

## TRADE SHOW INFORMATION

**Show hours are 4 p.m. to 8 p.m., Wednesday, October 25, 2023.**

Upon return of the contract and reservation form, a package of materials will be sent to you by e-mail.

### Platinum Sponsorship \$10,000

All-Inclusive Food Area & Hospitality Lounge Sponsorships Package includes these features: a hypertext link on the NJLSA website to your webpage, In-Show Network Spot, and a full page digital ad in the on-line program. For details, contact NJLSA at (609) 396-1980.

### Spirits/Beer Booth \$1,895

*(Each Additional Booth: \$1,800)*

Includes 10'x10' booth w/ pipe & drape, 8' decorated front table, 6' decorated back table, two chairs, waste basket, identification sign, ice, spittoon, glassware for attendees, registration for two company representatives.

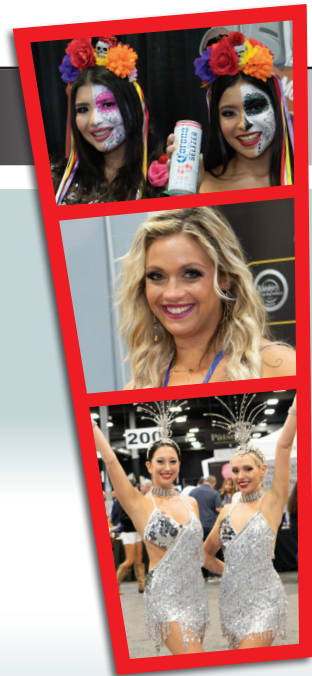
### Wine Booth \$1,895

*(Each Additional Booth: \$1,800)*

Includes 10'x10' booth w/ pipe & drape, 8' decorated front table, 6' decorated back table, two chairs, waste basket, identification sign, ice, spittoon, glassware for attendees, registration for two company representatives.

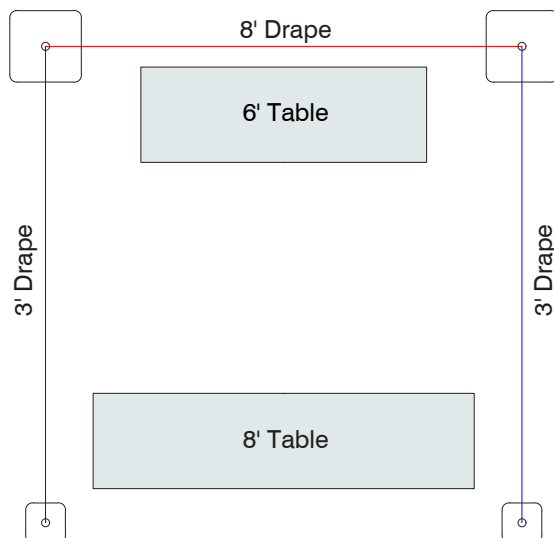
### Boutique Table \$975 *(Please note this is a shared booth)*

Includes a 4' decorated table, one chair, waste basket, identification sign, ice, spittoon, glassware for attendees, registration for one company representative. This display category is limited to companies that produce fewer than 50,000 cases and restricted to small importers/brokers/vendors only.

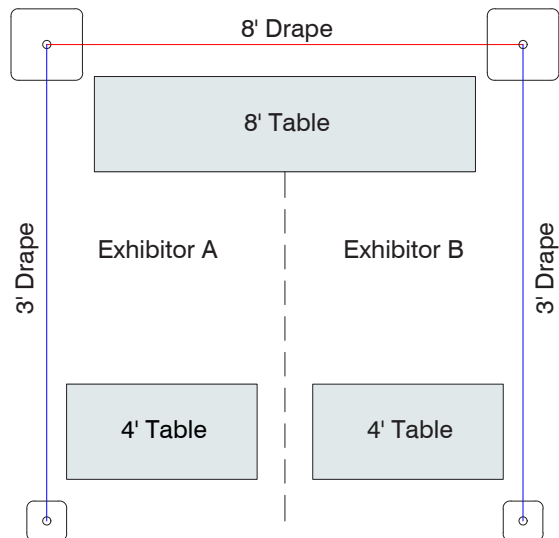


Showcase your brands  
at this year's big event!  
Register today!

### 10' x 10' Booth with 8' and 6' Table



### 10' x 10' Boutique Booth



## REGISTRATION FORM & INVOICE

### Participation Level *THIS FORM SERVES AS YOUR INVOICE*

- ☐ Platinum Sponsorship \$10,000
- ☐ Spirits/Beer Booth \$1,895 (\$1,800 for add'l) Amount: \$ \_\_\_\_\_
- ☐ Wine Booth \$1,895 (\$1,800 for add'l) Amount: \$ \_\_\_\_\_
- ☐ Boutique Vendor Table \$975 Amount: \$ \_\_\_\_\_

### Exhibitor Registration

Exhibitor (exactly as it should appear in print): \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

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

Office Phone: \_\_\_\_\_

Office Fax: \_\_\_\_\_

- ☐ I certify that we have read and understand the Show and Booth Requirements and Expo Center Rules and Regulations:

Name (please print): \_\_\_\_\_

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

### Affiliated Vendors

Please specify your affiliated vendor(s), if applicable, to assist us with your booth placement.

