



# ADIRONDACK SPORTS & Northeast Ski EXPO

**NOVEMBER 11-12, 2023**

**SAT 10-5 • SUN 10-4  
FREE ADMISSION**

## EXHIBITOR GUIDE

### Location

Albany Capital Center, 55 Eagle Street, Albany, NY 12207

### Move-In/Booth Set-Up

#### Move in and booth set-up hours:

12-8pm on Friday, November 10

7-9:45am on Saturday, November 11

Adirondack Sports reps will be available inside the Albany Capital Center to identify booth locations and answer your questions.

All booths must be ready for the 10am Expo opening. Each exhibitor will receive one 8-foot table and two chairs, unless you've requested otherwise. **Please bring your own tablecloth.**

The loading dock is located at 54 Howard Street, Albany. Access to the loading dock is via Howard Street. A loading dock with three (3) bays is available for loading and unloading of trucks and other vehicles. 1 POV ramp is also available. The loading dock is located on the Howard Street side of the facility, adjacent to the 3rd level of the parking garage and all access to the main levels of the convention center is through the freight and service elevators. Any vehicles under 7' may park in the parking garage or surrounding areas. No parking is allowed on the loading dock for any reason and vehicles that are not being unloaded or loaded must be removed from the dock. Any vehicle left unattended will be towed.

Hand carts will be available for load in and move out. Absolutely no loading through the front doors of the Albany Capital Center located on Eagle Street.

Signs, decorations, and related materials may not be taped, tacked, stapled, nailed, etc. to doors, painted surfaces, columns, fabrics, or decorated surfaces in the Albany Capital Center (ACC). The use of helium balloons, glitter and confetti is prohibited.

Animals and pets are not permitted in the ACC except in conjunction with an approved exhibit, display, show, etc. Seeing eye dogs are permitted.

### Electric

Electrical outlets are located in floor boxes and only accessible by ACC electricians. If you have indicated and paid \$30 for electrical service, you are all set. Otherwise, please contact Darryl (darryl@adksports.com) by Monday, November 6 if you need electricity in your booth.

### Booth Maintenance

Exhibitors are required to maintain their own booth space including removal of garbage and appropriate recycling.

### Booth Take-Down and Move-Out

Booths must be taken down immediately after the Expo closing at 4pm on Sunday, November 12. **No exhibitor will be allowed to remove any portion of their exhibit prior to the Expo closing at 4pm.** All exhibits must be completely removed from the ACC by 8pm on Sunday.

### Donate to the Expo Prize Table!

A popular attraction for attendees at the Expo is our huge prize table. Please consider donating a prize for the show. Suggested values of \$100+ are encouraged. It's great publicity as we will promote your business, organization or event as the donator at the show and in Adirondack Sports magazine. To arrange, please contact Darryl at 518-877-8788 or darryl@adksports.com by Friday, Nov. 3.

### Parking

There is limited free parking in the Albany Capital Center parking garage with 100 spaces at 7 Wendall Street. The adjacent MVP Arena parking garage has 600 spaces at 9 Wendall Street for a reasonable price. Go to level 3 for best access to Albany Capital Center via an enclosed, heated walkway from the garage to ACC. On-street parking is also free in downtown Albany on weekends, and weekdays after 5pm. See parking map (page 4), or go to [www.parkalbany.com](http://www.parkalbany.com) for more information.

## Food and Beverages

Food and/or beverage samples may be offered if the product being sampled is served by the exhibiting company. A current health permit and/or NYSLA marketing permit must be on file with the catering office. Food samples are limited to two ounces. Non-alcoholic beverage samples are limited to four ounces.

## WiFi

A shared, guest WiFi network is available during the show which is free of charge at a minimum of 15 Mbps.

## Security

The ACC maintains a 24-hour security force responsible for monitoring the facility before/during/after expo, interior public traffic flow, and the ACC's security system.

## Contacts

Darryl Caron  
(518) 877-8788  
darryl@adksports.com



Adirondack Sports & Fitness, LLC

More show info: [AdkSports.com/winter-expo](http://AdkSports.com/winter-expo)

## HELP ENSURE YOUR SUCCESS!

Thank you for exhibiting at our high-energy event in an upbeat atmosphere. If you are new to the show, you are in for a great experience. Face-to-face contact with thousands of enthusiastic, sports and fitness-minded people will help you connect to your target audience in a unique way. Our top priority is making sure you have a successful show, but getting the most out of the event has a lot to do with *YOU*.

### Pre-Show Promotion

We all know a vibrant crowd at the expo equates to a successful show. We set the stage by securing the best venue, adding a great mix of exhibitors, and extensive advertising and promotion. But we need your help to maximize our reach!

