



# NEW YORK FARM SHOW® 2018

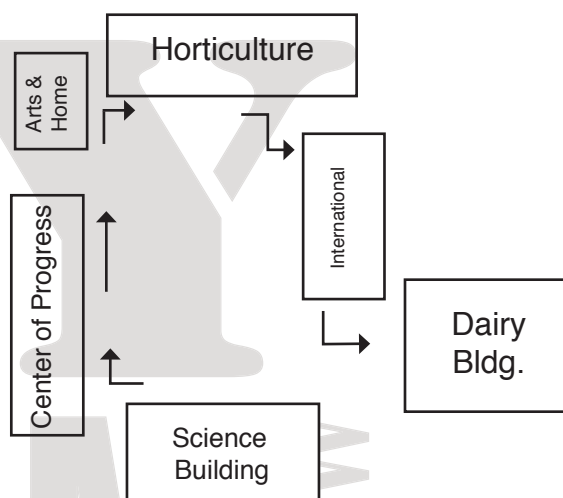
**New York State  
Fairgrounds  
Syracuse, New York**

**February  
22, 23, 24  
Thursday, Friday & Saturday  
8:30 am to 4:00 pm Daily**

## Exhibitor Guide Book

**33 Years & Still Indoors & Outstanding**

**BE PART OF THE  
BIGGEST & BEST  
SPRING PLANNING  
SHOW OF THE  
NORTHEAST**



**6 BUILDINGS**  
**OVER 230,000 SQ. FT.**

## EXHIBITOR TOOL KIT

- Hammer, selection of nails and nail puller
- Pliers, wire cutter & asst. screwdrivers
- Tapes: rug, strapping, masking, 2 sided and velcro
- Staple gun and staples
- Tape measure (25 foot)
- Indelible marking pens and chalk
- Shims for leveling
- Fire extinguisher
- Electrical supplies, including 25 foot industrial extension cord, 4 way box, hot wire tester and spare bulbs of the same type as needed by your exhibit
- Touch up paint (same colors as exhibit and graphics) and brushes
- Cleaning and repair solutions; including lighter fluid, glass cleaner, fabric spot remover, plexi-glass repair kit and polish
- Portable vacuum cleaner
- Flashlight
- Plastic sheet to cover carpet during set up
- Wire (balling) and rope
- First aid kit

## BASIC HINTS on SALES PROSPECTING AT THE BOOTH

- Wear standard business dress and older, more comfortable shoes.
- Arrive at the booth 15 minutes early each day.
- Wear your name badge on the right so people catch your name.
- Speak slowly and clearly. Halls are noisy.
- Don't carry on extensive conversations with fellow staff members.
- Don't smoke, eat or drink, even when invited by a customer.
- Greet people at the edge of the aisle; not back in the booth. Don't sit, appear "ready to help".
- Introduce yourself and ask a leading question like: "What do you do?" Do you have any special purpose for attending the show?"
- Never start a conversation with, "Can I help you?"
- Use the first moment to "qualify", then decide how to proceed.
- Describe what you are offering with a tie-in to your prospect's interests, in a very few moments - a summary.
- If a prospect complains, move that person out of the booth to finish the conversation.
- Remain polite & professional, no half-fellow-well-met approach. You must control the contact and know when to end it.
- Ask about buying interest within five minutes like: "Are you interested in this?" "Should we meet later back in your office?" "Do you think what we have fits with your needs?"
- Try to schedule appointments with current customers for times when the show floor will likely be quiet. Save busy hours for prospecting.
- Schedule a short post day meeting to clean things up for the day.
- Try to limit a day's work at the booth for prospecting for four hours. Save the rest for current customers and learning.
- Do paperwork, leads or orders, right away. Write clear.

# TABLE OF CONTENTS

Inside Cover:	Tool Kit and Sales Prospecting Hints
Page 1	Exhibitor Contract
Page 3	Welcome!
Page 5	Promotional Opportunities
Page 7	Virtues of a Farm Show & Exhibits (Tips, Suggestions & Such)
Page 8	Media Addresses
Page 9-10	Product Directory Index
Page 11	Future Show Dates and Shipping Instructions
Page 13-14	Hotel Directory
Page 15	Hotel Location Map
Page 16	Comfort Inn
Page 17	Holiday Inn
Page 18	Candlewood Suites Syracuse Airport
Page 19	Hampton Inn
Page 20	Homewood Suites by Hilton
Page 21	Extended Stay America
Page 22	Super 8
Page 23	Genesee Grande Hotel
Page 24	Quality Inn
Page 25	Crest Hill Suites
Page 26	Comfort Suites Cicero / Best Western Liverpool / Days Inn Brewerton
Page 27	Candlewood Suites
Page 28	American Agriculturist Official Program
Page 31	American Agriculturist Advertising Request Form
Page 32	Syracuse Technologies Information
Page 33-35	General Information Service
Page 37	Standard Display Booth Tips
Page 39-41	Display Booth Layout Grid Sheets
Page 43	NY Farm Show Terms and Conditions
Page 45	Trade Show Schedule
Page 47	Farm Show Council - Upcoming Farm Shows
Page 49	Parking Pass Statement
Page 51-53	Parking Passes
Page 55	Permit to Move into the Show - Form #1
Page 57	Material Services Order- Form #2
Page 59	Registration & Badges - Form #3
Page 61	Promotional Activities - Form #4
Page 63	Carpet Vacuum Service - Form #5
Page 65	Professional Equipment Cleaning Services - FORM #6
Page 67	Extra Posters & Free Admission Tickets - FORM #7
Page 69	Show Internet Information
Page 71-72	Highspeed Wireless Internet Service - FORM to FAX





# NEW YORK FARM SHOW®

## Indoors & Outstanding

Date: November 2017

To: All Exhibitors

From Scott Grigor

Enclosed you will find:

\* Your 2018 Farm Show Contract with your assigned space in:

_____	Arts & Homes Building	2
_____	Center of Progress Building	1
_____	Horticulture Building	3
_____	International Building	4
_____	Toyota Dairy Exhibit Center	5
_____	Science Building	6

- \* Exhibitor Guide Book to be reviewed and service order forms in the back of this book to be completed and returned.
- \* Assigned Move-In Time Permit - Form #1 In the back of this book. Please note that this form **HAS CHANGED**. Read carefully. Due to the growth of the Show we have had to adjust this schedule.

**Reminder** ... your Certificate of Liability Insurance must be forwarded to the Show Office at your earliest opportunity if you have not done so as yet.

Total Cost of 2018 Show Space:

Width x Depth = Sq. Ft.

Total Space Cost: \_\_\_\_\_

Less Deposit: \_\_\_\_\_

Balance Due 1/2/2018 \_\_\_\_\_

Please note that your company name will appear in the Program Guide as it currently appears on your contract.



**Office Address:** 128 Metropolitan Park Drive • Liverpool, NY 13088 • **Mailing Address:** PO Box 3470, Syracuse, NY 12220

**Phone Number:** 315.457.8205 • **Fax Number:** 315.451.3548 • **E-mail:** sgrigor@ne-equip.com

**www.NewYorkFarmShow.com**

New York Farm Show 2018 | 1





**NEW YORK  
FARM SHOW.  
2018**

Office Address:  
128 Metropolitan  
Park Drive  
Liverpool, NY 13088

Mailing Address:  
P.O. Box 3470  
Syracuse, NY 13220

Phone Number:  
315-457-8205

Fax Number  
315-451-3548

E-mail:  
sgrigor@ne-equip.com

www.  
Newyorkfarmshow.com



Dear Exhibitor:

We are so pleased that you have chosen to be part of the 33rd annual New York Farm Show. Last years 32nd Show was very successful. Now as we enter into the 2018 Show we can see that there is still new and fresh ideas to be found in the Agricultural Industry. We have seen the Show grow so much over the years, and with our continued growth we find that we are always looking to maximize our space of over 230,000 sq. ft. indoors. No wonder "Indoors & Outstanding" applies to the great New York Farm Show.

We're glad you have chosen to be part of the exciting growth that technology has brought to agriculture and the 2018 New York Farm Show. **To be included in the publicity for the Show, we must receive your Product Directory form by 12-13-17 which is found in this book.**

If you have questions regarding the New York Farm Show's focus, please call me at (315) 457-8205.

We look forward to hearing from you.

Sincerely,

Scott Grigor  
Show Manager

P.S. Please note the deadline for you to get the information to us is December 13, 2017.







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FARM SHOW®  
2018**

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128 Metropolitan  
Park Drive  
Liverpool, NY 13088

Mailing Address:  
P.O. Box 3470  
Syracuse, NY 13220

Phone Number:  
315-457-8205

Fax Number  
315-451-3548

E-mail:  
sgrigor@ne-equip.com

www.  
Newyorkfarmshow.com



# NEW YORK FARM SHOW

## Promotional Opportunities

**When visitors look at the map to find a location at the show they will see your logo! LOCATION DIRECTORY SIGNS (Site Maps)**

This promotional opportunity includes:

Six signs strategically placed around the NYFS near building entrances, bus loading locations.

