

The Empire State Fruit & Vegetable EXPO

Growing
for the Health
of New York



Oncenter Convention Center

Syracuse, NY

January 24-25-26, 2012

Sponsored by Cornell Cooperative Extension, New York State Vegetable Growers Association, Inc., Empire State Potato Growers, New York State Berry Growers, the New York State Horticultural Society, New York Farmers' Direct Marketing Association and Cornell University

Exhibitor Information

Welcome to the 2012 Empire State Fruit and Vegetable Expo!

This show combines the major fruit, vegetable, and direct marketing associations of New York State in order to provide a comprehensive trade show and educational conference for the fruit and vegetable growers of this state, as well as the surrounding states and Eastern Canada.

As an exhibitor you can expect dedicated trade show hours, trade show educational sessions, opportunities to present new information regarding your company and its products during educational sessions, events such as the popular Expo social and ice cream social. All of these aspects of the show will enhance the Expo for both attendees and your company! Thank you for including the Expo as a part of your business plan to make new contacts, network with existing customers and introduce new products and/or services that your business offers!

Booth Rental

Exhibit booth spaces and equipment exhibit spaces are available in the main trade show. The more booth space that you require, the more you save! Please refer to the contract enclosed with this information for prices for your specific needs as an exhibiting company.

Your 10' x 10' booth rental includes:

- Basic booth set-up, frames with back and side dividers and draperies, table and two chairs.
- Two complimentary registrations per day for each

exhibitor booth including exhibitor name badges and registration materials.

- Free company listing in the NYSVGA Exhibitor Guide
- The opportunity to speak at "What's New From Industry" - a part of the educational sessions where you can highlight products and services that your company offers.

Equipment space rental includes:

(increments of 400 square ft. plus)

- Table and Two chairs.
- Two complimentary registrations per day for each equipment space rental including exhibitor name badges and registration materials (includes one free copy of the published Conference Proceedings).
- Free company listing in the NYSVGA Exhibitor Guide
- The opportunity to speak at "What's New From The Industry" - a part of the educational sessions where you can highlight products and services that your company offers.

**Call Dan Wren at 518-673-0117
To find out about special
packages available
for equipment dealers!**

Trade Show Hours:

Tuesday, January 24: 9:00am - 6:00pm; Wednesday, January 25: 8:00am - 5:00pm; Thursday, January 26: 8:00am - 3:00pm



Sponsorship opportunities for the Expo are available. We can help your company customize your sponsorship support.

Your company's support for the fruit & vegetable growers of New York State is greatly appreciated and important to the Expo.

Thank You!

Conference Schedule

Conference registration starts at 7:30 a.m. each day. Educational sessions are generally from 9:00 a.m. to 5:30 p.m. on all days, with lunch breaks. Free coffee and juice is available in the trade show area from 7:30 a.m. until 4:30 p.m. each day. All registered conference attendees have a name badge and are checked at the trade show door. A trade show only pass will also be available at the door. Conference sessions run concurrently, with the following anticipated schedule:

Monday, January 23

Meetings & Events: Becker Forum Focus on Perceptions of Agriculture/Trade Show Set-Up (Times will be scheduled)

Tuesday, January 24

Trade Show Open • 9:00 a.m. - 6:00 p.m.

Meetings & Events: NYS Vegetable Growers Association Breakfast & Annual Meeting, General Session
 Sessions: Tree Fruit, Tomatoes/Peppers, Potatoes, Direct Marketing, Winter Storage Vegetables, Trickle Irrigation, Reduced Tillage, Phytophthora, DEC Core Credit Session, Vine Crops, Leafy Greens

Wednesday, January 25

Trade Show Open • 8:00 a.m. - 5:00 p.m.

Meetings & Events: NYS Berry Growers Annual Meeting

Thursday, January 26

Trade Show Open • 8:00 a.m. - 3:00 p.m.

Exhibitors' Breakfast
 Sessions: Berries, Tree Fruit, Onions, Leafy Greens, Food Safety/GAPS, Soil Health/Reduced Tillage, Beans/Peas, Cabbage/Cole Crops, Greenhouse/Tunnels, Sweet Corn, Labor, DEC Core Credit Session
 Ice Cream Social in the Trade Show, Thursday afternoon

Literature Table

Please contact the NYSVGA office to request a literature table order form.

Official Hotel

The official hotel for the Empire State Fruit & Vegetable Expo is the Genesee Grande, just off I -81 and steps from the Syracuse U Carrier Dome. Rooms are available for a discounted rate of \$85 per night. Hospitality suites are also available for your company's needs. Please contact the hotel directly at 315-476-4212 to make your reservations and be sure to mention the Expo for your discount. Reservations may also be made at:
<https://www.reservations-page.com/C00264/H01405/be.ashx?pc=ESFVG>

Shuttle bus service directly from the front door of the hotel to the Oncenter during the hours of the Expo. The Crowne Plaza for \$93. Contact the Crowne Plaza at (315) 479-7000 or visit www.crowneplaza.com. The Holiday Inn Liverpool at (315) 457-1122 \$92 per night or Starbridge Suites \$102 per night.

Decorating Company

The official trade show contractor is Great Lakes Events, 100 Bickford Street, Rochester, NY 14606. Phone: 858-458-2200, Fax: 585-458-5087. Call them for shipping and other special booth decorations.

Electricity and Internet Services

Electric service and internet service is available. Please use form included to order your electricity and internet needs.

Set up and Dismantling

Set up will be from 12:00 p.m. - 6:00 p.m. on Monday, January 23. The trade show will reopen by 7:00 a.m. on Tuesday, January 24. All exhibits must be in place by 9:00 a.m. on Tuesday, January 24. (See back of Contract for late set-up policy). Trade show exhibits may be dismantled starting at 3:00 p.m. on Thursday, January 26.

