



**42nd**

# **ESTRA TOW SHOW**

**JUNE 5 & 6, 2026**  
**LAKE GEORGE, NY**

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## **EXHIBITOR INFORMATION**

**WHEN:**

**June 5 & 6, 2026**

**WHERE:**

**Charles R. Wood Park**

**17 West Brook Road | Lake George, NY**

[WWW.STRATOWSHOW.COM](http://WWW.STRATOWSHOW.COM)



June 5&6, 2026 | Charles R. Wood Park, Lake George, NY

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February 15, 2026

The Empire State Towing and Recovery Association, Inc. is pleased to announce the 2026 ESTRA Tow Show. Please join us for our 42nd Tow Show at the Charles R. Wood Park located in the Village of Lake George on Friday, June 5 and Saturday, June 6, 2026.

Your company is invited to exhibit at the ESTRA Tow Show where you will meet with show attendees who will want to 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 12, 2026. As in previous years, exhibitor space will be reserved on a first-come, first-served basis; however, if you have a specific request, please contact me for consideration.

We look forward to your company being a part of our 42nd 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.STRATOWSHOW.COM](http://WWW.STRATOWSHOW.COM)



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## Exhibitor Registration Application

Company Name: \_\_\_\_\_

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

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Company Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Application Contact: \_\_\_\_\_ Attending Show: Yes \_\_\_\_\_ No \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

List All Additional Persons Attending the Show:


**Please indicate the requested exhibit size and quantity below.**

Exhibit Size	Quantity	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	
<b>Truck Parking:</b>			
1 <sup>st</sup> Truck		\$ 950.00	
# of Additional Trucks		\$ 350.00	

Total Amount Due \$ \_\_\_\_\_

Each space includes one 8' table and two folding chairs.

A covered space includes a tent.

If you require access to an electrical outlet please check here \_\_\_\_\_.

**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.**

[WWW.STRATOWSHOW.COM](http://WWW.STRATOWSHOW.COM)

## Exhibitor Registration Application - continued

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 [estranys@aol.com](mailto:estranys@aol.com) by May 12, 2026.

By signing and returning this application, you accept the provisions set forth in the 2026 ESTRA Tow Show Exhibitor Guidelines. Additionally, you acknowledge that exhibitor space is approved on a first come, first served basis when reserved with this application prior to May 12, 2026. Additionally, you acknowledge that any requested space is not guaranteed, that the provided layout is approximate, and that layout and booth assignment is subject to change at any time and without notice. Further you are submitting this form with full payment, the Lake George Vendor Application, and the required certificate of liability insurance.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

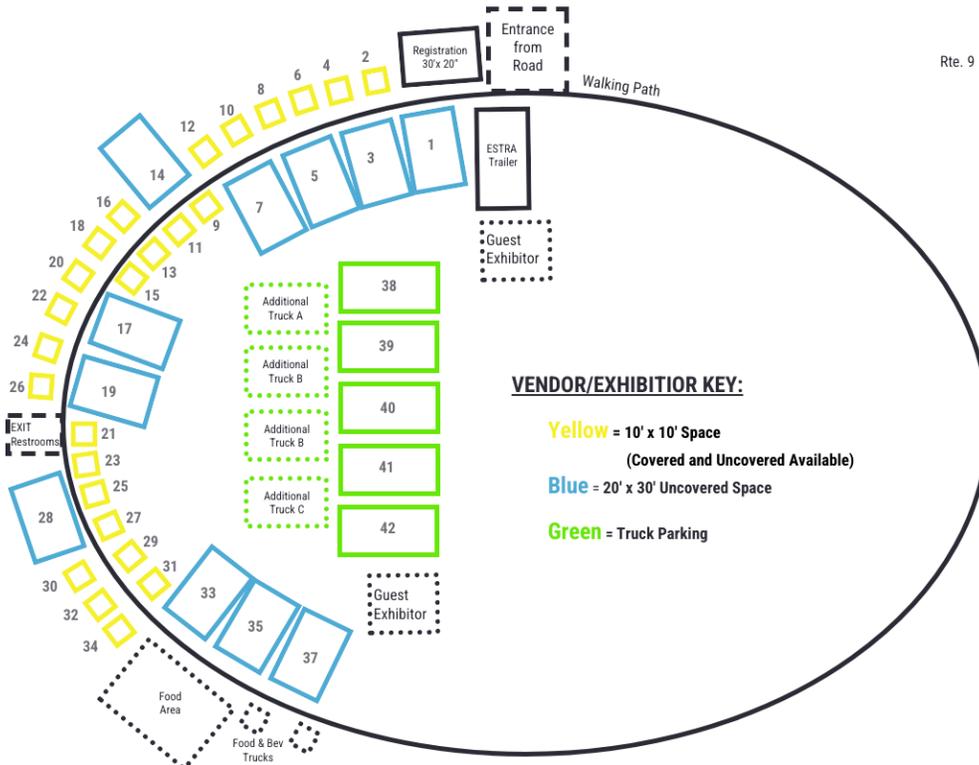
Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Please make check payable to: **Empire State Towing and Recovery Association, Inc.** and  
mail to: 690 Saratoga Road #185, Burnt Hills, NY 12027 or email to: [estranys@aol.com](mailto:estranys@aol.com)

