



**Atlantic Coast Agricultural Convention & Trade Show
and the
2012 Annual State Agricultural Convention
sponsored by
The Vegetable Growers Association of New Jersey,
the New Jersey Blueberry Association and the
New Jersey Department of Agriculture
January 16-19, 2012
Trump Taj Mahal**



Dear Exhibitor:

Are you looking for more traffic at the Annual Atlantic Coast Agricultural Convention and Trade Show? You will be happy to hear our news and plan for a more successful trade show in 2012.

We are excited that the 2012 State Agricultural Convention is partnering with us. There will be many benefits for all of us as partners, but for you as exhibitors we have special news.

- The lunch on Wednesday will be a buffet right in the exhibit hall. There will be ample time for people to visit your display and for you to talk with them.
- On Wednesday night there will be a large reception, also held in the exhibit hall. People attending the State Agricultural Convention are accustomed to moving around during the reception and visiting various displays and talking with exhibitors. This should be the largest exhibit trade show in New Jersey.
- The reception will be immediately followed by a dinner in the ballroom upstairs. We strongly request that you purchase a table and invite your customers to attend.
- There will be a luncheon on Thursday, sponsored by Farm Credit East. This luncheon will also be held in the exhibit hall and participants will be encouraged to visit your displays throughout most of the event.

We hope that you are excited about these new opportunities and will support our efforts wholeheartedly. If this partnership is successful we anticipate adding more groups to the partnership next year, so please support our efforts to make this show the best in New Jersey agriculture.

All the specifics for becoming an exhibitor follow.

We look forward to hearing from you and then seeing you in January, 2012.

Sincerely,

Joe Marino
President

Rocky DiGerolamo
Convention Coordinator
Trade Show Chairman

EXHIBITOR ORDER FORM

Please type/print all information.

Booth (s) cost:

8' x 10' \$740	\$ _____	4 booth spaces configured at your request \$2500	\$ _____
8' x 20' \$1400	\$ _____	6 booth spaces configured at your request \$3510	\$ _____
8' x 30' \$1995	\$ _____	8 booth spaces configured at your request \$4240	\$ _____

(Note: If your payment is received by November 1, there is a 3% discount. - 3% _____
Payment must be received by November 30, 2011 **Total Cost** \$ _____

Electricity is included.

Payment Method: ___ Check ___ VISA ___ Mastercard ___ American Express

Card No. _____ Exp. Date _____ V Code _____

Credit Card Billing Address (required) _____

NAME OF EXHIBITOR _____

ADDRESS _____

PHONE (OFFICE) _____ **(HOME)** _____ **(FAX)** _____ **(CELL)** _____

Contact Name _____

Email _____

COMPANY NAME TO APPEAR ON BOOTH SIGN: _____

Kind of products/services firm sells _____

Kind of large equipment and weight _____

Booth Personnel (limit 4)

- 1) _____
- 2) _____
- 3) _____
- 4) _____

For information call: Rocco D. DiGerolamo, Jr. @ 856-797-1686
Tom Dauria @ 908-489-4896 (cell)

Return form to: Rocco D. DiGerolamo, Jr. Phone: 856-797-1686
1305 Sagemore Drive FAX: 856-797-8466
Marlton, NJ 08053

ADDITIONAL EXHIBITOR INFORMATION

Convention Dates: Exhibitor must set up between 9 am on 5 pm on January 16, 2012. Anyone with heavy equipment should be in between 9 am and noon. Hand carried exhibits may be set up Tuesday morning, January 17 between 7 am and 8 am. Dismantling may begin after the luncheon on January 19th.

Registration for Exhibitors: Rooms for all convention attendees is \$67.00 plus applicable taxes. There is a \$5.00 per day parking fee. For room reservations please call the hotel at 800-825-888. Please tell them that you are with the Vegetable Growers Convention and use Group Code AVEG12. To get the \$67.00 rate you must register before December 31, 2011.