Each sign will be 4'h x 8'w and your Logo/tagline area will be approximately 1' x 1.5' of the total sign.

Signs contain show maps and your info. (Artwork must be provided by the company) Your company will receive 600 free tickets for your customers.

Total cost of the package \$1,200.

### **Everyone will know that your company is at the show! SHOW BAGS**

The bags will be handed out at the entrances containing the show program.

It will be the first thing NYFS visitors receive!

Over 7,000 bags to be distributed to show visitors over the three days.

Bags will include your logo and be provided by NYFS (Artwork must be provided by the company) Total cost of the package is \$5,500.

### **This opportunity will guarantee that your customers will visit your booth! HITCH PIN PROMOTION**

NYFS will direct mail a four pack of tickets to your customers containing a special invitation from your company to attend the show. Enclosed will be a special promo ticket for a FREE hitch pin when they visit your booth. The company must provide the mailing list.

Your promotional package includes: printing your special invitation ticket, mailing and postage of the tickets and the cost of the HITCH PINS!

Total cost of this package \$2.00/customer name.

Please call Scott Grigor (315) 457-8205 for more information.

### **Enjoy 1,000 walking advertisements for your company each day of the show! BUTTON PROMOTION**

3,000 buttons will be handed out to show visitors with your logo during the show. That's right, 3,000 buttons will be handed over the three days of the show in three of the buildings (330 buttons in each building, each day)

Each button will be 2.5 inches in diameter. (Artwork must be provided by the company) Your company will receive 300 free tickets for your customers.

Total cost of this package \$1,500.

**You're sure to be noticed on the Show Program cover and the program will appear in the February issue of the American Agriculturist as well.**

**PROGRAM COVER DOT WHACKER**

Get noticed with unbeatable placement of a 2" x 2" area to promote your company printed directly on the Show Program Cover.

Our program is printed in the February issue of the American Agriculturist magazine and will be distributed to all of the visitors during the New York Farm Show. Sponsoring company must provide artwork for the 2" x 2 " area.

Total cost of this package \$2,500.

**Your opportunity to send a direct mailing to farm operators with a 3.5 hour radius of NYFS and must have 50+ cows and a gross farm income of \$100,000!**

**LARGE OPERATOR "TRACKER"**

Reach large farm operators with a Special Invitation directly mailed to a targeted list of subscribers of approximately 3,000 producers.

Companies must provide artwork for redeemable coupon.

Printing, postage and the majority of the design will be covered by Farm Progress.

All material would include sponsoring companies' info as well as FPS info.

There are a minimum number of companies needed to participate in this sponsorship. Please contact Scott Grigor (315) 457-8205 for more information.

Total cost of this package is \$5,500

**For any questions regarding the promotional opportunities please contact  
Scott Grigor at 315-457-8205 or [sgrigor@ne-equip.com](mailto:sgrigor@ne-equip.com).**

*CO-SPONSORED BY THE*

*Northeast Equipment Dealers Assoc. & American Agriculturist Magazine*

# FARMERS... REVEAL VIRTUES OF FARM SHOWS, EXHIBITS

*Business-minded growers value shows as a comparison shopping tool*

*by Willie Vogt*

Farm shows have been around since the first enterprising dealers got together at the county fair to show off something new. But today, the show business is big business, and exhibitors are seeking ways to make each dollar invested do more work.

While exhibitor evaluation involves reviewing the attributes of individual shows, what do farmers think of farm shows? And what must a farm show have so farmers get value out of a trip away from the farm - especially if the show overlaps harvest?

Farm shows remain worthwhile to growers. And as equipment dealerships become fewer and farther between, producers need a way to do some one-stop shopping. When buying time comes, they don't have time to travel 40 miles on way and 60 miles another to compare tractors, drills or whatever else might be on the buying list.

Farmers like to know what to expect. Most of all, they want a good mix of exhibitors displaying something valuable to help them make buying decisions.

**PLANNING AHEAD.** "I always have a plan when I go to a show," says Ernest Nunez, a Dade City, Fla., producer. "When I go to a show, there's always something I need. I have a reason for going."

Nunez annually attends the Sunbelt Agricultural Exposition in Moultrie, Ga., and the Swine Expo. His diversified operation includes a confinement swine operation, feed mill, beef cattle, citrus groves and a vertically integrated alligator production facility.

With his diversified operation, Nunez takes a highly organized approach to farm show shopping. Before attending a show, he sets priorities - dividing what he wants to see into four categories:

- Products of primary interest to be purchased for the farm that year.
- Secondary products that relate to farm management and might improve his operation.
- Products or services he might be interested in the future. For example, if a remodeling project is planned for the future, Nunez will do some initial research on products available to begin getting a handle on features, benefits and costs involved.
- Anything that catches his eye. These would be products that are not critical to the operation but might fit what he does. Or these products would be for the

family's use.

"The first thing I do at a show is get the show literature or map. I need to know where the manufacturers are located so I can hit those I need to see first," he says. "If I have two or three days at the show, I'll mark out those primary exhibitors and make sure I see them as I walk the whole show. If I'm only there for the day, these are the booths I visit first."

**SHOW TURN-OFFS.** Exhibitors do plenty to get farmers inside the tent. Sometimes they do too much. "One thing I don't like is a pushy salesperson standing in the aisle and dragging you into the booth," says Bill Kirklink who farms near Franklin, Ind.

Kirklin likes farm shows for comparison shopping, and does he shop. "We have two Deere tractors, one Case, one Versatile and a Gleaner combine. We're not one color here. When I buy equipment, I look for a good price, features and the kind of dealership I'm working with," he notes.

Farming with his brother, Jud Vaught, Kirklin crops 1,400 acres of corn and soybeans. And he's constantly on the lookout for innovations that make doing his job easier. "I get drawn into an exhibit by something that catches my eye," he notes. "For instance, the first time I saw Red Ball Monitors they were operating in a booth. I enjoyed being able to see them working."

Red Ball Monitors alert a grower if a sprayer line is clogged when spraying fields.

Shoppers looking for innovations need to see - from the aisle - what makes a product unique. "We spend a lot of time in the shortline buildings looking for new stuff," Kirklin says.

**EASY ACCESS IS KEY.** "When I go to a show, I seek new ideas or answers to my questions," says Jim Facemire. "For instance, we looked at no-till bean drills and compared them. I bought a new Tye drill this year after seeing it at shows."

Working the show as a visitor, Facemire asks questions of representatives and expects to find the technical information he needs. But what else draws him into a booth?

- An active demonstration in the booth showing the product at work.
- A catchy display that tells the product story.
- People standing in the booth, on hand, ready to answer questions.

• A crowd. Facemire says if there's a crowd at a booth, he'll stop to see what's going on.

He bypasses booths where the sales team is too aggressive. (Visitors apparently want to browse unhindered and ask questions when they're ready)

**FARM SHOW VALUE.** Good news for exhibitors is that farmers report companies are using sound follow-up after the show. Nunez notes he always gets follow-up contacts from his show visits, and that's helpful for making buying decisions.

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*Farmers are geared toward seeing and touching before buying.*

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However, sometimes the follow-up is more ad-related than growers like. "Some companies just send you advertising stuff after the shows," Facemire says. "I don't fill out too many cards at shows - only for products I want to find out more about. And I would like more technical information about the product."

The farm show is an important shopping tool, allowing a producer to see every make of a specific type of equipment in one day. To compare features for better buying. To eliminate the need to drive long distances at buying time.

The equipment industry has talked about reducing dealer inventories for years. The goal is to keep in-field inventories down and build only to solid orders. The hands-on nature of farming, however, has created a customer group geared toward seeing and touching before buying.

A well-designed show can fill two roles: 1) help reduce field inventories by giving growers a look at the full line and 2) save farmers time by putting all makes within walking distance of each other.

"I couldn't get along without farm shows," Nunez says. "They're the best place to go when I need products for my operation."

**IN SHOW COMPETITION.** Sometimes a show includes seminars for visitors. Do the seminars compete for show time? Are the seminars in the same building, or do visitors have to make a special effort to get to the show? Exhibitors don't like competition for visitor time. And if a seminar is at a separate location, the competition is almost too tough.

