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# ***Beeing Social, Again***

**Eastern Apicultural Society Short Course & Conference**

**August 1 – 5, 2022**

**Ithaca, NY**

## **2022 Vendors & Sponsorships**

*The Eastern Apicultural Society is a  
501c3 non-profit educational organization*

**2022 Eastern Apicultural Society Short Course & Conference**

# Welcome

Thank you for your interest in the 2022 Short Course & Conference for the Eastern Apicultural Society. This document provides sponsorship and vendor options for companies and organizations interested in showcasing their brand or products during the courses and conference.

The next two pages are the agreements to sponsor, exhibit, or advertise at the Short Course & Conference. To sponsor, secure a vendor booth, or place advertising complete the attached form. For limited availability items please call or contact EAS in advance.

As part of the registration form, please notice the page references for each section which contain detailed information on each option.

**You can register and remit your payment online at <http://easternapiculture.org>.**

Alternately, here is a short table of contents for the remainder of this document:

Page 2	Vendor and Sponsorship Agreement Form
Page 3	Advertising Agreement Form
Page 4	Full Conference Sponsorship Information
Page 5-6	Conference Item Sponsorship Information
Page 7	Honey Show Sponsorship Information
Page 8	Vendor Booth Information
Page 9	Program and Journal Advertising Information
Page 10	EAS Conference Vendor Rules and Regulations



M. Colopy

***If you have questions or would like to check on the availability of a specific option, please contact***

***Michele Colopy*** [EASVendorSponsor@easternapiculture.org](mailto:EASVendorSponsor@easternapiculture.org)

*Thank you for your interest in the 2022 Short Course & Conference.*



**This contract serves as a binding agreement between EAS and your company / organization!**

# 2022 Eastern Apicultural Society Short Course & Conference

## Vendor & Sponsorship Agreement

(Register Online at <https://easternapiculture.org/>)

### Company Information (please print)

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

Website: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

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

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

Contact Cell: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov/State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

### Full Conference Sponsorship (see page 4)

- Platinum Sponsor..... \$6,000  
 Gold Sponsor ..... \$3,000  
 Silver Sponsor ..... \$1,500

### Conference Item Sponsorships (see pages 5-6)

- Coffee & Tea Break ..... \$ 300  
 Sunday Welcome Reception Sponsor ... \$1,000  
 EAS Life Member Lunch Sponsor ..... \$1,000  
 Conference Bag Stuffer..... \$100  
 Custom Sponsorship (contact us!)

### Honey Show Sponsorship (see page 7, call for availability)

- A Arts & Crafts..... \$500  
 B Beeswax ..... \$500  
 C Honey Cookery ..... \$500  
 G Gadgets ..... \$500  
 HB Mead & Honey Beer ..... \$500  
 P Photography ..... \$500  
 H Extracted Honey ..... \$500  
 H Comb Honey ..... \$500  
 H Black Jar ..... \$500  
 Sweepstakes ..... \$600  
 Best in Show ..... \$800

### Vendor Booth (see page 8)

- Full Size Booth (8w x 10d) ..... \$ 600  
 Two Full Sized Booths (16w x 10d) ..... \$ 900  
 Add Electricity..... \$ 25

Vendor Registration is online only. Please visit <https://easternapiculture.org/>.



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# 2022 Eastern Apicultural Society Short Course & Conference Advertising Agreement

(Register Online at <http://easternapiculture.org>)

Company Information (please print)

Check if same info as Vendor & Sponsorship Agreement

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

Website: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

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

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

Contact Cell: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov/State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

**NOTE: PLEASE CALL FOR AVAILABILITY OF BACK COVER AD**

### EAS Program Advertising (see page 9)

(Note that inner front and back cover ads are reserved for Platinum Sponsors)

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Full Page, Outside Back Cover [SOLD] | <input type="checkbox"/> Full Page, Internal..... \$ 300     |
| <input type="checkbox"/> Half Page, Vertical..... \$ 200                 | <input type="checkbox"/> Half Page, Horizontal.....\$ 200    |
| <input type="checkbox"/> Quarter Page ..... \$ 150                       | <input type="checkbox"/> Eighth Page, Horizontal ..... \$ 80 |

### EAS Advertising Packages (see page 9)

Bundled option includes EAS Conference Program and 2021-2022 journals.

