



**New Jersey Agricultural Convention & Trade Show
and the**

**2024 Annual State Agricultural Convention
sponsored by**

**Vegetable Growers Association of New Jersey,
New Jersey Blueberry Association
New Jersey Wine Growers Association
New Jersey Department of Agriculture**

**New Jersey Agriculture Experiment Station, Rutgers University
FEBRUARY 6, 7, 8, 2024**



October 2023

Dear Exhibitor:

The New Jersey Agricultural Convention & Trade Show and the Annual State Agricultural Convention will be held **February 6, 7, & 8, 2024**. The convention will be held at **Harrah's Resort Waterfront Conference Center in Atlantic City, NJ**.

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 book space for this event. The event will be held on the first floor of the conference center with a 12' x 12' doorway to accommodate any large equipment you want to bring. We are maintaining the same costs for the basic booth as we have done for the past 10 years. We are also offering incentives for early registrations.

- Tuesday evening there will be a cocktail hour with a charity auction to follow on the exhibitor floor. If you would like to donate an item, please bring it to the registration desk on Tuesday morning. This year the recipient of the auction will be **Shriners Children's Hospital**. (All registered Exhibitors will receive 2 complimentary drink tickets per person.) We hope to have a wine tasting with NJ wines during the social hour.
- On Tuesday we will have a "Lunch & Learn" session on the trade show floor for the exhibitors to talk about their products. There is information in the packet for sponsoring this event.
- A luncheon will be held on Wednesday by the Dept of Ag. for the cost of \$49.
- On Wednesday evening there will be a reception held before dinner in the Avalon ballroom directly upstairs from the exhibit floor. We encourage you to purchase a table and invite your customers to attend. (Information regarding cost in packet)

In December, more information regarding the luncheons and the dinner will follow in a separate mailing from the Department of Agriculture. We hope that you are excited about these new opportunities and will support our efforts wholeheartedly to make this trade show and convention the best in New Jersey agriculture.

We have listened to your suggestions for improving our Trade Show. We hope that there will be more restaurants available this year.

If your company/group has any "special" trade show offers or incentives, please let us know by January 31 and we will advertise them on our website and social media platforms.

All the specifics for becoming an exhibitor can be found on our website www.vganj.com and check our Facebook, Instagram, and X (Twitter) pages, [@njveggies](https://www.instagram.com/njveggies) to find any updates that will be posted for the convention.

We hope that you will join us in February. **For further information, questions, or concerns, please contact us by emailing Donna Dugan at donnava52010@comcast.net or give me a call: 609-320-9225.**

Sincerely,

Joel Viereck, President VGANJ

ADDITIONAL EXHIBITOR INFORMATION

Convention Dates: Exhibitors must set up between 9:00 am and 5:00 pm on Monday, February 5, 2024. Anyone with heavy equipment should arrive between 9:00 am and noon. Hand-carried exhibits must be set up by 6:00 p.m. on **Monday** also. If there is a problem with security, please contact **Joel Viereck @ 609-320-9225**.

Exhibit Hours: Tuesday, February 6, 2024 – 8:00 am to end of Cocktail Social/Live Charity Auction, Lunch & Learn 12:00 pm– 1:30 pm.

Wednesday, February 7, 2024 – 8:00 am to 5:00 pm (convention luncheon will be held during these hours, more information will be coming from the Dept. of Ag soon)

Thursday, February 8, 2024 – 8:00 am to 12:00 pm (Breakdown is after 12:00 pm)

Hotel Room Registration: Rooms for convention attendees are \$75.00 plus applicable taxes and fees for the Waterfront Tower standard room. There is a fee for both self-parking and valet parking if the vehicle is left for the duration of the convention (currently, the price is unavailable). For room reservations please call the hotel Reservation Center at (888) 516-2215 (8:00 am-2:00 am EST, 7 days per week). Please indicate to them that you are with the **New Jersey Vegetable Growers** and use **Group Code SH02VG4**. **To get the \$75.00, you must register by Friday, January 12, 2024. Online reservations: <https://book.passkey.com/go/SH02VG4>. To receive these rates, you must go to Harrah's directly. Other websites will have different rooms for different prices.**

Booth Registration Details: The trade show will be in the Wildwood Ballroom. Your booth (8' x 10') will include drapes, a company sign, an 8' draped table and up to 2 chairs. The exhibit floor is carpeted. Electricity and WIFI are **NOT** included. You will receive an email with an exhibitor manual with information about ordering any extra items you may need for your booth.

