

EMPIRE STATE PRODUCERS EXPO

Trade Show for Vegetable Grower and Marketer

TRADE SHOW • EDUCATION • NETWORKING

Empire State Producers



• • Moving TO THE • •

**Ramada Liverpool- Formally known as
Holiday Inn- Liverpool**

441 Electronics Parkway, Liverpool NY 13088

• • NEW HOST HOTEL • •

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Holiday Inn- Liverpool**

441 Electronics Parkway, Liverpool NY 13088

**NEW: Networking Events Held at Hotel! Everything is under
one roof! Lots of after-hours Networking available !**

FEBRUARY 7 & 8 2023

2023 EMPIRE STATE PRODUCERS EXPO - GENERAL INFORMATION

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 a.m. to 5:00 p.m. on Tuesday and 9 a.m. to 3pm Wednesday, with lunch breaks. Free coffee and tea will be available in the trade show area from 7:30 a.m. until 3:00 p.m. each day. All registered conference attendees have a name badge and are checked at the trade show door. Conference sessions run concurrently, with the following anticipated schedule:

Monday, February 6
Trade Show Set-Up
(times will be scheduled)

Tuesday, February 7
Trade Show Open
8 a.m. - 5 p.m.

Wednesday, February 8
Trade Show Open
8 a.m. - 2 p.m.

Wednesday, February 8
Exhibitors' Breakfast 7 a.m.

LITERATURE TABLE

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

DECORATING COMPANY

The official trade show contractor is Great Lakes Events, 100 Bickford Street, Rochester, NY 14606. Phone: 585-458-2200, Fax: 585-458-5087. Call them for shipping and other special booth decorations. The decorator kit will be sent with your booth confirmation at a later date.

ELECTRICITY AND INTERNET SERVICES

Electric service is available. The sign up form will be sent with your booth confirmation at a later date. Internet service will be available at no charge courtesy of the show. Passwords can be obtained at the show.

SET UP AND DISMANTLING

Set up will be from 12 p.m. - 6 p.m. on Monday, February 6. Each exhibitor will be given specific move in times. Unloading vehicles inside is limited to 15 minutes and then must move vehicle from the building. The trade show will reopen by 7 a.m. on Tuesday, February 7th. All exhibits must be in place by 8 a.m. on Tuesday, February 7th (see back of contract for late set-up policy). All equipment must fit thru 12x12 overhead door. Flooring must be cover if putting equipment on it. Trade show exhibits may be dismantled starting at 3 p.m. on Wednesday, February 8th.

TRAILER PARKING

Designated areas will be available for parking your trailer.

OFFICIAL HOTEL

The official hotel for the Empire State Producers Expo is the Ramada- Liverpool, NY (formally known as Holiday Inn- Liverpool)

Ramada By Wyndham - Located at 441 Electronics Parkway Liverpool, NY. Rooms are available for \$109 per night. The cutoff date for booking is December 5, 2022. Contact the Ramada at 315-457-1122 and ask for Expo rate. Free parking.

Questions? Please contact:

