Dear Exhibitor:

We are announcing the dates for the New Jersey Agricultural Convention & Trade Show and the Annual State Agricultural Convention that will be held **February 9, 10, 11, 2016**. The New Jersey Department of Agriculture (NJDA) will merge with our convention again next year. The convention will be held at the **NEW Harrah’s Resort Waterfront Conference Center**. There are also other agricultural groups that are interested in joining us next year.

There will be many benefits for all of us as partners, but for you as exhibitors it will be a wonderful opportunity to showcase your products. You are invited to order space for this event. This year’s event will be held on the first floor of the conference center that has a door that is 12’ x 12’ to accommodate any large equipment you want to bring.

- Tuesday evening there will be a cocktail hour with a charity auction to follow on the exhibitor floor. Please bring an item to auction off. We hope to pass last year’s total for Officer Down NJ.
- A luncheon will be held on Wednesday.
- On Wednesday evening there will be a large reception held before the dinner directly upstairs. The dinner will be held in the Avalon ballroom upstairs from the exhibit floor. We strongly request that you purchase a table and invite your customers to attend.
- A luncheon will be held on Thursday.

More information regarding the luncheons and the dinner will follow in a separate mailing. We hope that you are excited about these new opportunities and will please support our efforts wholeheartedly to make this trade show and convention the best in New Jersey agriculture.

All the specifics for becoming an exhibitor can be found on the following page and on our website **www.njveggies.org** and also our Facebook page, **facebook.com/NJveggies** to find any updates that will be posted for the convention.

We hope that you will join us at this exciting new venue in February.

Sincerely,

Joe Maugeri     Rocky DiGerolamo  
President     Convention Coordinator/Trade Show Chairman  
Wayne Knerr Co-Chairmen
ADDITIONAL EXHIBITOR INFORMATION

Convention Dates: Exhibitor must set up between 9 am on 5 pm on Monday, February 8, 2016. Anyone with heavy equipment should be in between 9 am and noon. Hand carried exhibits may be set up Tuesday morning, February 9 between 7 am and 8 am. Dismantling may begin at 12:00 on Thursday, February 11th.

Room Registration for Exhibitors: Rooms for convention attendees are $70.00 plus applicable taxes for a Marina Tower standard room, or $79.00 plus applicable taxes for a Waterfront Tower room. There is a $5.00 fee for self parking and $10.00 fee for valet parking if the vehicle is left for the duration of the convention; otherwise a daily fee is charged every time you leave. For room reservations please call the hotel Reservation Center at 1-888-516-2215. Please indicate to them that you are with the NJ Vegetable Growers and use Group Code SH02VG6. To get the $70.00/$79.00 rate you must register before January 25, 2016.

Registration Details: The trade show will be in the Wildwood Ballroom. Your booth (8’ x 10’) will include drapes, a company sign and an 8’ draped table. Up to 2 chairs will be included. The exhibit floor is carpeted. Electricity is NOT included. If you need any additional items, you will need to contact Atlantic Expo Convention Services directly for rates payable to them. Hand carried material can be brought in through valet or self parking. Exhibitors with large equipment may come down Brigantine Blvd, the map and directions are attached to the loading dock. Atlantic Expo will provide drayage for equipment too large to for you to handle. Please call them at the number below to make arrangements. All material in the exhibit area must be NON-FLAMMABLE, except for promotional literature. All equipment with fuel tanks must be no more than ¼ to ½ full with a locking gas cap. Specify on the order form items you will need Atlantic Expo to handle and the weight of each. The entrance is 12’ x 12’, so please be sure to measure your equipment before bringing it to be sure it will fit into arena doors. Please call Atlantic Expo at 609-272-1600 or email at chris@aexservices.com for storage, other booth items, and other information. All valuable electronic equipment should be removed when the exhibit hall is closed, doors will be locked. The VGANJ and Harrah’s Resort assume no liability for articles left in exhibits.

Exhibit Hours:

Tuesday, February 9, 2016 - 8 am to end of Cocktail Social
Wednesday, February 10, 2016 – 8 am to 6:30 pm (convention luncheon and pre-banquet reception will be held during these hours, more information will be coming from the Dept. of Ag soon)
Thursday, February 11, 2016 – 8 am to 12:00 pm

Cocktail Social: After Tuesday’s program, a cocktail hour will be held in the exhibit area. Everyone registered will receive 2 drink tickets. Additional drinks will be available for purchase. Again this year we will have a charity auction. Please bring an item that you would like to donate to this event and be recognized for. Last year’s auction collected $7519 for the Officer Down NJ Foundation. Hopefully we will top that amount this year for them again.

Convention Dinner: On Wednesday evening, February 10, there will be a convention dinner for everyone including delegates to the 2016 Annual State Agricultural Convention. The dinner will follow immediately after the cocktail reception. We strongly encourage you to attend the dinner, and purchase a table if you wish to entertain clients. Reservations will be accepted by January 2016 and the price per person is $60. More info will follow regarding payment for this dinner.

Booth number: Numbers will be provided to you upon check in. A packet of information will be at your exhibit table. Please register up to 4 employees, who will be admitted free of registration fee. Badges will be included in the information packet.