Hand-carried material can be brought in through valet or self-park. Exhibitors with large equipment may come down Brigantine Blvd. to the loading dock (**the map and directions are attached**). General Expo will provide drayage for equipment too large for you to handle. Please call them at the number below to decide if you need this service, we require notice of equipment being brought in at least 2 weeks before the event. 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 the items you will need General 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 the arena doors. Please call Chris Rowan at General Expo at (609) 674-1225 or email crowan@generalexposition.com for storage, and any questions. **All valuable electronic equipment should be removed when the exhibit hall is closed, doors will be locked, and security will be in place.** The VGANJ and Harrah's Resort assume no liability for articles left in exhibits.

Booth number: A packet of information will be on your exhibit table containing your booth number. Please register up to 4 employees, who will be admitted free of charge. Badges will be included in the information packet **if** we have the information before **January 31, 2024**. Badge holders will be able to attend any of the educational sessions that are held by Rutgers free of charge.

Advertising: There will be an 8.5" x 11" color, glossy program book again this year. Please contact Nancy Wood 609-913-6520 or by email nancy.wood@ag.nj.gov. If you wish to purchase a half or full-page ad, please fill in the "**Exhibitor Order Form**" attached. **Send Ad copy to Nancy Wood before the deadline of January 10, 2024.**

New This Year: In the past we have had a "What's New from the Industry" segment during the educational sessions. This year we are holding a "Lunch & Learn" session on Tuesday that will be held on the trade show floor. We are excited to allow exhibitors the opportunity to sponsor this new addition to the convention. You can sponsor/co-sponsor this lunch and will have a few minutes to address the group. **Please fill in the order form if interested.**

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 to be auctioned off** to the registration desk on **Tuesday morning**. The last auction collected **\$14,350 for St. Jude Children's Research Hospital**; hopefully we will top that this year for **Shriners Children's Hospital**. We also hope to have a wine tasting offered by the NJ Wine Growers Association.

Convention Dinner: On Wednesday evening, February 7th, there will be a dinner for everyone, including delegates, at the 2024 Annual State Agricultural Convention. Dinner will follow immediately after the cocktail reception. We encourage you to attend the dinner and perhaps purchase a table if you wish to entertain clients. Reservations will be accepted until January 24, 2024, and the price per person is \$70. **In December, the NJ Department of Ag will mail more information regarding payment for the dinner and lunches.**

EXHIBITOR ORDER FORM

PLEASE TYPE/PRINT ALL INFORMATION

Booth (s) cost (Pick one):

8' x 10' \$ 740 1 booth	4 booth spaces configured at your request \$2500	# of spaces _____
8' x 20' \$1400 2 booths	6 booth spaces configured at your request \$3510	
8' x 30' \$1995 3 booths	8 booth spaces configured at your request \$4240	Booth Cost \$ _____

(Note: If your payment is received by November 17th, there is a 10% discount, after that but before December 18th a 5% discount, full price after 12/18) - _____% \$ _____

Electricity \$100 Per booth (contact Donna regarding multiple booths) # of booths _____ X \$100 \$ _____

WIFI (rates attached) **Type** _____ **Devices #** _____ \$ _____

Ad in program ½ page **\$200** Full page **\$300 (Circle)** (Copy due by 1/10/2024) \$ _____

Sponsorship (coffee & Danish, Lunch & Learn, afternoon snack) \$ _____

Payment must be received by January 15, 2023, to reserve your spot **Total Cost** \$ _____

Payment Method: _____ Check _____ Credit Card (instructions below)

If paying by check please make out to VGANJ. Return form and payment to:

John Rigolizzo Jr., Treasurer, 526 Tansboro Rd., Berlin, NJ 08009

To pay by credit card, go to our website for payment, www.vganj.com and go to the Exhibitor page, the bottom of page has photos for selections. Using your phone or iPad? There are 3 lines on the top right of home page, a menu will drop down and select Exhibitors, on the bottom of the Exhibitor page select "Booth Size", "Booth Electric", "Wi-Fi", "Advertise in Program" and "Donations" these are all separate selections and will be added to a cart for payment. Please fill out all the information on this form and email it to Donna Dugan (donnavg52010@comcast.net). **DO NOT EMAIL CREDIT CARD INFORMATION.**

Please fill out all information for the pre-registration material that will be sent later. Also, please provide the names of those individuals to receive badges and 2 drink tickets for the Exhibitor Social. **PLEASE PRINT CLEARLY, as this is the information we use for your name badges.**

NAME OF EXHIBITOR _____

ADDRESS _____
(street, city, state, zip)

PHONE (OFFICE) _____ **(CELL)** _____

Contact Name _____ **Main Booth Person** _____

Emails for both _____

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. (If any personnel changes, please contact Donna Dugan before January 31, 2024, to have your badges at the table.)

