



New Jersey Agricultural Convention & Trade Show
and the
2020 Annual State Agricultural Convention
coordinated by
the Vegetable Growers Association of New Jersey,
New Jersey Department of Agriculture,
New Jersey Blueberry Growers Association,
Garden State Wine Growers Association and the
New Jersey Agriculture Experiment Station, Rutgers University
February 4-6, 2020
Harrah's Resort and Waterfront Conference Center



December 2, 2019

Dear Exhibitor:

Planning for the 2020 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 Harrah's Resort and Waterfront Conference Center 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 can be found on the VGANJ website (www.njveggies.org) under Convention.** 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 proceeds from the auction will be given to St. Jude Children's Research Hospital. St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. 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. Last year's auction raised \$8537 for St. Jude and it's our hope to exceed the amount raised at the 2020 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 Avalon Ballroom Prefunction Area. 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, 2020.

If you want to reserve a room at Harrah's Resort, please call the Reservation Center at **1-888-516-2215**. To be guaranteed the discount rate, indicate that you are with the **NJ Vegetable Growers Association** and use the **Group Code SH02VG0**. The room rates for convention attendees are \$70 per night/per room for the Marina Tower and \$79 per night/per room for the Waterfront Tower. These rates cover single and double occupancy and do not include applicable taxes, resort fees and parking fees. Reservations can also be made online at <https://book.passkey.com/go/SH02VG0>. To ensure that you get the group rate, room reservations must be made by **January 10, 2020**.

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

Sincerely,

Nancy B. Wood
NJDA Convention Coordinator

Rocco D. DiGerolamo
VGANJ Convention Coordinator