Questions? Please contact:

Trade Show Information

Dan Wren, Lee Trade Shows
 PO Box 121 • Palatine Bridge, NY 13428
 Phone: 518-673-0117
 Fax: 518-673-2381
 email: dwren@leepub.com

Jeanette Marvin
 PO Box 267, Macedon, NY 14502
 Phone: 315-986-9320
 Fax: 315-986-8534
 email: jmarvin@rochester.rr.com



Oncenter Convention Center
Syracuse, NY
January 24-25-26, 2012

IMPORTANT CHANGES FOR 2012

- Now a 3 Day Show
- Carpet is not included with booth spaces
- Map Changes
**Parts of the map have been re-numbered.
Your space will remain the same but it may have
a new number.**

If you have any questions or to find out
your new booth number please call
Dan Wren 800-218-5586 ext 117 or
dwren@leepub.com



EXHIBITORS CONTRACT

2012 EMPIRE STATE FRUIT AND VEGETABLE EXPO & FARMERS' DIRECT MARKETING CONFERENCE

JANUARY 24-25-26, 2012

TUESDAY 9AM-6PM • WEDNESDAY 8AM-5PM • THURSDAY 8AM-3PM

Oncenter Convention Center, Syracuse

Brought to you by The New York State Vegetable Growers Association, Empire State Potato Growers, New York State Berry Growers Association, New York State Horticultural Society, New York State Farmers' Direct Marketing Association, Cornell University and Cornell Cooperative Extension

Managed by the Trade Show Division of Lee Newspapers, Inc.

Show Manager: Ken Maring 800-218-5586 or 518-673-2445 • Fax 518-673-3245 • www.leetradeshow.com • e-mail kmaring@leepub.com

10' X 10' BOOTHS

1 Booth- \$625. Ea. 2 or More Booths- \$575. Ea.

1st Choice _____ 2nd Choice _____

3rd Choice _____

Total # of Bths: _____

Total Due: _____ x 50% Deposit= _____

Balance Due: _____

EQUIPMENT SPACE

400 - 999 Square Feet = \$3.00 / Sq. Ft.

1000 - up Square Feet = \$2.50 / Sq. Ft.

(w) _____ x (l) _____ = _____ sq. ft.

sq. ft. _____ x rate _____ = Total Due _____

Total Due: _____ x 50% Deposit= _____ Balance Due: _____

Area Requested: _____

We agree to occupy and pay for the above exhibit space. We understand that the contract is not valid without the required deposit. The balance is due in full on or before January 3, 2012. Make all checks payable to the "LEE NEWSPAPERS, INC." with Empire Expo in memo line (U.S. funds only). See back of contract for cancellation and other trade show policies. No Exhibit will be allowed to set up unless paid in full.

It is understood and agreed that booth assignments will be made upon date of receipt of application and deposit, on a first come/first serve basis. Every reasonable attempt will be made to assign your desired space; however, if all your requested spaces are occupied, you will be assigned the best available space in the opinion of the management.

Show management will provide an 10' backdrop, 30" side curtains, two (2) chairs, one (1) 8' draped table and a wastebasket for each 10x10 exhibit. Floor spaces include two (2) chairs, one (1) 8' draped table and a wastebasket but do not include side curtains or backdrops. FLOOR IS NOT CARPETED. 110 Electricity will be available through the Oncenter, form included in exhibitor kit.

_____ Our certificate of insurance is enclosed (naming New York State Vegetable Growers Association as "Additional Insured"). Deadline for receipt of certificate is 1/3/11.

PLEASE READ THE REVERSE SIDE OF THIS CONTRACT BEFORE SIGNING

In signing this agreement, we agree to conform with the terms, conditions, and covenants contained in this application and contract for exhibit space. We agree to meet all deadlines and abide by policies set by the show management.

Exhibiting Co. _____ Person in Charge of Display _____

Signature _____ Title _____

Address _____ Phone _____

City _____ State _____ Zip _____ Fax Number _____

email: _____ web site: _____

CREDIT CARD NUMBER: _____

Expiration Date: _____ **Name on Card** _____

Please completely fill out, SIGN AND RETURN THE WHITE COPY to our office, RETAIN THE YELLOW COPY for your files

**MAKE CHECK PAYABLE TO: LEE NEWSPAPERS, INC
and MAIL WITH CONTRACT TO: LEE NEWSPAPER, INC**

P.O. 121, 6113 STATE HIGHWAY 5, PALATINE BRIDGE, NY 13428 OR FAX TO: 518-673-3245

All efforts will be made to accommodate your request for exhibit location, however the show management reserves the right to arrange the show in the overall best interest of the show. If we need to change your desired location for any reason, we will notify you immediately.

2012 EMPIRE STATE FRUIT AND VEGETABLE EXPO

EXHIBITOR TERMS AND CONDITIONS

GENERAL

1. CONFERENCE MANAGEMENT - The word "Management" as used herein shall mean New York State Vegetables Growers Association, Inc. or its officers or committees or agents or employees acting for them, in the management of the conference.

2. ELIGIBLE EXHIBITS - The management reserves the right to determine the eligibility of any company or product for inclusion in the Conference.

HOURS & ADMISSION

1. SHOW HOURS - The exhibit area will be open to the visitors from 9:00 am to 6:00 pm or as designated on all days of the show.

2. ATTENDANCE - Management shall have the sole control over admission policies. All persons visiting the exhibit area, including exhibitor representatives, will be required to register for the conference and wear a nametag. All trade show booths must be staffed.

3. ADMITTANCE DURING NON-SHOW HOURS - Without permission from management, exhibit representatives will not be permitted in the exhibit area between 6:30 p.m. and 7:00 a.m. on show days.

INSTALLATION OF EXHIBITS:

1. PAYMENT-COST OF SPACE - Inside space will be sold as 10'x10', see front for full details. Open floor space sold by sq. ft. A deposit is due with contract as per conditions on front. All exhibitors must be paid in full as per conditions on front before set up will be allowed.

