



EXHIBITOR INFORMATION

WHEN:

June 9-11, 2023

WHERE:

Charles R. Wood Park

17 West Brook Road | Lake George, NY

WWW.STRATOWSHOW.COM



June 9-11, 2023 | Charles R. Wood Park, Lake George, NY

February 3, 2023

The Empire State Towing and Recovery Association, Inc. is pleased to announce the 2023 ESTRA Tow Show. Please join us for our 39th Tow Show at the Charles R. Wood Park located in the Village of Lake George on Friday, June 9 through Sunday, June 11, 2023.

Your company is invited to exhibit at the ESTRA Tow Show where you will meet with show attendees who will talk with your representatives 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 3, 2023. Exhibitor space will be reserved on a first-come, first-served basis.

We look forward to your company being a part of the 2023 ESTRA Tow Show.

Please contact me at 631-728-7752 if you have any questions or need additional information.

Sincerely,

Melissa Perlow

Melissa Perlow
ESTRA Tow Show Chair



WWW.ESTRATOWSHOW.COM



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Exhibitor Registration Application

Company Name: _____

Company Address: _____

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

Email: _____ Company Website Address: _____

Application Contact: _____ Contact Phone: _____

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. Each booth comes with one 8' table and two folding chairs.

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 is not enclosed with this application, payment and Lake George Vendor Application, but will be emailed to maperlow@optonline.net by May 3, 2023.

By signing and returning this application, we accept the provisions set forth in the 2023 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 3, 2023. 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.STRATOWSHOW.COM



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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 2023 Tow Show. This program will be distributed to all attendees of the 39th 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	
Inside Back Cover – 8" x 5" <i>(first-come, first-served)</i>		\$ 500.00	

Total Amount Due \$ _____

All ads will be printed in full color.

This advertising request form, artwork and payment must be received by May 3, 2023.

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.



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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, 2023** to secure inclusion in printed materials.

Sponsorships	Price	Sponsorship Details *
Registration Fri. June 9 & Sat. June 10	\$2,000	Includes your company logo printed on attendee lanyards and on the back of each attendee's name badge.
Meet & Greet Dinner Friday, June 9	\$5,000	Includes your company logo printed on dinner tickets, event signage and one reserved table at the dinner.
Cocktail & Cigar Reception Saturday, June 10	\$1,500	Includes event signage and signature beverage choice for event attendees.
Truck Beauty Pageant Sunday, June 11	\$1,250	Includes signage at the truck registration station, throughout the pageant truck display area, and sponsorship listing on the Grand Champion Trophy.
Attendee Tote Bags	\$1,000	Includes logo printed on tote bag in primary position. Signage for tote sponsorship will be at registration.
General Show Sponsorship: Platinum Gold Silver	\$750 \$500 \$250	Includes signage throughout the vendor and pageant areas.

* All sponsorships include listing in the show program and newsletter, on the show website and Facebook page as well as event signage.



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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 \$134 per night.

Mention the ESTRA Tow Show when making your reservation
to get these discounted room rates!

Discounted room rates are available through April 14th or until sold out.



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.

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

Vendor signature

Date

PLEASE RETURN THIS FORM WITH YOUR EXHIBITOR REGISTRATION FORM BY MAY 3, 2023.



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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.