Registration Details: The trade show will be in the Mark Etess Arena. Your booth will include drapes, a company sign and an 8' table. Up to 2 chairs will be included. There is no carpeting. All material in the exhibit area must be **NON-FLAMMABLE**, except for promotional literature. An electric outlet [110 volts] will be available. No nails or wire bracing for erecting displays may be attached to the building. Exhibitors with large equipment may come down Pennsylvania Ave. to the loading dock and may then either drive or push heavy equipment through the tunnel directly on to the arena floor. All equipment with fuel tanks must be no more than ¼ to ½ full with a locking gas cap. Atlantic Expo will provide drayage for equipment too large to for you to handle. If you want carpeting in your booth, or any additional items, you will need to contact Atlantic Expo Convention Services 609-272-1600, for rates payable to them. Hand carried material can be brought in through the self-park garage down the escalators to the arena. Specify on the order form items you will need Atlantic Expo to handle and the weight of each (tractor, sprayer, etc.).

Security is provided overnight throughout the conventions. Valuable electronic equipment should be removed when the exhibit hall is closed. The VGANJ and the Taj Mahal Hotel assume no liability for articles left in exhibits.

Exhibit Hours:

Tuesday, January 17 - 8 am to end of Cocktail Social

Wednesday, January 18 – 8 am to 6:30 pm includes convention lunch and pre-banquet reception

Thursday, January 19 – 8 am to 2:30 pm after the Farm Credit East luncheon

Cocktail Social: After Tuesday's program, a cocktail hour will be held in the exhibit area. Everyone registered will receive 2 drink tickets. Additional drinks will be available for purchase.

Convention Dinner – On Wednesday evening, January 18, there will be a convention dinner for everyone including delegates to the 2012 Annual State Agricultural Convention. The dinner will follow immediately after the cocktail reception in the exhibit hall. We strongly encourage you to attend the dinner, and purchase a table if you wish to entertain clients. Reservations will be accepted by December 31, 2011 and the price per person is \$60. We have invited Governor Christie to speak immediately preceding the dinner.

Cocktail Reception 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 during the cocktail hour on Wednesday, January 18, 2012. Only those purchasers of tickets will be eligible to win. The prize must be used between April 15 and December 15, 2012. This offer is not exchangeable for cash.

Booth Number: Will be provided to you upon check in. A packet of information will be at your exhibit table. Please register up to 4 employees, who will be admitted free of registration fee. Badges will be included in the information packet.

Advertising: New this year will be an 8" x 11" color, glossy program book. Please call Joe Atchison at 609-984-2223 if you wish to purchase an ad. Joe can also be reached at joe.atchison@state.nj.us

What's New From The Industry: This popular segment is provided on a first come basis. If you wish an opportunity to address the audience, please fill out the enclosed form.

Coffee & Danish: Will be provided in the social area in the center of the Trade Show. We rely on sponsors to defray the cost. Please call Rocky if you want to contribute 856-797-1686. All contributors will be recognized in the 8" x 11" color, glossy program booklet.

For further information, questions or concerns please contact:

Rocco D. DiGerolamo, Jr. @ 856-797-1686 or Tom Dauria @ 908-489-4896 (cell)

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 _____



The Vegetable Growers Association of New Jersey

Dear Friend,

On January 17-19, 2012 The New Jersey Annual Vegetable Growers Meeting and Trade Show and the 2012 Annual State Agricultural Convention will be held at the Taj Mahal Casino-Hotel, Atlantic City. We have continued to implement many changes in the program. We hope that you will join us 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. We all like a morning snack and some coffee. Our guests like it as well. 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 we are asking our 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, we need to know by December 10, 2011 if you will be a contributor. Remember that this year's program will be an 8.5" x 11" glossy, color program.

Our sincere thanks for your consideration of this request. Of course, extra thanks if you are able to make a contribution. We look forward to seeing you at the Taj Mahal in January.

Sincerely,

Rocky DiGerolamo
Convention Coordinator
& Trade Show Chairman

John Formisano
Hospitality Chair

Committee: John Banscher – Joe Marino – Tom Dauria – Donna Dugan

Please complete the form and return it 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 2012 Atlantic Coast Agricultural Convention and Trade Show

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

Please bill by _____ I will pay by December 10, 2011

Signed _____

Company Name _____

Address _____

Thank you!