*Willie Vogt is a free-lance writer based in Egan, Minn.*

# SYRACUSE TELEVISION AND RADIO

## **CNY Central 3 & 5 & CW6**

1030 James Street  
Syracuse, New York 13203  
(315) 477-9400  
cnycentral.com

## **WSYT Fox 68 / WNYS MY43**

1000 James Street  
Syracuse, New York 13203  
(315) 472-6800  
Fax 315-471-8889  
foxsyracuse.com

## **NewsChannel 9 WSYR**

5904 Bridge Street  
East Syracuse, New York 13057  
(315) 446-9999  
localsyr.com

## **95X 95X.com WAQX 95.7FM**

1064 James Street  
Syracuse, New York 13203  
(315) 472-0200  
95x.com

## **Time Warner Cable News**

815 Erie Blvd. E.  
Syracuse, New York 13210  
1-866-463-9710  
twcnews.com

## **WBBS B104.7 104.7 FM**

500 Plum Street, Suite 400  
Syracuse, New York 13204  
(315) 472-9797  
b1047.net

## **105.9 THE REBEL 105.9 FM**

1064 James Street  
Syracuse, New York 13203  
(315) 472-0200  
www.wxtltherebelrocks.com

## **WNTQ 93Q.com**

**93Q 93.1 FM**  
1064 James Street  
Syracuse, New York 13203  
(315) 472-0200

## **WYYY 94.5 FM**

**Y94 Y94FM.com**  
500 Plum Street, Suite 400  
Syracuse, New York 13204  
(315) 472-9797



**NEW YORK  
FARM SHOW.  
2018**

# PRODUCT DIRECTORY FOR 2018

RETURN TO: New York Farm Show - P. O. Box 3470 - Syracuse, New York 13220

**Company Name As It Is To Appear In The Program:**

Space # \_\_\_\_\_

**Deadline to be included in the 2018 Product Directory is 12/13/2017**

- |                                |       |                                 |       |
|--------------------------------|-------|---------------------------------|-------|
| 1. AGRICULTURAL PROGRAMS       | _____ | 46. FREESTALL                   | _____ |
| 2. ALTERNATIVE ENERGY          | _____ | 47. FUEL ADDITIVES              | _____ |
| 3. ANIMAL HEALTH PRODUCTS      | _____ | 48. GARAGE DOORS                | _____ |
| 4. ARTIFICIAL INSEMINATION     | _____ | 49. GENERATORS/ALTERNATORS      | _____ |
| 5. ASSOCIATION/ORGANIZATION    | _____ | 50. GPS GUIDANCE EQUIPMENT      | _____ |
| 6. AUCTION/REAL ESTATE         | _____ | 51. GRAIN DRYING/ROASTING       | _____ |
| 7. AUGERS                      | _____ | 52. GRAIN GRINDER               | _____ |
| 8. BALERS & ACC.               | _____ | 53. HEATERS/STOVE/FURNACES      | _____ |
| 9. BARN EQUIP.                 | _____ | 54. HYDRAULIC DUMP TRAILER      | _____ |
| 10. BIRD FOOD                  | _____ | 55. HYDROPONIC EQUIPMENT        | _____ |
| 11. BLADES                     | _____ | 56. INSURANCE                   | _____ |
| 12. BLOWERS-FORAGE/FEED, GRAIN | _____ | 57. LAND & GARDEN EQUIP.-SEED   | _____ |
| 13. BUILDINGS/ACC/SERVICES     | _____ | 58. LAWN MOWERS                 | _____ |
| 14. CALF HUTCHES               | _____ | 59. LIGHTING                    | _____ |
| 15. CEMENT MIXERS              | _____ | 60. LIGHTNING PROTECTION        | _____ |
| 16. CHEMICALS                  | _____ | 61. LEASES                      | _____ |
| 17. CLOTHING                   | _____ | 62. LIVESTOCK/EQUIP/SERVICES    | _____ |
| 18. COMBINE                    | _____ | 63. LOADERS                     | _____ |
| 19. COMPUTERIZED REC./SOFTWARE | _____ | 64. LOANS                       | _____ |
| 20. CONSTRUCTION EQUIPMENT     | _____ | 65. LOG SPLITTERS/WINCHES       | _____ |
| 21. CONVEYORS                  | _____ | 66. LUBRICANTS & ACC.           | _____ |
| 22. COWMATTRESSES              | _____ | 67. MANURE HANDLING EQUIP.      | _____ |
| 23. CROP CONSULTING/INFO       | _____ | 68. MILKING EQUIPMENT           | _____ |
| 24. CULTIVATORS                | _____ | 69. MILK MARKETING CO-OP        | _____ |
| 25. DAIRY EQUIPMENT            | _____ | 70. MISCELLANEOUS               | _____ |
| 26. DIGESTERS                  | _____ | 71. MONITORS                    | _____ |
| 27. DISK HARROWS               | _____ | 72. MOWERS                      | _____ |
| 28. DRAINAGE SUPPLIES          | _____ | 73. ORCHARD EQUIP.              | _____ |
| 29. DRILLS/SEEDERS             | _____ | 74. PEST CONTROL                | _____ |
| 30. EDUCATION/SCHOOL           | _____ | 75. PLANTERS                    | _____ |
| 31. ELECTRIC MOTORS & DRIVES   | _____ | 76. PLOWS                       | _____ |
| 32. ELECTRONIC MARKETING       | _____ | 77. POST-HOLE DIGGERS/DRIVERS   | _____ |
| 33. ELEVATORS                  | _____ | 78. PRECAST CONCRETE PROD.      | _____ |
| 34. ENERGY EFFICIENT           | _____ | 79. PREENGINEERED BLDG. SYST.   | _____ |
| 35. ENGINES/MOTORS             | _____ | 80. PRESERVATIVES               | _____ |
| 36. FARM RESCUE-SAFETY-HEALTH  | _____ | 81. PRESSURE WASHERS/CLEANERS   | _____ |
| 37. FASTENERS                  | _____ | 82. PUBLICATIONS/RADIO STATIONS | _____ |
| 38. FEED & FEED ADDITIVES      | _____ | 83. PUMPS                       | _____ |
| 39. FEED EQUIP./CART ETC.      | _____ | 84. RAKES & TEDDERS             | _____ |
| 40. FENCE & GATES              | _____ | 85. RESTORATION SERVICE         | _____ |
| 41. FERTILIZER & SOIL ADD.     | _____ | 86. ROCK REMOVAL EQUIP.         | _____ |
| 42. FERTILIZER SPREADER/APP.   | _____ | 87. ROOF COATINGS               | _____ |
| 43. FINANCIAL SERVICES         | _____ | 88. ROTARY BROOMS (SWEEPERS)    | _____ |
| 44. FORAGE EQUIP & ACC.        | _____ | 89. ROTARY TILLERS/HOES         | _____ |
| 45. FOOT WEAR                  | _____ |                                 |       |

90.	ROUND BALE CARRIERS	_____
91.	ROUND BALE FEEDER	_____
92.	RTV	_____
93.	SAWMILL	_____
94.	SCALES	_____
95.	SEED	_____
96.	SILO & SILEAGE	_____
97.	SKID LOADERS	_____
98.	SLAT FLOORS	_____
99.	SNOW BLOWERS	_____
100.	SOIL SAMPLING	_____
101.	SOLAR	_____
102.	SPRAYERS & ACC.	_____
103.	STALLS	_____
104.	TANKS	_____
105.	TARPS	_____
106.	TECHNICAL SERVICES	_____
107.	TESTERS	_____
108.	TILLAGE EQUIPMENT	_____
109.	TIRES	_____
110.	TMR MIXERS	_____
111.	TOOLS/TOOLBOXES/SHOP EQUIP.	_____
112.	TOYS	_____
113.	TRACK SYSTEMS	_____
114.	TRACTOR/TRAILERS/TRUCKS	_____
115.	TRIMMERS/BRUSHCUTTERS	_____
116.	TUB GRINDER	_____
117.	TURF GRAS SEED	_____
118.	UTILITY VEHICLES	_____
119.	VEGETABLE EQUIPMENT	_____
120.	VENTILATION	_____
121.	VINEYARD	_____
122.	WAGONS	_____
123.	WATERING EQUIPMENT	_____
124.	WATER-IRRIGATION-FILTERS	_____
125.	WATER PROOFING	_____
126.	WELDING EQUIPMENT	_____
127.	WIND MILLS	_____
128.	WOOD CHIPPER	_____
129.	WOOD/STOVES/PELLETS	_____
130.	WORKERS COMPENSATION	_____

**Deadline  
to be included  
in the 2018  
Product Directory  
is 12/13/2017**

### ***FUTURE SHOW DATES***

***2018 - February 22, 23, 24***

***2019 - February 21, 22, 23***

***2020 - Febraury 27, 28, 29***

***2021 - February 25, 26, 27***

***2022 - February 24, 25, 26***

## **GENERAL INFORMATION**

- \* Show management limits the use of forklifts for the loading and unloading of equipment. They will not be used for assembling equipment or displays.
- \* Show management reserves the right to refuse fork lift service for safety reasons. Excessive use (as determined by management) of forklifts will be billed at \$100.00/hour.

### **\* PLEASE NOTE \***

If you are shipping a display or supplies to the  
New York State Fairgrounds,  
581 State Fair Blvd., Syracuse, NY 13209,  
they must be received at the Show site on  
Tuesday, February 20th, or Wednesday, February 21st,  
ONLY, prior to the Show.

Outgoing freight must be prepared and sent by the exhibitor.  
The Show does not furnish this service for exhibitors.





