



July 2017

Dear New Paltz Area Businesses & Friends,

SUNY New Paltz would like to invite you to participate in our 18<sup>th</sup> annual **New Paltz Fair** for new SUNY New Paltz students. The fair is scheduled for:

**Friday, August 25, 2017 from 2:30 PM – 4:00 PM**  
**Student Union Plaza, 1<sup>st</sup> Floor Outdoor Level (Rainsite – Student Union MPR, 2<sup>nd</sup> Floor)**

We are looking forward to having over 1,100 students on campus that day and we feel that this is an excellent opportunity for you, our local businesses, to introduce and promote your services to our students. Last year, we had approximately 800 students attend the fair. Though you will be unable to sell merchandise or products at this fair, we encourage you to give brochures, menus, or other incentives for our students. For the last few years we have had a variety of businesses participate and successfully promote their services.

The following is not permitted at the Fair:

- *Please note that fires and cooking are NOT ALLOWED*
- *We would appreciate businesses refraining from advertising or promoting any alcohol or alcohol-related events*
- *Pursuant to Article 129-A of the NYS Education Law 6437, the advertising, marketing, and merchandising of credit cards to students is prohibited at SUNY New Paltz.*
- *We are unable to provide power or electricity at your table.*

To register, please take a moment to register by the deadline of Friday, August 18, 2017. **You will receive an e-mail confirmation on Monday, August 21<sup>st</sup> with reminders and further instructions so please make sure to provide us with an accurate e-mail address.**

If you are unable to attend, please send us any advertisements and/or brochures and we will put them on display for you. **At the fair we will also be hosting a RAFFLE so if you would like to DONATE a gift certificate, giveaway, or a gift basket, please feel free to do so.** Please contact us to discuss arrangements for pick-ups or drop-off.

If you have any questions, or need any additional information, please contact Michael Patterson or Tucker Zevallos in the Office of Student Activities and Union Services at (845) 257-3025, Monday through Friday between 8:00 AM and 4:00 PM. We look forward to your attendance at this event!

Sincerely,

A handwritten signature in black ink that reads "Michael Patterson".

Michael Patterson  
Director of Student Activities and Union Services

P.S. – Parking passes will not be required this day. Be advised we will have attendants at the load-in and load-out areas, but we are unable to guarantee carts and assistance with moving your items to the event from the load-in area. Please be prepared to transport your items individually or with those joining you that day. Also attached is a campus map designating the load-in areas, event site, and parking locations.