



New York State Travel and Vacation Association Literature Distribution Booth at the 2010 New York State Fair



About the booth...

NYSTVA is taking the lead role in providing a literature distribution booth at the Great New York State Fair, August 26 – September 6, 2010. Previously, NYSTVA has played a partnership role with the NYS Division of Tourism (I Love New York), but due to state budget constraints limiting the Division's involvement in the Fair, NYSTVA has stepped forward to assume more responsibility for ensuring a booth at the event. However, I Love New York literature – including the NYS travel guide – will be available at the booth, and the Division of Tourism is assisting with booth design for this premier 12-day event showcasing the best of New York. With the Division's diminished role, a few things have changed. Read on...

We look forward to your participation! Participation is limited to bona fide tourism related entities that may or may not be NYSTVA members. Non-member entities may participate in the distribution at the New York State Fair for a fee that includes membership in NYSTVA for the balance of the 2010 year. Please see below for 2010 Fee/Worker Schedule:

DISTRIBUTION FEES/WORKERS REQUIREMENTS & BUY-OUTS:

- Level A: National Corporations or Organizations, Statewide or Regional Corporations or Organizations, State Agencies, Regional Destination Marketing Organizations (DMOs):**
1. NYSTVA member: \$200 for first publication; \$100 for each additional publication
 2. Non-NYSTVA member: \$350 for first publication; \$100 for each additional publication. This registration includes \$150 NYSTVA membership for the balance of the 2010 year.
 3. Participants must send workers to cover FOUR 6-hour shifts – or buy out at \$100.00 per shift (total cost of worker shift buy-out would be \$400).
- Level B: County/City/Town/Village level Destination Marketing Organizations, (including chambers of commerce, government offices, and designated Tourism Promotion Agencies - TPAs):**
1. NYSTVA member: \$100 for first publication; \$75 for each additional publication
 2. Non-NYSTVA member: \$200 for first publication; \$75 for each additional publication. This registration includes \$100 NYSTVA membership for the balance of the 2010 year.
 3. Participants must send workers to cover TWO 6-hour shifts – or buy out at \$100.00 per shift (total cost of worker shift buy-out would be \$200).
- Level C: Attractions, Hotels, Campgrounds, Museums, Cultural Institutions, Events & Festivals, Restaurants and other independently-operated tourism-related businesses in NYS.**
1. NYSTVA member: \$100 for first publication; \$75 for each additional publication
 2. Non-NYSTVA member: \$200 for first publication; \$75 for each additional publication. This registration includes \$100 NYSTVA membership for the balance of the 2010 year.
 3. These participants are not required to provide workers or provide a worker shift buy out, however volunteers are welcome and needed.

Please keep in mind you don't have to send your staff. In the past, regions and organizations have sent their tourism industry people and stakeholders to work our booth! Please just have your people, contact Dawn L. Borchert.

Information for all workers (We ask that you wear your own tourism promotional shirt during you work shift):

- Shifts will be from **10:00 a.m. until 4:00 p.m.** and **4:00 p.m. until 10:00 p.m.** Workers are asked to arrive 15 minutes in advance of their shift to meet *Dawn L. Borchert or Linda Woodrow, State Fair Coordinators*. Dawn or Linda will inform you of your working duties for your shift.
- Register your work shift early to guarantee your first choices. We only have room for 5 workers per shifts. Shifts will be assigned in the order received. Our night shifts are harder to fill and ask that if you can work at night, please sign up for that shift, we appreciate all the assistance.
- Up to two NYS Fair admission tickets will be allocated for each shift filled. Visit the official NYS Fair website at <http://www.nysfair.org> for any info you need on the Fair.
- NYSTVA **will pay** for your **Parking Fee** – Up to \$5.00 - at the NYS Fair. The parking attendants can give you receipts, so please try and get one; it is needed for paperwork. You will receive your \$5.00 reimbursement when you report for your shift.

Any questions about designated distribution fees or workers shifts, please contact Dawn Borchert, NYSTVA State Fair Coordinator at dawn@nystva.org or (888) 698 2970 or cell (716) 560 3180.



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PARTICIPATION SIGN UP FORM

DEADLINE: Wednesday, August 11, 2010 (your tickets will arrive to you by Wednesday, August 19, 2010)

Business Name	Contact Person
Address	/ /
E-mail Address	City/State/Zip
Website	Telephone
	Fax

- NYSTVA Member Non-Member

Add up all that apply (see other sheet for your participation level or contact NYSTVA for assistance):

Level A:

First Publication (\$200 member/\$350 non member)	\$ _____
Additional Publications (\$100 x _____)	+ \$ _____
Worker Shift Buy-Out (up to 4 @\$100 ea)	+ \$ _____
Total:	\$ _____

Level B:

First Publication (\$100 member/\$200 non member)	\$ _____
Additional Publications (\$75 x _____)	+ \$ _____
Worker Shift Buy-Out (up to 2 @\$100 ea)	+ \$ _____
Total:	\$ _____

Level C:

First Publication (\$100 member/\$200 non member)	\$ _____
Additional Publications (\$75 x _____)	+ \$ _____
Total:	\$ _____

- Check Enclosed Credit Card Please invoice (payment due within 30 days upon receipt)

Make checks payable to NYSTVA. If paying by credit card, please go to www.nystva.org and click "Pay Here" to pay via secure online credit card processing.

Please provide the names, shift preferences (10am -4pm (1st shift) or 4pm-10pm (2nd shift)):

Name	Shift Preference (1 st shift or 2 nd shift)	Date Preference: Aug 26-Sept 6:

*Email to dawn@nystva.org or Fax to (716) 542-1404 or mail to NYSTVA, PO Box 285, Akron NY 14001
Questions? Call Dawn, NYSTVA office (888) 698 2970 or cell (716) 560 3180.*