



The Vegetable Growers Association of New Jersey

Denis Krowicki, President

MADMC TO JOIN VGANJ FOR 2009 CONVENTION AT THE TAJ MAHAL

SERVICES: Research, Legislative, Advertising, Production, Grower Relations, Public Relations, Education, Scholarship Fund

September 2008

Dear Friend,

You are invited to order space for the **2009 Atlantic Coast Agricultural Convention and Trade Show** sponsored by Vegetable Growers Association of New Jersey meeting held at the Taj Mahal Hotel and Casino. All 2008 exhibitors will be given priority until November 1, 2008 after which space will be given to new exhibitors who have placed an order. **NO cancellations after November 25, 2008.** This year the Mid Atlantic Direct Marketing Conference will be joining with our traditional vendors and educational sessions so we expect a greater diversity at the Trade Show and a larger number of attendees. We extend a hardy welcome to all MADMC exhibitors and attendees.

Dates and Room Rates: Exhibitors must set up between 9 AM and 5 PM on January 12, 2009. (Note: Hand carried exhibits ONLY may be set up Tuesday morning between 7 and 8 am) Anyone with heavy equipment should be in between 9 AM and noon. NO dismantling before 2 PM on January 15, 2009. There will be a registration desk for exhibitors and members. Room [flat rate] is \$86.00 for single or double occupancy plus a \$5.00 parking fee plus applicable taxes. For room reservations call the hotel at 1-800-825-8888. Please indicate you are with the Vegetable Growers Association of New Jersey Convention and use **Group Code AVEGE09**. Room check in is 3 PM and check out is 11 AM. Trade Show Chairman Rocky DiGerolamo, Jr. will be in the exhibit area during set up to answer questions. **The Convention rate of \$86.00 will be honored until January 2. Make your reservation early to get this reduced rate.**

Exhibit Details: The 2009 VGANJ Trade show will be in the **Taj Mahal Mark Etess Arena**. A booth is 8'x10' furnished with drapes, a sign with your company name and an 8' draped table, unless you request no table. Up to two chairs are included. The Mark Etess Arena has an attractive composite floor but no carpeting. If you want carpeting in your booth, or any additional items, you will need to contact Atlantic Expo Convention Services 609-272-1600. There will be no outdoor exhibits. Please indicate on the order form the name or kind of exhibitor you **DO NOT** wish to be next to. Overall space allocations are in the best interest of the trade show. **NOTE: ALL EXHIBITORS WILL BE IN ONE ROOM. Exhibitors with large equipment must come down Pennsylvania Ave. to the loading dock.** Exhibitors may then either drive or push heavy equipment through the tunnel directly onto the arena floor. Hand carried material can be brought in through the self-park garage, down the escalators, to the arena. Drayage for equipment too large for you to handle is available from Atlantic Expo; call them at the above number for rates payable to them. Specify on the order form items you will need Atlantic Expo to handle and the weight of each [tractor, sprayer, etc.].

All material in the exhibit area must be **NON-FLAMMABLE**, except for promotional literature. **(NOTE: ALL EQUIPMENT WITH FUEL TANKS MUST BE NO MORE THAN ¼ TO ½ FULL WITH A LOCKING GAS CAP)** An electric outlet [110 volts] will be available. No nails or wire bracing for erecting displays may be attached to the building. All property damaged or destroyed by exhibitors must be replaced in its original condition by the exhibitor or at his/her expense.

Special Note: There will be an area in the center of the exhibit area that will be set up with table and chairs for exhibitors and members to mix and have lunch. We plan to offer a buffet lunch on Tuesday and Wednesday for \$23. As both exhibitors and members requested the lunch we hope all will support this effort. Please see the enclosed form to assist us in coordinating this convenience. This same area will be available for exhibitors to make 10 -15 minute presentations during the Tuesday afternoon "Trade Show Only" time slot or the MADMC tradition – **Brags & Blunders!** This informal, audience-participation session gives conference participants the floor to share their best, *or worst*, idea of the year. If you would like to take advantage of this opportunity, please let us know.

For Additional Information Contact our Convention Coordinator and Trade Show Chairman:

Rocky DiGerolamo 1305 Sagemore Drive, Marlton, New Jersey 08053 Phone 856-797-1686 Fax 856-797-8466

See you in January!