

2016 NYSTIA / CONY Travel & RV Shows

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 in: 2015 OR 2016

Make check payable to NYSTIA

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

Visa MC Discover AMEX

Credit Card # _____

Exp. Date _____ CVV Number _____ Card's Zip Code _____

Name of Card Holder as Appears on Card _____

Authorized Signature _____

*Full payment must be received before brochures distributed.

2016 NYSTIA / CONY Travel & RV Shows Marketing Program

NYSTIA and CONY are partnering for a 3rd year to welcome each other's members into their respective shows programs.

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 directories & giveaway items, as available.

Select shows by filling out the "brochures" column (other side). Indicate if you'll provide a worker for any NYSTIA shows (CONY shows are N/A). The **Show Worker Rebate Program** pays a **\$75/day** rebate for show staffing assistance; payments made after show season.

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

See terms and conditions for literature and worker rebates on other side.

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

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

CONY 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. NYcampgrounds.com & CampCONY.com

2016 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

2016 NYSTIA / CONY Travel & RV Shows Marketing Program*. Enrollment on a rolling basis. Sign up early to ensure you are counted! Indicate distribution in 4th column as to one or more brochure types per show. AND, consider working at a show (see other side of flyer for show worker rebate opportunity). Brochure quantities needed for each show to be provided by NYSTIA later.

