



Join

and



at



2025

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 20 - September 1, 2025.

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. Magazine or oversize brochure (larger than 4x9) \$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/photo to create a branded sign for 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 by mid-July or earlier to coordinate:

- Individual Rack Space Partners: The number of pieces of literature needed per item, as well as when, where, and how to ship/deliver your stock. Typically, we take a maximum of 300 pieces for small brochures, and a maximum of 500 pieces for oversized brochures or magazines.
- Kiosk Partners: The list of your kiosk partners and their stock needs
- Do you stock literature at BCI's warehouse? Are you already enrolled in Merchantry's 2025 shows program? Coordinate directly with us to get stock we have to the NYS fair, saving you \$ on additional shipping.

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

**Payment:** Make checks payable to MERCHANTRY TOURISM, LLC.

**Mail To:** 1 Grove St., Suite 103-B, Pittsford, NY 14534.

**Email** form or send questions to Suzanne Hopkins at:  
suzanne@merchantrytourism.com or (315) 771-7778.

Want to know more about The Great New York State 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.

**Merchantry Tourism, LLC** (dba 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. The company is currently owned and operated by Lisa and Don Bennett, Jr., who also own Conesus Lake Campground in the Finger Lakes. [merchantrytourism.com](http://merchantrytourism.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).

### 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/Other Location
<p><b>1. Individual Brochure</b></p> <p><b>A. Rack Card or Brochure</b> (Not to exceed 4x9) \$ _____          _____ # of items x \$250 (# of pieces per item TBD)          Description: _____</p> <p><b>B. Oversize Brochure or Booklet</b> \$ _____          _____ # of items x \$395 (# of pieces per item TBD)          Description: _____</p>	
<p><b>2. Branded Kiosk</b> \$ _____          _____ # of kiosks x \$5,080</p>	
<p><b>Total Due:</b> \$ _____</p> <p>_____ Check enclosed      _____ Please Invoice Me          _____ Please charge my credit card MC V Disc Amex</p>	
Card #	Exp Date CCV
Name on Card	Mailing Zip Code