2. DECORATOR - The show has retained one firm to serve as the exhibit decorator. Because of set-up schedules and possible bonding requirements, management requests that all exhibitors use the services of the appointed decorator. Additional decorations, furniture, floor coverings, fixtures and exhibit accessories (other than those provided by management) may be ordered through the decorator.

3. INSTALLATION AND DISMANTLING - Installation of booth exhibits will be from 12:00 pm to 8:00 pm on Monday, January 23, 2012. The trade show area will reopen by 7:00 am on Tuesday, January 25, 2012. Exhibits must be completed by 9:00 am on the January 25, 2012. **Exhibitors with larger equipment can move in as early as 9:00 am with prior notification.** No exhibitor will be allowed to remove his exhibit or any essential part of it before 3:00 pm on the last Conference day. The hours for dismantling and removing the exhibits are 3:00 pm to 7:00 pm. Exhibitors shall be liable for all storage and handling charges resulting from leaving material in the exhibit area after 7:00 pm on the day the Conference closes.

4. LABOR - Installation and dismantling of exhibits must be done by exhibitors' personnel.

USE OF SPACE

1. MANAGEMENT AUTHORITY - Management reserves the right to reject, eject or prohibit any exhibit in whole or in part, or exhibitor, or his representatives, with or without giving cause. If cause is not given, liability shall not exceed the return to exhibitor of amount of rental unearned at the time of the rejection. If an exhibit or exhibitor is ejected for violation of these rules or for other stated reasons, no return need be made.

2. SOLICITING AND COSTUMES - All demonstrations or other promotional activities are confined to the limits of each exhibit. Sufficient space must be provided within the exhibit to contain persons watching the demonstrations and other activities. Each exhibitor is responsible for keeping the aisles near his exhibit free of congestion due to his activities. Exhibitors' representatives wearing distinctive costumes or uniforms, or carrying banners or signs separately or as a part of their apparel shall not work in other than their own exhibit space.

3. DISTRIBUTION OF SAMPLES AND SOUVENIRS - Samples, souvenirs, publications, etc., may be distributed by the exhibitor only from within his exhibit and are also subject to regulations of the site owner and municipality.

4. NOISE, ODORS, SIGNS - Excessively noisy or obstructive work will not be permitted during open hours of the exhibit, nor will excessively noisy operating displays, nor exhibits producing objectionable odors, nor offensive illuminations of signs.

5. CONTESTS - Management shall be informed in advance of games and prize drawings planned for in-exhibit operation.

6. FLAMMABLE MATERIALS - No flammable fluids, substances or materials of any nature, including decorative materials of any nature, including decorative materials, prohibited by National, State or City Fire Regulations, may be used in any booth.

7. SAFETY DEVICES - Exhibitor agrees to accept full responsibility for compliance with National, State and City regulations in the provision and maintenance of adequate safety devices and conditions for the operation of equipment.

8. SUBLETTING - Exhibitor may not assign nor sublet his contract, or permit others to use his contracted exhibit space, without the knowledge and consent of management.

9. EXHIBIT DESCRIPTION - Each exhibitor will be required to submit in advance a brief description of his company's services.

LIABILITY AND CANCELLATIONS

1. CARE OF BUILDING - Exhibitor is liable for any damage caused to the building, standard exhibit equipment or other exhibitors' property, by him, his agents or employees. Exhibitor must submit to management by the date specified on the first page of this contract a certificate of liability insurance.

2. CANCELLATION - Space cancelled after confirmation of assignment has been made by management will cost the exhibitor 50% of the exhibitor's total contract obligation. Cancellations must be made in writing to the management. After 1/1/12, exhibitor will relinquish 100% of contract obligation and booth space. Any exhibitor not appearing for the conference by 9 a.m. on first conference day relinquishes 100% of his contract obligation and booth space. management has the right to relocate exhibitors to comparable spaces other than those specified by the exhibitor, if deemed advisable and in the best interests of the show. Exhibitors will be notified promptly and given the option to cancel with full refund in the event that the relocation is not acceptable.

3. LIABILITY - The exhibitor agrees with management that management shall not be responsible for any loss, damage or injury that may occur to the exhibitor or his employees, representatives or agents, or to his property, from any cause whatsoever; and the exhibitor agrees to defend, indemnify and hold forever harmless the management, its employees and agents, from all loss, liability, expense and penalty, including attorney's fees, on account of personal injury or damage to property sustained by the exhibitor or by an person or persons arising out of, during, or in connection with this agreement, whether such injury or damage is due or claimed to be due by any negligence or management, its employees or any other person.

