



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

**2014 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 4, 5, 6, 2014
Trump Taj Mahal**



September 2013

Dear Exhibitor:

We are announcing the dates for the New Jersey Agricultural Convention & Trade Show and the Annual State Agricultural Convention that will be held **February 4, 5, 6, 2014**. The VGANJ will be partnering with the NJ Department of Agriculture, the NJAES, Rutgers University, the NJ Blueberry Association and the Garden State Wine Growers Assoc. There will be many benefits for all of us as partners, but for you as exhibitors it will be a wonderful opportunity to showcase your products. 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

We hope that you are excited about these new opportunities and will please support our efforts wholeheartedly to make this trade show and convention 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, 2014.

Sincerely,

Joe Marino
President

Rocky DiGerolamo
Convention Coordinator/Trade Show Chairman
Tom Dauria & Wayne Knerr Co-Chairmen

ADDITIONAL EXHIBITOR INFORMATION

Convention Dates: Exhibitor must set up between 9 am on 5 pm on February 3, 2014. Anyone with heavy equipment should be in between 9 am and noon. Hand carried exhibits may be set up Tuesday morning, February 4 between 7 am and 8 am. **Dismantling may begin at 12:00 on February 6th.**

Registration for Exhibitors: Rooms for all convention attendees are \$67.00 plus applicable taxes. The Chairman Tower is also available for \$87.00 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 AVEG14. **To get the \$67.00/\$87.00 rate you must register before January 18, 2014.**

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 609-272-1600 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 4, 2014 - 8 am to end of Cocktail Social

Wednesday, February 5, 2014 – 8 am to 6:30 pm (convention luncheon and pre-banquet reception will be held during these hours, more information will be coming from the Dept. of Ag soon)

Thursday, February 6, 2014 – 8 am to 12:00 pm

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. Please bring an item that you would like to donate to this event and be recognized for. Last year's auction collected \$4662 for the Coach Wags Memorial Foundation to help children with cancer. Hopefully we will top that amount this year for another worthy charity.

Convention Dinner: On Wednesday evening, February 5, there will be a convention dinner for everyone including delegates to the 2014 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 2014 and the price per person is \$60. More info will follow regarding payment. We have invited Governor Christie to speak immediately preceding the dinner.

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. 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, Wayne Knerr @ 609-685-5246 (cell) or Tom Dauria @

908-489-4896 (cell) Email: Wayne - knerrw@helenachemical.com Tom - 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, 2013** 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 16, 2013** **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 Tom Dauria - Cell: 908-489-4896 email: TDauria@Stokesseeds.com
Wayne Knerr - Cell: 609-685-5246 email: knerrw@helenachemical.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:

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 4 – 6, 2014 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 16, 2013 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 – Wayne Knerr - Donna Dugan

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 2014 New Jersey Agricultural Convention and Trade Show

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

Please bill by _____ I will pay by December 16, 2013.

Signed _____

Company Name _____

Address _____

Thank you!