## AREA HOTELS AND MOTELS:

### 1. **Comfort Inn 2018**

6701 Buckley Road, Syracuse, NY 13212

(315) 703-7950 F: (315) 453-7877

Discounted rate of just \$89.00 plus tax per night in any of our Standard or Executive Level Rooms! Suites based on availability at the rate of \$119 plus tax. Rates good 2/18/18 - 2/26/18  
Includes: Complimentary Hot Breakfast Buffet, Indoor Pool & Whirlpool, Free Wifi, Free parking and Atrium Café & Lounge On-site

### 2. **Candlewood Suites Syracuse Airport**

5414 S Bay Rd, North Syracuse, NY 13212

(315) 454-8999

Call for Special Rate

Includes: Complimentary parking for vehicles (cars, trucks and buses), free wi-fi, complimentary laundry, coffee, 24 hour fitness center, pet friendly

### 3. **Hampton Inn Syracuse North 2018**

1305 Buckley Road, Syracuse, NY 13212

(315) 457-9900

[syracusenorth.hamptoninn.com](http://syracusenorth.hamptoninn.com)

Special Farm Show Rate - \$109.00

Includes: Complimentary hot on the house full breakfast, complimentary hi-speed internet, indoor pool with hot tub, fitness center, treat shop, free parking, on-site laundry, complimentary USA Today, four miles from NY State Fairgrounds

### 4. **Homewood Suites by Hilton 2018**

275 Elwood Davis Rd, Liverpool, NY 13088

(315) 451-3800

Call for Special Rate

Includes: Free Wi-fi, Free breakfast, Free parking, Pool, Air-conditioned, Laundry service

### 5. **Extended Stay America 2018**

6630 Old Collamer Rd

East Syracuse, NY 113057

315.463.1958

[extendedstayamerica.com](http://extendedstayamerica.com)

Includes: Fully equipped kitchen with full size fridge, range top, microwave, coffee maker. Free Grab and Go breakfast, Free Wi-fi, On-site Guest Laundry, Flat screen TVs, All Utilities included.

### 6. **Super 8**

421 7th N St, Liverpool, NY 13088

(315) 451-8888

Includes: Free Wi-fi, Free breakfast, Free parking, Free Breakfast

### 7. **Genesee Grande Hotel**

1060 E Genesee St, Syracuse, NY 13210

315-476-4212

[geneseegrande.com](http://geneseegrande.com)

See Ad or Call for Special Rate

Includes: Complimentary WiFi, Business Center, 24 hour fitness center, Laundry & Ironing Board, Pets Welcome, Free Parking and Complimentary Transportation to NYS fairgrounds

## AREA HOTELS AND MOTELS:

**8. Quality Inn Liverpool**

401 7th North Street, Liverpool, NY 13088

315-451-6000

See Ad or Call for Special Rates

Includes: Free Wi-Fi, Free hot breakfast buffet, Exercise room

**9. Best Western Carrier Circle**

121 Boxwood Lane, Syracuse, NY 13206

Includes: Complimentary Breakfast, Free High Speed Internet Access, Business Center, Indoor Pool and Fitness Center, 100% Smoke Free Environment,

All rooms include Refrigerator and 32" Flat screen TV, On-site Restaurant and ATM

**10. Comfort Suites Cicero**

5875 Carmenica Drive Cicero, NY 13039

315.752.0150

Call for Special Rates

Includes: Casual rooms, a gym & heated indoor pool, plus free Wi-Fi & hot breakfast.

**11. Best Western Plus Liverpool**

136 Transister Pkwy, Liverpool NY 13088

315-701-4400

[www.bwliverpool.com](http://www.bwliverpool.com)

Includes: Free Wi-Fi, Free breakfast, Free parking, Pool, Air-conditioned

**12. Days Inn Brewerton**

5552 Bartel Road, Brewerton, NY 13209

315.676-3222

[www.brewertonhotel.com](http://www.brewertonhotel.com)

Includes: Free Wi-Fi, Free breakfast, Free parking, Accessible , Air-conditioned business center

**13. Holiday Inn Liverpool**

441 Electronics Parkway, Liverpool, NY 13088

315.457.1122

[www.staysyracuse.com](http://www.staysyracuse.com)

Includes: Full hot breakfast, free parking, free Wi-Fi, free laundry, restaurant, bar, indoor pool, workout room, courtesy car to/from airport.

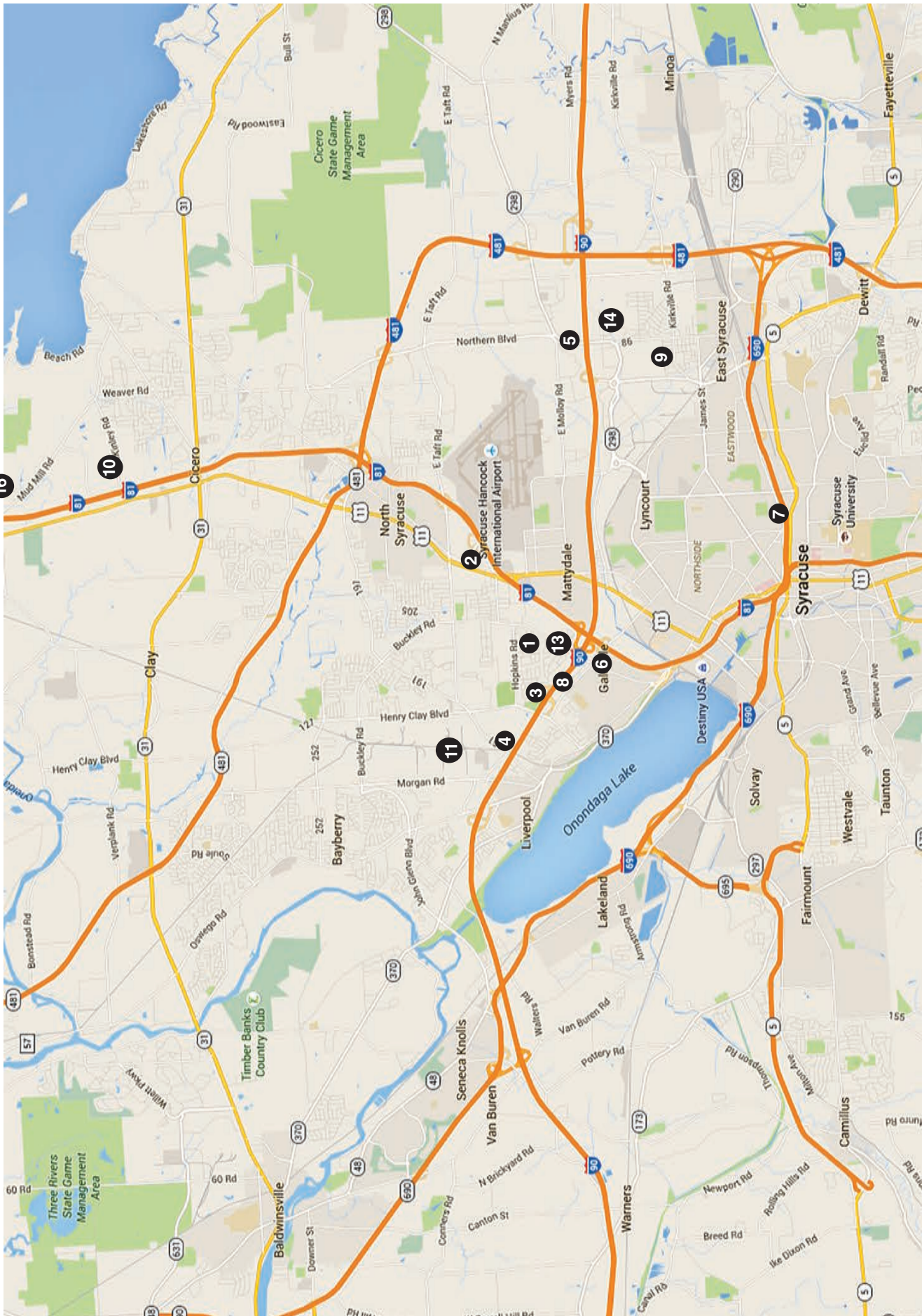
**14. Crest Hill Suites**

6410 New Venture Gear Drive, East Syracuse, NY 13057

315.432.5595

[www.cresthillsuites.com](http://www.cresthillsuites.com)

Includes: Breakfast, light evening social hour (Monday through Friday), full kitchen in every room, workout room.



The New York State Fairgrounds is on Interstate 690, Exit 3, Route 297 - The phone number during the show ONLY is 315-487-7711 Syracuse, New York





# New York Farm Show

February 22-24, 2018

The Comfort Inn & Suites Syracuse is the proud  
**HOST HOTEL**  
for the New York Farm Show 2018!

Reserve your room today for the **NEW YORK FARM SHOW** at the  
discounted rate of just \$89.00 plus tax per night in any of our  
Standard or Executive Level Rooms!  
Suites based on availability at the rate of \$119 plus tax.