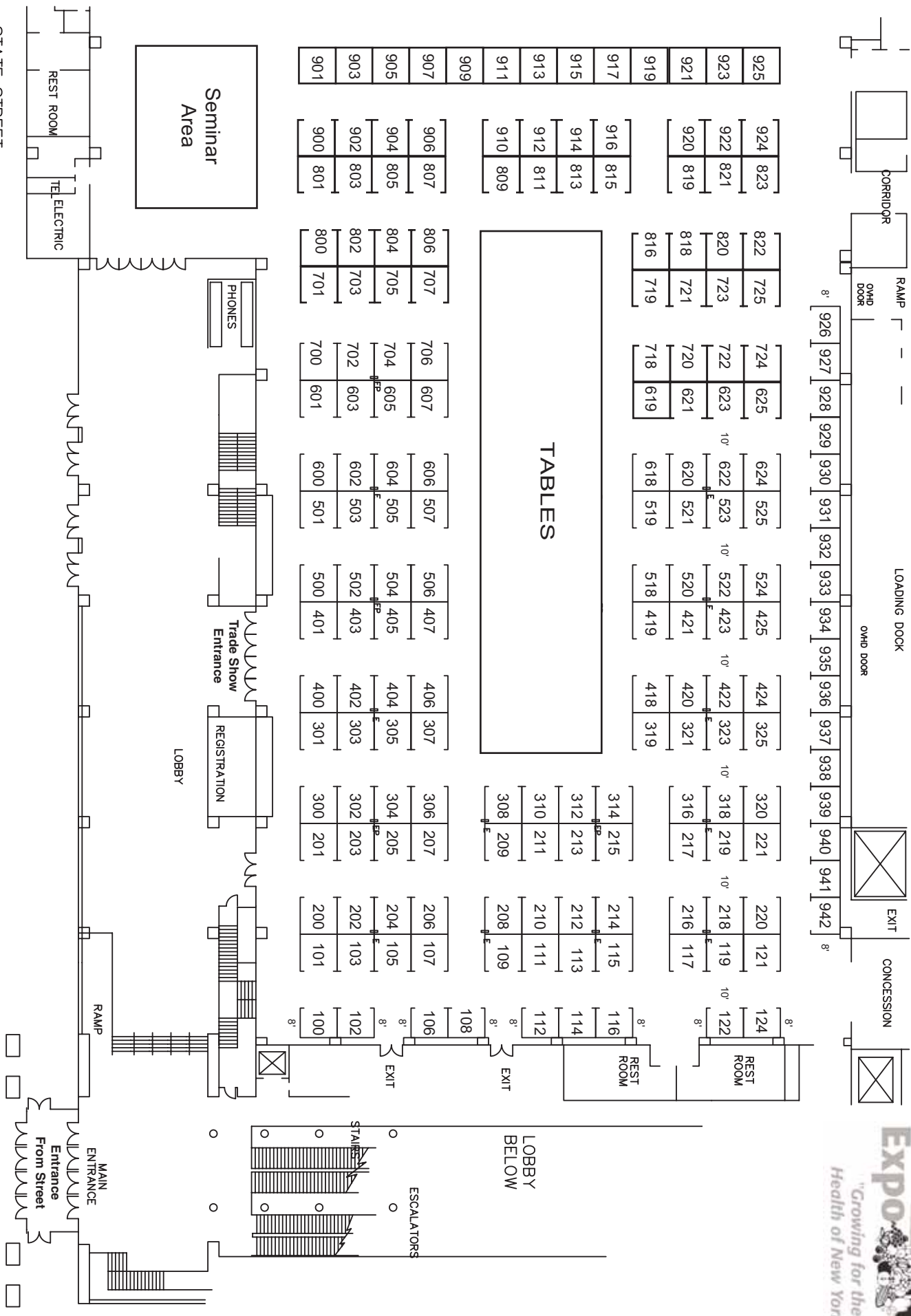
4. AMENDMENTS - Any matters not specifically covered by the preceding rules will be subject solely to the decision of the management. These rules may be amended at any time by management, provided that amendments shall not substantially diminish the rights or increase the liability of the exhibitor.

5. HOLD HARMLESS

Exhibitor agrees to hold Lee Newspapers, Inc. and New York State Vegetable Growers Association it's subscribers, agents and employees harmless and agrees to defend them from any injuries or damage to any party as a result of the exhibitor's or employees negligence, attendance or participation in the exhibition.

2012 EMPIRE STATE FRUIT AND VEGETABLE EXPO

JANUARY 24-25-26, 2012



925	924	822	725	724	625	624	525	524	425	424	325	320	221	220	121	124
923	922	820	723	722	623	622	523	522	423	422	323	318	219	218	119	122
921	920	818	721	720	621	620	521	520	421	420	321	316	217	216	117	
919		816	719	718	619	618	519	518	419	418	319					
917	916		815									314	215	214	115	116
915	914		813									312	213	212	113	114
913	912		811									310	211	210	111	112
911	910		809									308	209	208	109	
909																108
907	906	807		806	707	706	607	606	507	506	407	406	307	306	207	106
905	904	805		804	705	704	605	604	505	504	405	404	305	304	205	105
903	902	803		802	703	702	603	602	503	502	403	402	303	302	203	102
901	900	801		800	701	700	601	600	501	500	401	400	301	300	201	101

E ELECTRICAL OUTLETS
 EP ELECTRICAL & PLUMBING OUTLETS
 LOAD ONLY THROUGH MONTGOMERY ST.

