

Exhibitor Instructions

BOOTH NUMBER: Upon arrival, check with the Trade Show Chairman, Rocky DiGerolamo, or the posted floor plan at the Exhibit Hall entrance for the number(s) of your booth(s). A packet will be at your booth.

REGISTRATION: Up to 4 employees of an exhibitor will be admitted free of the registration fee for the purposes of staffing the booth. You **MUST INCLUDE THEIR NAMES ON THE ORDER FORM** enclosed. Their badges will be in the above-mentioned packet.

MEMBERSHIP: With the change in the fiscal year of VGANJ, membership forms were mailed in July. We will be happy to send an additional form, if needed or visit www.njveggies.org to print out a membership form. A Convention reminder is mailed out in December which also includes membership information. Membership can be paid at the convention. Paid-up members will be placed on the mailing list and admitted at no additional charge to the Annual Meeting. Spouses do not pay dues or registration.

STORAGE: items to be stored must be directed to the Atlantic Expo – 609-277-1600.

EXHIBIT RATES: 1 Booth \$740; 2 Booths \$1400; 3 Booth \$1995; 4 Booths \$3500; 6 Booths \$3510; 8 Booths \$4240. **IF PAYMENT IS RECEIVED BY NOVEMBER 1, DEDUCT A 3% DISCOUNT FOR BOOTHS.** Electricity included.

TERMS: Payment must accompany order form. New exhibitors not officed in New Jersey should pay by certified bank check in US dollars. If bill is requested, **PAYMENT MUST BE RECEIVED BY NOVEMBER 30. NO CANCELLATIONS AFTER NOVEMBER 25.** Make checks payable to **VGANJ**. The VGANJ Employer ID# for IRS is 22-1728097.

Mail with enclosed order form to: Rocky DiGerolamo, 1305 Sagemore Drive, Marlton, NJ 08053 FAX 856-797-8466

EXHIBIT HOURS: Tuesday, January 13 8 AM to the end of the Social Hour
Wednesday, January 14 8 AM to 5 PM
Thursday, January 15 8 AM to 2 PM
Closed all other times. Security will be present
NO DISMANTLING BEFORE JANUARY 15, 2 PM

*Tuesday Afternoon
Trade Show Only!!!!*

WINE AND CHEESE: 6 PM on Monday, January 12 for all exhibitors. Located in the Pre-Function area where Registration will be held.

SOCIAL SPONSORED BY EXHIBITORS: At the end of Tuesday's afternoon program, a cocktail hour will be held in the exhibit area. Part of your fee sponsors the event. Everyone registered gets two chits to exchange for drinks; after chits are used, drinks may be purchased at the bars. This is an excellent opportunity to meet your clients socially.

AWARDS DINNER: The popular awards dinner, with excellent food and awards presented to outstanding contributors to our industry, will be held Wednesday evening, January 14, (details for the gift drawings are on the "What's New From Industry" form). Your support and attendance would be appreciated.

WHATS NEW FROM INDUSTRY: Requests are on a first-come basis. A portion of the program each day is devoted to NEW products and services. If you wish an opportunity to address the audience, fill out the enclosed form and send to: Wayne Knerr, Helena Chemical Co., 440 N. Main St., Woodstown, N.J. 08098 Ph. 856-769-0147 Fax 856-769-4011

ADVERTISING: The Program Booklet distributed at the meeting will contain advertising plus a marked floor plan of the exhibit area showing your location. Dani Heinold of the NJ Farmer is the contact for advertising in the program booklet. She can be reached at Ph: 609.268.3555 • Fx: 609.268.3425 or njfarmer@comcast.net.

WE ARE LOOKING FORWARD to hearing from you. Here's to another successful Trade Show that will continue to be the finest and largest offered on the East Coast. This will be the only invitation to exhibit you will receive, so please get your reservation in early. A preliminary program will be sent out in December. See you there!

Sincerely,

Rocco D. DiGerolamo, Jr.
Convention Coordinator and Trade Show Chairman
Phone 856-797-1686 FAX 856-797-8466
Call if you have any questions

or contact Bill Pompper
Phone 856-455-3100 x 4108
FAX 856-455-3133

or contact Phil Traino
Secretary
Phone 856-985-4382
FAX 856-985-4640