- Conveniently Located; 6 Miles to the Fairgrounds, 4 Miles to the Airport, 2 Miles from Destiny, USA
- Complimentary Hot Breakfast Buffet
- Atrium Café & Lounge On-site
- Indoor Pool & Whirlpool
- Complimentary WiFi
- Complimentary Parking in Open Lot
- Complimentary Airport Shuttle
- New York Farm Show Rate is Available 2/15/18 – 2/26/18
- *Please ask for the Sales Office for assistance with multiple reservations and/or specific billing needs*



**NEW YORK  
FARM SHOW.  
2018**



**Call (315) 457-4000 for Reservations  
Or reserve online using this link:**

**<https://www.choicehotels.com/reservations/groups/HJ4KJ5>**

*\*Rooms held out of inventory until January 26, 2018. Reservations made after this date are*

*<http://www.syrhotel.com/comfort-inn-airport/>*

**Please contact Tanya Gleason, Director of Sales at (315) 703-7946 for more information!**

Comfort  
Inn & Suites  
6701 Buckley Road  
Syracuse, NY 13212  
T: (315) 457-4000

# Welcome attendees of the 33rd New York Farm Show



**Holiday Inn**

Syracuse/Liverpool

441 Electronics Parkway

**(315) 457-1122**

**\$99 Single / \$109 Double**

**RATE CODE: NYF Available February 18 – 25, 2018**

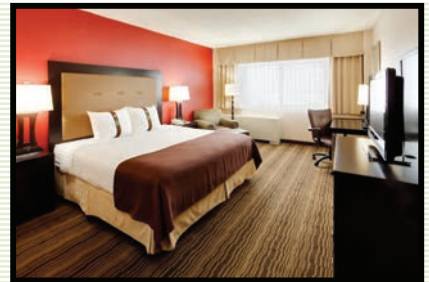
**\*RATES INCLUDE FULL HOT BREAKFAST**

## COMPLIMENTARY AMENITIES:

- ☐ 24/7 Airport Shuttle Service & within 3 mile radius of hotel
- ☐ Wireless Internet throughout property
- ☐ 1,000 Parking Spaces
- ☐ Coffee Station in lobby every morning
- ☐ On-Site Laundry Room
- ☐ Fitness Room
- ☐ Business Center
- ☐ IHG Business Rewards Points for planners

## PROPERTY HIGHLIGHTS:

- ☐ 197 Guestrooms plus 2 Executive Suites
- ☐ Within minutes to the NYS Fair Grounds, Syracuse Airport, Destiny USA, Syracuse University & Downtown Syracuse
- ☐ Located DIRECTLY off I-90 and 1 mile from I-81
- ☐ 30,000 sq. ft. of pillar-free function space
- ☐ Majority of function space on ground level
- ☐ Within 1.5 miles of 15+ restaurants
- ☐ The Salt House Restaurant, Lounge and Room Service
- ☐ Indoor Swimming Pool & Outdoor Patio Area



**WWW.STAYSYRACUSE.COM**



NEW YORK  
**FARM SHOW**  
2018

**Farm Show Rates Starting at  
\$99.00 per night!**

**All Suites include a full kitchenette with a full size refrigerator, microwave,  
dishwasher, coffeemaker, toaster, and two-burner stove top**  
.....



**CANDLEWOOD**  
**S U I T E S**

*Syracuse Airport*

**PARK N' FLY PACKAGE**

*Don't Miss Your Flight.....  
.....Stay Over Night!*



**Packages starting at \$159.00**

**Includes: Your over night accommodations, up to 2 WEEKS of parking  
and GUARANTEED shuttle service to and from the airport!**

**CALL THE CANDLEWOOD SUITES  
SYRACUSE AIRPORT  
TODAY FOR RESERVATIONS!**

**(315) 454-8999**

**5414 SOUTH BAY ROAD  
NORTH SYRACUSE, NY 1321**







Hampton Inn & Suites Syracuse North-Airport Area 1305

Buckley Road

Syracuse NY 13212

Call for Reservations at 315-457-9900 / Special Rate \$109.00

Our Brand New hotel offers:

Clean, comfortable beds

Complimentary Hot on the house full breakfast

Complimentary Hi speed internet

Indoor pool with hot tub

Fitness Center

Treat Shop

Free parking

On site laundry facility

Complimentary USA Today

Located just 4 miles away from the NY State Fairgrounds





We're all for  
mini-marts, mini-golf  
and mini-bagels

mini- but not  
fridges.

At Homewood Suites, going away doesn't mean leaving your whole life behind. That's why we give you a spacious living room, a real kitchen with a full-size fridge, and a different dinner almost every weeknight. You may be surprised at all you get here. So stay with us and **Be at home.**

Welcome New York Farm Show Exhibitors / Please inquire about our special rates and availability

HILTON  
HHONORS  
©2012 Hilton Worldwide.

HOMewood  
SUITES  
BY HILTON™



EVERYTHING YOU NEED AND MORE

# the comforts of home

Our guests can enjoy the comforts of home, when far from home - for either short or long term stays. We provide travelers with the amenities they need (like fully equipped kitchens) at an exceptional value. Our great rates allow you to do more and stay longer.

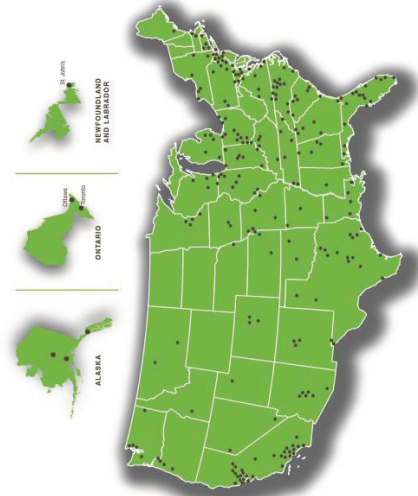
- ✓ Fully equipped kitchen with full-size fridge, range top, microwave, coffee maker
- ✓ Free grab-and-go breakfast
- ✓ Free Wi-Fi in every room
- ✓ On-site guest laundry facilities
- ✓ Flat screen TVs with free premium channels
- ✓ All utilities included: electricity, heat, air, water, cable, unlimited local calls



Extended Stay America  
Syracuse Location  
6630 Old Collamer Rd  
East Syracuse, NY 113057  
315.463.1958

For more information:  
Kyle Hartley - Sales  
315.430.2496  
Khartley@extendedstay.com

ExtendedStayAmerica.com • 1-800-EXT-STAY

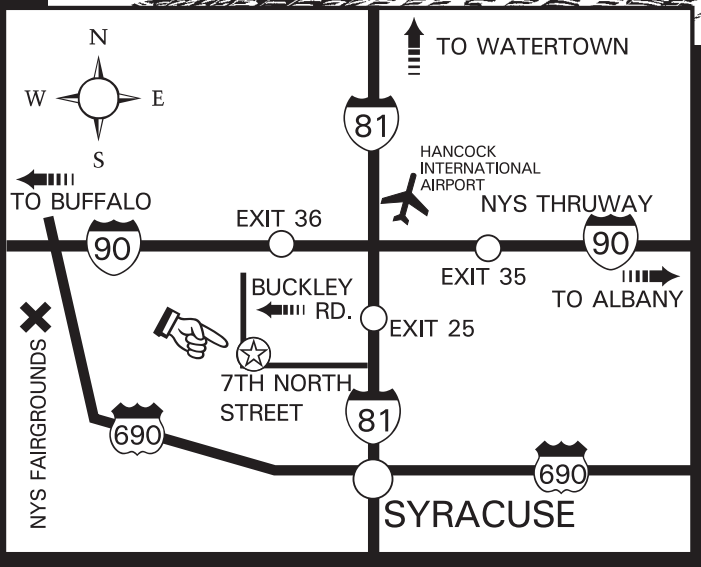


## KEY BENEFITS

- ✓ Over 680 locations in the US and Canada
- ✓ Great rates so you can do more and stay longer
- ✓ Kitchens in every room, plus on-site guest laundry
- ✓ Family friendly



# Exceeding Your Expectations



Take Exit 36 New York State Thruway; or Exit 25 (Seventh North St.) Interstate 81. Ten Minutes from Hancock International Airport and New York State Fairgrounds.