STATE STREET

REST ROOM
 TEL
 ELECTRIC

Seminar Area

PHONES

Trade Show Entrance

REGISTRATION

LOBBY

TABLES

LOBBY BELOW

ESCALATORS

STAIRS

MAIN ENTRANCE

Entrance From Street

RAMP

CORRIDOR

RAMP O/H/D DOOR

LOADING DOCK

O/H/D DOOR

EXIT

CONCESSION

EXIT

REST ROOM

EXIT

REST ROOM

EXIT

EXIT

EXIT

EXIT

EXIT



2011 Alphabetized Listing

- Adams County Nursery • 115
Advancing Eco-Ag • 605A
Ag BioTech, Inc • 618
Agri Analysis • 700
Agricultural Data Systems, Inc • 602
Agrinetix, LLC • 605
Agroculture Liquid Fertilizer Co • 622A
Agro-One / Dairy One • 321
American Takii, Inc • 613
Arclay Natural Technologies • 504
Arctic Refrigeration • 611
BASF-The Chemical Company • 402
Bayer Crop Science • 201, 300
BDI Machinery Sales • 403, 405
Beaver Plastics Ltd • 303
Bejo Seeds, Inc • 320
Belle Terre Irrigation • 519, 521, 523
Biagro Western Sales, Inc • 621
Burgess Baskets • 107
Carovail • 525A
CAS Pack Corporation • 103
Certis USA • 601
Chemtura Agro Solutions • 814
Clifton Seed Co • 800
Community Bank • 724
Community Markets • 206
Compac Sorting Equipment • 522, 524
Conklin • 806
Cornell Farmworker Program • 807
Cornell Pesticide Management Education Program • 704A
Cornell University - MYSAES • 113
Creative Labels of Vermont • 805
CropCare Equipment (by Paul B LLC) • 419, 421, 423
Crop Production Services • 600
Country Folks Grower • 702A
D&J Construction • 109
Dow Agro Sciences • 606
DuBois Agrinovation, Inc • 503
DuPont Crop Protection • 711
Durand-Wayland • 703
Empire Tractor • 117, 119, 121, 216, 218, 220
Everfoam Insulation Systems, Inc • 802
F. B. Pease • 102
Farm Family Insurance Companies • 101
Farmer's Choice / Promotion in Motion • 808
Fidelity Paper & Supply Corp. • 712
Fingerlakes Trellis Supply • 505A, 507A
Food Bank Assoc NYS • 705
Frontlink, Inc • 815, 816
Gowan Company • 501
Granny Blossoms • 425
Grimes Horticulture • 304
Growers Mineral Solutions • 319
Growth Products, Ltd • 204
GVM, Inc • 623A, 625A, 722A, 724A
H. E. Anderson Company • 604
Haines Equipment, Inc • 603A
Hannaford Supermarkets • 810
Harris Seeds • 701
Haygrove Inc • 307
Hill & Markes, Inc • 501A
Hillside Cultivator Co., LLC • 518
Hillside Orchard Farms • 606A
IPM Laboratories, Inc • 112
Jan Parisi Agency, Inc - Nationwide Agribusiness • 520
Kaulfuss Development • 106
KC Enterprises, Ltd • 707
Kube Pak Corp • 600A
Label Quest, LLC • 210
Lamb & Webster, Inc • 619A, 718A
Lead NY • 212
Lee Shuknecht & Sons, Inc • 706
Liquid Fence Co • 601A
Mabie Bros., Inc • 721, 723, 725
Macro Plastics • 219
Maier Farms • 305
Marrone Bio Innovations • 603
Mas Labor H-2A, LLC • 203
Miller Chemical & Fertilizer Corp. • 316
Monte Package Co • 709
Mohawk Valley Produce Auction • 623
N.M. Bartlett, Inc • 205
New York State Dept of Agriculture and Markets - Plum Pox Virus • 804
Nichino America, Inc • 506
Norampac • 607A
Northeast Organic Farming Assoc. of NY, Inc • 100
Nourse Farms, Inc • 607
NY Crop Insurance • 625
NY Farm Viability Inst • 720
NYCAMH • 523A
NYS Agricultural Mediation Program • 114
NYS Dept of Agriculture & Markets • 717
NYS Dept of Labor - Rural Employment • 122
NYS Vegetable Growers Association • 706A
O. A. Newton • 812, 813
O'Neill & Associates • 323, 325, 422, 424
OESCO, Inc • 525
Oro Agri, Inc • 200
Oxbo International • 503A
Paige Equipment Sales & Service, Inc • 615, 617, 714, 716
PCA - Supply Services • 418
Penn Scale Mfg., CO • 116
Pennsylvania Service & Supply, Inc • 811
Premier Containers (1983) Inc • 704
ProducePackaging.com® • 502
Purfresh • 420
R.E. & H&J McQueen • 209, 211, 213, 215, 308, 310, 312, 314
Raindrop Farm • 217
Reed's Seeds • 407
RFC Container • 221
Rockford Packaging Supply • 302
Rupp Seeds, Inc • 406
Seedway, LLC • 318
Siegers Seed Compnay • 400
Signs of the Seasons • 108
Sinksnmore Div. Poly John Enterprises • 710
Sipcam Advan • 720A
Smurfit Stone • 301
Spectrum Technologies, Inc • 624A
Stan Peterson Fruit Tree Sales • 202
Stand 'n Plant • 801
Stark Bros Orchards & Nurseries • 207
Stoke Seeds, Inc • 401
Summit Tree Sales • 507
Sustane Natural Fertilizer • 700A
Suterra, LLC • 505
Syngenta • 602A, 604A
Targit Sales Associates • 621A
Taylor Manufacturing, Inc • 715
Tew Mfg. Corp • 809
Treen Box & Pallet • 719
Tuff Automation, Inc • 702
USDA - Farm Service Agency • 124
USDA New York Agricultural Statistics Service • 722
Valent USA Corp • 306
VanErnst Refrigeration • 620, 622, 624
Virtualone Software • 500
VR Food Equipment, Inc • 214
Waffler Nursery • 404
White's Farm Supply, Inc • 519A, 521A, 618A, 620A

2012 EMPIRE STATE FRUIT AND VEGETABLE EXPO

EXHIBITOR NAME BADGE REGISTRATION FORM

For each 100 sq. ft. purchased, you receive 2 free registrations.
 For example: 10x10 = 2 badges; 10x20 = 4 badges; 20x20 = 8 badges
 Additional badges may be purchased at \$20.00 each

COMPANY _____ # OF FREE BADGES _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

NAME 1 _____ Title _____ email _____	NAME 6 _____ Title _____ email _____
NAME 2 _____ Title _____ email _____	NAME 7 _____ Title _____ email _____
NAME 3 _____ Title _____ email _____	NAME 8 _____ Title _____ email _____
NAME 4 _____ Title _____ email _____	NAME 9 _____ Title _____ email _____
NAME 5 _____ Title _____ email _____	NAME 10 _____ Title _____ email _____

ADDITIONAL BADGES _____ X \$ 20.00 = TOTAL DUE _____

METHOD OF PAYMENT: CREDIT CARD CHECK

CREDIT CARD NUMBER: _____

EXPIRATION DATE: _____ NAME ON CARD _____

Please mail or fax this form back to: Fruit & Vegetable Expo
 PO BOX 121 • Palatine Bridge, NY 13428 • Fax 518-673-3245

BADGE PICK UP IS ON-SITE

Empire State Fruit and Vegetable Expo & Direct Marketing Conference

SPONSORSHIP INFORMATION FOR THE EXPO

Sponsorship is a great way to provide support for the Expo as well as a very visible way to show support and commitment to your customers' industry. There are a variety of ways that your company may choose to sponsor all or part of the Expo. The sponsorship request form has all of the information your company needs to be an integral part of the Expo through sponsorship.

What's Your Level?

