



FEBRUARY 26-28, 2020  
RIT INN & CONFERENCE CENTER  
HENRIETTA, NY

**EXHIBITOR REGISTRATION – [https://reg.cce.cornell.edu/tradeshow2020-2\\_10504](https://reg.cce.cornell.edu/tradeshow2020-2_10504)**

It's time to make your plans to be a part of B.E.V. NY 2020!

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 New York Wine & Grape Foundation. 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 even three days!

The exhibitor fee is \$275 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 \$42 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/tradeshow2020-2\\_10504](https://reg.cce.cornell.edu/tradeshow2020-2_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 \$350 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/sponsors2020-2\\_10504](https://reg.cce.cornell.edu/sponsors2020-2_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](mailto: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](mailto: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 14, 2020.

**Exhibit times.** The exhibit space will be available for set-up from 5:00 – 8:00 PM on Tuesday, Wednesday and Thursday evening (February 25 – 27), 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. *We ask that you do not begin to dismantle your display before the end of the afternoon break.* 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 in the near future 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](mailto:bg393@cornell.edu) or 315-536-5134.

Thank you for your interest, and we hope to see you at B.E.V. NY 2020!

Sincerely,



Hans Walter-Peterson  
Finger Lakes Grape Program



# Sponsorships

*Imperial Sponsor*                      \$2,500

2 Available

## Benefits

- ◆ **Lunch Sponsorship:** Your organization's logo will be prominently displayed on tables during lunch on Thursday and Friday.
- ◆ 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 26-28, 2020

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

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Contact Brittany Griffin at (315) 536-5134 or [bg393@cornell.edu](mailto:bg393@cornell.edu) for assistance.

**Sponsorship deadline: February 1, 2020**



# Sponsorships

## *Trade Show Sponsor*    \$2,000

1 Available

### Benefits

- ◆ Your organization's logo on trade show "swag bags" given to all attendees.
- ◆ One complimentary trade show booth.
- ◆ Priority selection of trade booth location.
- ◆ Inclusion of promotional material for your organization in all trade show bags.
- ◆ 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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**Sponsorship deadline: February 1, 2020**



# 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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**Sponsorship deadline: February 1, 2020**



# 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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**Sponsorship deadline: February 1, 2020**



# 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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