



**New Jersey Agricultural Convention & Trade Show  
and the**

**2013 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  
Garden State Wine Growers Assoc.**

**New Jersey Agriculture Experiment Station, Rutgers University  
February 5, 6, 7, 2013  
Trump Taj Mahal**



September 2012

Dear Exhibitor:

We have changed the name of the convention from Atlantic Coast Agricultural Convention & Trade Show, to the New Jersey Agricultural Convention & Trade Show. We are excited that the 2013 State Agricultural Convention and the Garden State Wine Growers Assoc. will be partnering with us this year. There will be many benefits for all of us as partners, but for you as exhibitors we have special news. You are invited to order space for this event.

- Tuesday evening there will be a cocktail hour with a charity auction to follow.
- 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 also 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. Please support our efforts to make this show the best in New Jersey agriculture.

All the specifics for becoming an exhibitor can be found on the following page.

We look forward to hearing from you and then seeing you in February, 2013.

Sincerely,

Joe Marino  
President

Rocky DiGerolamo  
Convention Coordinator/Trade Show Chairman

## ADDITIONAL EXHIBITOR INFORMATION

**Convention Dates:** Exhibitor must set up between 9 am on 5 pm on February 4, 2013. Anyone with heavy equipment should be in between 9 am and noon. Hand carried exhibits may be set up Tuesday morning, February 5 between 7 am and 8 am. **Dismantling may begin after the luncheon on February 7th.**

**Registration for Exhibitors:** Rooms for all convention attendees are \$67.00 plus applicable taxes. There is a \$5.00 per day parking fee. For room reservations please call the hotel at 800-825-8888. Please indicate to them that you are with the Vegetable Growers Convention and use Group Code **AVEG13**. To get the \$67.00 rate you must register before January 18, 2013.

**Registration Details:** The trade show will be in the Mark Etess Arena. Your booth (8' x 10') will include drapes, a company sign and an 8' draped table. Up to 2 chairs will be included. Electricity is included. There is no carpeting. If you want carpeting in your booth, or any additional items, you will need to contact Atlantic Expo Convention Services directly for rates payable to them. Hand carried material can be brought in through the self-park garage down the escalators to the arena. Exhibitors with large equipment may come down Pennsylvania Ave. to the loading dock. Atlantic Expo will provide drayage for equipment too large to for you to handle. Please call them at the number below to make arrangements. All material in the exhibit area must be **NON-FLAMMABLE**, except for promotional literature. All equipment with fuel tanks must be no more than ¼ to ½ full with a locking gas cap. Specify on the order form items you will need Atlantic Expo to handle and the weight of each. The entrance is size specific, so please be sure to measure your equipment before bringing it to be sure it will fit into arena doors. Please call Atlantic Expo at 608-272-1600 for storage, other booth items, and other information.

**Security:** Security will be provided within the exhibit area for the duration of the convention in addition to the existing security within the hotel. **All 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, February 5, 2013- 8 am to end of Cocktail Social

Wednesday, February 6, 2013 – 8 am to 6:30 pm includes convention lunch and pre-banquet reception

Thursday, February 7, 2013 – 8 am to 2:30 pm after the 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. Again this year we will have a charity auction that will be conducted by Alfred's Auction Inc. You will be contacted directly from them for any item you may want to donate.

**Convention Dinner:** On Wednesday evening, February 6, there will be a convention dinner for everyone including delegates to the 2013 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 January 2013 and the price per person is \$60. We have invited Governor Christie to speak immediately preceding the dinner. More info will follow regarding payment.

**Booth number:** Numbers 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:** There will be an 8.5" x 11" color, glossy program book again this year. Please contact Joe Atchison at 609-984-2223 or by email at [joe.atchison@ag.state.nj.us](mailto:joe.atchison@ag.state.nj.us). If you wish to purchase a half or full page ad, please fill in the "Exhibitor Order Form" attached. Ad copy will go to Joe Atchison.

**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.

**For further information, questions or concerns please contact:**

**Rocky DiGerolamo @ 856-797-1686 or Tom Dauria @ 908-489-4896 (cell)**

**Email: [TDauria@Stokesseeds.com](mailto:TDauria@Stokesseeds.com)**

**EXHIBITOR ORDER FORM**

Please type/print all information. Details follow .

**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	\$ _____

Electricity included

(Note: If your payment is received by **November 15, 2012** there is a 3% discount booth only). - 3% \$ \_\_\_\_\_

Ad in program 1/2 page **\$175** Full page **\$300 (Circle)** \$ \_\_\_\_\_

Payment must be received by **December 15, 2012** **Total Cost** \$ \_\_\_\_\_

**Payment Method:** \_\_\_ Check (made out to VGANJ) \_\_\_ VISA \_\_\_ Mastercard \_\_\_ American Express

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_ V Code \_\_\_\_\_

Credit Card Billing Address (required) \_\_\_\_\_

**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.**

**NAME OF EXHIBITOR** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**PHONE (OFFICE)** \_\_\_\_\_ **(HOME)** \_\_\_\_\_ **(FAX)** \_\_\_\_\_ **(CELL)** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Email** \_\_\_\_\_

**Type of products/services firm sells** \_\_\_\_\_

**Type of large equipment (size & weight)** \_\_\_\_\_

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.

Name as it is to appear on Booth sign: \_\_\_\_\_

Booth Personnel (limit 4)

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

**Return form to: Rocco D. DiGerolamo, Jr., 1305 Sagemore Drive, Marlton, NJ 08053 or FAX 856-797-8466**  
**Questions: Phone: 856-797-1686 Cell: 908-489-4896 (Tom Dauria) email: TDauria@Stokesseeds.com**

*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:

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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 February 5 – 7, 2013 The New Jersey Agricultural Convention and Trade Show and the 2013 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 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 15, 2012 at the very latest, 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 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 February.

Sincerely,

Rocky DiGerolamo  
Convention Coordinator  
& Trade Show Chairman

John Formisano  
Hospitality Chair

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

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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 2013 New Jersey Agricultural Convention and Trade Show

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

Please bill by \_\_\_\_\_ I will pay by December 15, 2012.

Signed \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

**Thank you!**