Coffee Break- \$150

Coffee Break sponsors will have their company name displayed on signage by the coffee break in the Trade Show.

Gardener Level- \$250

Sponsor will receive: Company name recognition in the registration area, at door of chosen Session, and in the NYSVGA-Newsletter Expo Edition.

Grower Level- \$500

Sponsor will receive: Company name recognition in the registration area, at door of chosen Session and in the NYSVGA-Newsletter Expo Edition, and one complimentary Expo Registration.

Producer Level- \$1000

Sponsor will receive: Company name recognition in the registration area, at door of chosen Session and in the NYSVGA-Newsletter Expo Edition, Two complimentary Expo Registrations, and the opportunity to speak for 2 minutes in classroom to present new products in the "What's New From Industry" session.

Master Farmer Level- \$2000

Sponsor will receive: Company name recognition in the registration area, at door of chosen Session and in the NYSVGA-Newsletter Expo Edition, Four complimentary Expo Registrations, the opportunity to speak for 2 minutes in classroom to present new products in the "What's New From Industry" session, your company PowerPoint running during session breaks in the classroom of choice, and a Free Ad in the NYSVGA-Newsletter Expo Edition.

Additional sponsor opportunities are available for your company. Please see the sponsorship form for details!

Deadline for your company's sponsorship information to be listed in the 2012 New York State Vegetable Growers News-Expo Edition is January 1, 2012.

SPONSORSHIP REQUEST FORM

Please accept this donation: Circle One

Coffee Break- \$150 Gardener Level- \$250 Grower Level- \$500

Producer Level- \$1000 Master Farmer Level- \$2000 Other- \$_____

Please direct our donation to: *(You may circle more than one.)*

- General Conference Fund • Wednesday Free Lunch @ Trade Show • Ice Cream Social
-

- | | | |
|----------------------|-----------------------------|--------------------|
| • Berries | • Winter Storage Vegetables | • Direct Marketing |
| • Food Safety/GAPS | • Greenhouse/Tunnels | • Labor |
| • Leafy Greens | • Potatoes | • Soil Health |
| • Snap Beans/Peas | • Sweet Corn | • Tomatoes/peppers |
| • Tree Fruit | • Vine Crops | • Cabbage |
| • Onions | • General Session | • Becker Forum |
| • Trickle Irrigation | • Reduced Tillage | • Phytophthora |

TOTAL: \$_____

Your contribution will be acknowledged. Please print your contact information below.

Name and Title: _____

Address: _____

Town, State, Zip: _____

Email: _____ Phone: _____

Make checks payable to "NYS Vegetable Growers Association, Inc." with Empire Expo in the memo line and mail to:

NYS Vegetable Growers Association, Inc., PO Box 267, Macedon, NY 14502

**If you have any questions, please contact: Jeanette Marvin 315-986-9320 or jmarvin@rochester.rr.com
Thank you!**

Yes! I am interested in additional sponsor opportunities. Please contact me regarding the following opportunities:

- _____ Neck Lanyards _____ Registration Bags _____ Expo Exhibitor Guide
_____ Free Lunch @ Trade Show

Name: _____

Company: _____

Phone: _____

EXHIBITOR BREAKFAST

Thursday, January 26, 2012

Company: _____

Address: _____

Number Attending the Breakfast _____

Please mail or fax this form back to:
FRUIT & VEGETABLE EXPO
PO BOX 121 • Palatine Bridge, NY 13428
Fax 518-673-3245



Growing for the Health of New York

2012 EMPIRE STATE FRUIT AND VEGETABLE EXPO

JANUARY 24-25-26, 2012 • ONCENTER CONVENTION CENTER, SYRACUSE

WHO'S WHO IN THE EMPIRE STATE FRUIT AND VEGETABLE EXPO

Dear Empire State Fruit & Vegetable Expo Exhibitor:

To be sure your company is included in the **Free Exhibitor Listing**, please complete the information on the form below. It is an **excellent FREE** advertising opportunity for Empire State Fruit & Vegetable Expo exhibitors. You will also benefit from the additional circulation, as it will be passed out to all attendees at the show.

BELOW IS A GENERIC SAMPLE OF HOW YOUR INFORMATION WILL LOOK IN THE LISTING.

<input type="checkbox"/>	Check to use same listing as last year	<p>CK GREENHOUSES, INC. • BOOTH 43 200 Schoolhouse Rd., Cheshire, CT 06410 800-773-1091 • 860-573-0569 info@ckgreenhouses.com randy@ckgreenhouses.com</p>
		<p><u>Product To Be Exhibited:</u> Cuttings, plugs and prefinished plants. <u>Show Representative:</u> John Doe</p>

Company Name: _____ Booth # _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____ Website: _____

Products You Will Be Exhibiting: _____

New Products Being Introduced (if applicable): _____

Name(s) of Your Representative(s) to be at the Show: _____

Please complete this form and return it to Country Folks Grower no later than **DECEMBER 1, 2011**. Any forms returned after that date may not be in the program due to time restraints.

For more information on advertising in the Who's Who, call Sales Manager, Dan Wren at

1-888-820-6644 or 518-673-0117

RETURN BY MAIL: Country Folks Grower - Empire State Fruit & Vegetable Expo Who's Who Listing, PO Box 121, Palatine Bridge, NY 13428

OR RETURN BY FAX **518-673-3245** ATTN: MISSY WHITE

Dear Exhibitor,

Below you will see a sample of the Acord Certificate of Liability Insurance form, which is one of the requirements of being an exhibitor in this show. This certificate can be obtained through your insurance company. Please have them fax it to us at **518-673-3245** or mail it to: **Lee Trade Shows, P.O. Box 121, Palatine Bridge, NY 13428**. Be sure to specify which Trade Show the insurance form represents. (i.e.: The Empire State Fruit & Vegetable Expo. Keystone Farm Show, Virginia Farm Show, Big Iron Expo, Material Handling Industrial Equipment Expo, Hard Hat Expo.)