Education, Sponsorships & Association Information

NYS Vegetable Growers Association

8351 Lewiston Rd #3-304, Batavia, NY 14020

Phone: 585-993-1767 • Fax 518-677-1865

email: nysvegetablegrowers@gmail.com

PREVIOUS 2019 EXHIBITORS

Adams County Nursery, Inc
Advanced Ag East
AFCO / ZEP
Ag BioTech
Agri-Dynamics
Aqua Q
Arctic Refrigeration Co
Arthur Carroll Insurance Agency
Atago USA, Inc
BASF - We Create Chemistry
Bayer
BDI Machinery Sales Inc
Bejo Seeds Inc.
Brookdale Farm Supplies
Carolina Eastern Vail
Casters Sawmill Inc
Cazenovia Equipment Co
Certis USA
Christmas Tree Farmers Assoc. of NY
Clifton Seed Company
Cornell Pesticide Management Education Program
Cornell University RMA Crop Insurance Education Program
Country Folks Grower
CropCare
Cuff Farm Services
Daylight Savings Company
Decade Products
Drape Net North America
Empire Drip Supply LLC
Empire Tractor
Energy Panel Structures
Evans Manufacturing Co., LLC
Farm Family Insurance Company
Farmer's Choice Foods
Fedco
Film Organic
Financial Service Partners
Finger Lakes Community Health
Finger Lakes Trellis Supply
First Products Inc
FMC Agricultural Solutions
Food Bank of Central New York
Fresh QC - VirtualOne Harvest Management Software
Gowan USA
Gowoon Film LLC
GreenStar
Griffin Farm Equipment
Grimes Horticulture
Growers Mineral Solutions
Gutter Logic of NY
Harris Moran Seed Company
Harris Seed
Hillside Cultivator Co. LLC
Huron Fruit Systems
Infaco - Mobile Repair Service
IPM Laboratories, Inc
Java Farm / CIMA
Johnny's Selected Seeds
Kube Pak Growers of Fine Plants
Kult Kress LLC
LaGasse Works, Inc
Lambert Peat Moss
LandPro Equipment

LEAD NY, Cornell University
LeafFilter North of New York, LLC
Mabie Bros., Inc
Maier Farms
MANA / ADAMA
Marrone Bio
Martin's Outdoor Power Equipment
Mas Labor
Miller Chemical and Fertilizer LLC
Monosem Inc
N.M. Bartlett Inc & Provide Agro Corp.
New York Farm Bureau Member Services Inc
Niagara Label
NOFA-NY Certified Organic, LLC
Nourse Farms, Inc
NutriAg U.S.A., Ltd.
NY Farm Viability Institute
NY State of Health
NYS Berry Growers Association
NYS Department of Agriculture & Markets
NYS Department of Agriculture & Markets - Farm Products
NYS Department of Agriculture & Markets - Food & Nutrition
NYS Department of Agriculture & Markets - Produce Safety
OESCO, Inc
Onset
Organix Solutions
Packaging Corp. of America
Paradise Energy Solutions
Portage & Main Boilers / Polar Furnace
Power Brushes
Quality Fresh LLC
R.E. & H.J. McQueen
Restaurant Profit Systems
Rupp Seeds Inc
S.I. Distributing
Sakata Seed America
Seedway, LLC
Shawnee Canning Co. Inc
Sieggers Seed Company
Skyview Fencing & Pole Barns
Stanley Paper Co., Inc
Stokes Seeds, Inc
Superior Fruit Equipment
Surpass Chemical Co
Syngenta
Tew Mfg Corp
The Fertrell Company
TIMAC Agro USA
Trece, Inc
TriEst Ag Group, Inc
Upstate Tractor & Mower
USDA Farm Service Agency
USDA, NASS, NY Field Office
Valent USA
Van Ernst Refrigeration
Wafler Nursery
Weeks Roses
White's Farm Supply, Inc
Wilson Orchard & Vineyard Supply
WP Innova - Airflow
Zenport Industries

EMPIRE STATE PRODUCERS EXPO - SPONSORSHIP INFORMATION

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 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. To take full advantage of sponsorship benefits, you must fill out the Sponsorship Request Form and Industry Speaking Spots Form and return them to the NYSVGA office before stated deadline.

WHAT'S YOUR LEVEL?

COFFEE BREAK- \$200

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

BRONZE LEVEL- \$250

Sponsor will receive Company name recognition in the registration area, Company name recognition at the door of **ONE** session, Company name recognition in the NYSVGA-Newsletter Expo Edition
Deadline for newsletter is December 1, 2023.

SILVER LEVEL- \$500

Sponsor will receive: Company name recognition in the registration area, Company name recognition at the doors of **TWO** sessions, Company name recognition in the NYSVGA-Newsletter Expo Edition, one complimentary Expo registration. Deadline for newsletter December 1, 2023.

GOLD LEVEL- \$1,000

Sponsor will receive Company name recognition in the registration area, Company name recognition at the doors of **FOUR** sessions, Company name recognition in the NYSVGA-Newsletter Expo Edition, two complimentary Expo registrations. Deadline for newsletter is December 1, 2023

PLATINUM FARMER LEVEL- \$2,000

Sponsor will receive: Company name recognition in the registration area, Company name recognition at the door of their session, Company name recognition in the NYSVGA-Newsletter Expo Edition, four complimentary Expo Registrations, a free ad in the NYSVGA-Newsletter Expo Edition. Deadline for newsletter is December 1, 2023.

