



New Jersey Agricultural Convention & Trade Show
and the
2014 Annual State Agricultural Convention
coordinated by

The Vegetable Growers Association of New Jersey,
the New Jersey Department of Agriculture and the
New Jersey Blueberry Association
Garden State Wine Growers Association
New Jersey Agriculture Experiment Station, Rutgers University
February 4-6, 2014
Trump Taj Mahal



December 6, 2013

Dear Exhibitor:

Planning for the 2014 Annual State Agricultural Convention and the New Jersey Agricultural Convention and Trade Show is well underway. This partnership offers more opportunities for delegates and guests to learn about issues and the latest technologies, agricultural practices and opportunities throughout the industry.

The trade show and VGA educational sessions will open on Tuesday, February 4, at the Taj Mahal in Atlantic City, New Jersey and runs through Thursday, February 6. **If you have not reserved your booth for the show, it is still not too late, and a reservation form is enclosed for your convenience.** For those of you who have reserved your space, we thank you for your participation.

Following Tuesday's program, a cocktail hour and charity auction will be held in the exhibitor area. We are asking each exhibitor to bring an item that you would like to donate to this event and be recognized for. The 2013 auction raised over \$4,600 for the Coach Wags Memorial Foundation. The Coach Wags Memorial Foundation was founded in 2010 by Frank Costa and his wife, and its sole mission is to help raise money and awareness for children battling cancer. The money raised will help fund groundbreaking cancer research and help improve the daily lives of the children battling this horrible disease. If you donated an item last year, we thank you for your donation and hope that you will contribute again this year, and if you didn't, we hope you will consider doing so this year. Our hope is to double the amount raised for the Coach Wags Memorial Foundation at the 2014 New Jersey Agricultural Convention and Trade Show.

On Wednesday evening, February 5, there will be a dinner for both groups. The dinner will follow immediately after the cocktail reception in the exhibit hall. We encourage you to attend the dinner and purchase a table if you wish to entertain clients. The cost of the dinner is \$60 per person or \$600 for a table of 10. Tables of 8 are also available.

Please read the following information carefully and complete the forms as indicated. Reservations are required for all convention meals. **Please return the meal reservation form no later than January 20.** No money will be refunded for any reason after January 24, 2014.

If you want to reserve a room at the Taj Mahal, call **1-800-825-8888**. To be guaranteed the discount rate of \$67 plus applicable taxes for a single or double room, you should use the **Group Code AVEG14**. The Chairman Tower is also available for \$87 plus applicable taxes. There is a \$5 per day parking fee. Reservations can also be made online at <https://resweb.passkey.com/go/VEGE2014>. To ensure that you get the group rate, room reservations must be made by **January 18, 2014**.

For additional convention information including registration and event schedule, please visit www.nj.gov/agriculture or www.njveggies.org/convention.htm.

Sincerely,

Nancy B. Wood
Convention Coordinator

Rocco D. DiGerolamo
Convention Coordinator

2014 New Jersey Agricultural Convention Dinner

TABLE RESERVATIONS

Please note that there is seating for 8 or 10 people at each table. If you require more than one table, please make a copy of this form and fill it out for the other table(s). **The meal choices are Prime Rib, Scallops or Stuffed Flounder.**

ORGANIZATION NAME: _____
(As you want it to appear on the sign)

IMPORTANT: To make it less confusing for all of us, please check the appropriate column next to **EACH** name so that we will know if your enclosed check covers the names listed below or if they are sending in their own checks. Also, please be sure that the people on this list know they are seated at your table. Every year we get several lists that contain names of people who are already on another table list.

PERSON'S NAME (Please Print)	MEAL CHOICE	(PLEASE CHECK ONE)	
		Paid by check enclosed	Sending their own check
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

NAME AND TELEPHONE NUMBER FOR CONTACT PERSON IN CASE OF QUESTIONS:

Please make checks payable to *Vegetable Growers Association*.
Reservations are due by January 20, 2014.

Return form to: NJDA, Attn: Nancy Wood, PO Box 330, Trenton, NJ 08625.

Fax Number: (609) 292-3978

NO REFUNDS AFTER JANUARY 24, 2014.

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 Banschier – 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!