Name as it is to appear on Booth sign: _____

Booth Personnel (limit 4)

1) _____ 3) _____

2) _____ 4) _____

WI-FI/INTERNET RATES

The Wi-Fi packages have been very popular with exhibitors, it will allow you to connect to a high-speed network for less than \$100. Of course, you are welcome to use the FREE Wi-Fi that is offered by the hotel, which is a public network for the entire resort. It is not recommended for anything other than checking email, since it slows considerably when a lot of people are connecting. Encore cannot assist with the free Harrah's Wi-Fi; it is maintained by the hotel.

Be sure to include the email address of the person who will be using the Wi-Fi in the booth, as there are many variables as well as information and login information that must be sent to them prior to the event. You will get your login credentials 48 hours prior to the setup day, which will be emailed directly to this person from Encore.

Prices are for one device and are for the entire event, you can purchase access for additional devices as noted in the pricing below (\$36 per 1 additional device, if more than 1 multiply the cost), the usage is monitored to prevent speed lagging, Encore will need to know how many devices are on at one time. The networks are private by password only and are speedy and reliable.

Many exhibitors use the **BASIC**, if you want to play videos, select **PLUS**.

If you need the internet for business-critical applications, we recommend hardline. Anything with streaming, downloading content, payment processing and lead capturer, etc. the "BASIC Wired" usually suffices.

PRICES

BASIC WIRELESS (3MPBS) -- \$75 (One device for entire event)

WIRELESS PLUS (5MPBS) -- \$105 (One device for entire event)

ADDITIONAL WIRELESS -- \$36 (Charge per one Additional device)

BASIC WIRED (3MBPS) -- \$175 (One device)

WIRED PLUS (5MBPS) -- \$285 (One device)

ENHANCED WI-FI (10MBPS)-- \$730 (10 Devices)

After making a selection, add the amount to the Exhibitor Order Form.

If you have any questions regarding choosing the package you need, please contact Janice Brittin, Events Manager, Conventions & Tradeshow @ 609-674-1479 or email Janice.Brittin@encoreglobal.com

Sponsorship Registration

Coffee and Danish will be served daily in the social area located in the center of the Trade Show. This coffee break for the registered guests is a great way to start the day on a positive note and they appreciate it. We rely on sponsors like you to help defray the cost, and in turn, sponsor's names are listed in our program booklet that every attendee receives. A new bonus this year, sponsor's ads will also be displayed in table tents in the social area, on our website and social media platforms.

We are asking our exhibitors to sponsor a "Lunch & Learn" session on Tuesday, February 6th, from 12:00 pm until 1:30 pm. This will give you time to speak to our attendees regarding your products. Depending on how many sponsors we have will determine how long your presentation can run. Contact Donna Dugan (email below) if you have any questions about this event.

We will also have a snack for the attendees on Wednesday afternoon to attract them to the trade show floor between the educational sessions.

To those of you who have supported this in the past, we are thankful and appreciative of you and your company. Each year costs rise significantly, and your sponsorship for these events helps defray the cost and keep attendees happy.

To include your name in the program booklet, table tents, social media, and webpage we need to know by **January 10, 2024**, at the very latest, if you will be a contributor. Please fill in the information on the registration form as to what your donation will be and which event you would like to sponsor.

Our sincere thanks for your consideration in this. We look forward to seeing you at Harrah's Resort Waterfront Conference Center in February.

Sincerely,
Joel Viereck Rocky DiGerolamo
President Trade Show Consultant

Committee: Donna Dugan – John & Marita Rigolizzo – Darcy Pehinys – Jimmy Abma, Jr. - Joe Maugeri – Alyssa Hars

I will contribute as a sponsor of Coffee & Danish _____ Lunch & Learn _____ Afternoon snack _____

\$ _____ (If only a sponsor, complete the rest of this form; if registering for a booth, fill in the amount on the registration form and complete the exhibitor order form)

Fill in and return to John Rigolizzo, Jr., 526 Tansboro Rd., Berlin, NJ 08009. Make check payable to VGANJ.

If you are not exhibiting and would like to pay by credit card, please fill out all information below and email this form to Donna Dugan (donnavga52010@comcast.net). Go to www.VGANJ.com, select the **Donate** page to pay with a credit card, and follow the prompts. **Do Not** email any credit card information.

My Check # _____ for \$ _____ is enclosed or paying by credit card _____.

Name _____

Company Name _____

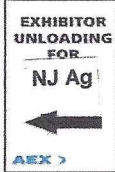
Address _____

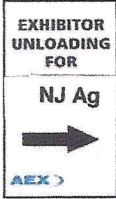
If you would like to be billed, please contact Marita Rigolizzo at njveggies@gmail.com before 1/10/2024.

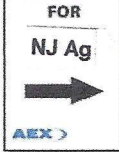
Harrah's Resort Atlantic City
777 Harrah's Boulevard, Atlantic City, NJ 08401


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

