

# EMPIRE STATE PRODUCERS EXPO

*Trade Show for Vegetable Grower, Small Fruit and  
Marketer*

**TRADE SHOW • EDUCATION • NETWORKING**

Empire State Producers



**Oncenter Syracuse**

**800 South State Street Syracuse NY 13202**

**• Host Hotel – Marriott Syracuse Downtown**

**100 E Onondaga St. Syracuse NY 13202**

**315-474-2424**

**January 23 & 24 2024**

# 2024 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 am 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, January 22 Trade Show Set-Up (times will be scheduled)	Tuesday, January 23 Trade Show Open 8 a.m. - 5 p.m.	Wednesday, January 24 Trade Show Open 8 a.m. - 2 p.m. Vendor Breakfast 7am
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## LITERATURE TABLE

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

## DECORATING COMPANY

The official trade show contractor is the Oncenter. We will send more info as the show gets closer. 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, January 22. 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, January 23. All exhibits must be in place by 8 a.m. on Tuesday, January 23 (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, January 24.

## TRAILER PARKING

Designated areas will be available for parking your trailer.

## OFFICIAL HOTEL

The official hotel for the Empire State Producers Expo is Marriott Downtown Syracuse

**Marriott Downtown** - Located at 100 E Onondaga St Syracuse NY 13202. Contact the Marriott at 315-474-2424

**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, 2024.

### 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, 2024.

### 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, 2024

### 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, 2024.

### 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 2024 New York State Vegetable Growers News-Expo Edition is December 1, 2024.**

**All forms (the Sponsorship Request Form and the Speaking Spots Form) must be returned to the NYSVGA office by December 1, 2024. 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

Small Fruit

Sweet Corn

General Conference Fund

Onions



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

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, 2024 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	Small Fruit
Cucurbits	Soil Health	
Snapbeans	Tomatoes	

Name & Title: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Questions? Contact NYS Vegetable Growers Association 585-993-1767 or [nysvegetablegrowers@gmail.com](mailto:nysvegetablegrowers@gmail.com)**

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

is scheduled for Wednesday , January 24, 2024 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](mailto:nysvegetablegrowers@gmail.com) • Fax - 518-677-1865**

Oncenter floor map- coming soon!



## **THE BECKER FORUM**

**Monday, January 22, 2024 • 8:30-5pm**

**Oncenter Syracuse**

**800 South State Street. Syracuse NY 13202**

**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 • [ww.nysvga.org](http://ww.nysvga.org) • [nysvegetablegrowers@gmail.com](mailto:nysvegetablegrowers@gmail.com)**

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**EXHIBITORS CONTRACT**  
**EMPIRE STATE PRODUCERS EXPO**  
**JANUARY 23-24, 2024**  
**TUESDAY 8AM-5PM • WEDNESDAY 8AM-3PM •**  
**Oncenter Syracuse- 800 South State Street. Syracuse NY 13202**

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](http://www.nysvga.org) • e-mail NYSVegetablegrowers@gmail.com

**Prices Good Through November 15, 2023**

**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: \_\_\_\_\_ Fork Lift \$50

**Prices Good Through November 15, 2023**

**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: \_\_\_\_\_ Fork Lift \$50

**Prices from November 16, 2023**

**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: \_\_\_\_\_ Fork Lift \$50

**Prices from November 16, 2023**

**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: \_\_\_\_\_ Fork lift \$50

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, 2024. 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 1/3/24.

**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.

**Credit Cards will be charged a 5% additional fee**

Exhibiting Co. \_\_\_\_\_  
 Signature \_\_\_\_\_ Title \_\_\_\_\_  
 Email: \_\_\_\_\_ Website: \_\_\_\_\_  
 Address \_\_\_\_\_ Phone \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Fax Number \_\_\_\_\_

Person in Charge of Display \_\_\_\_\_ Email: \_\_\_\_\_

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

CREDIT CARD NUMBER: \_\_\_\_\_ Amount to Charge: \$ \_\_\_\_\_

Name on Card: \_\_\_\_\_ Security Code: \_\_\_\_\_

Do you need a Forklift: **Yes or NO**

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 12 pm to 6:00 pm on Monday, January 22, 2024. The trade show area will reopen by 7:00 am on Tuesday, January 23, 2024. Exhibits must be completed by 8:00 am on Tuesday January 23, 2024. 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 1/1/24, 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.