

The Empire State Fruit & Vegetable Expo

&
Farmers' Direct
Marketing Conference

Growing
for the Health
of New York



Oncenter Convention Center Syracuse, NY January 25-27, 2010

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!

Welcome to the 2010 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 education sessions, opportunities to present new information regarding your company and its products during educational sessions, social 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 (10' x 10') and equipment exhibit spaces (increments of square ft, starting at 400 sq. ft.) 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 booth rental includes:

- Basic booth set-up, frames with back and side dividers and draperies, carpeting, table and two chairs.
- Two complimentary registrations per day for each exhibitor booth including exhibitor name badges and registration materials (includes one free copy of the published Conference Proceedings).

- One complimentary ticket to the Exhibitor Breakfast on Wednesday, January 27.
- Free company listing in the NYSVGA Exhibitor Guide which is placed in every conference attendee's registration packet.
- 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:

- Two chairs and carpet.
- 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).
- One complimentary ticket to the Exhibitor Breakfast on Wednesday, January 27.
- Free company listing in the NYSVGA Exhibitor Guide which is placed in every conference attendee's registration packet.
- 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.

Call Dan Wren at 518-673-3237 ext. 242 to find out about special packages available for equipment dealers!

Trade Show Hours

Tuesday, January 26: 8:00 a.m. - 6:00 p.m.; Wednesday, January 27: 8:00 a.m. - 4:00 p.m.



Sponsorship opportunities for the Expo are available! In addition to our standard sponsorship packages, we can help your company customize your sponsorship support—please contact Jeff and Lindy Kubecka at 315-687-5734 or nysvga@twcny.rr.com to learn more.

*Your company's support for the fruit and 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 both 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 25

Meetings and Events: Becker Forum Focus on Labor; Trade Show Set Up

Tuesday, January 26

Trade Show Open • 8:00 a.m. - 6:00 p.m.

Meetings & Events: NYS Vegetable Growers Association Breakfast & Annual Meeting

Sessions: Tree Fruit, Potatoes, Snap Beans/Peas, Sweet Corn, Winter Storage, Direct Marketing, Vine Crops, Cut Flowers

Expo Social in the trade show, 5:30-6:30 p.m.

Wednesday, January 27

Trade Show Open • 8:00 a.m.-4:00 p.m.

Meetings & Events: NYS Berry Growers Annual Meeting; Exhibitors' Breakfast

Sessions: Berries, Tree Fruit, Cabbage, Tomatoes, Vine Crops, Cover Crops, Onion, Leafy Greens/Herbs, Reduced Tillage

Ice Cream Social in the trade show, Wednesday afternoon

► Official Hotel

The official hotel for the Empire State Fruit and Vegetable Expo is the Holiday Inn Liverpool, directly off the NYS Thruway at Exit 37. Rooms are available for a discounted rate of \$87 per night. Hospitality suites are also available for your company's needs. Please contact the hotel directly at 315-457-

1122 to make your reservations and be sure to mention the Expo for your discount. We are pleased to continue to be able to provide free and continuous shuttle bus service directly from the front door of the hotel to the Oncenter during the hours of the Expo. The hotel features a large complimentary parking lot so even if you don't need a hotel room, you can still take advantage of this service! If you prefer to stay downtown, contact the The Renaissance Hotel has rooms available for \$92/night, mention the Association/Expo for the special rate. Call (315)-479-7000 or 800-950-5059.

► Exhibitor Guide Advertising & Literature Table Information

Please contact the NYSVGA office to request information regarding advertising in the Exhibitor Guide or to request a literature table form.

► Decorating Company

The official trade show contractor is Great Lakes Events, 100 Bickford Street, Rochester, NY 14606 (Phone: 1-585-458-2200; Fax: 585-458-5087). Call them for shipping and other special booth decorations.

► Electricity and Internet Services

Electric service and internet service is available directly through the Oncenter Convention Center. Please use the form available from Lee Trade Shows to order your electricity and internet service.

► Set up and Dismantling

Set up will be from 12:00 p.m.-8:00 p.m. on Monday, January 25. The trade show area will reopen by 7:00 a.m. on Tuesday, January 26. All exhibits must be in place by 8:00 a.m. on Tuesday, January 26. (See back of Contract for late set-up policy). Trade show exhibits may be dismantled starting at 4:00 p.m. on Wednesday, January 27.

Questions? Please contact:

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Or

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