It’s time to make your plans to be a part of B.E.V. NY 2016!

B.E.V. NY is New York’s annual conference for the grape and wine industry, combining the resources of Cornell’s Extension Enology Lab, the Finger Lakes Grape Program, and the Charles H. Dyson School of Applied Economics and Management. Last year’s B.E.V. NY conference at the RIT Inn & Conference Center was a rousing success, with over 600 people attending the three-day event. If you want to reach the growers, winemakers and business leaders in the dynamic and expanding grape and wine industry of the Finger Lakes and much of New York, there’s no better place to be than at B.E.V. NY!

The two-day trade show will take place on Friday, March 4 and Saturday, March 5, giving you the opportunity to interact with winery owners, managers, winemakers and grape growers from the Finger Lakes and beyond. We have set aside ample time on both days for the trade show, where attendees can learn about your products and services.

**Registration.** The trade show will take place in the Henrietta Ballroom (see the enclosed map for layout). The $500 exhibitor fee entitles each exhibitor to one 8’ table at the Trade Show, and includes two lunch tickets for each day. Exhibits are limited to tabletop displays. Each exhibitor registration also includes registration for two people for the technical program. If you wish to purchase additional lunch tickets, you will need to order them in advance as they will not be available at the door. Extra tickets can be purchased for $35/person/day, and includes lunch, beverages during the day, tax and gratuity. You are also invited to attend the Wine & Cheese Social after the technical sessions on Friday, March 4.

**Sponsorships.** In addition to being a part of this year’s Trade Show, we are also offering several sponsorship opportunities that will help your organization to stand out from the crowd at B.E.V. NY. Information about the different sponsorship levels and the benefits associated with each one is included in this packet. We are happy to discuss other sponsorship options with you as well. Please contact Shelly Cowles at mw69@cornell.edu or 315-787-2274 if you would like more information about these opportunities.

**Listing in Conference Program Book.** We will be listing contact information for all exhibitors in the published conference program that will be distributed to everyone who attends. This listing is included in the exhibitor fee. Listings will be alphabetical and will include your booth number. If you supply us with a camera-ready business logo (send a jpeg file via e-mail to Shelly Cowles, mw69@cornell.edu), we will include it in your listing, reduced to approximately 0.5” tall by 1.5” wide. Any graphic representation of your business name should be legible at this scale, and will be reproduced in black and white. The deadline for receiving these listings is February 12, 2016.

**Exhibit times.** The Henrietta Ballroom will be available for set-up from 5:00 – 10:00 PM on Thursday, March 3, and from 6:00 – 7:30 AM on Friday, March 4. The Trade Show will be open from 7:00 AM – 5:00 PM each day. Participants will be encouraged to spend time at the exhibits before the technical sessions begin, during the morning and afternoon breaks, and during lunch.
**Lodging.** A block of rooms has been reserved at a special conference rate ($94 plus tax). These rooms will be held until February 10, 2016. Reservations should be made directly with the RIT Inn and Conference Center at their website, [http://www.ritinn.com](http://www.ritinn.com), or by phone at (585) 359-1800. Use the group code “BEV NY” to get the discounted conference room rate.

**Insurance.** Cornell will cover the event with normal event insurance, which covers things that happen at places other than at the vendor displays. Cornell is not willing to assume the vendor’s liability for something that may happen at a vendor station or on a vendor’s equipment. We are therefore requesting that each vendor supply a Certificate of Insurance for at least $1.0M and name Cornell as an additional insurer, holding Cornell harmless for any injury occurring as a result of a vendor display while attending the conference.

As many of you are aware, the Trade Show has sold out each of the past several years. We encourage you to register early to ensure your place at one of the most important events in the Finger Lakes grape and wine industry. If you have any questions, please do not hesitate to contact our trade show coordinator, Shelly Cowles, at mw69@cornell.edu or 315-787-2274.

Thank you for your interest, and we hope to see you at B.E.V. NY 2016!

Sincerely,

![Signature]

Hans Walter-Peterson
Finger Lakes Grape Program
Trade Show 2016

Friday, March 4th – Saturday, March 5th    7:00 AM – 5:00 PM

Early Registration Cost For Both Days:  $500
Registration Cost after January 22, 2016:  $650

♦ One 8’ skirted table with electricity
♦ Listed as an “Exhibitor” on Finger Lakes Grape Program website and conference program.
♦ Conference registrations and meals for 2 people on Friday and Saturday.
  ♦ Additional meal tickets are available for $35/person per day.