Luxurious Overnight Accommodations



7 miles from the New York State Fairgrounds ( Thruway Exit 39 )



Special Farm Show rate for up to 4 Persons in a Room



Includes complimentary breakfast



Owned and operated by Emmi & Sons, Local Farmers



421 7th NORTH STREET, SYRACUSE, NY 13212  
**(315) 451-8888**



# GENESEE GRANDE HOTEL

WE'VE BEEN EXPECTING YOU



## ROOM AMENITIES

~FOUR STAR LUXURY ACCOMMODATIONS

~COMPLIMENTARY WIFI

~ON-SITE BUSINESS CENTER

~24 HOUR FITNESS CENTER

~LAUNDRY & DRY CLEANING

~IRON AND IRONING BOARD

~PETS WELCOME

~COMPLIMENTARY PARKING

~COMPLIMENTARY TRANSPORTATION TO NYS FAIRGROUNDS

MENTION NY FARM RATE CODE WHEN MAKING YOUR RESERVATION

315.476.4212

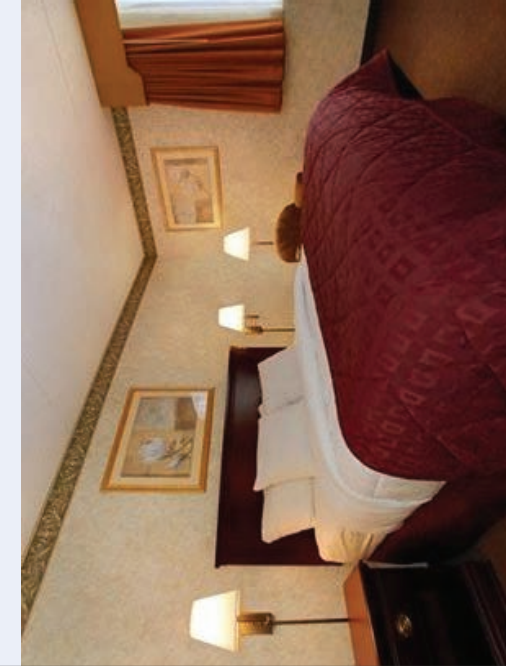
GENESEEGRANDE.COM

SYRACUSE, NEW YORK





BY CHOICE HOTELS®



# Quality Inn

401 7th North Street  
Liverpool, NY 13088

Conveniently Located near  
Destiny USA, Regional Transportation Center  
and Syracuse University®

**(315) 451-6000**

**free wifi • free hot breakfast buffet • exercise room**

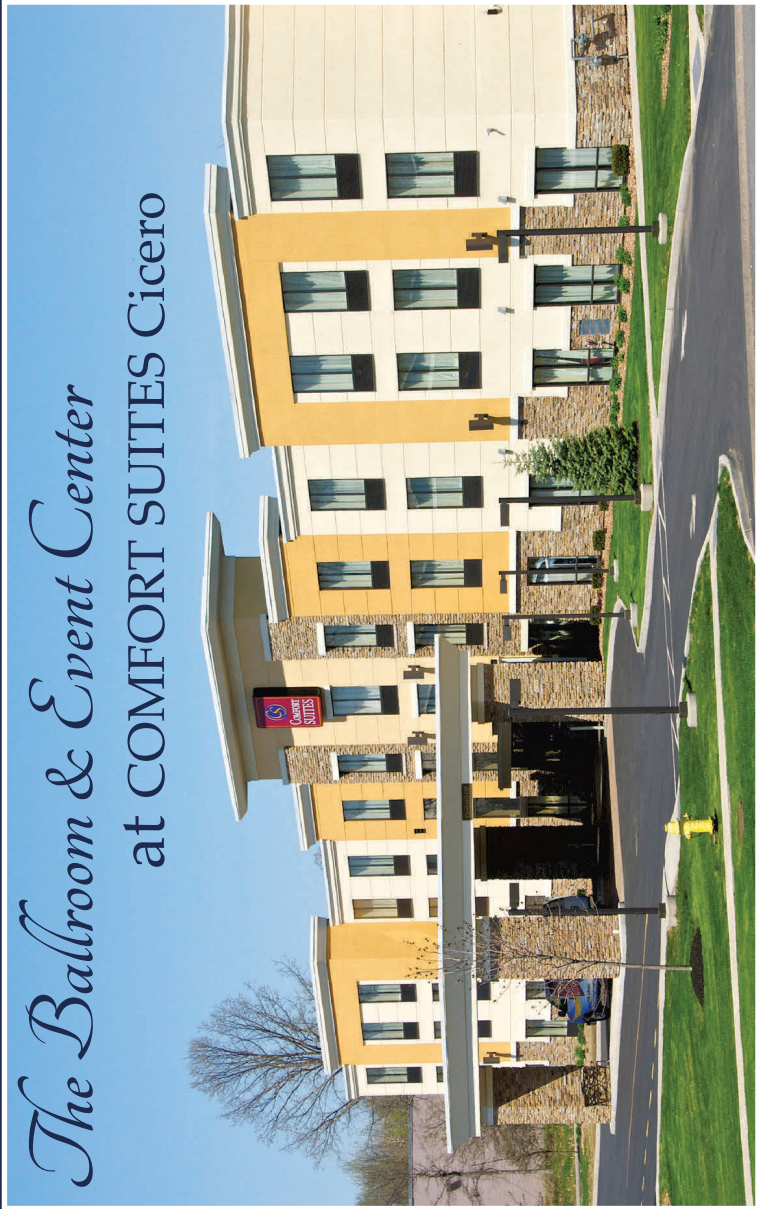


- ❖ Recently renovated property
- ❖ Full-sized kitchens in every suite
- ❖ Complimentary hot breakfast
- ❖ Complimentary social hour Monday – Thursday
- ❖ 24 hour fitness center
- ❖ 24 hour business center with PCs and printer
- ❖ Complimentary laundry facilities on each floor
- ❖ Complimentary parking for all hotel guests
- ❖ Complimentary high speed internet access throughout the property
- ❖ 24 hour convenience shop
- ❖ Just minutes to a variety of local restaurants
- ❖ A short drive to downtown Syracuse
- ❖ Pet friendly rooms available

(315) 432-5595 for reservations

**Mention “Farm Show Rate” for \$89 One Bedroom Suite**

# *The Ballroom & Event Center* at COMFORT SUITES Cicero



Comfort Suites Cicero is an all suite property with a Private Banquet Facility for all of your Corporate function needs



***Make your Reservation today: 315.752.0150***

Comfort Suites Cicero | 5875 Carmanica Drive | Cicero, NY 13039  
315.752.0150 | [www.syracs.com](http://www.syracs.com) | [sales@syracs.com](mailto:sales@syracs.com)

**Quality**  
at a Nice Price



***Make your Reservation today: 315.701.4400***



Best Western Plus Liverpool  
136 Transistor Parkway | Liverpool, NY 13088  
315.701.4400 | [www.bwliverpool.com](http://www.bwliverpool.com)

**Oneida Lake's  
Closest Hotel**



***Make your Reservation today: 315.676.3222***



Days Inn Brewerton  
5552 Bartel Road | Brewerton, NY 13209  
315.676.3222 | [www.brewertonhotel.com](http://www.brewertonhotel.com)





# CANDLEWOOD<sup>®</sup>

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## SUITES



Find your Syracuse home away from home at the newly renovated Candlewood Suites. Our multi-million dollar renovated extended-stay hotel is situated less than 5 miles from downtown, just off the New York State Thruway. With Syracuse University, Onondaga Lake, Destiny USA shopping center and the city's best restaurants less than six miles away, staying at Candlewood Suites is like having your own apartment in the heart of Syracuse.

Our 92 condo-style suites feature flat-screen TVs, DVD players, spacious bathrooms, fully equipped kitchens and plenty of room to spread out and relax. Premium appliances like a stovetop, dishwasher, garbage disposal and full-size refrigerator make it easy to prepare great meals in the comfort of your guestroom. Our cozy bedding ensures a great night of sleep, while our spacious work desks and complimentary Wi-Fi help guests stay connected and productive.

Arriving with a four-legged friend? Just let us know and we'll be happy to book you into a pet-friendly suite. Forgot to pack your toothbrush or need to purchase a quick meal? Our on-site Candlewood Cupboard is ready for you, stocked with breakfast items, snacks, beverages, toiletries and more. Other convenient amenities like free guest laundry and a state-of-the-art fitness center make Candlewood Suites a perfect choice for your stay in Syracuse.

Book your next visit Today!

Contact our Director of Sales, Denise Hunt, at [dhunt@syrhotel.com](mailto:dhunt@syrhotel.com) or 315.432.1684.

Reference the code NFS to receive a discounted NY Farm Show rate of \$79

*(Rate is for a studio suite, additional room types available based on availability)*



\*IHG® Rewards Club not applicable to Kimpton® Hotels & Restaurants, to be included at a future date.



# NEW YORK FARM SHOW® 2018

**FEBRUARY 22-24, 2018**  
**SYRACUSE, NEW YORK**



## Official Show Program



### Display Net Advertising Rates

	B/W	2/C	4/C
Full Page*	\$2,860	\$3,520	\$3,975
3/4 Page*	\$2,750	\$3,170	\$3,590
Junior Page*	\$2,390	\$2,905	\$2,945

\*Spreads available. Contact your sales representative.

### Marketplace Net Advertising Rates

	B/W	2/C	4/C
1/2 Page +	\$1,535	n/a	\$1,890
1/3 Page +	\$1,230	n/a	\$1,510
Bottom Banner +	\$1,070	n/a	\$1,405
1/4 Page +	\$765	n/a	\$1,100
1/6 Page	\$635	n/a	\$980
1/8 Page	\$470	n/a	\$820
1/12 Page	\$355	n/a	\$700
1/16 Page	\$240	n/a	\$560
Business Ad	\$190	n/a	n/a

+ Upgrade to Display Placement, add \$240

**Contact your Farm Progress rep**  
**Toll-free (800) 778-5656**

## Bonus Distribution: 14,000

The Official Program of the 2018 New York Farm Show will be bound into the **February** issue of **American Agriculturist**. An additional 14,000 programs will be distributed to attendees of the 2018 New York Farm Show. Support your show presence by showcasing your exhibit with an ad in this important issue.

