



MARCH 1-3, 2017
RIT INN & CONFERENCE CENTER
HENRIETTA, NY

It's time to make your plans to be a part of B.E.V. NY 2017!

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. More than 500 people attend B.E.V. NY each year to hear the latest information about marketing, winemaking and grape growing from academic and industry experts from New York and beyond. 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 Thursday, March 2 and Friday, March 3, 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. To encourage more visitors to visit the exhibit hall this year, the coffee service will be placed in the hall with the exhibitors.

PLEASE NOTE: In addition to the trade show on Thursday, March 2 and Friday, March 3, we have made arrangements to have space for a limited number of exhibitors during the Business Day program on Wednesday, March 1. We are offering this exhibitor space on Wednesday at a rate of \$175 per 8' table. If you are interested in this option, please fill out the attached 'Business Day Exhibitor' form. If you would also like to register for the trade show on Thursday and Friday, please fill out both registration forms.

Registration. The main trade show will take place in the Henrietta Ballroom on Thursday, March 2 and Friday, March 3 (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.

To register, please fill out the attached form and return it to Shelly Vaccaro at the address on the form. Payment can be made by check made out to 'Finger Lakes Grape Program', or online using a credit card at https://flgp.cce.cornell.edu/event_preregistration.php?event=279.

The exhibitor fee will increase to \$650 for registrations received after February 1 (\$225 for Business Day exhibitors), so be sure to sign up before then!

Sponsorships. In addition to being a part of this year's Trade Show, we 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.

In addition to our Magnum, Jeroboam and Imperial sponsorships, we are also offering two new sponsorship opportunities this year – your logo printed on lanyards that will be distributed to all B.E.V. NY attendees, or on bags that will be given to everyone who attends the trade show to collect information and other trade show ‘swag’ from exhibitors. Further information is included in this packet. Only one sponsorship is available for the lanyards and bags, so please contact us soon if you are interested.

We are happy to discuss other sponsorship options with you as well (program sessions, specific speakers, etc.). Please contact Shelly Vaccaro 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 Vaccaro, 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 15, 2017.

Exhibit times. The Henrietta Ballroom will be available for set-up from 3:00 - 7:00 PM on Wednesday, March 1, and from 6:00 – 7:30 AM on Thursday, March 2. The Trade Show will be open from 7:30 AM – 4:30 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 13, 2017. Reservations should be made directly with the RIT Inn and Conference Center at their website, <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.

The Trade Show has sold out each of the past several years, so 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 Vaccaro, at mw69@cornell.edu or 315-787-2274.

Thank you for your interest, and we hope to see you at B.E.V. NY 2017!

Sincerely,



Hans Walter-Peterson
Finger Lakes Grape Program



B.E.V. NY
 BUSINESS | ENOLOGY | VITICULTURE

B.E.V. NY 2017 Exhibitor Registration

Thursday, March 2nd – Friday, March 3rd

7:30 AM – 4:30 PM

Early Registration for Both Days: \$500

Registration after February 1, 2017: \$650

- ◆ One 8' skirted table with electricity
- ◆ Listed as an "Exhibitor" on the B.E.V. NY website and conference program.
- ◆ Lunch tickets for 2 people on Thursday and Friday.
 - ◆ Additional meal tickets are available for \$35/person per day.
- ◆ Conference admission for 2 people on Friday.
 - ◆ Registration for Thursday's Enology program is limited to paid registrants. If you would like to attend the Enology program, please register to attend separately.

Trade Show Registration for 2017 B.E.V. NY Conference

Company name: _____

Contact name: _____

Other Attendee Names: _____

Phone: _____

Email: _____

Registration Fee:	\$500 (before Feb. 1) or \$650	\$ _____
Additional Lunch Tickets:	Thursday, March 2 _____ x \$35	\$ _____
	Friday, March 3 _____ x \$35	\$ _____
TOTAL:		\$ _____

