

Join



at

**THE GREAT
NEW YORK
STATE FAIR**

2025

One of the tourism industry's most experienced & trusted leaders in brochure distribution hosts 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/slot
B. Magazine or oversize brochure (larger than 4x9) \$395/slot

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 350 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.

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 ANDERSON'S BROCHURE DISTRIBUTION.

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.



Do you store literature at BCI's warehouse? We work closely with Brand Connect Innovations, LLC (aka BCI) to get your brochures and magazines delivered to the fairgrounds, and also to our facility for other shows. This saves you \$ on additional shipping. Let us know and we'll coordinate with them.



About Us: 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 materials. The company is currently owned and operated by Lisa and Don Bennett, Jr., who also own Conesus Lake Campground in the Finger Lakes of NYS. merchantrytourism.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

1. Individual Brochure

A. Rack Card or Brochure (Not to exceed 4x9) \$ _____
of items x \$250 (# of pieces per slot 350 max)

Description: _____

B. Oversize Brochure or Booklet \$ _____
of items x \$395 (# of pieces per slot 500 max)

Description: _____

2. Branded Kiosk \$ _____

of kiosks x \$5,080

Total Due: \$ _____

_____ Check enclosed _____ Please Invoice Me

_____ Please charge my credit card MC V Disc Amex

Card # _____ Exp Date _____ CCV _____

Name on Card _____ Mailing Zip Code _____

Go where the tourist\$ are.
Go Merchantry Tourism!