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Full Page, Outside Back Cover..... \$1000 | <input type="checkbox"/> Full Page, Internal..... \$ 600      |
| <input type="checkbox"/> Half Page, Vertical..... \$ 400                      | <input type="checkbox"/> Half Page, Horizontal.....\$ 400     |
| <input type="checkbox"/> Quarter Page ..... \$ 300                            | <input type="checkbox"/> Eighth Page, Horizontal ..... \$ 160 |

Vendor Registration is online only. Please visit <https://easternapiculture.org/>.



**This contract serves as a binding agreement between EAS and your company!**

## Sponsorship Opportunities

### Platinum Sponsor (\$6,000) – limit 2

- (1) Exhibit pavilion (4 - 8x10 booths), with electricity
- (7) Complimentary Conference Registrations (with Platinum Sponsor ribbon)
- (7) Complimentary Tickets to Thursday Awards Dinner & Auction
- (1) Full-page ad in conference program (inside front or inside back cover)
- Recognition as Platinum Sponsor in conference program, session slides, and web site (logo and name)
- (3) Conference bag stuffers

### Gold Sponsor (\$3,000) – limit 4

- (1) Sponsor booth (2 - 8x10 booths), with electricity
- (5) Complimentary Conference Registrations (with Gold Sponsor ribbon)
- (5) Complimentary tickets to Thursday Awards Dinner & Auction
- (1) Full-page ad in conference program
- Recognition as Gold Sponsor in conference program, session slides, and web site (logo and name)
- (2) Conference bag stuffers

### Silver Sponsor (\$1,500) – limit 8

- (1) Sponsor booth (2 – 8x10 booths), with electricity
- (3) Complimentary Conference Registrations (with Silver Sponsor ribbon)
- (3) Complimentary tickets to Thursday Awards Dinner & Auction
- (1) Half-page ad in conference program
- Recognition as Silver Sponsor in conference program, session slides, and web site (logo and name)
- (1) Conference bag stuffer

## Exclusive Conference Item Sponsorship Opportunities

### Conference Bags

### Conference Lanyards (sponsored by BetterBee)

### Custom Sponsorship

- Interested in doing something special?
- Contact us at [EASVendorSponsor@easternapiculture.org](mailto:EASVendorSponsor@easternapiculture.org)



## Non-Exclusive Conference Item Sponsorship Opportunities

### Coffee & Tea Break Sponsor (\$300 per break)

- Sign recognition during coffee and tea break held in vendor area
- Recognition as sponsor at the sponsored coffee & tea break

### Sunday Welcome Reception Sponsor (\$1,000)

- Exclusive sign recognition during the Sunday night welcome reception
- Recognition as sponsor in conference program, on session slides, and on Web Site (logo with link)

### EAS Life Member Lunch Sponsor (\$1,000)

- Exclusive sign recognition during lunch (up to 50 people)
- Recognition as sponsor in conference program, on session slides, and on Web Site (logo with link)

### Conference Bag Stuffer (\$100)

A conference bag stuffer is the perfect way to get your catalog, special offer flyer, or promotional items into the hands of our attendees. This can include small note pads (less than 4" by 6") with your company information, a branded pen, or other (small) corporate item. You will be surprised at how often you will see these items being used by the end of the week. If you're attending the meeting, this is your chance to offer a special promotion; a coupon for 10% off or another discount, for instance. This gets people to your table. If you can't exhibit at the meeting, a bag stuffer provides another way to have a presence at the conference.

Cost is \$100/item. Please send 500 items by July 1, 2022 (extras will be distributed at state meetings).

### Conference Bag Stuffer information

- Ship bag stuffer items by UPS, USPO, or FedEx to (no motor freight or palletized shipments):
  - Attention: EAS BAG STUFFERS  
Linda Mizer  
1279 Spring Street Extension  
Groton, NY 13073

### Custom Sponsorship

If you have a unique idea or concept you would like to sponsor, please contact Michele Colopy at [EASVendorSponsor@easternapiculture.org](mailto:EASVendorSponsor@easternapiculture.org) to explore the opportunity.



## Honey Show Sponsorship Opportunities

The EAS Honey Show occurs each year during the conference and offers prize ribbons for the first 6 places in each class and engraved Silver Awards to outstanding participants in each category.