**Issue Date:** February 2018

**Close Date:** December 27, 2017

**Materials Date:** January 4, 2018

Send materials to <https://penton.sendmyad.com>

<b>Full Page*</b> 10.25" × 12"	<b>Junior Page</b> 7" × 8.25"	<b>3/4 Page H</b> 9.5" × 8.25"

Trim size: 10.25" × 12" \*Bleed size: 10.5" × 12.25"

<b>1/2 Page H</b> 9.5" × 5.5"	<b>1/3 Page H</b> 9.5" × 3.5"	<b>1/3 Page V</b> 4.625" × 7.25"
<b>Bottom Banner</b> 9.5" × 2.75"	<b>1/4 Page V</b> 4.625" × 5.5"	<b>1/6 Page H</b> 4.625" × 3.5"
<b>1/8 Page H</b> 4.625" × 2.625"	<b>1/8 Page V</b> 2.25" × 5.5"	<b>1/12 Page H</b> 2.25" × 3.5"
<b>1/16 Page H</b> 4.625" × 1.25"	<b>1/16 Page V</b> 2.25" × 2.625"	<b>Business Ad</b> 2.25" × 1.5"



NewYorkFarmShow.com (800) 778-5656



# 2018 New York Farm Show — Official Show Program

## Orders, Contracts and Ad Materials

Email all contracts, insertion orders and materials as follows:

**Display orders:** [displaymaterial@farmprogress.com](mailto:displaymaterial@farmprogress.com)

**Marketplace orders:** [marketmaterial@farmprogress.com](mailto:marketmaterial@farmprogress.com)

### Submitting electronic files for print ad materials

The preferred method of receiving files is through the ad delivery portal powered by **SendMyAd** — a revolutionary online system designed to ensure error-free ad submission. First time users of SendMyAd will need to register — both registration and login can be done at <https://penton.sendmyad.com>.

The preferred file format for delivery is PDF/X-1a. A Penton Ag PDF Export settings file for InDesign and Acrobat can be downloaded at <http://penton.com/sma/pentonpdfexport.zip>

For best results, please refer to the following support documents when creating your ad:

- **Ad sizes and templates, FAQs and how-to videos**  
<https://penton.sendmyad.com>; click Dashboard.

- **Learn to set trim and bleed**  
<http://www.penton.com/sma/pgtrim.pdf>

- **How to upload, reposition and approve an ad**  
<https://www.youtube.com/watch?v=04wqyUjoynU>.

If you cannot use SendMyAd, a PDF/X-1a formatted PDF can be sent to [displaymaterial@farmprogress.com](mailto:displaymaterial@farmprogress.com) — Color match proofs are not required, but will be used if provided. Send to: Farm Progress, 255 38th Avenue, Suite P, St. Charles, IL 60174-5410, Phone: (630) 524-4556

## General Policies and Conditions

- It is understood and agreed that all orders must conform with the conditions set forth in this rate card. We reserve the right to eliminate from all orders any clauses which do not comply.
- All advertising is subject to publisher's approval. We reserve the right to refuse copy. Inserts must be approved in advance. Customers who choose not to send a sample in advance will be responsible for any mechanical or postage charges incurred if any requirements are not met.
- Orders accepted at rates prevailing when advertisement is scheduled to appear. Cash discounts are not allowed.
- All payments must be in United States currency.
- Publisher reserves the right to hold an advertiser and its agencies jointly liable for payments due.
- Our liability on any advertisement is limited to the net space cost of that advertisement.
- Agency commission is 15% to recognized advertising agencies supplying print-ready material. Agency commission does not apply to classified advertisements.
- For ads built by publisher, proofs will be returned for approval provided material is received prior to advertising closing date. Advertisement will appear as built without liability unless written revisions are received by closing date.

## Mechanical Requirements

- Total ink density of images should not exceed 300%.
- Ads with bleed should extend 0.125" beyond the trim.
- All live matter not intended to bleed should be kept 0.25" from trim. Spread ads should allow a total of 0.1875" safety in gutter.
- All color and grayscale photos should be actual size at a minimum 240 dpi and saved as TIFFs.
- Please refer your ad production questions to Jim Heffron at (630) 524-4552 or [jim.heffron@farmprogress.com](mailto:jim.heffron@farmprogress.com).

Preferred Format	Acrobat PDF*	Comments
	PDF/X-1a	Version 1.3
Other Formats	Page Layout Program	
	Adobe InDesign	Use extension .INDD, Package for Output.
	Photo File Formats	
	TIFF	Use CMYK, Grayscale, or Bitmap. No RGB.
	Photoshop EPS	Use ASCII Encoding, 8-Bit TIFF Preview.

\*All PDFs are considered "final output" and cannot be edited. PDFs that are non-compliant to the PDF/X-1a or press-ready standards will be returned to client for corrections.

- Editorial-style copy will be labeled with the word "advertisement."
- No changes or cancellations accepted after closing date.
- Position requests are not binding unless confirmed by us in writing.
- We are not liable for copy that bleeds off the page due to normal binding and trimming.
- Advertising material will be discarded one year from last date of insertion.
- Non-compete policy: Farm Progress reserves the right to withhold services from any company it determines to be a direct competitor. This policy generally applies to companies who offer print and/or digital advertising, direct marketing, and/or trade shows within the same agricultural markets served by Farm Progress.
- Discounts are based on gross dollar volume for space and color during a specified 12-month period for any corporation and its wholly-owned subsidiaries. Any discount adjustments, up or down, will be made at the end of the contract year based on actual dollar volume. Dollar-volume discounts are based on gross expenditures and paid on net dollars.



NewYorkFarmShow.com (800) 778-5656

# AMERICAN Agriculturist®

**Agriculture's Information Leader**  
5227 Baltimore Pike, Littlestown, PA 17340  
Tel: (717) 359-0150 Fax: (717) 359-0250  
E-mail: john.vogel@farmprogress.com

## WANTED: YOUR NEW PRODUCT INFO!

Dear New York Farm Show Exhibitor:

You know it. We know it. Your new products and technologies are the biggest reasons why thousands of full-time farmers travel to New York Farm Show from 12 states and Canada. So help us help you boost your visibility at the 33rd show — Feb. 22, 23 & 24, 2018 — **for free!**

As co-sponsor, *American Agriculturist* puts 39,000 copies of the official New York Farm Show program in the hands of all visitors — plus all farmers receiving the magazine. And, we feature them on the magazine's website. That's triple coverage in advance! Plus, we quadruple coverage with the [NewYorkFarmShow.com](http://NewYorkFarmShow.com) website. Here's a sample of how we showcase new products and technologies.

### 'Max' your visibility

It's and unbeatable opportunity that's easy — and free. Just email details about your most important new product for the show on the accompanying sheet plus a high-resolution (greater than 1 MB) color jpeg photo to [john.vogel@farmprogress.com](mailto:john.vogel@farmprogress.com). This must be the first time you're introducing that product at New York Farm Show. Sorry, we can't print from product brochures.

Send your new product info to us **no later than Monday, Dec. 18**. "Git'er done" now — long before the Thanksgiving and Christmas rush arrives. One crucial tip: If you pass this up through your corporate channels, make sure your marketing communications lead delivers it. See you at New York Farm Show!

*John Vogel*

John Vogel, Editor

Complete the following New Product Section Request form

**23 NYFS**

### New products waiting for you!

**N**EARLY 420 exhibitors will not only show you the latest in farm equipment, but also provide you with the information you need to make the most of your investment. Contact: John Vogel, 717-359-0150.

**Bunker cover and barrier**  
Poly Guard's Polybunker 2-in-1 barrier is a polyethylene slat barrier cover for one-way traffic. The slat barrier clips to slats, expanding it from the outer perimeter cover to produce higher-quality slats. Contact: Talle Talle, 412-284-0881, Booth CP-124.

**Calcium crop nutrient**  
Farming Solutions' Agri-Chemical Calcium Crop Nutrient is a calcium complex blend of phosphorus, potassium, and sulfur. It's a water-soluble, fast-acting, and easy-to-use crop application to improve root and soil development. Contact: Nancy Kessler, 952-734-2015, Booth D-725.

**4-in-1 utility vehicle**  
Chico's 4-in-1 utility vehicle features a 20hp Kawasaki gas engine, a 1,500-watt generator, a 1,500-watt inverter, and a 1,500-watt battery. Contact: Mark Winkler, 516-436-0002, Booth CP-41.

**Calf milk test**  
Calf Milk Test 100 is a milk test kit that allows you to test for mastitis, ketosis, and other diseases. Contact: Mark Winkler, 516-436-0002, Booth CP-41.

**Airless skid-steer wheels**  
Michelin Tread Technology has created a new airless radial for skid-steer loaders. It's a deep tread, all-terrain wheel. Contact: Mark Winkler, 516-436-0002, Booth CP-41.