1st Table Choice 2nd Table Choice 3rd Table Choice

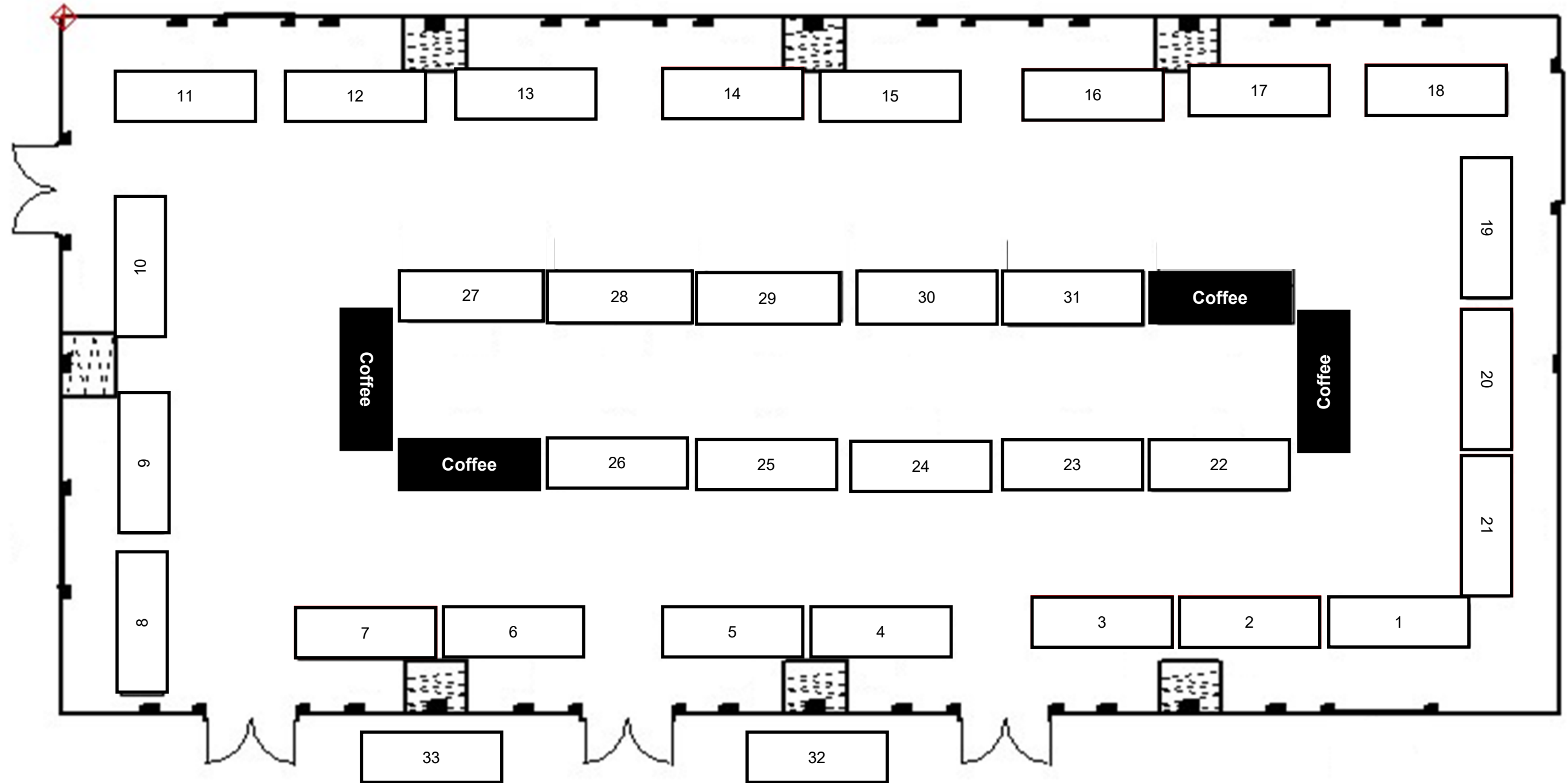
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Will you need electricity?

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 Vaccaro, 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://figp.cce.cornell.edu/event.php?id=279>



HENRIETTA BALLROOM



B.E.V. NY
BUSINESS | ENOLOGY | VITICULTURE

Business Day 2017 Exhibitor Registration

Wednesday, March 1 7:30 AM – 4:30 PM

*****LIMITED AVAILABILITY*****

Registration Cost: \$175

Registration Cost after February 1, 2017: \$225

- ◆ One 8' skirted table with electricity
- ◆ Listed as an "Exhibitor" on the B.E.V. NY website and conference program.
- ◆ Program admission and lunch ticket for 1 person. Additional meal tickets are available for \$35/person.

Exhibitor Registration for 2017 B.E.V. NY Conference Business Day

Company name: _____

Contact name: _____

Other Attendee Names: _____

Phone: _____

Email: _____

Registration Fee: \$175 (before Feb. 1) or \$225 \$ _____

Additional Lunch Tickets: _____ x \$35 \$ _____

TOTAL: \$ _____

Will you need electricity?

YES NO

Please return this form to Shelly Vaccaro, 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

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Sponsorships

Lanyard..... \$1,500

Have every person at B.E.V. NY wearing your logo during the conference.



Trade Show Bag... \$1,500

Where will people put the brochures, pens, notepads and other 'swag' they find at the Trade Show? In the free bag that they will get with YOUR logo on it!



Conference dates: March 1-3, 2017

RIT Inn & Conference Center, 5257 West Henrietta Road, Henrietta, NY 14467

Visit our website (https://flgp.cce.cornell.edu/sponsor_event.php?event_id=279) for sponsorship details or call Shelly Vaccaro for assistance at (315) 787-2274.

Sponsorship deadline: February 1, 2017



Sponsorships

Magnum..... \$500

As a Magnum volume sponsor, you will receive:

- ◆ A listing as a Magnum Sponsor in the conference program and on the B.E.V. NY 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).
- ◆ 'Viticulture Day' registration for one person.



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Sponsorship deadline: February 1, 2017



Sponsorships

Jeroboam..... \$1,000

As a Jeroboam sponsor, you will receive:

- ◆ **Coffee Station Sponsorship:** Your organization's logo will be displayed on placards at coffee stations during the conference.
- ◆ A listing as a Jeroboam sponsor in the conference program and on the B.E.V. NY 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).
- ◆ 'Viticulture Day' conference registration for two people.
- ◆ Inclusion of promotional material for your company in conference attendees' registration packets.



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Sponsorship deadline: February 1, 2017



Sponsorships

Imperial..... \$2,000

As an Imperial sponsor, you will receive:

- ◆ **Lunch Sponsorship:** Your organization's logo will be prominently displayed on lunch tables on Thursday and Friday.
- ◆ A listing as an Imperial sponsor in the conference program and on the B.E.V. NY 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 two people.
- ◆ One complimentary hotel room (two night maximum).



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