We hope this will clear up any confusion there might be about this particular form.

If you have any further questions, please feel free to call us at **800-218-5586**.

Thank you!

ACORD - CERTIFICATE OF LIABILITY INSURANCE				5/1/2009	DATE (MM/DD/YYYY) 4/25/2008
NEEDS:		THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.			
INSURER:		INSURERS AFFORDING COVERAGE		NAIC #	
1069491		INSURER: ZURICH AMERICAN INS. CO.			
		INSURER #:			
		INSURER #:			
		INSURER #:			
		INSURER #:			
COVERAGES		CLEFA01 DF		THE COVERAGE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT. THE COVERAGE REPRESENTATIVE, THE INSURER, AND THE POLICY CONTRACTOR SHALL BE THE ONLY REPRESENTATIVES OF THE INSURER AND THE POLICY CONTRACTOR. THIS CERTIFICATE MAY BE VOIDED IF THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, CONDITIONS AND COVENANTS OF THE POLICIES. APPROPRIATE LIMITS SHOULD HAVE BEEN INDICATED BY CLASS DESIGNATION.	
CLASS	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE	POLICY EXPIRES	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY CLAIM MADE <input checked="" type="checkbox"/> OCCUR	GLD 925 9397-01	5/1/2008	5/1/2009	GENERAL LIABILITY \$ 1,000,000 COMMER. GEN. LIABILITY \$ 1,000,000 MED. EXPENSE \$ 10,000 PLUM. & ELECTR. \$ 500,000 COVERED \$ 2,000,000 PRODUCT \$ 2,000,000
A	AUTOMOBILE <input checked="" type="checkbox"/> ANY AUTO ALL OTHERS SCHEDULED <input checked="" type="checkbox"/> HIRE AUTO <input checked="" type="checkbox"/> NON-OWN	BLP 925 9397-01	5/1/2008	5/1/2009	COMMER. AUTO. LIABILITY \$ 2,000,000 BODILY INJURY (per person) \$ XXXXXXX BODILY INJURY (per accident) \$ XXXXXXX PROPERTY DAMAGE (per occurrence) \$ XXXXXXX AUTO OWN. - EA. ACCIDENT \$ XXXXXXX OTHER THAN AUTO OWN. - EA. ACC. \$ XXXXXXX AND \$ XXXXXXX EACH OCCURRENCE \$ XXXXXXX AGGREGATE \$ XXXXXXX
A	EMPLOYERS LIABILITY OCCUR <input type="checkbox"/> CLAIM MADE <input type="checkbox"/> DEDUCTIBLE <input type="checkbox"/> UNDERLIES FORM RETENTION \$	WC 925 9398-01 (AOS) WC 925 9399-01 (MA)	5/1/2008	5/1/2009	WC (STAT. LIMITS) \$ 1,000,000 EL. EACH OCCURRENCE \$ 1,000,000 EL. DISEASE - EA. EMPLOYEE \$ 1,000,000 EL. DISEASE - POLICY LIMIT \$ 1,000,000
Name of Trade Show					
CERTIFICATE HOLDER			CANCELLATION		
Trade Show Division Lee Publications PO Box 121 Palatine Bridge, NY 13428			WHENEVER ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE REPEATED DATE THEREOF, THE INSURER SHALL PROVIDE TO THE POLICY CONTRACTOR WRITTEN NOTICE TO THE CONTRACTOR BEFORE THE POLICY CONTRACTOR IS OBLIGATED TO REISSUE OR BEFORE HIS OBLIGATION OF LIABILITY OF ANY AND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.		
			<i>[Signature]</i>		
ACORD 25 (08/1/08)			© ACORD CORPORATION 1988		

Country Folks GROWER

There will be a Empire State Fruit and Vegetable Expo Special Section in the January issue of Country Folks Grower.

This special section will contain:

Basic exhibitor information

Show maps

Seminar programs

Your editorial and advertising

Some ideas that you may consider:

Advertising

- New products
- Show Specials
- Gifts
- Free freight if you pick up at the show
- Meet the expert (grower, breeder, designer, president etc.)

Editorial

- Products featured
- Company information or history
- Information on your product

We have a wide range of ad sizes to meet any need or budget, we can use an ad you have or create one for you.

The deadline for this opportunity is December 1, 2011.

To be part of this program or for more information contact your sales representative or me at 800-218-5586 ext 117 or dwren@leepub.com

I look forward to seeing you at the show.



Dan Wren



Utilities Connection Order Form

Please return to Oncenter
 800 South State Street
 Syracuse, New York 13202
 (315) 435-8000
 FAX: (315) 435-8098

Date Rec'd	By:	Payment

Name of Event:	Date(s) of Event:	Booth #:
Firm Name:	On Site Contact:	
Address:		
Phone #:	Fax#:	
Authorized By:	Title:	Date:
PAYMENT: Check (Payable to Oncenter) / Credit Card (VISA, MasterCard, American Express)		
Credit Card Number:	Expiration Date:	
Name on Card:		

PAYMENT MUST ACCOMPANY ORDER

ADVANCE ORDERS MUST BE RECEIVED 10 DAYS BEFORE EVENT

The rates listed are for one (1) outlet only. The charge for service includes electrical current, installation in the most convenient location, and removal at the close of the show. Special service or wiring into equipment will be charged at prevailing rates for labor and materials. Oncenter will not be responsible for power failures or voltage functions. We cannot guarantee service prior to show opening on late requests. **All service request forms and payments MUST be received no later than 10 business days prior to the opening date of the show.** No credits can be issued on service installed and not used. Rates subject to change without notice

A 30% SERVICE CHARGE WILL BE LEVIED ON ANY ORDERS ON SITE - PLEASE PLAN AHEAD

120 VOLT OUTLETS

Description	Quantity	Advance Order	On Site	Total
20 amps Less than 2000 Watts		\$65.00	\$84.50	

208 VOLT OUTLETS

Description	Name Plate Information			Quantity	Advance Order	On Site	Total
	Voltage	Phase (1or 3)	Neutral				
Up to 20 amps					\$100.00	\$130.00	
Up to 30 amps					\$105.00	\$136.50	
Up to 60 amps					\$135.00	\$175.50	
Up to 100 amps*					\$180.00	\$234.00	
Up to 200 amps*					\$230.00	\$299.00	

480 VOLT OUTLETS

Description	Name Plate Information			Quantity	Advance Order	On Site	Total
	Voltage	Phase (1or 3)	Neutral				
Up to 60 amps*					\$205.00	\$266.50	
Up to 100 amps*					\$255.00	\$331.50	
Up to 200 amps*					\$425.00	\$552.50	

* Special arrangements must be made with Oncenter electrical department prior to the start of the event. An additional labor charge will be added for hook-up and disconnection. Special memos or instructions, please write in the box below.

