



Atlantic Coast Agricultural Convention and Trade Show

Sponsored by

The Vegetable Growers Association of New Jersey

Legislative, Advertising, Production, Grower Relations, Public Relations, Education, and Scholarship Fund

Dear Friend,

September 2010

You are invited to order space for the 2011 *Atlantic Coast Agricultural Convention and Trade Show* sponsored by Vegetable Growers Association of New Jersey meeting held at the Taj Mahal Hotel and Casino. All 2011 exhibitors will be given priority until November 1, 2010 after which space will be given to new exhibitors who have placed an order. **NO cancellations after November 25, 2010.** We extend a hardy welcome to all exhibitors and attendees.

Dates and Room Rates: Exhibitors must set up between 9 AM and 5 PM on January 10, 2011. (Note: Hand carried exhibits ONLY may be set up Tuesday morning between 7 and 8 a.m.) Anyone with heavy equipment should be in between 9 AM and noon. NO dismantling before 10 A.M. on January 13, 2011. There will be a registration desk for exhibitors and members. Room [flat rate] is \$67.00 for single or double occupancy plus a \$5.00 parking fee plus applicable taxes. For room reservations call the hotel at 1-800-825-8888. Please indicate you are with the Vegetable Growers Association of New Jersey Convention and use **Group Code AVEG11**. Room check in is 3 PM and check out is 11 a.m. Trade Show Chairman Rocky DiGerolamo, Jr. will be in the exhibit area during set up to answer questions. **The Convention rate of \$67.00 will be honored until January 2. Make your reservation early to get this reduced rate.**

Exhibit Details: The 2011 VGANJ Trade show will be in the **Taj Mahal Mark Eteess Arena**. A booth is 8'x10' furnished with drapes, a sign with your company name and an 8' draped table, unless you request no table. Up to two chairs are included. The Mark Eteess Arena has an attractive composite floor but no carpeting. If you want carpeting in your booth, or any additional items, you will need to contact Atlantic Expo Convention Services 609-272-1600. There will be no outdoor exhibits Please indicate on the order form the name or kind of exhibitor you **DO NOT** wish to be next to. Overall space allocations are in the best interest of the trade show. **NOTE: ALL EXHIBITORS WILL BE IN ONE ROOM. Exhibitors with large equipment may come down Pennsylvania Ave. to the loading dock.** Exhibitors may then either drive or push heavy equipment through the tunnel directly on to the arena floor. Hand carried material can be brought in through the self-park garage down the escalators to the arena. Drayage for equipment too large for you to handle is available from Atlantic Expo; call them at the above number for rates payable to them. Specify on the order form items you will need Atlantic Expo to handle and the weight of each [tractor, sprayer, etc.].

All material in the exhibit area must be **NON-FLAMMABLE**, except for promotional literature. (**NOTE: ALL EQUIPMENT WITH FUEL TANKS MUST BE NO MORE THAN ¼ TO ½ FULL WITH A LOCKING GAS CAP**). An electric outlet [110 volts] will be available. No nails or wire bracing for erecting displays may be attached to the building. All property damaged or destroyed by exhibitors must be replaced in its original condition by the exhibitor or at his/her expense.

Note: There will be an area in the center of the exhibit area that will be set up with table and chairs for exhibitors and members to mix.

Special Note: There will be a change this year of where the daily meeting sessions will be located. Instead of holding them on the second floor as in the past, they will be held on the exhibit floor and in the poker room.

Attention All Exhibitors - Exhibitor Prize: We will give each exhibitor tickets to hand out to the growers who visit your booth. Please remember to bring a prize.

For Additional Information Contact OUR Convention Coordinator and Trade Show Chairman

Rocky DiGerolamo, 1305 Sagemore Drive, Marlton, New Jersey 08053 Phone 856-797-1686 Fax 856-797-8466

See you in January!

Exhibitor Instructions

BOOTH NUMBER: Upon arrival, check with the Trade Show Chairman, Rocky DiGerolamo, or the posted floor plan at the Exhibit Hall entrance for the number(s) of your booth(s). A packet will be at your booth.

