in *STOREfronts Quarterly* and on nyacs.org

Tee Sponsors (50 available) - \$250

Acknowledged with logoed signage, in *STOREfronts Quarterly* and on nyacs.org.

Golf Foursome Registration - \$650

Golf Individual Registration - \$175

NYACS Scholarship Fundraising Event

Date and Location TBD, Benefiting NYACS Scholarship Foundation

Net registration and sponsorship fees are fully tax-deductible as charitable contribution.

Event Sponsor (4 available) - \$500

Individual Registration - \$175

Advertising Opportunities – Members Only

STOREfronts Quarterly

24-page Newsletter and Buyer's Guide mailed quarterly to all NYACS Members.

	1 Issue Rate/Issue	2 Issues Rate/Issue	3 Issues Rate/Issue
Back Cover	\$1,500	\$1,500	\$1,500
Full Page	\$900	\$800	\$700
Half Page	\$500	\$400	\$300

STOREfronts Online

Weekly e-bulletin emailed to all NYACS Members

	Banner Ad	Sidebar Ad
3 weeks	\$500	\$300
6 weeks	\$900	\$550
12 weeks	\$1,500	\$1,000
18 weeks	\$2,000	\$1,350
26 weeks	\$3,000	\$2,000

Contact Alison at 518-432-1400 or alison@nyacs.org with any questions.

Thank you for your support of NYACS!

All registration fees subject to change.