

7th ANNUAL BROCHURE EXCHANGE 2018

REGISTRATION AGREEMENT

Friday, April 26, 2019 | 8:30am – 12:00pm

What: Watkins Glen Area Chamber of Commerce 7th Annual Brochure Exchange. This is a highly effective and incredibly convenient way for Chamber members to promote their businesses and network with fellow members, as well as stock up on tourism-related brochures before summer.

Where: Parking Lot of Lakeside Park at Clute Park

When: Friday, April 26th

8:30am – 9:00am: Set-Up

9:00am – 11:00am: Brochure Exchange & Networking

11:00am – 12:00pm: Tear Down

Why: Pick up a quantity of Watkins Glen Area Chamber of Commerce 2019 Travel Guides, as well as to allow partners to gather to exchange their organization's literature, marketing materials, and meet tourism industry peers. Attendees typically include accommodations, wineries, restaurants, and more, who are actively seeking materials to stock their brochure racks for the upcoming tourist season.

Quantity: It is recommended that you bring a minimum of 300 brochures prepackaged into bundles of 25. You will also want to bring business cards for networking.

Logistics: Partners will check in with Chamber staff upon entering the parking lot. You will then be directed to a parking spot. Please park with your trunk facing the aisle. Tables and linens will not be provided, but you are welcome to bring them if you'd like. Set-up for the Brochure Exchange begins at 8:30am. You will be required to set-up and tear-down your own display. The tear-down for the Brochure Exchange begins at 11:00am. You may not tear-down early.

Tips: We recommend two people from your organization can attend so that one person can meet with businesses as they pick up materials from your area and then another individual can travel around the parking lot picking up materials and rack cards from other businesses. You may want to bring a wagon to use to gather brochures.

Cost: Chambers members may participate at no cost, but space is limited and offered on a first-come, first-serve basis. There is a **\$100 fee** for non-Chambers to participate. However, the Brochure Exchange is free and open to the public to attend and collect information.

Sales: Sales of your products or services are not permitted at the event.

Please maintain a copy of this agreement for your files.

I have read and understand the agreement.

Signature: _____ **Date:** _____

Registration forms are due April 19.

If you have any questions, please contact Anna Rainous at the Watkins Glen Area Chamber of Commerce
Phone: (607) 535-4300 or via email: anna@watkinsglenchamber.com

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Parking Lot of Lakeside Park at Clute Park | 155 S Clute Park Dr. | Watkins Glen, NY 14891

Business Name: _____

Contact Person: _____

Email Address: _____

Address: _____

Business Phone: _____ **Business Fax:** _____

Names of representative(s) attending:

1) _____

2) _____

Schedule of events:

8:30am – 9:00am: Set-Up
9:00am – 11:00am: Brochure Exchange & Networking
11:00am – 12:00pm: Tear Down

About the Brochure Exchange:

The Watkins Glen Area Chamber of Commerce is hosting its 5th Annual Brochure Exchange! This is a highly effective and incredibly convenient way for Chamber members to promote their businesses and network with fellow members, as well as stock up on tourism-related brochures before summer. The Brochure Exchange allows members to share promotional materials, brochures, and rack cards with the Chamber as well as with one another.

To register, please fill out this form and fax to (607) 535-6243

OR

Email completed form to Anna Rainous at anna@watkinsglenchamber.com

Registration Deadline is end of day Friday, April 20, 2019