2016 Show Dates	Show, Location, Website (♥ = NYSTIA show; 📍 = CONY show)	Hot Show Tip!	Brochures 1, 2 etc	I'll work
January 6-10	📍 Ohio RV Supershow, Cleveland, OH , ohioRVshow.com	?s include ATVing, places to stay en route to New England.		n/a
January 9-17	📍 Pittsburgh RV Show, Pittsburgh, PA , pittRVshow.com	Doing entire show this time, instead of just 1st weekend.		n/a
January 15-17	♥ Cleveland Outdoor Adventure Show, Cleveland, OH , sportandtravelexpo.com	Huge request for NYC, Finger Lakes, 1000's Region, and ADK		
January 15-17	📍 New Jersey Trailer & Camping Show, Edison, NJ , gsevents.com	Like Lake George and Catskills.		n/a
January 16-18	📍 Boston RV & Camping Expo, Boston Conv. & Expo Ctr., bostonrvexpo.com	New for 2016!		n/a
January 22-24	♥ AAA Great Vacations Expo, Columbus, OH , aaagreatvacations.com	Huge request to NYC, Finger Lakes, 1000' Region, ADK & Catskills		
January 22-24	📍 Hamilton RV Expo, Hamilton, ONT , hamiltonrvexpo.com	Big on coming down to shop.		n/a
January 22-24	📍 Northeast Recreational Vehicle & Camping Show, Hartford, CT , ctrvshow.com	Upwards of 15,000 attendees		n/a
January 22-31	📍 WNY RV Dealers Show, Hamburg, NY , wnyrvshow.com	Busy show weekends, but literature still goes during the week.		n/a
January 26-27	♥ Snowbird Extravaganza Show, Lakeland, FL , snowbirdextravaganza.com	50% of the attendees head back to Canada or NY for Summer		
Jan 30-Feb 7	♥ Philadelphia Auto Show, Philadelphia, PA , adagp.com	New for 2016! AAA North Penn has a large booth at this show		
February 4-7	📍 Montreal RV Show, Palais de Congres, Montreal QUE , salonrv.com	Like stops along eastern NY en route to southern locales.		n/a
February 6-16	♥ Great American Outdoor Show, Harrisburg, PA , greatamericanoutdoorsshow.org	Always looking for a new place to visit in NYS!		
February 11-14	📍 Erie RV Show, Powersports & Camping, Bayfront Convention Center, Erie, PA , eriepromotions.com	Small show but enthusiastic outdoors-y attendees. Fishing, ATV.		n/a
February 11-15	📍 Toronto RV Show, Toronto International Centre, ontariovda.ca	Big on coming down to shop and go to Finger Lakes.		n/a
February 12-14 & Feb 19-21	📍 Maryland RV Dealers Assoc Show, Timonium, MD , mdrv.com Two weekends	New for 2016!		n/a
February 12-15	📍 Northeast RV Show, Suffern, NY , rocklandexpo.com	We give away most of our literature we bring here.		n/a
February 12-15	♥ Pittsburg International Auto Show, Harrisburg, PA , pittautoshow.com	<i>Pittsburgh AAA Office</i> has a large booth at this show. All attendees are interested in NYS! Ran out of brochures last year!		
February 12-15	📍 Springfield Camp & Outdoor Show, Springfield, MA , springfieldrvcampingshow.com	Busy 4 days. Like going to Niagara Falls of all places.		n/a
February 17-21	📍 48th Annual Chicago RV & Camping Show, Rosemont, IL , chicagorvshow.com	Surprisingly knowledgeable about NYS destinations!		n/a
February 21	♥ AAA Readings/Berks Travel Odyssey Show, Wyomings, PA , aaardgberks.com	All attendees are interested in NYS!		
February 25-28	📍 Harrisburg RV & Camping Show, PA Farm Show Complex & Expo Ctr. gsevents.com	New for 2016!		n/a
February 26-28	📍 Ottawa Spring RV Show, Ottawa, ONT , ottawarvshow.com	Travel for shopping and stopping en route to southern stops.		n/a
March 3-6	📍 CNY RV & Camping Show, Syracuse, NY , cnyrvshow.com	Really busy! Like Finger Lakes, ADK, 1000 Islands.		n/a
March 3-6	♥ Erie Sport & Travel Expo, Erie, PA , eriepromotions.com	Easy drive from Erie, PA to any destination in NYS!		
March 3-6	📍 Greater Philadelphia RV Show, Oaks, PA , phillyrvshow.com Guess on dates	Last year slow with weather. Looking for a better year in 2016.		n/a
March 4-6	♥ AAA Southern New England, Foxborough, MA , aaasne.com	Attendance at this show was 17,911 AAA members! LOVE NYS		
March 10-13	♥ WNY Sport & Travel Expo, Hamburg, NY , eriepromotions.com	We ran out of brochures Western NY attendance HUGE!		
March 11-13	♥ AAA Travel Marketplace, Hofstra University, Long Island, NY , aaa.com	1st year we attended, L.I. families LOVE NY—ran out of brochures		
March 11-13	📍 York Campers World RV Show, York, PA , yorkrvshow.net	Another outdoors-y crowd wanting to come up to Finger Lakes		n/a
March 17-20	📍 Quebec City RV Show, Quebec City, ONT , alonrv.com	Usually heading beyond NY. But took all the Finger Lakes stuff		n/a
April 1-3	📍 Big East Camping & Outdoor Show, Turning Stone , bigeastshows.com	Back in the shows program after not going for a couple years.		n/a
April 9-10	♥ The Travel & Vacation Show, Ottawa, ONT , travelandvacationsshow.com	Ottawa is HUGE, if you want Canadians, send your brochure!		
May 14	♥ Daytrips & Destinations, Plantsville, CT , daytripsanddestinations.com	Record number attendance, we ran out of brochures last year!		
June TBA	♥ Empire Brew Fest, NYS Fairgrounds, Syracuse, NY (I LOVE NY Travel Pavilion), empirebrewfest.com	Beer Trails are HOT! If you have a trail, send your brochure!		
July TBA	♥ Syracuse Nationals, NYS Fairgrounds Syracuse, NY (I LOVE NY Travel Pavilion), rightcoastcars.com/syracuse-nationals.php	65% of show attendees are Canadian, looking to visit NYS!		
August TBA	♥ The Great New York State Fair, NYS Fairgrounds Syracuse, NY (I LOVE NY Travel Pavilion), nysfair.org	All visitors to the NYS Fair, are looking to visit NYS!		
September TBA	♥ NYS RV Show, NYS Fairgrounds Syracuse, NY (I LOVE NY Travel Pavilion), cnyrvshow.com/nys-rv-show-home.html	NYSTIA operating the <i>I LOVE NY Pavilion</i> during this show.		
September TBA	📍 America's Largest RV Show, Hershey, PA , largestrvshow.com	Big, big show. Get visitors from many surrounding states.		n/a
October TBA	♥ Super Dirt Week, NYS Fairgrounds Syracuse, NY (I LOVE NY Travel Pavilion), superdirtweekonline.com	Visitors from all over looking for trips to NYS!		
		Total Number of Shows (calculate \$ due on other side)		

Complete form on opposite side, and mail, fax or email (both sides) with payment option to: Dawn Borchert, Program Manager, NYSTIA 1 Grove St., Suite 200, Pittsford, NY 14534. Phone 888.698.2970. Fax: 585.326.3720. info@nystia.org or dawn@nystia.org

***TERMS AND CONDITIONS:** NYSTIA and CONY shows subject to cancellation and/or substitution; options for selecting another show or a refund will be made. NYSTIA & CONY reserve the right to use their own discretion and reject any literature submitted for distribution. Content of primary or additional brochures must represent your membership tier level or lower. Additional brochures submitted by DMOs/TPAs must be produced by that particular DMO or TPA. CONY accepts directories/brochures from NYSTIA members including DMOs/TPAs, chambers, attractions, shops, events and CONY-affiliated campgrounds. Per policy, primary brochures primarily and specifically advertising hotels, motels, B&Bs & non-CONY campgrounds are not eligible for the CONY shows. Show Worker Rebate: No-shows/partial days are 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.