



## 2022 Associate Member Menu

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### Maximize the Return on your NYACS Membership Investment

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To assist in preparing your marketing budget for the coming year, we are pleased to provide this menu of anticipated NYACS activities for 2022. 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.

**See the last page for an example of this opportunity.**

Thanks for supporting NYACS!

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### Membership Dues

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**NYACS Associate Member dues for calendar year 2022 remain at \$840 per company.**

Companies with a presence in fewer than 500 NY convenience stores pay \$525.

Invoices for membership renewal are sent via e-mail in December for the following year.

#### Standard Benefits

- One-year subscription to *STOREfronts Quarterly*
- Free listing in every issue of *STOREfronts Quarterly*
- Optional Members-only display advertising in *STOREfronts Quarterly*
- Company news in "Front & Center" column of *STOREfronts Quarterly*
- 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)
- Members-only \$100 discount on second and subsequent booths
- Members-only trade show sponsorship opportunities
- One-year 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

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## Trade Show and Convention, May 11-12, Syracuse

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### Trade Show Exhibit Space

Thursday, May 12, 11:30 am-3:30 pm, NYS Fairgrounds Expo Center, Syracuse NY

Booth Type	Member Rate	Non-Member Rate
10' x 10' Aisle Booth	\$950	\$1,750
10' x 10' Perimeter Booth	\$950	\$1,750
10' x 10' Corner Booth	\$1,100	\$1,900

Each exhibiting company receives 2 complimentary tickets to the May 11<sup>th</sup> Welcome Party.\*

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

Furnishings and shipping services available from decorator at additional cost.

### Convention Activity Individual Registration

Activity	Includes	Registration Fee
Golf Tournament, May 11	18 Holes, Cart, Lunch, Beverages	\$110
*Welcome Party, May 11	Cocktail Supper, Beverages	\$75
Chairman's Banquet, May 12	Reception, Dinner, Hall of Fame Induction	\$75

### Trade Show & Convention Sponsorship Opportunities

#### Diamond Sponsorship - \$10,000:

- Trade Show Tote Bags
- Name Badge Lanyards
- Event Mobile App

#### Platinum Sponsorship - \$6,500:

- Golf Tournament
- Welcome Party
- Chairman's Banquet

#### Gold Sponsorship - \$5,000:

- Workshop Attendee Breakfast
- Opening Session
- Chairman's Banquet Cocktail Reception

#### Silver Sponsorship - \$2,500:

- Workshop Sponsor (up to 4)
- Hospitality Area
- Cash Prizes

#### Bronze Sponsorship - \$1,000:

- Ice Sponsor
- NYACS Booth Sponsor

#### Copper Sponsorship - \$500:

- Welcome Party Shuttle

## Trade Show & Convention Sponsorship Benefits

	Diamond \$10,000	Platinum \$6,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Copper \$500
# of Attendee Registrations (Golf, Welcome Party, Chairman's Banquet)	4	4	3	2	1	
<b>Pre-Event Recognition</b>						
Acknowledgement in NYACS publications & at nyacs.org	✓	✓	✓	✓	✓	✓
Logo on all event communication	✓	✓	✓	✓	✓	✓
<b>On-Site Recognition</b>						
Signage at sponsored event/activity	✓	✓	✓	✓	✓	✓
20 x 20 banner hanging over trade show floor	✓	✓	✓			
Logo on trade show floor welcome arch	✓	✓				
Sample item in trade show bags for retailers	✓	✓				
20% discount on trade show booth space	✓					
Branded trade show item for all attendees (bags, lanyards, app, etc.)	✓					
<b>Other Perks</b>						
Registrations handled by NYACS staff	✓	✓				
Advanced selection of booth location for 2023	✓	✓				

### Add-On Benefits: \$1,000

*Must purchase at least a Copper Sponsorship to be eligible.*

- 20 x 20 banner hanging over trade show floor
- Sample item in trade show bags for retailers

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## Other NYACS Events

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### NYACS Fall Conference

*September 21, Cooperstown NY*

**Registration:**

Individual Registration - \$200

**Sponsorship:**

*Fall Conference Dinner Sponsor - \$3,000*

Four complimentary dinner registrations, recognition & exclusive signage rights at event, and acknowledgement in NYACS publications & at nyacs.org

### Chairmen's Open Golf Tournament

*September 22, Cooperstown NY, Benefitting Convenience PAC*

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

**Registration:**

Golf Individual Registration - \$200

Golf Foursome Registration - \$750

**Sponsorship:**

*Corporate Sponsor - \$3,000*

Four complimentary golf registrations, exclusive signage rights at tournament and acknowledgement in NYACS publications & at nyacs.org

*Souvenir Sponsor - \$2,500*

Two complimentary golf registrations, logo on souvenir given to all golfers, and acknowledgement in NYACS publications & at nyacs.org

*Tee Sponsor - \$250*

Tee sign with your company logo on the golf course, acknowledgement in NYACS publications & at nyacs.org, and listing on all Fall Conference and Chairmen's Open materials.

### NYACS Scholarship Fundraising Event

*Date and Location TBD, Benefiting NYACS Scholarship Foundation*

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

Individual Registration - \$175

Event Sponsor - \$1,000

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## Advertising Opportunities – Members Only

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### **STOREfronts Quarterly**

*24-page Newsletter and Buyer's Guide mailed quarterly to 550+ NYACS Members.*

	<b>1 Issue Rate/Issue</b>	<b>2 Issues Rate/Issue</b>	<b>3 Issues Rate/Issue</b>
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 700+ NYACS Members.*

	<b>Banner Ad</b>	<b>Sidebar Ad</b>
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](mailto:alison@nyacs.org) with any questions.**

**Thank you for your support of NYACS!**

*All registration fees subject to change.*

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## Example: "Spirit of NYACS" Membership Package

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Contact NYACS to design your 2022 membership package and save on marketing year-round!

518-432-1400 • [alison@nyacs.org](mailto:alison@nyacs.org)

### **MEMBERSHIP**

2022 NYACS Associate Member Dues.....\$840.00

### **ADVERTISING**

Color Ad, Full-Page Interior, *STOREfronts Quarterly*, 4 Issues .....\$2,800.00

Corporate logo on cover of all 4 issues of NYACS *STOREfronts Quarterly*.....\$0.00

Corporate logo on all 50 issues of NYACS *STOREfronts Online*.....\$0.00

Corporate logo on all nyacs.org pages .....\$0.00

### **SPONSORSHIP**

**Platinum Sponsor**, 2022 NYACS Trade Show, May 11-12 2022 .....\$6,500.00

Platinum Sponsor benefits include:

- 4 complimentary registrations for the Golf Tournament
- 4 complimentary tickets to the Welcome Party
- 4 complimentary tickets to the Chairman's Banquet
- Acknowledgement in NYACS publications & at nyacs.org
- Logo on all event communication
- Signage at sponsored event/activity
- 20 x 20 banner hanging over trade show floor
- Logo on trade show floor welcome arch
- Sample item in trade show bags for retailers
- Registrations handled by NYACS staff
- Advanced selection of booth location for 2023

**Tee Sponsor**, 2022 Chairmen's Open Golf Tournament, 9/22, Cooperstown, NY.....\$250.00

### **OTHER EVENT REGISTRATIONS**

4 Registrations, 2022 Fall Conference Dinner, Sept. 21, Cooperstown, NY .....\$800.00

4 Registrations, 2022 Chairmen's Open Golf, Sept. 22, Cooperstown, NY .....\$750.00

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TOTAL VALUE.....\$11,940.00

SAVINGS 16%.....\$1,940.00

**COST.....\$10,000.00**