REGISTRATION: Up to 4 employees of an exhibitor will be admitted free of the registration fee for the purposes of staffing the booth. You **MUST INCLUDE THEIR NAMES ON THE ORDER FORM** enclosed. Their badges will be in the above-mentioned packet.

MEMBERSHIP: With the change in the fiscal year of VGANJ, membership forms were mailed in July. We will be happy to send an additional form, if needed or visit www.njveggies.org to print out a membership form. A Convention reminder is mailed out in December which also includes membership information. Membership can be paid at the convention. Paid-up members will be placed on the mailing list and admitted at no additional charge to the Annual Meeting. Spouses do not pay dues or registration.

STORAGE: Items to be stored must be directed to the Atlantic Expo – 609-277-1600. Trump Taj Mahal **WILL NOT** accept any packages of any weight or size addressed to any convention exhibitors or attendees. Extra exhibit material must be sent to: AEX Convention Services, 3089 English Creek Ave., Egg Harbor Twp, NJ 08234.

EXHIBIT RATES: 1 Booth \$740; 2 Booths \$1400; 3 Booth \$1995; 4 Booths \$3500; 6 Booths \$3510; 8 Booths \$4240. **IF PAYMENT IS RECEIVED BY NOVEMBER 1, DEDUCT A 3% DISCOUNT FOR BOOTHS.** Electricity included.

TERMS: Payment must accompany order form. New exhibitors not officed in New Jersey should pay by certified bank check in US dollars. If bill is requested, **PAYMENT MUST BE RECEIVED BY NOVEMBER 30. NO CANCELLATIONS AFTER NOVEMBER 25.** Make checks payable to **VGANJ**. The VGANJ Employer ID# for IRS is 22-1728097.

Mail with enclosed order form to: Rocky DiGerolamo, 1305 Sagemore Drive, Marlton, NJ 08053 FAX 856-797-8466

EXHIBIT HOURS: Tuesday, January 11 8 AM to the end of the Social Hour
Wednesday, January 12 8 AM to 5 PM
Thursday, January 13 8 AM to 10:00 AM
Closed all other times. Security will be present
NO DISMANTLING BEFORE JANUARY 13, 10 AM

SOCIAL SPONSORED BY EXHIBITORS: At the end of Tuesday's afternoon program, a cocktail hour will be held in the exhibit area. Part of your fee sponsors the event. Everyone registered gets two chits to exchange for drinks; after chits are used, drinks may be purchased at the bars. This is an excellent opportunity to meet your clients socially.

AWARDS DINNER: The popular awards dinner with excellent food, award presentations to outstanding contributors to our industry, will be held Wednesday evening, January 12, (details for the gift drawings are on the "What's New From Industry" form). Your support and attendance would be appreciated.

WHATS NEW FROM INDUSTRY: Requests are on a first-come basis. A portion of the program each day is devoted to NEW products and services. If you wish an opportunity to address the audience, fill out the enclosed form and send to: Wayne Knerr, Helena Chemical Co., 440 Main St., Woodstown, NJ 08098, Ph. 856-769-0147 FAX 856-769-4011.

ADVERTISING: The program Booklet distributed at the meeting will contain advertising plus a marked floor plan of the exhibit area showing your location. Dani Heinold of the NJ Farmer is the contact for advertising in the program booklet. She can be reached at Ph: 609-268-3555, FAX: 609-268-3425 or njfarmer@comcast.net.

WE ARE LOOKING FORWARD to hearing from you. Here's to another successful Trade Show that will continue to be the finest and largest offered on the East Coast. This will be the only invitation to exhibit you will receive, so please get your reservation in early. A preliminary program will be sent out in December. See you there!

Sincerely,
Rocco D. DiGerolamo, Jr.
Convention Coordinator and Trade Show Chairman
Phone 856-797-1686 FAX 856-797-8466
Call if you have any questions

Trade Show Information

Our Company sign should read: _____

MUST FILL IN: Kind of products/services my firm sells _____

Kind of large equipment and weight _____

Do not place next to my booth: _____

Place next to my booth: _____

Booth Personnel

The following person(s) (4 only per booth) will staff our booth and will be granted free registration. They will each receive their necessary badge in the packet at your booth.