AFTER HOURS NETWORKING SPONSORSHIP OPPORTUNITIES

Contact Jessica for more information (518) 441-8809 or nysvegetablegrowers@gmail.com

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 2023 New York State Vegetable Growers News-Expo Edition is December 1, 2023.

All forms (the Sponsorship Request Form and the Speaking Spots Form) must be returned to the NYSVGA office by December 1, 2023. See forms for address and contact information.

EMPIRE STATE PRODUCERS EXPO - SPONSORSHIP REQUEST FORM

PLEASE ACCEPT THIS DONATION: (Circle One)

Coffee Break - \$200

Bronze Level - \$250

Silver Level - \$500

Gold Level - \$1,000

Platinum Farmer Level - \$2,000

Promotional Sponsor- \$500

AV Sponsor- \$1000

Networking Event - \$1,500

Raffle Donation Items for After Hours Networking Event

Vendor Breakfast Sponsor-\$1800

Venue Sponsor- \$2500

PLEASE DIRECT OUR DONATION TO:

Cabbage

General Session

Snap Beans / Peas

Cucurbits

Greenhouse / Tunnels

Soil Health

Direct Marketing

Sweet Corn

General Conference Fund

Onions



**TO BE A SPONSOR PLEASE CONTACT
NYS Vegetable Growers Association, Inc.
585-993-1767 • nysvegetablegrowers@gmail.com**

Sponsor Name & Title: _____

Company: _____

Phone: _____ Email: _____

Address: _____

***Sponsorships totaling \$500 or more receive complimentary Expo Tickets, to claim your tickets consult the information form and fill out the below request appropriately.**

Producer Sponsor Extra Ticket

Name & Title: _____

Sponsor Three Extra Tickets

Name & Title: _____

Name & Title: _____

Name & Title: _____

INDUSTRY SPEAKING SPOTS & BREAKFAST SIGN UP

WHATS NEW IN THE INDUSTRY?

Dear Exhibitor/Sponsor,

We've set aside time each day for you to talk briefly to attendees about what is NEW from your company for the coming season. These speaking opportunities are scheduled at different times in many of the educational sessions. This is a great opportunity for you to highlight new products/services for your company!

You have a maximum of two minutes per session. Only information on new products or services should be presented. Direct people to your booth for more information. No A/V equipment can be used during your presentation. You must fill out and return this form before January 1, 2023 to take advantage of this offer. This is first come, first served (max 4 per session).

In the event of open time slots, a sign up sheet will be at the show if you wish to speak.

I WOULD LIKE TO SPEAK DURING SESSIONS FOCUSING ON:

Cabbage

Onions

Sweet Corn

Greenhouse and High Tunnels

Soil Fertility

Cucurbits

Soil Health

Snapbeans

Tomatoes

Name & Title: _____

Company: _____

Phone: _____ Email: _____

Questions? Contact NYS Vegetable Growers Association 585-993-1767 or nysvegetablegrowers@gmail.com

*** REMINDER! The Expo Exhibitors Complimentary Breakfast**

is scheduled for Thursday, February 7, 2023 at 7:00 am in the exhibit hall.

Please indicate whether a representative from your company is planning to attend. Thank you!

