

MARKETING OPPORTUNITIES

2012 JOINT MEETING AND TRADESHOW

SARATOGA

THE RIGHT TRACK TO SUCCESS!

MARCH 18-20, 2012

*Jointly sponsored by the College Stores Association of New York State
and Campus Stores of New England.*

WHY SPONSOR?

Your company can help make this a wonderful and special event for the associations by taking advantage of our marketing opportunities! All CSNE and CSA-NYS members will be invited to the Joint Meeting & Trade Show and all campus bookstores and suppliers, regardless of location, are welcome to attend and exhibit!

We need YOUR support, through sponsorships or in-kind donations, to continue the quality of this event. Your support serves the dual purpose of providing you with positive industry exposure while reducing the meeting costs for our store attendees, your customers. All of these marketing opportunities are optimal ways of providing you and your company with additional exposure.

SPONSORSHIP LEVELS

PLATINUM (\$1,500 OR MORE)

- ◆ First choice of booth assignment
- ◆ Full page advertisement in meeting program
- ◆ One set of mailing labels for each associations' store members (to be used only once)
- ◆ Banner or signage placement rights at your choice of sponsored event (events assigned on a first come basis)
- ◆ Opportunity to open the event
- ◆ Your company logo and acknowledgement in the meeting program (please e-mail logo in JPG)
- ◆ Your company logo and acknowledgement on the sponsor list on CSNE's website
- ◆ Your company logo and thank you on signage at the registration desk at the event
- ◆ A certificate of appreciation presented to you by the Joint Meeting Committee Chairs
- ◆ Recognition at the banquet, the evening of the Trade Show
- ◆ Sponsor ribbon to wear on badge at the 4-day Joint Meeting & Trade Show
- ◆ The possibility of a photo or other recognition in the associations' newsletters

GOLD (\$750 - \$1,499)

- ◆ Banner or signage placement rights at your choice of sponsored event (events assigned on a first come basis)
- ◆ Acknowledgment at the event
- ◆ Your company logo and acknowledgement in the meeting program (e-mail logo in JPG)

IN-KIND DONATIONS:

The Joint Meeting & Trade Show Committee is seeking the following product donations. Once your donation is confirmed, we can provide art, due date and shipping details:

- ◆ Prizes (minimum, \$50 value) for Trade Show Order Writing—your company name and booth # is announced when your prize is awarded
- ◆ 400 imprinted lanyards for all attendees
- ◆ 400 imprinted pens for all attendees
- ◆ 150 imprinted tote bags or our store attendees
- ◆ Prizes for best booth contest (1 for winning vendor, 1 for winning store)
- ◆ Frames for awards

Please identify the monetary value of your donation so we may credit your company with the proper sponsorship level and corresponding benefits.

- ◆ Your company logo and acknowledgement on the sponsor list on CSNE's website
- ◆ Your company logo and thank you on signage at the registration desk at the event
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SILVER LEVEL (\$500 - \$749)

- ◆ Your company logo and acknowledgement in the meeting program (e-mail logo in JPG)
- ◆ Your company logo and acknowledgement on the sponsor list on CSNE's website
- ◆ Your company logo and thank you on signage at the registration desk at the event
- ◆ A certificate of appreciation presented to you by the Joint Meeting Committee Chairs
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BRONZE LEVEL (\$250 - \$499)

- ◆ Your company's name and acknowledgement in the meeting program
- ◆ Your company's name and acknowledgement on the sponsor list on CSNE's website
- ◆ Your company's name and thank you on signage at the registration desk at the event
- ◆ A certificate of appreciation presented to you by the Joint Meeting Committee Chairs
- ◆ Recognition at the banquet, the evening of the Trade Show
- ◆ Sponsor ribbon to wear on badge at 4-day Joint Meeting & Trade Show
- ◆ The possibility of a photo or other recognition in the associations' newsletters

SIGN ME UP!

If you would like to take advantage of the Joint Meeting Marketing Opportunities, please complete the following:

Company: _____

Representative: _____

Title: _____

Phone: _____ E-mail: _____

We would like to provide : _____

Payment: - Check payable to College Stores Association of New York State is enclosed or:

Visa/MasterCard/American Express Number: _____

Expiration Date: _____

Card Holder's Signature: _____

Credit Card Billing Address: _____

By completing this form, I authorize CSA-NYS to charge our card for: _____

You can mail, fax or email this form to:

Joint Meeting & Trade Show
c/o McKenna Management, Inc.
6 Boston Road, Suite 201
Chelmsford, MA 01824

978-250-1117 (fax)
Karen@McKennaMgt.com

Questions?
Please contact
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