Please fill out all information that is necessary for the pre-registration material to be sent at a later date. Also, please provide these names for those individuals to receive 2 drink chits for the Exhibitor Social.

Please print or type all information.

1. Name _____

Office Phone _____ Cell Phone _____

2. Name _____

Office Phone _____ Cell Phone _____

3. Name _____

Office Phone _____ Cell Phone _____

4. Name _____

Office Phone _____ Cell Phone _____

Attention Exhibitors!

***LINK* your website!**

If you would like to have your company website made available as a link on the VGANJ website, fill out the following form and include your check for \$25 made out to VGANJ.

VGANJ will maintain the link for one year.

Visit the VGANJ website at www.njveggies.org

Company name _____

Website address _____

WHAT'S NEW FROM INDUSTRY

RETURN THIS FORM TO:

Wayne Knerr
Helena Chemical Co.
440 N. Main St.
Woodstown, NJ 08098

Office Phone: 856-769-0147
Office FAX: 856-769-4011

I would like approximately 3 minutes on the program during a "What's New From Industry" segment. The new product, new use or new service is:

I understand that this amount of time will give me a chance to mention "What's New" and to invite those interested to come to our booth for details.

(Please Print)

Company Name _____

Sales Rep. Name _____

Address _____

Phone _____ Fax _____

Date Sent to Wayne Knerr _____

Date Received by Wayne Knerr _____

PLEASE NOTE:

AWARD DINNER DRAWING: The Taj Mahal is donating 2 prizes. One prize is a 2 night, 3 day Weekend Stay at the Taj Mahal for two people. Prize Two is a 2 night, 3 day stay (midweek) at the Taj Mahal for two people. The drawing will be held at the Awards Dinner on Wednesday, January 12, 2011. Only those purchasers of tickets will be eligible to win. The prize must be used between April 15 and December 15, 2011. This offer is not exchangeable for cash. Order your tickets early when you receive your Preliminary Program.



The Vegetable Growers Association of New Jersey

September 2010

Dear Friend,

On January 11, 12, 13, 2011 The New Jersey Annual Vegetable Meeting and Trade show will be held at the Taj Mahal Casino-Hotel, Atlantic City. The many changes implemented by the Convention Committee in the last few years have been well received. We hope that once again you will join us to participate in the seminars, visit the vendors at the trade show and network with the many agricultural professionals in attendance.

Coffee and Danish will again be served in the social area located in the center of the Trade Show. It is a popular feature with our guests. We rely on sponsors like you to help defray the cost, and in turn, sponsors names are listed in our program booklet. Our guests comment each year about the warmth and friendship that help to start each day.

To those of you that have supported this in the past, you have our gratitude and thanks. Each year costs rise significantly, so once again the officers and directors reach out to participants to provide a helpful and needed hand. We would appreciate a contribution from you to help defray these expenses.

In order to include your name in the program booklet, I need to know by December 10, 2010 at the very latest, if you will be a contributor.

Our sincere thanks for your consideration in this, and of course, extra thanks if you are able to make a contribution. We look forward to seeing you at the Taj Mahal in January and our hopes are that your business has thrived throughout the year and will continue to do so.

Sincerely,

Rocky DiGerolamo
Convention Coordinator
& Trade Show Chairman

John Formisano
Hospitality Chair

Committee: John Banscher –Joe Marino– Bill Pompper

Fill in and return to Rocky DiGerolamo, 1305 Sagemore Drive, Marlton, NJ 08053

Make check payable to VGANJ

Yes, I will contribute as a sponsor of Coffee & Danish for the 2010 Atlantic Coast Agricultural Convention and Trade Show

My Check # _____ dated _____ for \$ _____ is enclosed.

Please bill by _____ I will pay by December 10, 2010

Signed _____

Company Name _____

Address _____

Thank you!