



*Atlantic Coast Agricultural Convention & Trade Show*  
*Sponsored by*  
*The Vegetable Growers Association of New Jersey*  
*John R. Banscher, President*

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

September 2007

Dear Friend,

You are invited to order space for the 2008 Trade Show of the New Jersey Annual Vegetable Meeting held at the Taj Mahal Hotel and Casino. All 2007 exhibitors will be given priority until November 1, 2007 after which space will be given to new exhibitors who have placed an order. **NO cancellations after November 25, 2007.**

**Dates and Room Rates:** Exhibitors must set up between 9 AM and 5 PM on January 14, 2008. Anyone with heavy equipment should be in between 9 AM and noon. NO dismantling before 2 PM on January 17, 2008. 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. 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 AVEGE08**. Room check in is 3 PM and check out is 12 noon. 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 2008 VGANJ Trade show will be in the **Taj Mahal Mark Etes 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 Etes 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 may come down Pennsylvania Ave. to the loading dock. Exhibitors may then either drive or push heavy equipment through the tunnel directly on to 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. 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.

**Concerning Motorized Vehicles:** Fuel tanks shall be at a level no less than ¼ and no more than ½ of its volume. Vehicles must have **locked fuel cap**, if gasoline. The battery **must be** disconnected.

**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.

For Additional Information Contact:  
Convention Coordinator and Trade Show Chairman  
Rocky DiGerolamo  
1305 Sagemore Drive  
Marlton, New Jersey 08053  
Phone 856-797-1686 Fax 856-797-8466

## 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. Membership can also 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:** The Taj Mahal will not accept any packages. Any display material or literature that needs to be shipped and stored for the convention must go to 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 30, 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 15 8 AM to the end of the Social Hour

Wednesday, January 16 8 AM to 5 PM

Thursday, January 17 8 AM to 2 PM

Closed all other times. Security will be present

**NO DISMANTLING BEFORE JANUARY 17, 2 PM**

**WINE AND CHEESE:** 6 PM on Monday, January 14 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, award presentations will be held Wednesday evening, January 16, (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 time, fill out the enclosed form and send to: Tim Hahn, 891 Main Street, Salem, NJ 08079. 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. You will be contacted by Russell Warner, Northern Sales Representative of America Vegetable Grower Magazine, who will be coordinating material for the Program Booklet. Or you can reach Russell at 440-942-2000 Ext. 191.

**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

Vegetable Growers Association of New Jersey, Inc.  
Liability, Security and Breakdown Sheet

The Vegetable Growers Association of New Jersey will provide security within the exhibit area in addition to the existing security within the hotel. Security will be in effect from 5 PM on January 14 to 2 PM on January 17 to assure that no one disturbs exhibit materials. **However, projectors, tape recorders, computers, cameras and other valuable equipment should be taken to a safe place during hours when the exhibit hall is closed.** The VGANJ and the Taj Mahal Hotel assume no liability for articles left in exhibits. With the security provided, exhibitors may expect their material to be reasonably safe if left in place while they are absent.

**We remind you that exhibit breakdown should not be before 2 PM on January 17. This will maintain the quality of the Trade Show. Please remember that some sessions will be in progress at that time and we appreciate your cooperation in keeping noise levels to a minimum.**

Thank you for your participation and cooperation. PLEASE SIGN and return a copy of this form with your order.

**ORDER FORM**

**When completed, please make a copy for your records.**

Please type/print all information. Details in letter.  
Please, it is critical that you fill in the **reverse side**.

Return this page to: Rocco D. DiGerolamo, Jr. Phone: 856-797-1686  
1305 Sagamore Drive FAX: 856-797-8466  
Marlton, NJ 08053

Please reserve: \_\_\_\_\_ Booth (s) cost: \$ \_\_\_\_\_  
(1) \$740 (2) \$1400 (3) \$1995 (4) \$2500 (6) \$3510 (8) \$4240

**Note: If payment is received by November 1, there is a 3% discount.** -3% \_\_\_\_\_  
**Electricity included** \_\_\_\_\_

**Total** \_\_\_\_\_

**Payment must be received by November 30, 2007** Total amount enclosed \$ \_\_\_\_\_

**Payment Method:**  Check (Your canceled check is your receipt)  Invoice Requested

VISA  Mastercard  Discover  American Express

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

**Our Company sign should read:** \_\_\_\_\_

**NAME OF EXHIBITOR** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**PHONE (OFFICE)** \_\_\_\_\_ **(HOME)** \_\_\_\_\_ **(FAX)** \_\_\_\_\_ **(CELL)** \_\_\_\_\_

**Name** \_\_\_\_\_

**Signature** \_\_\_\_\_

**MUST FILL IN:** Kind of products/services my firm sells \_\_\_\_\_

Kind of large equipment and weight \_\_\_\_\_

Do not place next to my booth: \_\_\_\_\_ Place next to my booth: \_\_\_\_\_

Thank you.

## Booth Personnel

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.