An engraved Silver Award is given for entries with the most points in the category. The following categories for Silver Awards are offered:

[Note: these awards are reserved at this time, please call for availability]

A Arts & Crafts	P Photography
B Beeswax	H Extracted Honey
C Honey Cookery	H Comb Honey
G Gadgets	H Black Jar
HB Mead & Honey Beer	

Additionally, engraved Silver Awards are given for:

- Sweepstakes: for the entrant who amasses the most points (as described in honey show rules)
- Best of Show: for the entry judged as overall best entry in the Honey Show

[Note: these awards are reserved at this time, please call for availability]

Honey Show Silver Award Sponsor (\$500) – company name used for engraving (9 available)

- Engraved Silver Award printed with sponsor name, given to winner
- Recognition as honey show sponsor in conference program, general session, and web site

Sweepstakes Silver Plate Award Sponsor (\$600) – specify name (1 available)

- Engraved Silver Award printed with sponsor name, given to winner
- Recognition as honey show sponsor in conference program, general session, and web site

Best of Show Silver Bowl Award Sponsor (\$800) – specify name (1 available)

- Engraved Silver Award printed with sponsor name, given to winner
- Recognition as honey show sponsor in conference program, general session, and web site

***Sponsors are also recognized in the Honey Show display and at the Thursday Buffet Dinner & Live Auction.***





## Vendor Booth Information

Vendor booths are available in 8 feet wide by 10 feet deep configurations in a wood floor gymnasium. Booth locations will be assigned by the Vendor Coordinator.

### Full Size Booth (\$600)

- (1) 8 x 10 deep vendor booth
- (1) 6' table and (2) chairs
- (2) Complimentary Conference Registrations

### Two Full Size Booths (\$900)

- (2) 8 x 10 vendor booth
- (2) 6' table and (2) chairs
- (3) Complimentary Conference Registrations

### Please Note

- Be sure to specify the specific attendees, or register your individuals separately online. Please contact the Vendor Coordinator if you have any questions.
- **Meals** are not included.
- **Accommodations** are not included. Locations offering special EAS discounted rates are posted on the EAS website.
- **Electricity** is available within a booth for \$25 if ordered prior to July 1, 2022.
- **Wi-Fi** is available in the Vendor Hall.
- **Drapery** for the booth is provided at the back and side panels of the booth
- **Setup** for booths is on Sunday, July 31, 2022 from 12 noon to 6 pm. The Vendor Hall will be open Monday morning through Friday afternoon.

### Shipping

- Shipping information will be provided by the Vendor Coordinator prior to the conference.

Please note New York state sales tax in Ithaca is 8%. (<https://www.tax.ny.gov/bus/st/stdix.htm>)



## Advertising Information

The EAS journals and conference program are 8½" x 11" in size. Ads may be purchased for the conference program and for the 2022-2023 journals.

### Ad Guidelines

- Deadline for conference program ads is June 1, 2022 (strictly enforced, no exceptions)
- This ad will be used for subsequent journals as well; contact us to change your ad
- All digital color art should be at 300 dpi in the CMYK color mode.
- The following digital file types are accepted: Properly sized JPGs or PDFs.
- Vector artwork should be saved in an EPS format with fonts and images embedded, or all images and fonts must be supplied.
- Text should be converted to outlines, but if proofing errors are discovered, new art may need to be submitted.
- If submitted non-outlined text, all screen and printer fonts must be provided. We will substitute with similar fonts if originals are not submitted.
- Send your files to [journal@easternapiculture.org](mailto:journal@easternapiculture.org). Please include your company name in the Subject line and as part of your file names (otherwise, we may lose them!).
- Send any questions to [journal@easternapiculture.org](mailto:journal@easternapiculture.org).

As a special package, purchase two ads of the same type to place an ad in the conference program and the 2022-2023 journals. This offer provides ads in the conference program and ongoing journals.

Note that the Back Cover Ad is a half-page on the mailed journals, and will show the full Back Cover ad on the electronic version. The Back Cover ad for the conference has been sold, and the Inner Front and Back Cover ads are reserved for Platinum Sponsors.

The following table summarizes the ads available, printed size, and costs. As mentioned above, please provide ads in CMYK format as 300 dpi TIF files or press quality PDF files at the final size.

For Full Page Ads, the full bleed size is 8.75" x 11.25".