Yes, _____ will have _____ guests at breakfast.
Company Name

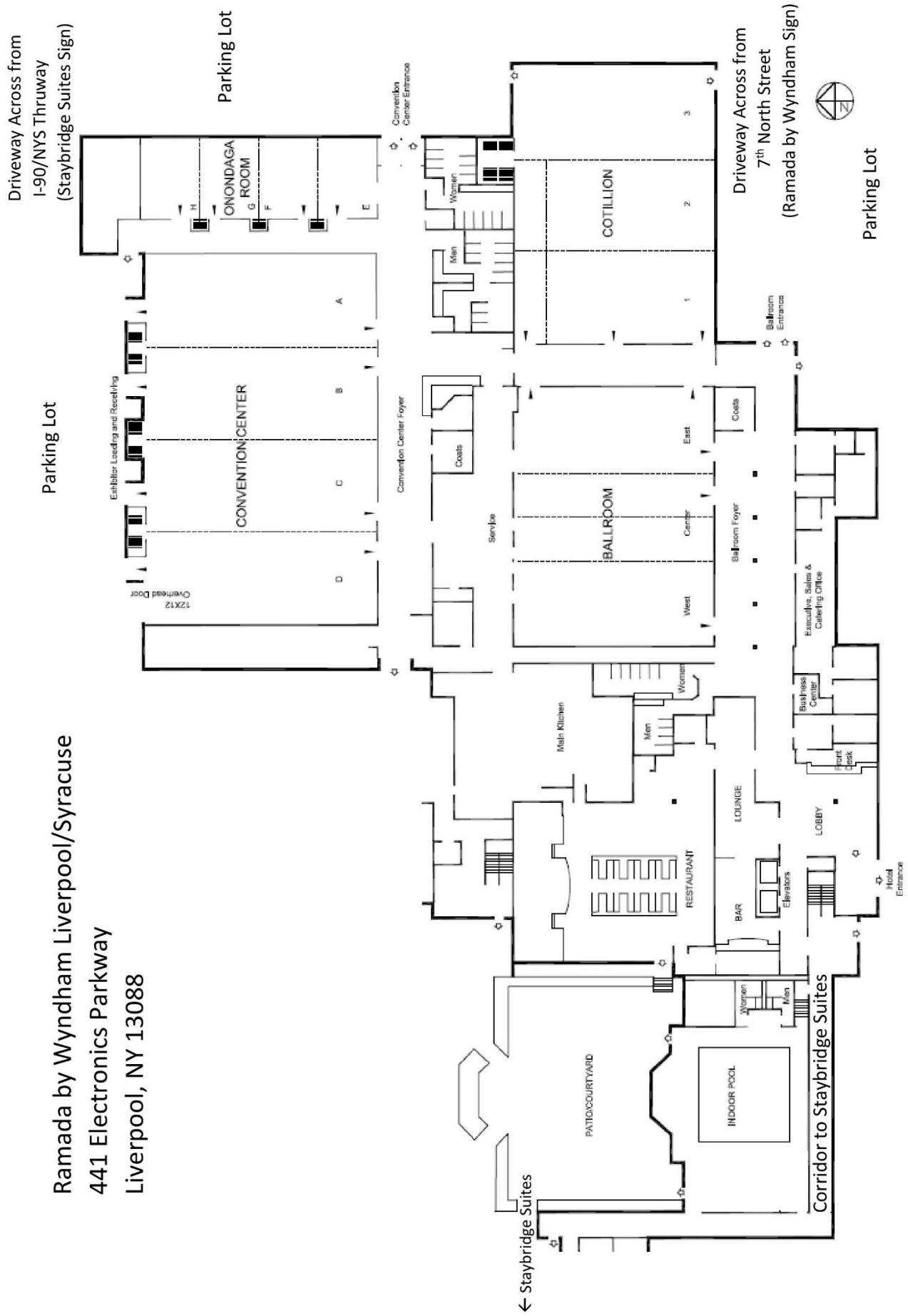
*** Please return Sponsorship, Industry Speaking Spots and Breakfast Form to
NYS Vegetable Growers Association:**



nysvegetablegrowers@gmail.com • Fax - 518-677-1865

Ramada floor map here

Ramada by Wyndham Liverpool/Syracuse
 441 Electronics Parkway
 Liverpool, NY 13088





THE BECKER FORUM

Monday, February 6, 2023 • 8:30-5pm
Ramada Liverpool- Formally known as Holiday
Inn- Liverpool

441 Electronics Parkway, Liverpool NY 13088

Becker Forum will focus on agricultural labor issues amid changing times and many issues that producers need to understand. New laws that govern minimum wage and overtime will be on the agenda, including strategies that growers can use to control costs and stay in compliance. Collective bargaining and unionization will also be important topics for growers to understand and manage, specific rules apply to how employers can talk with employees about collective bargaining efforts. Federal and state legislative updates will be addressed. A grower panel will bring practical insights to help other growers become more effective human resource managers.

