



Join

and



at

**THE GREAT  
NEW YORK  
STATE FAIR**

2022

Two of the tourism industry's most experienced & trusted leaders in brochure distribution host a visible and accessible

## TOURISM INFO CENTER

in a high-traffic building at The Great New York State Fair, August 24 - September 5, 2022.

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 typical rack style (see photo below on the right) can hold 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! Other rack options can hold up to 12 oversize brochures, plus 8 rack card size, or various combinations of each. Let's talk about what you need!

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](mailto:info@campwithandersons.com). **Questions?** Contact Dawn Borchert, BCI, at [hello@bciatyourservice.com](mailto:hello@bciatyourservice.com) or (716) 380-4343. **Want to know about the Fair?** [www.nysfair.ny.gov](http://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](http://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](http://bciatyourservice.com)

*\*BE ADVISED: The Fair will run 13 days. COVID restrictions and health safety requirements 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	
<b>Total Due:</b>	<b>\$ _____</b>
_____ Check enclosed	_____ Please Invoice Me
_____ Please charge my credit card	MC V Disc Amex
_____ / _____	_____ / _____
Card #	Exp Date CCV
_____ / _____	_____ / _____
Name on Card	Mailing Zip Code