



FEBRUARY 27 - MARCH 1, 2019
RIT INN & CONFERENCE CENTER
HENRIETTA, NY

EXHIBITOR REGISTRATION – https://reg.cce.cornell.edu/tradeshow2019_10504

It's time to make your plans to be a part of B.E.V. NY 2019!

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 400 people attend B.E.V. NY each year to hear the latest information about marketing, winemaking and grape growing from academic and industry experts. 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 New York, there is no better place to be than at B.E.V. NY!

Exhibitors can register for the Trade Show during one, two, or all three days of the conference. This gives you the opportunity to target the kind of attendees that you would like to reach during the event. Want to talk to tasting room or marketing staff about your company's new service? Wednesday's business-focused program is where you'll want to be. Are you primarily interested in talking to winemakers? Then be sure to be there during Thursday's enology program. Friday is all about vineyards so if you want to talk to grape growers, that's the day for you. Or get even wider exposure and register for two or three days!

The exhibitor fee is \$250 per day, with a 10% discount for those registering for all three days of the conference. Your registration as an exhibitor includes one 8' table at the Trade Show, and two lunch tickets for each day. Exhibits are limited to tabletop displays. Each exhibitor registration also includes registration for two people to attend the technical program on the day(s) for which you registered. 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 per person. We will work out booth space and locations with all registered exhibitors when we get closer to the conference.

To register to be an exhibitor at B.E.V. NY, please go to https://reg.cce.cornell.edu/tradeshow2019_10504. Payment can be made by credit card, or by a check made out to 'Finger Lakes Grape Program'. If you choose to pay by check, please use the attached registration form. Your registration will not be considered final until we receive your payment.

The exhibitor fee will increase to \$325 per day for registrations received after February 1, so be sure to sign up before then!

Sponsorships: In addition to being a part of this year's Trade Show, there are also several sponsorship opportunities that will help your organization 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 offering two other sponsorships as well. The Trade Show sponsorship includes the chance to have your organization's logo printed on "swag bags" that will be given to everyone who attends the trade show to collect information and other goodies from exhibitors. The Registration Sponsorship includes the opportunity to feature your

organization's logo printed on lanyards that will be distributed to all B.E.V. NY attendees. Further information is included in this packet. Only one of each of these sponsorships is available, so please contact us soon if you are interested.

Sponsorship Registration: https://reg.cce.cornell.edu/sponsors2019_10504

We are happy to discuss other sponsorship options as well, such as program sessions, specific speakers, etc. Please contact Brittany Griffin at bg393@cornell.edu or 315-536-5134 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 all attendees. 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 Brittany Griffin at bg393@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, 2019.

Exhibit times. The exhibit space will be available for set-up from 5:00 – 8:00 PM on Tuesday, Wednesday and Thursday evening (February 26 – 28), and from 6:00 – 8:00 AM on Wednesday, Thursday and Friday mornings. The Trade Show will be open from 8:00 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. Refreshments during the breaks will be set up in the trade show to encourage participants to spend more time there as well.

Lodging. A block of rooms has been reserved at the RIT Inn & Conference Center for those attending the conference. Details on room rates and making reservations will be available at the conference website, <http://www.bevny.org>.

Insurance. Cornell will provide normal event insurance, which covers any incidents other than at the vendor displays. Cornell is not willing to assume the vendors' 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.

Exhibiting at B.E.V. NY gives you and your organization the chance to connect with more people in the Finger Lakes and New York grape and wine industry at one time than any other event, so we encourage you to register early to ensure your place. If you have any questions, please do not hesitate to contact our trade show coordinator, Brittany Griffin, at bg393@cornell.edu or 315-536-5134.

Thank you for your interest, and we hope to see you at B.E.V. NY 2019!

Sincerely,



Hans Walter-Peterson
Finger Lakes Grape Program



B.E.V. NY 2019

Exhibitor Registration

Wednesday, February 27 - Friday, March 1

8:00 AM - 4:30 PM

Registration for 1 Day: \$250

Registration for 2 Days: \$500

Registration for 3 Days: \$675

(registration fees increase after February 1, 2019)

Register online at https://reg.cce.cornell.edu/tradeshow2019_10504

- ◆ One 8' skirted table with electricity
- ◆ Listed as an "Exhibitor" on the B.E.V. NY website and conference program.
- ◆ Full conference admission (including lunch) for 2 people
 - ◆ Additional meal tickets are available for \$35/person.