Don't miss the premier ag labor event in the Northeast!

For more information:

(585) 993-1767 • www.nysvga.org • nysvegetablegrowers@gmail.com



EXHIBITORS CONTRACT
EMPIRE STATE PRODUCERS EXPO
FEBRUARY 7-8, 2023

TUESDAY 8AM-5PM • WEDNESDAY 8AM-3PM •
 Ramada by Wyndham • 441 Electronics Parkway, Liverpool NY 13088

Brought to you by The New York State Vegetable Growers Association

Show Manager: Jessica Johnson 585-993-1767 or 518-441-8809 • Fax 518-677-1865 • www.nysvga.org • e-mail NYSVegetablegrowers@gmail.com

Prices Good Through November 1, 2022

10' x 10' BOOTHS
 1 Booth - \$650 Each, 2 or More Booths - \$600 Each

1st Choice _____ 2nd Choice _____
 3rd Choice _____ Total # of Bths: _____
 Total Due: _____ x 50% Deposit= _____
 Balance Due: _____

Prices Good Through November 1, 2022

EQUIPMENT SPACE
 400 - 999 Square Feet = \$4.00 / Sq. Ft.
 1000 - up Square Feet = \$3.50 / Sq. Ft.

(w) _____ x (l) _____ = _____ sq. ft.
 sq. ft. _____ x rate _____ = Total Due _____
 Total Due: _____ x 50% Deposit= _____ Balance Due: _____
 Area Requested: _____

Prices from November 2, 2022

10' x 10' BOOTHS
 1 Booth - \$700 Each, 2 or More Booths - \$650 Each

1st Choice _____ 2nd Choice _____
 3rd Choice _____ Total # of Booths: _____
 Total Due: _____ x 50% Deposit= _____
 Balance Due: _____

Prices from November 2, 2022

EQUIPMENT SPACE
 400 - 999 Square Feet = \$4.50 / Sq. Ft.
 1000 - up Square Feet = \$4.00 / 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, 2023. Make all checks payable to the New York State Vegetable Growers Association 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. AISLES AND BOOTHS WILL ARE CARPETED. In the exhibitor kit you will find forms to order electricity.

_____ Our certificate of insurance is enclosed (naming New York State Vegetable Growers Association as "Additional Insured"). Deadline for receipt of certificate is 1/3/23.

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. _____

Signature _____ Title _____

Email: _____ Website: _____

Address _____ Phone _____

City _____ State _____ Zip _____ Fax Number _____

Person in Charge of Display _____ Email: _____

CREDIT CARD NUMBER: _____ Expiration Date: _____

Name on Card: _____ Security Code: _____ Amount to Charge: \$ _____

Credit Cards will be charged a 5% additional fee

Please completely fill out, SIGN AND RETURN TO our office

MAKE CHECK PAYABLE TO: NYS Vegetable Growers Association and MAIL WITH CONTRACT TO:

NYS Vegetable Growers 8351 Lewiston Rd #3-304 Batavia, NY 14020 OR FAX TO: 518-677-1865

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.

EXHIBITOR TERMS AND CONDITIONS

GENERAL

1. CONFERENCE MANAGEMENT - The word "Management" as used here, 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. SHOWHOURS - The exhibit area will be open to the visitors from 8:00 am to 5:00 pm on Tuesday, 8:00 am to 3:00 pm Wednesday.

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 spaces 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 Great Lakes Events 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 9:00 am to 6:00 pm on Monday, February 6, 2023. The trade show area will reopen by 7:00 am on Tuesday, February 7, 2023. Exhibits must be completed by 8:00 am on February 7, 2023. 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 5:00 pm. Exhibitors shall be liable for all storage and handling charges resulting from leaving material in the exhibit area after 5:00 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 or 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 2/1/23, exhibitor will relinquish 100% of contract obligation and booth space. Any exhibitor not appearing for the conference by 8 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

New York State Vegetable Growers Association its 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.