- ☐ Allied ☐ Fedway ☐ Breakthru ☐ Other: \_\_\_\_\_

### Payment Options

**TOTAL AMOUNT DUE:** \$ \_\_\_\_\_

Please reserve my booth/display space:

- ☐ My check for the above fees is enclosed
- ☐ I will forward a check payment for the above fees
- ☐ Please charge the above fees to my:
- ☐ Visa ☐ Master Card ☐ American Express

Cardholder: \_\_\_\_\_

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

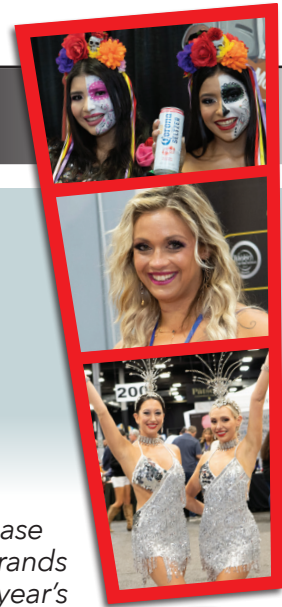
Signature: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ / \_\_\_\_\_

Billing Address: \_\_\_\_\_

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



Showcase  
your brands  
at this year's  
big event!

Register  
today!



**Full payment must be made  
by Monday, October 16, 2023.**

Please remit a copy of this ad  
contract, along with payment to:

Diane Weiss c/o NJLSA,  
206 West State  
Trenton, NJ 08608

or email to:

[dianeweiss@njlsa.com](mailto:dianeweiss@njlsa.com)

- Phone: (609) 396-1980
- Fax: (609) 394-6732

### Cancellation/Refund Policy:

Refunds for cancellation **MUST BE** received in writing prior to September 22, 2023. A non-refundable administrative fee of \$100 will be deducted from the refund amount. Refunds cannot be granted after the stipulated date. Counsel fee clause: In the event that NJLSA is required to commence any legal action in order to enforce any of the terms of this Agreement, in the event that NJLSA prevails or enters into a favorable settlement of such action, in addition to any award made by the Court, NJLSA shall be entitled to and the Exhibitor shall pay to NJLSA its reasonable counsel fees, Court costs and other expenses incurred in pursuing such action. Choice of Forums Clause: Any legal action by & between the parties to this Agreement shall be filed in the Superior Court of NJ, Mercer County.

## ADVERTISING PLANS FORM & INVOICE

### Advertising Plans

THIS FORM SERVES AS YOUR INVOICE

- ☐ Full Page Digital Ad + 30 second In-Show Network Spot ..... \$675
- ☐ Full Page Digital Ad + 15 second In-Show Network Spot ..... \$525
- ☐ 30 Second In-Show Network Spot ..... \$540
- ☐ 15 Second In-Show Network Spot ..... \$400
- ☐ Full Page Digital Ad [10"h x 7.5"w] ..... \$300
- ☐ Half Page Digital Ad [4.875"h x 7.5"w] ..... \$225

**Ad copy deadline is Monday, October 2, 2023. All ads are full color.**

Ads must be sent in electronically as JPEG/JPG or PDF Files.

Send ad copy to Diane Weiss at: [dianeweiss@njlsa.com](mailto:dianeweiss@njlsa.com).

### Advertiser Registration

Exhibitor (exactly as it should appear in print): \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

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

Office Phone: \_\_\_\_\_

Office Fax: \_\_\_\_\_

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Cardholder: \_\_\_\_\_

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

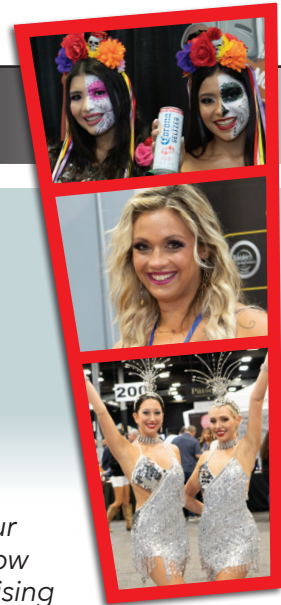
Signature: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ / \_\_\_\_\_

Billing Address: \_\_\_\_\_

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



Your booth plus our big show advertising opportunities will create a big splash!



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Trenton, NJ 08608

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