Company name: _____

Address: _____

Email: _____ Phone: _____

First Attendee Name: _____

Second Attendee Name: _____

Additional Attendees Names: _____

Please circle which days you wish to register for:

Business Day (Feb. 27)

Enology Day (Feb. 28)

Viticulture Day (March 1)

ONE DAY Registration Fee (\$250, or \$325 after Feb. 1) \$ _____

TWO DAY Registration Fee (\$500, or \$650 after Feb. 1) \$ _____

THREE Day Registration Fee (\$675, or \$800 after Feb. 1) \$ _____

Additional Attendees Listed Above _____ x \$35/person/day \$ _____

TOTAL: \$ _____

Will you need electricity?

YES

NO



Sponsorships

Imperial Sponsor

\$2,500

2 Available

Benefits

- ♦ **Lunch Sponsorship:** Your organization's logo will be prominently displayed on lunch tables during the conference.
- ♦ One complementary trade show booth.
- ♦ Priority selection of trade booth location.
- ♦ Inclusion of promotional material for your organization in registration packets.
- ♦ Opportunity to address conference audience on a day of your choosing to introduce your organization, services and products
- ♦ Listing as an Imperial sponsor in the conference program and on the B.E.V. NY website with a link to your business' site.
- ♦ Sponsorship acknowledgement from podium at beginning of each day's program and on electronic displays.
- ♦ Full-page ad on the inside cover of the conference program (8.5" x 5.5" jpeg file).
- ♦ Full conference registration for two people.
- ♦ One complimentary hotel room (two night maximum).

Conference dates: February 27 – March 1, 2019

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

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Sponsorship deadline: February 1, 2019



Sponsorships

Trade Show Sponsor \$2,000

1 Available

Benefits

- ◆ Your organization's logo on trade show "swag bags" given to all attendees.
- ◆ Inclusion of promotional material for your organization in all trade show bags.
- ◆ One complimentary trade show booth.
- ◆ Priority selection of trade booth location.
- ◆ Opportunity to address conference audience on a day of your choosing to introduce your organization, services and products
- ◆ Listing as the Trade Show sponsor in the conference program and on the B.E.V. NY website, with a link to your business' site.
- ◆ Sponsorship acknowledgement from podium at the beginning of each program day and on electronic displays.
- ◆ Full-page ad in the conference program (4.25" x 2.75" jpeg file).
- ◆ One-day conference registration for two people

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

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Sponsorship deadline: February 1, 2019



Sponsorships

Registration Sponsor \$1,500

1 Available

Benefits

- ◆ Your organization's logo on name tag lanyards given to all attendees.
- ◆ Inclusion of promotional material for your organization in registration packets.
- ◆ Signs at the registration desk with your organization's logo announcing your sponsorship.
- ◆ Opportunity to address conference audience on a day of your choosing to introduce your organization, services and products.
- ◆ Priority selection of trade show booth location.
- ◆ Listing as the Registration sponsor in the conference program and on the B.E.V. NY website, with a link to your business' site.
- ◆ Sponsorship acknowledgement from podium at the beginning of each program day and on electronic displays.
- ◆ Half-page ad in the conference program (4.25" x 2.75" jpeg file).
- ◆ One-day conference registration for two people.

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Sponsorships

Jeroboam Sponsor **\$1,000**
3 Available

Benefits

- ◆ **Coffee Station Sponsorship:** Your organization's logo will be displayed on placards at coffee stations during the conference.
- ◆ Inclusion of promotional material for your organization in registration packets.
- ◆ Priority selection of trade booth location
- ◆ Opportunity to address conference audience on a day of your choosing to introduce your organization, services and products
- ◆ Listing as a Jeroboam sponsor in the conference program and on the B.E.V. NY website, with a link to your business' site.
- ◆ Sponsorship acknowledgement from podium at beginning of each day's program and on electronic displays.
- ◆ Half-page ad in the conference program (4.25" x 2.75" jpeg file).
- ◆ One-day conference registration for two people

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Sponsorships

Magnum Sponsor \$500

Benefits

- ♦ Priority selection of trade booth location
- ♦ 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.
- ♦ One quarter-page ad in the program (2.125" X 1.375" jpeg file).
- ♦ Sponsorship acknowledgement from podium at beginning of each day's program and on electronic displays.
- ♦ Complementary registration for one person for one program day.

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