Placement Type	Dimensions	Single Ad (Guide)	Package Price (Guide and 2022-2023 Journals)
Outside Back Cover	8.5" wide by 11" high	\$500 (SOLD)	Not Available
Inside Back Cover	8.5" wide by 11" high	Platinum Sponsor	
Inside Front Cover	8.5" wide by 11" high	Platinum Sponsor	
Full Page	6.92" wide by 9.67" high	\$300	\$600
Half Page, Horizontal	6.92" wide by 4.67" high	\$200	\$400
Half Page, Vertical Inside	3.28" wide by 9.67" high	\$200	\$400
Quarter Page Inside	3.28" wide by 4.67" high	\$150	\$300
Eighth Page Inside	3.28" wide by 2.15" high	\$80	\$160



## EAS Conference Vendor Rules and Regulations

*(Adapted with permission from American Beekeeping Federation Conference and Conference)*

1. **Exhibit Space Agreement:** By submitting the reservation agreement for booth space, Vendor releases EAS (herein referred to as "EAS") from all liabilities to Vendor, its agents, licensees or employees that may arise because of submission of the reservation agreement or participation in the conference. Acceptance of the reservation agreement does not imply endorsement by EAS of Vendor's products, nor does rejection imply lack of merit of Vendor's products or manufacturer. EAS has the sole right to determine eligibility of any company or product for inclusion in the conference. EAS has the right to move Vendor's location in the conference for any reason. Only one company is permitted per booth space. Sharing a single booth space between two companies is not permitted.
  
2. **Payment & Cancellation Policy: Payment in due in full upon registration. Deadline to a secure vendor booth is July 8, 2022 pending availability.** If Vendor, for any reason, must cancel participation in the conference, Vendor must notify EAS in writing on or before 5 pm on June 1, 2022 for a full refund, or by 5 pm on July 1, 2022 for a partial 50% refund. Refunds will be issued within two weeks of the end of the conference.

If because of war, fire, strike, terrorist acts, exhibit facility construction or renovations project, government regulation, public catastrophe or declaration of emergency, act of God or other cause beyond the control of EAS, the conference or any part thereof is prevented from being held, is canceled by EAS or the exhibit space becomes unavailable, EAS, at its sole discretion, shall determine and refund to Vendor a proportional share of the aggregate balance of reservation fees received which remains after deductions for expenses incurred by EAS and reasonable compensation to EAS but in no case shall the amount refunded to Vendor exceed the amount of the reservation fee paid by Vendor.

3. Vendor is responsible for placing orders related to their exhibit booth. Vendor is also responsible for coordinating shipping items to the conference.
  
4. **Exhibit Space:** Vendor shall not harm, deface or damage the conference or any other area of the conference venue or any of its contents, or cause or permit the same to be done. Vendor shall not place or permit to be placed any nails, hooks, tacks, screws or any device into any portion of the conference venue. Vendor shall not use or permit the use of any tape, glue, cement or any other compound to fasten signs, banners or any other form of display or advertisement to any portion of the conference venue. Vendor is liable for any damage caused by Vendor or its representatives to floors, walls, columns or to the property of other Vendors. Vendor may not apply paint, lacquer, adhesive or other coating to any surface whatsoever.
  
5. **Dismantling:** Vendor is required to remain open during the scheduled times listed in the Vendor Agreement. Vendor may not dismantle before EAS officially closes the conference floor. Vendor must remove its property from the conference floor after the conference. Vendor agrees to return and restore the exhibit space, at its sole expense, to the same condition in which it existed prior to Vendor's occupancy. Vendor shall be liable for all storage and handling and cleaning charges resulting from the failure to remove its property from the conference by the deadline listed in the Vendor Agreement.