**To pay by credit card, please include a copy of the attached credit card authorization form.**

## SAMPLE BOOTH LAYOUT

Below is an example of previous show layouts. If you have an interest in a particular area, please contact Melissa Perlow at 631-728-7752 to discuss.





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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 2026 Tow Show. This program will be distributed to all attendees of the 42nd 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
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, print ready artwork and payment must be received by May 12, 2026.

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 print ready 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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## Authorization to Charge Credit Card

A 3% service fee will be added to all purchases.

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 \$\_\_\_\_\_ plus the 3% service fee.

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.



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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](mailto: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 April 15, 2026** to secure inclusion in printed materials.

Sponsorships	Price	Sponsorship Details *
<b>Registration</b> Fri. June 5 & Sat. June 6	\$2,500	Includes company logo printed on attendee lanyards and on the back of each attendee's name badge, full page program ad and registration table signage.
<b>Meet &amp; Greet Dinner</b> Friday, June 5	\$5,500	Includes event signage, full page program ad (inside front cover), company logo printed on dinner tickets, event signage, exhibitor booth and one reserved table at the dinner.
<b>Celebration in the Park</b> Saturday, June 6	\$2,500	Includes event signage, full page program ad (inside back cover), company logo on event tickets and material distribution in attendee bag.
<b>Truck Beauty Pageant</b> Fri. June 5, Sat. June 6, Sun. June 7	\$2,000	Includes signage at the award presentation table, truck registration station, the pageant truck display area, and sponsorship listing on all pageant trophies.
<b>Light Show</b> Saturday, June 6	\$1,500	Includes signage throughout the pageant truck display area and truck registration area and sponsorship listing on light show trophies.
<b>Attendee Tote Bags</b>	\$1,500	Includes logo printed on tote in primary position. Signage for tote sponsorship will be at registration.
<b>General Show Sponsorship:</b> Platinum Gold Silver	\$750 \$500 \$250	Includes signage throughout the vendor and pageant areas, a program ad* and space at the registration table for printed material distribution. Platinum=Full Page, Gold=Half Page, Silver=Quarter Page

\* All sponsorships include listing in the show program and newsletter, on the show website and Facebook page.



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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](http://www.holidayinnlakegeorge.com)

### **The TIKI Resort**

2 Canada Street  
Lake George, NY 12845  
518-668-5744  
[www.tikiresort.com](http://www.tikiresort.com)

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

**Discounted room rates are available through April 15, 2026 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)	<b><i>Promoter you have contacted to participate: ESTRA TOW SHOW</i></b>
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 2024 valid the remainder of the year). UNLIMITED SHOWS 10 X 10 SPACE MAXIMUM.

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

\_\_\_\_\_  
Date

PLEASE RETURN THIS FORM WITH YOUR EXHIBITOR REGISTRATION FORM BY MAY 12, 2026.