ADIRONDACK BUYER DAYS

Celebrating 40 Years!

March 23-24, 2026

Saratoga Springs City Center | Saratoga Springs, New York

ANCA
Presented by ANCA since 1986

A Business-to-Business Trade Show

For four decades, ANCA's Adirondack Buyer Days has been connecting budding and experienced artisan entrepreneurs with new markets, providing retailers a one-stop shop to source curated local gifts, and ensuring that shoppers are able to purchase handmade and locally designed products in local shops. This annual nonprofit wholesale show provides artisan businesses with professional support and retail connections to help them meet consumers' growing demand for locally made gifts.

Empower Local Entrepreneurs

Adirondack Buyer Days Sponsors empower our region's small businesses by supporting an accessible, welcoming and rewarding trade show that accommodates creative entrepreneurs with different levels of marketing and sales experience. In contrast to other wholesale shows that are often prohibitively priced for micro-businesses and beginning wholesalers, Adirondack Buyer Days provides affordable booth fees and a welcoming, entry-level atmosphere where makers can learn wholesaling before taking bigger risks at larger shows. This makes a real difference for the wide range of artisans who exhibit their products every year. Exhibitors like this returning vendor come away feeling connected, inspired and empowered:

> *"I love that this is a show full of unique handmade items made by small businesses regionally. As a creator, it makes me feel valued, and I love that buyers are choosing us over bigger companies."*

2025 show vendors: Down to Earth Jewelry, Adirondack Rockware, LionheArt Graphics

Showcase Your Business or Organization

As an **Adirondack Buyer Days Sponsor**, your business will be recognized as a supporter of the small businesses who are the heart of our region's creative and retail economies. Your brand will be shared with all who exhibit and shop at the two-day trade show, as well as ANCA's broad network of members, partners and donors. Your sponsorship connects you to 50-75 artisan vendors, 200+ retail buyers and over 5,000 people in ANCA's community who care deeply about the future of our region's small businesses.

Become a 2026 Adirondack Buyer Days Sponsor

Distinguish your business or organization as a supporter of our region's creative entrepreneurs.
Share your brand with Adirondack Buyer Days businesses and ANCA's broad network of constituents, clients and partners. Choose a sponsorship level that works best for you:

Sponsor Levels & Benefits

CHAMPION
$2,500 (2 spots)

- **All Patron benefits plus:**
- Sponsorship of New Product Contest, including logo and signage at New Product Contest booth, **or**
- Event-wide raffle

PATRON
$1,000 (3 spots)

- **All Friend benefits plus:**
- Six-foot table at the show where you can share your brand and services with a variety of small businesses

FRIEND
$500 (5 spots)

- **All Supporter benefits plus:**
- VIP sponsor entry to the show

SUPPORTER
$250 (unlimited)

- Logo on Adirondack Buyer Days webpage
- Logo in show catalog
- Logo on signage at the show
- Recognition on ANCA's social media channels
- Recognition in ANCA's monthly e-newsletter

For more information about Adirondack Buyer Days or sponsorship opportunities, please contact ANCA Event & Engagement Coordinator Caitlin Bottcher at cbottcher@adirondack.org or 518.891.6200 x120.

www.adirondack.org/adirondack-buyer-days

ANCA
A North Country for All

ANCA is a regional nonprofit and economic hub building shared prosperity across northern New York. Focused on small businesses, climate & energy, local food systems, and welcoming & belonging, ANCA works to ensure the long-term viability of the North Country, empowering individual wellbeing, economic strength, and regional stewardship.