**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.**

**Please print or type all information.**

1. Name \_\_\_\_\_

Office Address \_\_\_\_\_

\_\_\_\_\_ Phone \_\_\_\_\_ FAX \_\_\_\_\_

Home Address \_\_\_\_\_

\_\_\_\_\_ Phone \_\_\_\_\_ FAX \_\_\_\_\_

2. Name \_\_\_\_\_

Office Address \_\_\_\_\_

\_\_\_\_\_ Phone \_\_\_\_\_ FAX \_\_\_\_\_

Home Address \_\_\_\_\_

\_\_\_\_\_ Phone \_\_\_\_\_ FAX \_\_\_\_\_

3. Name \_\_\_\_\_

Office Address \_\_\_\_\_

\_\_\_\_\_ Phone \_\_\_\_\_ FAX \_\_\_\_\_

Home Address \_\_\_\_\_

\_\_\_\_\_ Phone \_\_\_\_\_ FAX \_\_\_\_\_

4. Name \_\_\_\_\_

Office Address \_\_\_\_\_

\_\_\_\_\_ Phone \_\_\_\_\_ FAX \_\_\_\_\_

Home Address \_\_\_\_\_

\_\_\_\_\_ Phone \_\_\_\_\_ FAX \_\_\_\_\_

All of the above information is kept confidential and not released to anyone. The addresses and phone numbers are for convenience only if Convention Staff need to reach you for informational purposes only.

**WHAT'S NEW FROM INDUSTRY**

RETURN THIS FORM TO:

Tim Hahn  
891 Main Street  
Salem, NJ 08079

FAX: (856) 769-4011  
Office: (856) 769-0147

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:

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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 Tim Hahn \_\_\_\_\_

Date Received by Tim Hahn \_\_\_\_\_

\_\_\_\_\_

**PLEASE NOTE:**

AWARD DINNER DRAWING: The Taj Mahal is donating 2 prizes. One prize is a 2 night, 3 day Weekend Stay at the Taj Mahal for two people. Prize Two is a 2 night, 3 day stay (midweek) at the Taj Mahal for two people. The drawing will be held at the Awards Dinner on Wednesday, January 16, 2008. Only those purchasers of tickets will be eligible to win. The prize must be used between April 15 and December 15, 2008. This offer is not exchangeable for cash. Order your tickets early when you receive your Preliminary Program.

# Lunch! Lunch! Lunch!

**You are going to be hungry!**  
**We need to know if you will join us.**

VGANJ is planning to offer a buffet lunch for \$23 per day in the Trade Show Area on Tuesday and Wednesday. There will be a social area with tables and chairs in the center of the exhibits. This is for the convenience and comfort of the exhibitors as well as attendees.

VGANJ **MUST** have a count of how many people are interested in having lunch as the hotel requires a minimum guarantee of lunches served.

Company Name \_\_\_\_\_

Are you interested in having lunch on Tuesday?

Yes \_\_\_\_\_ How many? \_\_\_\_\_

Are you interested in having lunch on Wednesday?

Yes \_\_\_\_\_ How many? \_\_\_\_\_

**Please include lunch payment with this sheet and the exhibitor form.**  
**We must have this estimate by December 31, 2007.**

*Thank you!*

*The Vegetable Growers Association of New Jersey*

## **Attention Exhibitors!**

**LINK your website!**

**If you would like to have your company website made available as a link on the VGANJ website, fill out the following form and include your check for \$25 made out to VGANJ.**

**VGANJ will maintain the link for one year.**  
**Visit the VGANJ website at [www.njveggies.org](http://www.njveggies.org)**

**Company name** \_\_\_\_\_

**Website address** \_\_\_\_\_

Send this form and \$25 check made out to VGANJ to Rocco D. DiGerolamo, Jr., 1305 Sagemore Dr., Marlton, NJ 08053.



# The Vegetable Growers Association of New Jersey

*John R. Banscher, President*

September 2007

Dear Friend,

On January 15, 16, 17, 2008 The New Jersey Annual Vegetable Meeting and Trade show will be held at the Taj Mahal Casino-Hotel, Atlantic City. The committee has worked diligently to maintain our reputation as the finest vegetable meeting on the eastern coast while infusing new energy into the Meeting by holding the event at the newly renovated Taj Mahal. We hope that once again you will join us to participate in the educational sessions, visit the vendors at the trade show and network with the many agricultural professionals in attendance.

Coffee and Danish each morning is a popular feature with our guests. 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. This year costs have risen 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 November 30, 2007 at the very latest, if you will be a contributor.

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 January and our hopes are that your business has thrived throughout the year and will continue to do so.

Sincerely,

Rocky DiGerolamo  
Convention Coordinator  
& Trade Show Chairman

John Formisano  
Hospitality Chair

Committee: John Banscher – Henry Klimkowski – Phil Traino – Bill Pompper

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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 2008 New Jersey Annual Vegetable Meeting

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

Please bill by \_\_\_\_\_ I will pay by November 30, 2007

Signed \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

**Thank you!**

City, State, Zip \_\_\_\_\_

# Grand Opening of the Trade Show

## Tuesday Afternoon

There will be a Grand Opening of the Convention on Tuesday afternoon, January 15 in the Trade Show Area that will go into the Social Hour.

Due to the fact there will be no education sessions at this time, this will be a good time to demonstrate your company's product. The demonstrations will be for 20 minutes on center stage.

If you or someone else from your company wishes to put on a demonstration, please fill in the form below, and return with exhibit application:

Rocco D. DiGerolamo, Jr.  
1305 Sagemore Drive  
Marlton, NJ 08053

Note: A buffet lunch will be available Tuesday and Wednesday at a cost of \$23.00, to be paid in advance.

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Date: \_\_\_\_\_

Company Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Demonstration Title: \_\_\_\_\_

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Please remember demonstration time is 20 minutes. If you need more time, please give us this information on this form.