Here's what we encourage you to do before the show:

- **Advertise your presence at the show** in any print ads or social media posts. Use one of our publicity images to help in your promotions at: [adksports.com/winter-expo-exhibitors](http://adksports.com/winter-expo-exhibitors)
- **Share** the Adirondack Sports Expos Facebook page on your Facebook page: [facebook.com/AdkSportsExpos](http://facebook.com/AdkSportsExpos) or Instagram page: [instagram.com/AdkSportsExpos](http://instagram.com/AdkSportsExpos)
- **Create a link** on your website to our Expo Attendee page: [adksports.com/winter-expo](http://adksports.com/winter-expo)
- **Post an invitation** to the Expo through another favorite social media platform like Instagram, Twitter, or Pinterest.
- **Send out an email blast** (or two!) to your entire list of subscribers personally inviting them to visit your booth at the show. Feel free to include any of our promo images, or a link to the Expo Attendee page: [adksports.com/winter-expo](http://adksports.com/winter-expo)

### Booth Design

- **The objective of all booth design should be to grab the attention of attendees.** The design of your booth will reflect directly the image of your business, organization, product or service. You have five seconds to make an impression as a visitor walks by.
- **Your booth should differentiate you from other exhibitors** and demonstrate your unique position. Make sure people coming to your booth can experience your product or service. Let them try, touch, see, hear or taste. A call to action can help you achieve your goal; something to inspire interaction between show attendees and your staff.
- **Design your booth with a focus** – from the visitor's perspective. This is how they will scan the booth to determine if they should stop.
- **Interactivity and creativity are encouraged.**

### Booth Staffing

- **Your booth staff's attitude will be the number one factor in the success of your participation as an exhibitor.** Have the most positive, approachable and outgoing people staff your booth.
- Be sure your staff is qualified to answer all important questions about your organization.

### Pre-Show Checklist

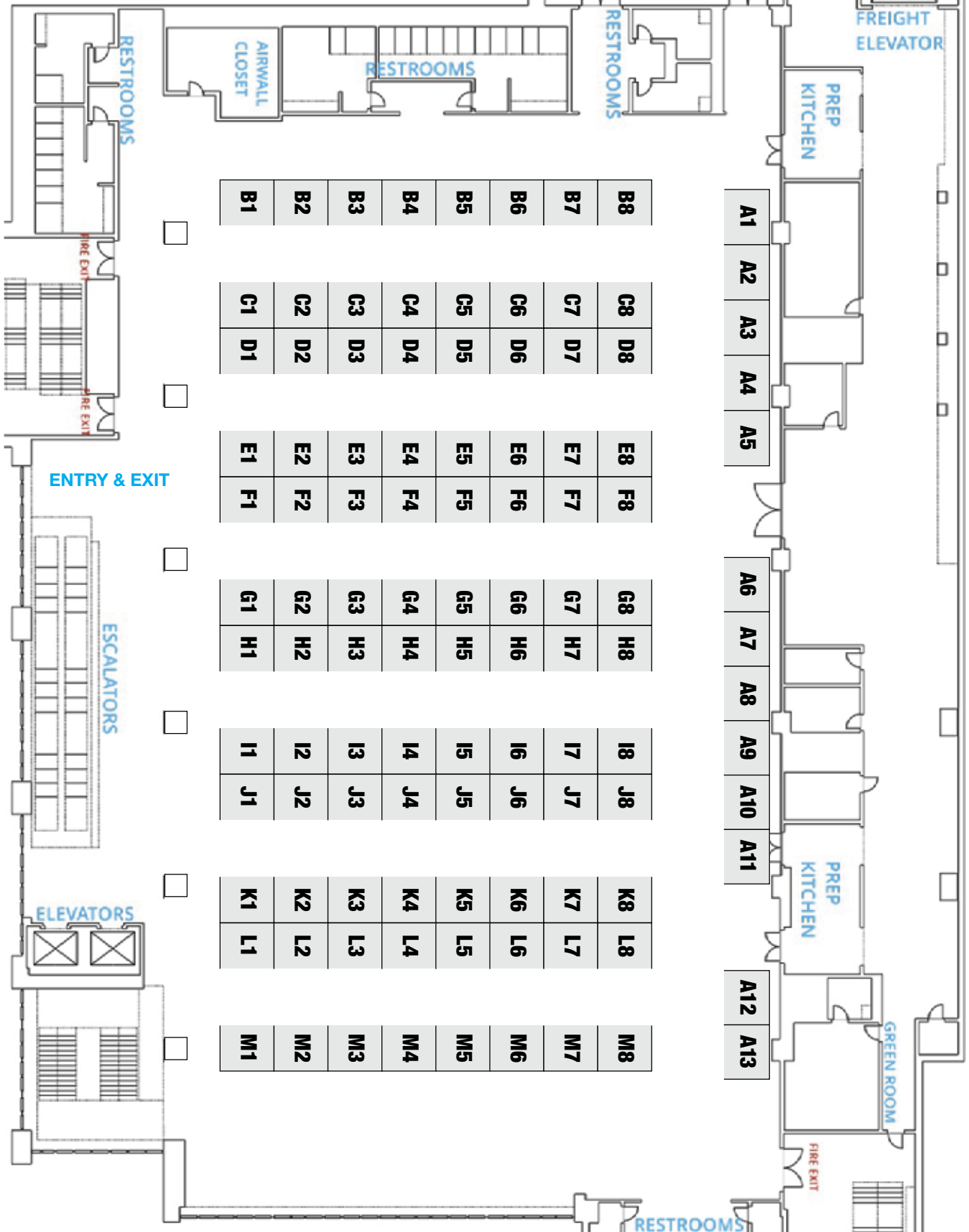
- Table cloth and banner/signage
- Business cards, brochures, flyers, postcards, incentives and give-aways
- Pens, markers, tape, paper clips, scissors, and other office supplies
- Clips, string, bungee cords or easels to hang posters and banners
- Extension cord or/or power strip (if electric was pre-ordered)