6. **Noise Levels:** Vendor agrees that noise levels must be kept to a minimum so as not to interfere with nearby conversations. Noise from equipment of any kind must be kept within the confines of Vendor's booth. Vendor may not demonstrate any equipment or cause any noise that may be objectionable to surrounding conference participants.
7. **Fire and Safety Regulations:** Vendor agrees to comply with and accept full responsibility for compliance with all federal, state and municipal fire and safety regulations.
8. **Equipment and Machinery:** Vendor assumes all responsibility for equipment and machinery that is to be part of its exhibit. Vendor understands it must work with the conference's facility manager for placement of equipment and machinery and to obtain any necessary permits. Vendor is solely responsible for the costs associated with installation and dismantling of equipment and machinery.
9. **Conference Admission:** EAS shall have sole control over conference admission.
10. **Booth Personnel:** Booth personnel, including models or demonstrators, must be properly registered and wear access badges issued by EAS. Individuals under the age of 18 are not permitted to represent Vendor as booth personnel.
11. **Indemnity:** Vendor agrees to indemnify EAS, the conference venue, members, officers, directors, agents and employees of each of these entities and the conference's general contractor against and hold them harmless for any claims arising out of the acts or negligence of Vendor, its agents or employees or out of labor disputes. Vendor further agrees to assume all risk and indemnify and hold harmless EAS, the conference venue, members, officers, directors, agents and employees of each of these entities and the conference's general contractor from and against all claims, liability expenses and damages of any kind or nature arising out of or about damage to or loss of any property belonging to Vendor or Vendor's employees, agents, contractors, representatives, patrons and guests.
12. **Liability and Insurance:** All property of Vendor remains under its custody and control in transit to and from the conference floor and while it is in the confines of the conference. Neither EAS, its service contractors nor any of the officers, employees, directors or volunteers of any of the same are responsible for the safety of the property of Vendor from theft, damage by fire, accident, vandalism or other causes. Vendor expressly waives and releases any claim or demand it may have against any of the above entities because of any damage to or loss of any property of Vendor. It is recommended that Vendor obtain adequate insurance coverage, at its own expense, for property loss or damage and liability for personal injury.
13. **Americans with Disabilities Act:** Vendor acknowledges its responsibilities under the Americans with Disabilities Act (ADA) to make its booth accessible to handicapped persons. Vendor shall also indemnify and hold EAS, the conference venue, members, officers, directors, volunteers, agents and employees of each of these entities harmless against cost, liability or damage which may be caused by Vendor's failure to comply with the requirements of ADA.
14. **Conference Traffic:** No demonstration or activity that blocks aisles or prevents access to other booths shall be permitted. Show Management reserves the right, at its sole discretion, to remove any obstructive demonstration or activity from the conference.
15. **Union Restriction:** Vendor is required to observe all union contracts in effect between EAS, the conference's general contractor, all venues and facilities and any other organization. EAS cannot take the responsibility for interference with the conference caused by disputes involving union personnel and Vendor.



16. **Behavior / Good Neighbor Policy:** Vendor is required to keep all activities within the confines of its booth and not interfere with aisle traffic flow or access to neighboring booths. Activities may not disturb neighboring booths. Demonstrations, booth giveaways and literature must directly relate to Vendor's products, business or mission and not be offensive in any manner.

Vendor is required to conduct itself and operate its booth so as not to annoy, endanger or interfere with the rights of others at the conference. EAS reserves the right to deny access to the conference floor if Vendor does not conduct itself in a professional, ethical and otherwise appropriate manner. Unsportsmanlike, unethical, illegal or disruptive conduct or engaging in corporate espionage is strictly prohibited.

17. **Literature Distribution / Giveaways:** Circulars, catalogs, magazines, folders, promotional, educational or other giveaway matter may be distributed only at Vendor's booth and must be related strictly to the products and services on display or eligible for display and for products which are directly available from Vendor. Distribution from booth to booth or in the aisles is forbidden. Vendor must confine its exhibit activities to the space for which it has contracted. Vendor may not distribute or leave behind merchandise, signs or printed materials in the registration area, meeting rooms or public areas of the event site, including hotels, shuttle buses, parking garages, etc., without written prior approval of EAS.

Only literature published or approved by EAS may be distributed in the registration area, meeting rooms or public areas of the event site or on transportation provided by EAS. Canvassing is strictly prohibited, and should Vendor do so, it will be requested to leave the premises and its property will be removed at the same time.

18. **Drawings and Contests:** Raffles, drawings and contests, if permitted by law, are allowed in Vendor's booth but will be regulated by EAS. EAS reserves the right to limit promotional activity anywhere on the conference floor at its sole discretion to ensure a professional and safe atmosphere. These activities include and are not limited to handouts, contests, lotteries, promotional activities, entertainment, raffles and drawings.
19. **Alcoholic Beverages:** The use of unapproved alcoholic beverages by Vendor in the vendor hall is prohibited.
20. **Social Functions and Special Events:** Vendor agrees not to schedule social functions and special events that encourage the absence of attendees from the conference or conference during official hours of operation.
21. **Reservation Agreement:** Vendor acknowledges receipt of the EAS Conference & Conference Rules and Regulations and, by registering for the conference, agrees to abide by these rules and regulations as set by EAS.
22. **Photography.** No photography is permitted without permission in the Vendor Hall.