



2024 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 2024. 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 2024 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 trade show 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 15-16, 2024 • Syracuse, NY



Trade Show Exhibit Space

Thursday, May 16, 2024 • 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 15th Welcome Party.*

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

Furnishings and shipping services are available from decorator at additional cost.

Convention Activity Attendee Registration

Activity	Includes	Registration Fee
Golf Tournament, May 15	18 Holes, Cart, Lunch, Beverages	\$150
*Welcome Party, May 15	Cocktail Supper, Beverages	\$75
Chairman's Banquet, May 16	Reception, Dinner, Hall of Fame Induction	\$75

Trade Show & Convention Sponsorship Benefits

	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	3	2	1	
Acknowledgment in NYACS publications & at nyacs.org	✓	✓	✓	✓	✓
Logo on all event communication	✓	✓	✓	✓	✓
Signage at sponsored event/activity	✓	✓	✓	✓	✓
Logo on trade show floor welcome arch	✓				
Other Perks					
Registrations handled by NYACS staff	✓	✓	✓	✓	
Advanced selection of booth location for 2024	✓				

Trade Show & Convention Sponsorship Opportunities

Platinum Sponsorship - \$6,500:

- Golf Tournament
- Welcome Party (2 available)
- Opening Session
- Chairman's Banquet

Gold Sponsorship - \$5,000:

- Theme Decor/Elements (4 available)
- Workshop Attendee Breakfast
- Chairman's Banquet Cocktail Reception

Silver Sponsorship - \$2,500:

- Midnight Snack (following Welcome Party)
- On-Site Registration Desk
- Workshop Sponsor (5 available)
- Hospitality Area
- Cash Prizes

Bronze Sponsorship - \$1,000:

- Parking Sponsor (5 available)
- Ice Sponsor
- NYACS Booth Sponsor

Copper Sponsorship - \$500:

- Printed Convention Guide (5 available)

Other NYACS Events

NYACS Fall Conference

September 18, 2024 • Hotel Canandaigua, Canandaigua NY



Registration:

Individual Registration - \$200 (includes Opening Luncheon and Reception + Dinner)

Sponsorship:

Fall Conference Lunch Sponsor - \$1,500

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

Fall Conference Reception + Dinner Sponsor - \$5,000

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

Chairmen's Open Golf Tournament

September 19, 2024 • Location TBD • 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 - \$4,000

Includes: Four complimentary golf registrations, complimentary tee sponsorship, logo on souvenir given to all golfers, exclusive signage rights at tournament registration, and acknowledgment in NYACS publications & at nyacs.org

Putting Contest Sponsor - \$1,500

Includes: Two complimentary golf registrations, complimentary tee sponsorship, exclusive signage rights at contest location, and acknowledgment in NYACS publications & at nyacs.org

Tee Sponsor - \$250

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

NYACS Day at the Races

*Date TBD • Saratoga Race Track, Saratoga Springs NY • Benefiting NYACS Scholarship Foundation
Net registration and sponsorship fees are fully tax-deductible as charitable contribution.*

Individual Registration - \$250 (Includes admission, race day program, food, & beverages)

Event Sponsor - \$2,000

Includes: Two complimentary registrations, exclusive signage rights in NYACS group area, and acknowledgment in NYACS publications & at nyacs.org



Advertising Opportunities – Members Only

STOREfronts Quarterly

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

	1 Issue Rate/Issue	2 Issues Rate/Issue	3 or 4 Issues Rate/Issue
Back Cover	\$1,500	\$1,500	\$1,500
Full Page	\$900	\$800	\$700
Half Page	\$500	\$400	\$300
Hot New Product Listing	\$300	\$250	\$250



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 2024 membership package and save on marketing year-round!

518-432-1400 • alison@nyacs.org

MEMBERSHIP

2023 NYACS Associate Member Dues..... \$840.00

ADVERTISING

Full-Page Interior Advertisement, *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, 2024 NYACS Trade Show, May 15-16, 2024 \$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

Registrations handled by NYACS staff

Advanced selection of booth location for 2025

Tee Sponsor, 2024 Chairmen's Open Golf Tournament, 9/19, Canandaigua, NY..... \$250.00

OTHER EVENT REGISTRATIONS

4 Registrations, 2024 Fall Conference, Sept. 18, Canandaigua, NY \$800.00

4 Registrations, 2024 Chairmen's Open Golf, Sept. 19, Canandaigua, NY \$700.00

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

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

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