

38th



ESTRA TOW SHOW

**EXHIBITOR and
SPONSOR PACKET**

WHEN:

June 3-5, 2022

WHERE:

Charles R. Wood Park

17 West Brook Road | Lake George, NY

WWW.ESTRATOWSHOW.COM



June 3-5, 2022 | Charles R. Wood Park, Lake George, NY

The Empire State Towing and Recovery Association, Inc. is pleased to announce the 2022 ESTRA Tow Show. Please join us for our 38th Tow Show at the Charles R. Wood Park located in the Village of Lake George on Friday, June 3 through Sunday, June 5, 2022.

Your company is invited to exhibit at the ESTRA Tow Show where you will meet with show attendees who will want to talk with representatives from your company about your products and services. We are pleased to offer our exhibitors excellent show hours, a listing on our website and in the show program, tickets to our annual meet and greet dinner on Friday, as well as an opportunity to advertise in our Tow Show Program and Membership Directory.

In addition to exhibiting, several sponsorship opportunities exist for our vendors and other ESTRA associate members. Those wishing to participate in sponsorship will receive a higher level of recognition at the Tow Show, on our websites, and in our programs and advertising.

To exhibit please complete and return the enclosed "Exhibitor Registration Application" and submit with full payment by May 2, 2022. Exhibitor space will be reserved on a first come, first-serve basis.

We look forward to your company being a part of the 2022 ESTRA Tow Show. At the time of the show, any New York State Department of Health and CDC COVID-19 requirements will be strictly followed, and your participation will help make our show a continued success! If you have any questions or need additional information, please contact me at 631-728-7752.

Sincerely,
Melissa Perlow
Melissa Perlow
ESTRA Tow Show Chair





June 3-5, 2022 | Charles R. Wood Park, Lake George, NY

Exhibitor Registration Application

Company Name: _____

Company Address: _____

City: _____ State: _____ Zip Code: _____ Company Phone: _____

Email: _____ Company Website Address: _____

List All Persons Attending the Show: _____

***** Please list your company name exactly as it should appear on all printed materials. *****

Please indicate the exhibit booth space requesting:

Exhibit Size	# Requesting	Price Per	Total Due
10' x 10' Uncovered Space		\$ 675.00	
10' x 10' Covered Space		\$ 725.00	
20' x 30' Outdoor Space		\$ 950.00	
Truck Parking:			
1 st Truck		\$ 950.00	
# of Additional Trucks		\$ 350.00	

Total Amount Due \$ _____

A certificate of liability insurance is REQUIRED by the Village of Lake George for all Exhibitors. Please add the "Warren County and Village of Lake George" with their address of PO Box 791, Lake George, NY 12845 in the additional insured section of the certificate.

Please indicate the following:

- The required certificate of liability insurance is enclosed with this application, payment and Lake George Vendor Application or
 The required certificate of liability insurance will be emailed to maperlow@optonline.net by May 2, 2022.

By signing and returning this application, we accept the provisions set forth in the 2022 ESTRA Tow Show Exhibitor Guidelines. Additionally, we acknowledge that exhibitor space is approved on a first come, first served basis when reserved with this application prior to May 2, 2022. Additionally, we are submitting with this form, full payment, the Lake George Vendor Application, and the required certificate of liability insurance.

Signature: _____ Date: _____

Print Name: _____ Title: _____

Please make check payable to: Empire State Towing and Recovery Association, Inc. and mail to: Melissa Perlow c/o Rapid Recovery, 159 West Montauk Highway, Hampton Bays, NY 11946. To pay by credit card, return the attached credit card authorization form with this application.

WWW.ESTRATOWSHOW.COM



June 3-5, 2022 | Charles R. Wood Park, Lake George, NY

Program and Membership Directory Advertising Form

Company Name: _____

Company Address: _____

City: _____ State: _____ Zip Code: _____ Company Phone: _____

Contact Name: _____ Contact Phone: _____

Email: _____ Company Website Address: _____

***** Please list your company name exactly as it should appear on all printed materials. *****

ESTRA will print a show program and membership directory combination book for the 2022 Tow Show. This program will be distributed to all attendees of the 38th Tow Show and be available for viewing on our websites. Additionally, this book serves as a membership directory and is provided to all ESTRA members. Your advertisement will be viewed throughout the year!

Advertisement Size	# Requesting	Price Per	Amount Due
Full Page – 8” x 5”		\$ 295.00	
Half Page – 4” x 5”		\$ 195.00	
Quarter Page – 4’ x 2.5”		\$ 120.00	

Total Amount Due \$ _____

All ads will be printed in full color.

This advertising request form, artwork and payment must be received by May 2, 2022.

Email your HIGH-RESOLUTION JPG or PDF File to estranys@aol.com. **Please note that all new and renewal ads must be submitted with current artwork.**

Please make check payable to: Empire State Towing and Recovery Association, Inc. **and mail to: ESTRA, 690 Saratoga Road #185, Burnt Hills, NY 12027.** To pay by credit card, please include a copy of the attached credit card authorization form with this application.