# Exhibit Hall Layout

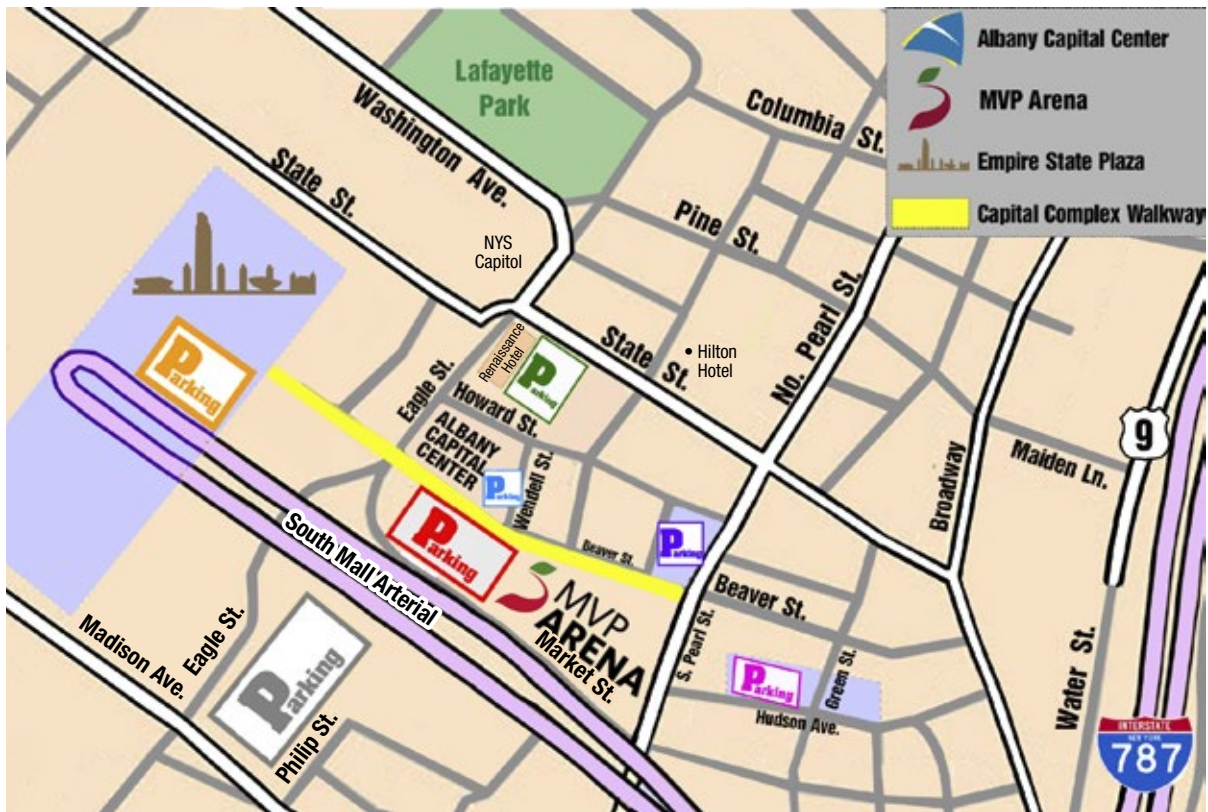
The show will use all of the ACC's main hall. Booth locations will not be assigned until the week of the show when all exhibitors are confirmed. Your booth(s) location will be given at move-in. Check in at the Expo Office before setting up.



## EXPO FLOOR PLAN



# Albany Capital Center Parking Map



## Albany Capital Center Parking Garage

- Enter at 7 Wendell St., Albany, NY 12207



## MVP Arena Parking Garage

- Enter at 100 Beaver St., Albany, NY 12207  
 - Enter at Market St., Albany, NY 12207  
 - Connected to ACC via Capital Complex Walkway



## Renaissance Albany Hotel Parking Garage

- Enter at 49 Howard St., Albany, NY 12207  
 - Connected to ACC via Hotel Walkway



## Empire State Plaza Visitor Parking Lot

- Enter at S. Mall Arterial, V Lot  
 - Connected to ACC via Capital Complex Walkway



## 80 State Street Parking Garage

- Enter at 11 S. Pearl St, Albany, NY 12207



## Hudson-Green Parking Garage

- Enter at the intersection of Hudson Ave. & Green St.  
 Albany, NY 12207



## East Parking Garage

- Enter at Eagle St. at Madison,  
 Philip St. at Madison, or via  
 South Mall Arterial

## Street Parking

- Plenty of spaces downtown
- Free after 5pm Mon-Fri and all day on weekends