Advertising: There will be an 8.5” x 11” color, glossy program book again this year. Please contact Joe Atchison at 609-984-2223 or by email at joe.atchison@ag.state.nj.us. If you wish to purchase a half or full page ad, please fill in the “Exhibitor Order Form” attached and mail the payment to Rocky DiGerolamo along with your booth registration fee. Ad copy will go to Joe Atchison with a deadline of January 8, 2016.

What’s New From The Industry: This popular segment is provided on a first come basis. If you wish an opportunity to address the audience, please fill out the enclosed form.

For further information, questions or concerns please contact:

Rocky DiGerolamo @ 856-797-1686, Wayne Knerr @ 609-685-5246 (cell) Email: Wayne - knerrw@helenachemical.com or Donna Dugan – donnava52010@comcast.net
EXHIBITOR ORDER FORM

Please type/print all information. Details follow.

Booth (s) cost:
8' x 10' $740 $ _________ 4 booth spaces configured at your request $2500 $ _________
8' x 20' $1400 $ _________ 6 booth spaces configured at your request $3510 $ _________
8' x 30' $1995 $ _________ 8 booth spaces configured at your request $4240 $ _________

(Note: If your payment is received by November 25, 2015 there is a 3% discount booth only). - 3% $________
Electricity $50 Per booth (contact Rocky regarding multiple booths) # of booths ____X $50 $________
Ad in program ½ page $175 Full page $300 (Circle) (Copy due by 1/8/2016) $________

Payment must be received by December 18, 2015 Total Cost $________

Payment Method: ___Check (made out to VGANJ) ___ VISA ___ MasterCard ___ American Express

Card No. ____________________________ Exp. Date _________ V Code _________

Credit Card Billing Address (required) __________________________________________
_________________________________________________________________________
_________________________________________________________________________

Please fill out all information including email address 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.

NAME OF EXHIBITOR __________________________________________________________

ADDRESS____________________________________________

PHONE (OFFICE) __________ (HOME) __________ (FAX) __________ (CELL) _____________

Contact Name ____________________________________________

Email _____________________________________________________

Type of products/services firm sells _____________________________________________

Type of large equipment (size & weight) __________________________________________

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.

Name as it is to appear on Booth sign: _____________________________________________

Booth Personnel (limit 4)
1) ____________________________________________
2) ____________________________________________
3) ____________________________________________
4) ____________________________________________

Return form and payment to: Rocco D. DiGerolamo, Jr., 1305 Sagemore Drive, Marlton, NJ 08053 or FAX 856-797-8466 Questions: Phone: 856-797-1686 email: Wayne Knerr- Cell: 609-685-5246 email: knerrw@helenachemical.com or email Donna Dugan donnava52010@comcast.net
WHAT'S NEW FROM INDUSTRY

RETURN THIS FORM TO:

Wayne Knerr
Helena Chemical Co.
440 N. Main St.
Woodstown, NJ 08098
knerrw@helenachemical.com

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:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

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 Wayne Knerr __________________________
Date Received by Wayne Knerr __________________________
Dear Friend,

On February 9-11, 2016, The New Jersey Agricultural Convention and Trade Show and the 2016 Annual State Agricultural Convention will be held at Harrahs Resort Waterfront Conference Center, Atlantic City. We have continued to implement many changes in the program. We hope that you will join us in the seminars, visit the vendors at the trade show and network with the many agricultural professionals in attendance.

Coffee and Danish will again be served in the social area located in the center of the Trade Show. We all like a morning snack and some coffee. Our guests like it as well. 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. Each year costs rise 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, we need to know by January 8, 2016 at the very latest, if you will be a contributor. Remember that this year’s program will be an 8.5” x 11” glossy, color program.

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 Harrahs Resort Waterfront Conference Center in February.

Sincerely,

Rocky DiGerolamo    John Formisano
Convention Coordinator    Hospitality Chair
& Trade Show Chairman


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 2016 New Jersey Agricultural Convention and Trade Show

My Check #_______ dated __________ for $_______________ is enclosed.

Please bill by ______________ I will pay by January 8, 2016.

Signed __________________________________________

Company Name __________________________________________

Address __________________________________________
Harrah's Resort Atlantic City
777 Harrah's Boulevard, Atlantic City, NJ 08401

via AC Expressway
1.) Follow Atlantic City Expressway East towards Atlantic City
2.) Take Exit 1 to Atlantic City-Brigantine Connector
3.) After tunnel, stay in middle lane towards Brigantine
4.) Follow signs for Harrah’s, the Exit is on the right before the bridge

5.) At Stop Sign & AEX Directional Sign #1, make left onto Harrah’s Blvd.

6.) Continue past Hotel then bear right at the AEX Directional Sign #2, onto Renaissance Blvd.

7.) Bear right at AEX Directional Sign #3.

8.) STOP at AEX Directional Sign #4, for Driver Check-In

via US-322 E/S Black Horse Pike
1.) Follow US-322 E/US-40 E towards Atlantic City
2.) Turn left onto Atlantic Avenue
3.) Turn left onto N. Dr. Martin Luther King Blvd (N. Dr. Martin Luther King Blvd becomes Huron Ave)
4.) Turn left at light onto Brigantine Blvd.
GO TO #4 ABOVE

via U.S. 30 E/N White Horse Pike
1.) Follow U.S. 30 E - Absecon Blvd. towards Atlantic City
2.) Bear left onto Atlantic City – Brigantine Connector
GO TO #4 ABOVE