SPONSORSHIP REQUEST FORM

Company Name: _____

*** Please list your company name exactly as it should appear on all printed materials. ***

Contact Name: _____ Contact Phone: _____

Email: _____ Company Website Address: _____

Please circle your preference below and remit this form to **estranys@aol.com**. You will be emailed a confirmation invoice or contacted if your preference is unavailable. Sponsorship requests and full payment **must be received by May 3, 2022** to secure inclusion in printed materials.

Sponsorships:	Platinum	Gold	Silver	Bronze	Details
Availability	1	2	5	unlimited	See chart below for general sponsorship features.
Registration Fri. June 3 & Sat. June 4	\$1,500	\$750	\$375	\$100	Platinum Sponsorship includes your company logo printed on the back of each attendee's name badge.
Cocktail & Cigar Reception Saturday, June 4	\$1,000	\$500	\$250	\$100	Platinum Sponsorship includes event signage, signature beverage choice.
Truck Beauty Pageant Sunday, June 5	\$500	\$250	\$125	\$100	Platinum Sponsorship includes signage at the truck wash and truck registration station, sponsorship listing on the Grand Champion Trophy.
Attendee Tote Bags	\$1,000	\$500	\$250	\$100	Platinum Sponsorship includes logo printed on tote in primary position. Signage for tote sponsorship will be at registration.

General Sponsorship Features:	Platinum	Gold	Silver	Bronze
Logo on Main Sign for Sponsored Event	✓			
Logo on Group Sign at Sponsored Event		✓	✓	
Name Listing on Group Sign at Sponsored Event				✓
Logo on Show Website and Association Website	✓	✓	✓	
Click Through Link on Website Logos	✓	✓		
Name Listing on Show Website				✓
Logo on Attendee and Member Event Email Communications	✓	✓		
Logo included on Facebook Event Advertising Posts	✓	✓	✓	
Brochures/Promo Material inserted into all attendee tote bags	✓	✓		
Business Card inserted into all attendee tote bags			✓	
Program Listing on Sponsorship Page with Logo	✓	✓	✓	
Program Listing on Sponsorship Page with Company Name				✓
Program Listing on Event Specific Page	✓	✓	✓	
Mention by Presenter at Event and Presentations	✓	✓		
Recognition in the Hook immediately following the Tow Show	✓	✓	✓	✓



June 3-5, 2022 | Charles R. Wood Park, Lake George, NY

AUTHORIZATION TO CHARGE CREDIT CARD

Card Holder's Name: _____

Company Name: _____

Billing Address: _____

Contact Name and Phone: _____

I, _____, authorize the Empire State Towing and Recovery Association, Inc. to charge my credit card in the amount of \$_____.

for:

___ Exhibit/Booth Space

___ Program/Directory Advertising

___ Sponsorship

___ Other: _____

Credit Card Number _____

Expiration Date _____ Security Code _____ Billing Zip Code _____

Card Holder's Signature: _____

Print Name: _____ Date: _____

Please submit a separate form for each transaction you are requesting.



June 3-5, 2022 | Charles R. Wood Park, Lake George, NY

HOTEL INFORMATION

Holiday Inn Resort

(Host Hotel)

2223 State Route 9
Lake George, NY 12845
518-668-5781

www.holidayinnlakegeorge.com

Room Rates Start at \$189 per night

The TIKI Resort

2 Canada Street
Lake George, NY 12845
518-668-5744

www.tikiresort.com

Room Rates Start at \$124 per night

**Book your room by April 14th and mention the ESTRA Tow Show
to get these discounted room rates!**



LAKE GEORGE VILLAGE VENDOR APPLICATION

NAME:	MAILING ADDRESS:
EMAIL:	
BUSINESS NAME:	PHONE:
	MERCHANDISE/CRAFT SOLD:
NYS TAX ID #:	
(Include photo copy of Tax ID certificate)	<i>Promoter you have contacted to participate: ESTRA TOW SHOW</i>
HOW MANY YEARS IN BUSINESS?	
SIZE OF TENT OR DISPLAY:	TYPE OF FOOD:
ELECTRICITY REQUIRED: YES NO	
OTHER:	

FEE: PERMIT VALID FOR YEAR PURCHASED (e.g. purchased in 2014 valid the remainder of the year). UNLIMITED SHOWS 10 X 10 SPACE MAXIMUM.

<p>FOR OFFICE USE: Paid (mo/ck#) _____ Date _____ Expires _____ Permit Delivered: By Mail? _____ In person? _____ By promoter? _____</p>

 Vendor signature

 Date

PLEASE RETURN THIS FORM WITH YOUR EXHIBITOR REGISTRATION FORM BY MAY 2, 2022.