



Join

and



at

**THE GREAT
NEW YORK
STATE FAIR**

2021

Two of the tourism industry's most experienced & trusted leaders in brochure distribution are joining forces to host a

TOURISM INFO CENTER

at The Great New York State Fair, August 20- September 6, 2021.

We know first-hand, tourism literature is very popular among the thousands of daily visitors to the fairgrounds.

PARTICIPATION OPTIONS & LOGISTICS

1. **Individual Brochure**
 - A. Rack Card or Brochure (Not to exceed 4x9) \$250/item
 - B. Oversize Brochure or Magazine \$395/item

2. **Buy a Branded Kiosk! *Limited Availability*** \$5,080.00
Buy a whole rack for you and your stakeholders! The rack holds 24 rack cards/brochures, and has flat space for up to 4 stacks of oversized brochures/booklets such as destination travel guides. Do the math - 24 rack cards and 4 booklets combined equals \$7,580 in total rack space. This \$5,080 opportunity is a great savings you can either pass on to your partners, or provide even more cost-affordable rack space for them and yourself. The cherry on top? We'll use your logo to create a magnetic sign to brand your kiosk! (see the kiosk pic below)

Once enrolled, we will communicate with you to coordinate:

- The number of pieces of literature needed per item.
- When, where and how to ship/deliver your stock.
- The list of your partners and their stock needs, if reserving an entire kiosk, plus design your branding.
- Opportunities for you and/or your partners to join us for short shifts at the booth so you can see first-hand the Andersons/BCI tourism promotion experience, and also enjoy some time at the Fair.



Payment is due by start of the Fair. You may pay by check or credit card.
Please advise if you need an additional invoice.

Payment: Make checks payable to ANDERSON'S BROCHURE DISTRIBUTION. **Mail To:** 1 Grove St., Suite 103B, Pittsford, NY 14534. Email form to info@campwithandersons.com. **Questions?** Contact Dawn Borchert, BCI, at hello@bciatyourservice.com or (716) 380-4343. **Want to know about the Fair?** www.nysfair.ny.gov.

About Us: Both companies have extensive travel show experience they put to work for you.

Anderson's Brochure Distribution Service has been serving the campground and travel industry since 1981. We were founded with a simple goal, to provide a professional and cost effective way to reach a large audience with your marketing material. Anderson's is currently owned and operated by Lisa and Don Bennett, Jr., who also own their family business Conesus Lake Campground in the Finger Lakes. campwithandersons.com

Brand Connect Innovations, LLC (aka BCI), launched in 2016, is operated by Dawn Whitbeck Borchert, a professional with over 30 years in the NYS travel and tourism industry ranging from hotel reservations and banquet services, to shows coordinator and county tourism director. bciatyourservice.com

**BE ADVISED: The Fair will run 18 days. And COVID restrictions may affect operations/attendance..*

ENROLLMENT & PAYMENT

	Company Name
	Mailing Address
	/ /
	City/State/Zip Code
	Primary Contact Person
	Primary Contact Phone #
	Primary Contact Email
	Company Website
	/
	NYS County/ NYS Vacation Region
1. Individual Brochure A. Rack Card or Brochure (Not to exceed 4x9) \$ _____ # of items x \$250 (# of pieces per item TBD)	
B. Oversize Brochure or Booklet \$ _____ # of items x \$395 (# of pieces per item TBD)	
2. Branded Kiosk \$ _____ # of kiosks x \$5,080	
Total Due: \$ _____	
<input type="checkbox"/> Check enclosed <input type="checkbox"/> Please Invoice Me	
<input type="checkbox"/> Please charge my credit card MC V Disc Amex	
Card #	/ / Exp Date CCV
Name on Card	Mailing Zip Code