Trade Show Registration for 2016 B.E.V. NY Conference

Company name: ____________________________________________________________
Contact name: ____________________________________________________________
Other Attendee Names: ______________________________________________________
Phone: _________________________________________________________________
Email: _________________________________________________________________

1st Table Choice  2nd Table Choice  3rd Table Choice      Will you need electricity?  YES  NO

See Henrietta Ballroom layout on next page to assist you in selecting your exhibit location. We will do our best to accommodate your preferred location.

Please return this form to Shelly Cowles, NYS Agricultural Experiment Station, 630 W North St., Geneva NY 14456
Payment can be made by check (payable to ‘Finger Lakes Grape Program’) or online at
https://flgp.cce.cornell.edu/event_preregistration.php?event=162

Conference dates: March 3-5, 2016
RIT Inn & Conference Center, 5257 West Henrietta Road, Henrietta, NY 14467
Visit our website (http://flgp.cce.cornell.edu/event.php?id=162) for exhibitor and registration details
or call Shelley Cowles at (315) 787-2274
Sponsorships

Magnum........... $500

As a Magnum volume sponsor, you will receive:

- **Coffee break sponsorship:** Your organization’s logo will be displayed on placards at the coffee break stations during the conference.
- A listing as a Magnum Sponsor in the conference program and on the FLGP website with a link to your business’ site.
- Acknowledgement of your sponsorship on electronic displays during the conference.
- One quarter-page ad in the program (2.125” X 1.375” jpeg file).
- Full conference registration for one person.

Conference dates: March 3-5, 2016
RIT Inn & Conference Center, 5257 West Henrietta Road, Henrietta, NY 14467
or call Shelly Cowles for assistance at (315) 787-2274.

**Sponsorship deadline: January 22, 2016**
Jerroboam........ $1,000

As a Jeroboam sponsor, you will receive:

- **Lunch sponsorship:** Your organization’s logo will be displayed on placards at lunch stations during the conference.
- A listing as a Jeroboam sponsor in the conference program and on the FLGP website, with a link to your business’ site.
- Acknowledgement of your sponsorship on electronic displays during the conference.
- An upgrade to a half-page ad in the conference program (4.25” x 2.75” jpeg file)
- Sponsorship of one conference session of your choosing. Your sponsorship will be acknowledged in the conference program and by the session moderator during the meeting.
- Full conference registration for two people.
- Inclusion of promotional material for your company in conference attendees’ registration packets.

Conference dates: March 3-5, 2016
RIT Inn & Conference Center, 5257 West Henrietta Road, Henrietta, NY 14467
Visit our website ([http://flgp.cce.cornell.edu/event.php?id=161](http://flgp.cce.cornell.edu/event.php?id=161)) for sponsorship details or call Shelly Cowles for assistance at (315) 787-2274.

**Sponsorship deadline: January 22, 2016**
Sponsorship

Imperial......... $2,000

As an Imperial sponsor, you will receive:

- **Wine & Cheese Social sponsorship:** Your organization’s logo will be prominently displayed at the Wine & Cheese Social on Friday afternoon.
- A listing as an Imperial sponsor in the conference program and on the FLGP website with a link to your business’ site.
- Acknowledgement of your sponsorship on electronic displays during the conference.
- An upgrade to a full-page ad in the conference program (8.5” x 5.5” jpeg file)
- Sponsorship of one conference session of your choosing. Your sponsorship will be acknowledged in the conference program and by the session moderator during the meeting.
- One 8’ skirted table with electricity at the trade show.
- Inclusion of promotional material for your company in conference attendees’ registration packets.
- Full conference registration for three people.
- One complimentary hotel room (two night maximum).

Conference dates: March 3-5, 2016
RIT Inn & Conference Center, 5257 West Henrietta Road, Henrietta, NY 14467
Visit our website (http://flgp.cce.cornell.edu/event.php?id=161) for sponsorship details or call Shelly Cowles for assistance at (315) 787-2274.

**Sponsorship deadline: January 22, 2016**