



2023 Associate Member Menu

Maximize the Return on your NYACS Membership Investment

To assist in preparing your marketing budget for the coming year, we are pleased to provide this menu of anticipated NYACS activities for 2023. 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!

Membership Dues

NYACS Associate Member dues for calendar year 2023 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 with website link
- 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

Trade Show and Convention, May 10-11, 2023 • Syracuse, NY

Trade Show Exhibit Space

Thursday, May 11, 2023 • 10:45 am-3:00 pm • The Oncenter, 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 10th 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 10	18 Holes, Cart, Lunch, Beverages	\$110
*Welcome Party, May 10	Cocktail Supper, Beverages	\$75
Chairman's Banquet, May 11	Reception, Dinner, Hall of Fame Induction	\$75

Trade Show & Convention Sponsorship Opportunities

Diamond Sponsorship - \$8,500:

- Trade Show Tote Bags
- Name Badge Lanyards
- Theme Apparel

Platinum Sponsorship - \$6,500:

- Golf Tournament
- Welcome Party
- Opening Session
- Chairman's Banquet

Gold Sponsorship - \$5,000:

- Workshop Attendee Breakfast
- Chairman's Banquet Cocktail Reception
- Hospitality Area

Silver Sponsorship - \$2,500:

- On-Site Registration
- Workshop Sponsor (5 available)
- Cash Prizes

Bronze Sponsorship - \$1,000:

- Ice Sponsor
- NYACS Booth Sponsor

Copper Sponsorship - \$500:

- Printed Convention Guide (3 available)

Trade Show & Convention Sponsorship Benefits

	Diamond \$8,500	Platinum \$6,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Copper \$500
# of Complimentary Attendee Registrations (Golf, Welcome Party, Chairman's Banquet)	4	4	3	2	1	
Pre-Event Recognition						
Acknowledgement in NYACS publications & at nyacs.org	✓	✓	✓	✓	✓	✓
Logo on all event communication	✓	✓	✓	✓	✓	✓
On-Site Recognition						
Signage at sponsored event/activity	✓	✓	✓	✓	✓	✓
Logo on trade show floor welcome arch	✓	✓				
Sample item in trade show bags for retailers	✓	✓				
Branded trade show item for all attendees (bags, lanyards, apparel, etc.)	✓					
Other Perks						
Registrations handled by NYACS staff	✓	✓	✓	✓	✓	
Advanced selection of booth location for 2024	✓	✓				

Add-On Benefit: \$1,000

Must purchase at least a Silver Sponsorship to be eligible.

- Sample item in trade show bags for retailers (limit 10)

Other NYACS Events

NYACS Fall Conference

September 20, 2023 • The Queensbury Hotel, Queensbury NY

Registration:

Individual Registration - \$200

Sponsorship:

Fall Conference Lunch Sponsor - \$1,500

Includes: Two complimentary lunch registrations, recognition & exclusive signage rights at event, and acknowledgement in NYACS publications & at nyacs.org

Fall Conference Reception Sponsor - \$2,500

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

Fall Conference Dinner Sponsor - \$3,000

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

Chairmen's Open Golf Tournament

September 21, 2023 • Hiland Park Golf Club, Queensbury NY • Benefitting Convenience PAC

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

Registration:

Golf Individual Registration - \$175

Sponsorship:

Corporate Sponsor - \$3,000

Includes: Four complimentary golf registrations, complimentary tee sponsorship, signage rights at tournament registration, and acknowledgement in NYACS publications & at nyacs.org

Souvenir Sponsor - \$3,000

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

Putting Contest Sponsor - \$1,500

Includes: Two complimentary golf registrations, complimentary tee sponsorship, 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

Advertising Opportunities – Members Only

STOREfronts Quarterly

24-page Newsletter and Buyer's Guide mailed quarterly to 550+ 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

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.

Example: "Spirit of NYACS" Membership Package

Contact NYACS to design your 2023 membership package and save on marketing year-round!

518-432-1400 • alison@nyacs.org

MEMBERSHIP

2023 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, 2023 NYACS Trade Show, May 10-11 2023 \$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

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 2024

Tee Sponsor, 2023 Chairmen's Open Golf Tournament, 9/21, Queensbury, NY \$250.00

OTHER EVENT REGISTRATIONS

4 Registrations, 2023 Fall Conference, Sept. 20, Queensbury, NY \$800.00

4 Registrations, 2023 Chairmen's Open Golf, Sept. 21, Queensbury, NY \$700.00

TOTAL VALUE..... \$11,890.00

SAVINGS 11%..... \$1,390.00

COST..... **\$10,500.00**