

2015 NYSTIA / CONY Travel & RV Shows Marketing Program

NYSTIA and CONY are partnering for a 2nd year to welcome members of each other's association into their respective shows programs. For NYSTIA members, this means opening a portal to distribute brochures and rack cards at upwards of 34 travel, outdoor and camping shows in 2015.

Enroll in the shows attended by NYSTIA, and consider expanding your market reach by adding some—or all!!!—of the CONY-attended RV and camping shows. As part of this partnership, your per-show rate for CONY shows will be the same as the NYSTIA shows program.

NYSTIA continues to partner with the NYS Division of Tourism to stock our booth with state travel guides and giveaway items, as available.

Select the box for each show desired. Indicate if you will provide a worker for any NYSTIA show (CONY shows are N/A). The **Show Worker Rebate Program** pays a \$75/day rebate for show staffing assistance; payments made after show season ends¹.

Distribution fee at each show is for ONE brochure per show, per member. Additional brochures at each show will cost \$100 each, per show.²

Add up your totals, provide payment, and you're all set to enjoy this cost-saving program from NYSTIA and CONY.³

¹No-shows/partial days not credited. **1st come, 1st served for shifts; must commit to staff the show for the full day—open to close—to qualify for the daily rebate.**

²Content of primary or additional brochures must represent your membership tier level or lower. Additional brochures from DMO's/TPA's must be produced by that particular DMO or TPA.

³CONY accepts directories/brochures from NYSTVA members including DMOs/TPAs, chambers, attractions, shops, events and CONY-affiliated campgrounds. Per policy, primary brochures for hotels, motels, B&Bs & non-CONY campgrounds/cottages not eligible for CONY shows.



Mission: The New York State Tourism Industry Association (NYSTIA) is the tourism industry's leader in communication, legislative awareness, professional development and promotion.

NYSTIA is a leader and voice of New York State's tourism industry.

NYSTIA started out in the 1970s as the NYS Travel & Vacation Association, and since then has been one of the most well-established and pro-active statewide tourism associations. Its members are broad-based, encompassing a wide range of tourism-related businesses, including Destination Marketing Organizations, attractions, transportation companies, media consultants, educational institutions, lodging facilities, chambers of commerce—the list goes on!

NYSTIA, PO Box 285 Akron, New York 14001
(888) 698-2970 (phone)
(716) 542-1404 (fax)
nystia.org, info@nystia.org



Mission: Campground Owners of New York is an association dedicated to the promotion, growth, improvement and development of privately owned campgrounds in New York State.

Since 1963, CONY has been a model campground association by providing professionalism and diversity in its programs, education, services, advocacy and support for continued growth and collaboration within the outdoor hospitality industry.

www.campony.com (business to business)
www.nycampgrounds.com (consumer)

Last updated 5/2015

2015 NYSTIA / CONY Travel & RV Shows Marketing Program

A collaborative partnership of



Expanding the opportunities for destinations, attractions and campgrounds to reach the traveling public.

Let NYSTIA and CONY assist you with your marketing efforts.

As low as \$100.00 per show!
(based on member tier)

www.nystia.org

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Marketing Program

Tier A Membership Level: \$200/Show
Tier B & C Membership Level: \$100/Show
Additional Brochures: \$100/Show

Refer to www.nystia.org/membership-investment to determine your member tier level, or contact the NYSTIA office (info@nystia.org; 888-698-2970) for assistance.

Total # of Shows Selected: _____

Multiplied by rate per show: \$ _____

Total \$ Due: \$ _____

Business Name _____

Contact Person _____

Email _____

Phone _____ / Fax _____

Address _____

City _____ State _____ Zip _____

Payment Method*: **Check** **Credit Card**

Invoice me

Make check payable to NYSTIA

Credit Card (or call NYSTIA office with CC Info):

Visa MC Discover AMEX

Credit Card # _____

Exp. Date _____ CVV Number _____ Zip Code for Card _____

Name of Card Holder as Appears on Card _____

Authorized Signature _____

*Full payment must be received before brochures distributed.

*All NYSTIA and CONY shows are subject to cancellation and/or substitution.

Fax, Mail or Email completed form with payment to:
Dawn Borchert, NYSTIA, c/o 1 Grove St., Suite 200, Pittsford, NY 14534
Phone: 888-698-2970 Fax: 716-542-1404 info@nystia.org or dawn@nystia.org

2015 NYSTIA / CONY Travel & RV Shows Marketing Program*. Enrollment on a rolling basis. Sign up early to ensure you are counted! Distribute one or more brochure types per show. AND, consider working at a show (See back of flyer for show worker rebate opportunity¹). Brochure quantities needed for each show to be provided later.

2015 Show Dates	Show, Location, Website (♥ = NYSTIA show; 🚐 = CONY show)	Brochures: 1, 2 etc	I'll Work
June 26th—27th	♥ Empire Brew Fest, Syracuse Fair Grounds, Syracuse, NY , empirebrewfest.com		
July 17th-19th	♥ Syracuse Nationals, NYS Fairgrounds, rightcoastcars.com/Syracuse-nationals.php		
August 27th—Sept 7th	♥ The Great New York State Fair, NYS Fairgrounds, Syracuse NY , nysfair.org ***		
September 9-13	🚐 Hershey RV Show, Hershey, PA , prvca.org		N/A
Sept. 25th—27th	♥ NYS RV Show, NYS Fairgrounds, Syracuse, NY , cnryvshow.com/nys-rv-show-home.html		
October 7th—11th	♥ Super DIRT Week, NYS Fairgrounds, Syracuse, NY , superdirtweekonline.com		
November 13th—15th	♥ Junior League of Syracuse Holiday Shoppes , NYS Fairgrounds, jlsyracuse.org		

*** **NYS FAIR Update:** As of May 2015, NYSTIA has eliminated the worker shift buyout program for the NYS Fair—participants reserving rack space at the NYS Fair will no longer be charged for worker shift buyouts. However, volunteers are still needed and welcomed to fill 6-hour shifts. Contact Dawn@nystia.org to schedule a shift.

NYSTIA will provide a free fair admission ticket for volunteers covering a shift, and will reimburse \$5 for fair parking. The NYS Fair is exempted from the regular NYSTIA show worker rebate program. However, any one working at the other shows listed above is eligible to for \$75/day show worker rebate.