See other side for special conditions & regulations ---->

MISCELLANEOUS UTILITY CONNECTIONS

The rates listed are for one (1) connection			
Description		GPM	Total
Active water & drainage	Minimum \$100/day. Call Oncenter for details		
Compressed Air	Call Oncenter for details		
Water/Drain (static display)	\$75.00/unit		

IMPORTANT CONDITIONS AND REGULATIONS

1. Wall, column and permanent building utility outlets are not a part of booth space and are not to be used by exhibitors unless specified otherwise.
2. All equipment, regardless of source of power, must comply with all federal, state and local safety codes.
3. Use of open clip sockets, latex or lamp cord wire, duplex or triplex attachment plugs in exhibits must be approved by Facility.
4. Claims will not be considered unless filed by exhibitor prior to close of exposition.
5. Under NO circumstances shall anyone other than "house electrician" make electrical connections.
6. Special equipment requiring company engineers or technicians for assembly, servicing, preparatory work, and operations may be executed without "house electrician," however, all service connections and overload protection to such equipment must be made by "house electrician" only.
7. All equipment must be properly tagged and wired with complete information as to type of current voltage, phase, cycle, horsepower, etc..
8. All material and equipment furnished by Oncenter for this service order shall remain Oncenter property and shall be removed ONLY by Oncenter at the close of the show.
9. Unless otherwise directed, Oncenter electricians are authorized to cut floor coverings to permit installation of service.
10. All exhibitor's cords must be of the 3 wire grounded type. All exposed non-current carrying metal parts of fixed equipment, which are liable to be energized, shall be grounded.
11. Rates quoted for all connections cover only the bringing of service to the booth in the most convenient manner and do not include connecting equipment or special wiring. Rates are on your application form.
12. Oncenter will provide the following Receptacle types Standard Duplex, NEMA # L6-30R, L5-20R, 6-15R, 6-20R and 10-50R. Exhibitor must provide any other type of receptacle.
13. Any hook-up cable larger than #4 AWG must be provided by exhibitor.

Internet Service Order Form

Please return to Oncenter
 800 South State Street
 Syracuse, New York 13202
 (315) 435-8000
 FAX: (315) 435-8098

Date Rec'd	By:	Payment

Name of Event:	Date(s) of Event:	Booth #:
Firm Name:	On Site Contact:	
Address:		
Phone #:	Fax#:	
Authorized By:	Title:	Date:
PAYMENT: Check (Payable to Oncenter) / Credit Card (VISA, MasterCard, American Express)		
Credit Card Number:	Expiration Date:	
Name on Card:		

PAYMENT MUST ACCOMPANY ORDER

ALL ITEMS SUBJECT TO AVAILABILITY

NO GUARANTEED SERVICE FOR ON SITE ORDERS

A 30% SERVICE CHARGE WILL BE LEVIED ON ANY ORDERS ON SITE - PLEASE PLAN AHEAD

Internet	Public IP Required	Quantity	Advance Order	On Site	Total
High speed Internet Wired Connection* (Discounted)	Yes / No		\$125.00	\$162.5	
Additional Connection at the same location	Yes / No		\$50.00	\$65.00	

All Computers require a 10mb Ethernet Card or a 10/100 Ethernet card with TCP/IP installed (see #11below)

Additional services; such as (ISDN Lines, T1 lines, etc.) are available, please contact your Event Coordinator for more information.

NOTE: Lost connectors and cables at \$25.00 each.

Rules and Regulations

1. Oncenter Complex is the exclusive provider of telecommunications throughout the Oncenter Complex.
2. Incomplete telecommunications requirements may delay processing and labor charges will be added in the event of changes made after initial installation.
3. Credit will NOT be given for service installed and not used.
4. The Customer will be fully responsible for the protection and safekeeping of the Internet connection apparatus as well as safekeeping of their personal or company computer equipment.
5. Only Oncenter personnel are authorized to modify system wiring and cable.
6. Oncenter is not responsible for any level fluctuations or band-width failure due to the local Internet Service Provider (ISP) company conditions and or the local telephone company.
7. All equipment must comply with FCC regulations.
8. Prices are based on current rates and subject to change without notice.
9. Rate quotes or other inquires for Internet Service, telephone service and other special needs (i.e. LAN setup, etc.) should be directed to the Oncenter Event Coordinator.
10. In addition to basic telephone charges, exhibitors will be charged for local and long distance calls at prevailing rates.
11. The Oncenter Complex will provide DSL through one 10-BaseT drop to your booth (RJ-45 plug) and one IP address for a single computer in your booth. You need to provide each computer(s) with a 10-BaseT or 10/100 Ethernet network card and with TCP/IP installed and access to the properties. If you have more than one computer, you will need to order "Additional IP Addresses" and specify how many you need. You will need to provide your own Ethernet hub and cables to run between your hub and computers. If you ordered "Additional IP Addresses", your company may connect as many computers as needed to our network drop at one location or booth, however, sharing your connection with another booth or another company is prohibited. Additional fees will be charged if you need the Oncenter Complex to provide wiring between your computers and hub or if your company needs network access at more than one location.