**Compact water sprayer**  
The compact water sprayer is a 1.5-gallon tank, 40-watt electric sprayer, and a 10-foot hose. Contact: Mark Winkler, 516-436-0002, Booth CP-41.

**Double-chain conveyor loader**  
Kerry Manufacturing's double-chain conveyor loader can be installed with or without the standard hopper. It's a 10-foot-long unit. Contact: Mark Winkler, 516-436-0002, Booth CP-41.

**Crop sprayer**  
The 1000 Series crop sprayer has a 1.5-gallon tank, 40-watt electric sprayer, and a 10-foot hose. Contact: Mark Winkler, 516-436-0002, Booth CP-41.

**Front-mounted hay rake**  
The front-mounted hay rake is a 10-foot-long unit. Contact: Mark Winkler, 516-436-0002, Booth CP-41.

**LED light fixture**  
The LED light fixture is a 10-foot-long unit. Contact: Mark Winkler, 516-436-0002, Booth CP-41.



## NEW YORK FARM SHOW® 2018

### 2018 New York Farm Show Official Program/New Product Section Request

It's your FREE opportunity to promote a new product in  
our multi-level marketplace!

**Deadline is Monday, Dec. 18, 2017!**

**But don't wait.**

**Early new product entry guarantees you'll be included.**

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

Exhibit Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( \_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_ ) \_\_\_\_ - \_\_\_\_\_

Website: \_\_\_\_\_

Product Name: \_\_\_\_\_

Product Description: \_\_\_\_\_

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Suggested retail value: \_\_\_\_\_

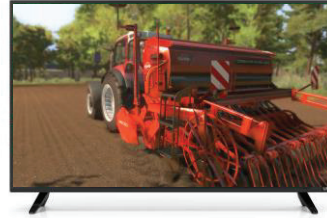
NY Farm Show exhibit building & lot no.: \_\_\_\_\_

E-mail to: [john.vogel@farmprogress.com](mailto:john.vogel@farmprogress.com)

Fax to: (717) 359-0250

Courier to: **American Agriculturist**  
5227 Baltimore Pike  
Littlestown, PA 17340

# Syracuse Technologies



**We can provide you with any and all Audio-Visual needs for  
the New York Farm Show!**

- LED Displays
- Video Projectors / Screens
  - Laptops
- Audio Support

Please call us at: (315) 679-5360

Or email: [rentals@cusetech.com](mailto:rentals@cusetech.com)

[www.cusetech.com](http://www.cusetech.com)

Pricing for the New York Farm Show includes  
delivery, set up, pickup &  
your equipment for the 3-day event

## GENERAL INFORMATION AND SERVICES

### Show Promotion

The New York Farm Show agrees to provide show promotion and publicity for the show. This will include distribution of general show publicity items in reasonable quantities to exhibiting companies at no charge including press releases, logo slicks, and other literature on the New York Farm Show.

### Floor Plan

The New York Farm Show may, at any time, change the size or location of the exhibitor's space or layout of the exhibition if the New York Farm Show deems it necessary for the good of the show.

### Contract Procedure

Exhibit space in the New York Farm Show is assigned by contract/invitation only. If several independent companies will share the space, this must be so indicated; likewise, if subsidiaries or divisions of a company are to be listed as exhibitors, their names should be furnished in the application and on the Exhibitor Registration form for badges. The New York Farm Show reserves the right to reject applications for space, if in the best interest of the show.

### Space Assignment

Space assignments will be as provided to exhibitors after acceptance of the contract issued by the New York Farm Show. Notice of any changes in space assignments after acceptance will be provided to exhibitors at least one week prior to the show. The New York Farm Show reserves the right to change such assignments in the best interest of the show.

### Audio Visual

Those Exhibitors requiring audio-visual equipment or service should contact:

Syracuse Technologies Corporation

5 Lumber Way

Liverpool, NY 13090

Phone: (315) 679-5360

Email [rentals@cusetech.com](mailto:rentals@cusetech.com) website [www.cusetech.com](http://www.cusetech.com)

### Use of Sound Devices.

The sound volume must be maintained at a level so as to avoid any interference with neighboring exhibitors and when objections are noted, it may be necessary for the Exhibit Manager to prohibit the use of sound devices or limit operation to short-time periods. Use of sound slides, sound motion pictures, loudspeakers and other sound devices is subject to the approval of the New York Farm Show. Use of motion pictures and slides will be permitted only if they are directly related to products, services, techniques, or application.

### Booth Cleaning

The New York Farm Show provides general hall cleaning at the close of the show each day. Exhibitors are requested to place all trash and other debris in the aisles for pickup as general cleaning personnel are not allowed to enter an exhibit area. Additional booth cleaning and vacuuming is available from the New York Farm Show at an additional charge. Exhibitors should complete Form #5 to order this service.

### Electrical Service

Exhibitors are to complete Form #2 to order this service. All wiring within the exhibit must meet general code specifications. Any technical question should be directed to the New York Farm Show.



## **Exhibitor Admittance/Non-Show Hours**

Booth representatives will not be permitted to enter the exhibition earlier than one hour before scheduled opening each day, except on opening day, and will not be permitted to remain in the exhibition longer than one hour after the closing each night, with the exception of the final night. This is to assure maximum security for the open exhibits and merchandise.

## **Exhibitor Promotional Activities**

Any exhibitor wishing to conduct any type of drawing must complete Form #4. The drawings must be approved by the New York Farm Show which reserves the right to cancel the contract of any exhibitor that is deemed to be guilty of any act that is against the best interests of the New York Farm Show. Free tickets and posters on request for the Show by completing and returning Form #7

## **Exhibitor Registration**

To speed your advance requests for exhibitor badges, you must submit completed information on Form #3 by the deadline. Badges will be available for pickup at the Show Office during move-in. Late exhibitor badge requests and changes can also be processed at this location. Exhibiting companies may be invoiced one dollar (\$1.00) for every badge over 10. THERE WILL BE A \$5.00 CHARGE FOR EACH BADGE MADE AT THE SHOW.

## **Fire Safety Regulations**

**FIRE MARSHAL REQUIREMENTS.** The following are the Fire Marshal's minimum fire safety requirements and shall be applied at all shows, trade, commercial or otherwise, and shall apply whether the exhibit is open or closed to the public.

- (a) The display and operation of any cooking or heat producing appliances, pyrotechnics, use or storage of flammable liquids, compressed gases, or any other item or process deemed hazardous by the Fire Marshal must have advance approval by the State Fire Marshal's representative.
- (b) Any motor vehicles, powered equipment, tools, etc. on display shall have their batteries disconnected.
- (c) No parking of any vehicles unless approved is allowed in the building. Cars and trucks shall be removed immediately after loading or unloading.
- (d) Decorations and displays shall not block or impede access to fire protection equipment (sprinklers, exit markings, exit doors or emergency lighting equipment).
- (e) Aisles and exit doors shall be maintained free of all obstructions and unlocked for immediate use in the event of an emergency, during hours of occupancy. The use of chains and locks on doors equipped with panic hardware is prohibited.
- (f) Signs approved by the representative designating exits and the direction of travel to exits shall be provided by the lessees and in place prior to the show opening.
- (g) Additional fire extinguishers may be required at the discretion of the Fire Marshal's representative.
- (h) All electrical devices and installations shall be made in accordance with the applicable provisions of the National Electric Code. All devices must be listed by Underwriters Laboratories.
- (i) Any electrical extension cords used shall be of the heavy duty type. Light weight cords of the lamp cord variety are prohibited and are subject to confiscation.
- (j) All other fire safety laws, regulations and codes that have been duly adopted shall be adhered to by all lessees, exhibitors and show personnel.

## **Insurance**

Exhibitors are required to provide liability insurance and hold harmless the New York Farm Show and its representatives. Please see Terms and Conditions for complete details on requirements.

## **Payments/Space Charges**

Exhibit spaces available at the New York Farm Show are divided into 10' x 10' divided booths. Multiples of 10' x 10' are also available.

Deposit must accompany return of the space contract to guarantee the assigned exhibit space.

## **Services**

Complimentary services are provided to all exhibitors, as follows:

- Free loading and unloading of equipment
- Free washing of equipment
- Appreciation Banquet

## **Show Program**

The official New York Farm Show program will be distributed at the Show.

## **Internet/Wifi**

Highspeed Wireless Internet Service for the 3 day event is available. Exhibitors are to complete Form #8 to order this service.

## **Concessions**

The serving of alcoholic beverages and/or food or other beverages by the exhibitors within the exhibit hall is prohibited, unless special permission is received from the Exhibit Manager.

## **Balloons**

There shall be no sale or give-away of balloons of any type, helium or otherwise. Gummed labels or stickers for promotion are also prohibited.

## **Contractor's Services**

All services, including but not limited to furniture, carpeting, drapery, electrical, storage, Internet/WIFI and other special required services can be arranged through the New York Farm Show. The Exhibitor Guide Book provides the proper forms for ordering such services.

## **Exhibitor Information**

Exhibitor shall furnish the New York Farm Show with any information in writing that may be reasonably requested by the New York Farm Show in connection with the show.

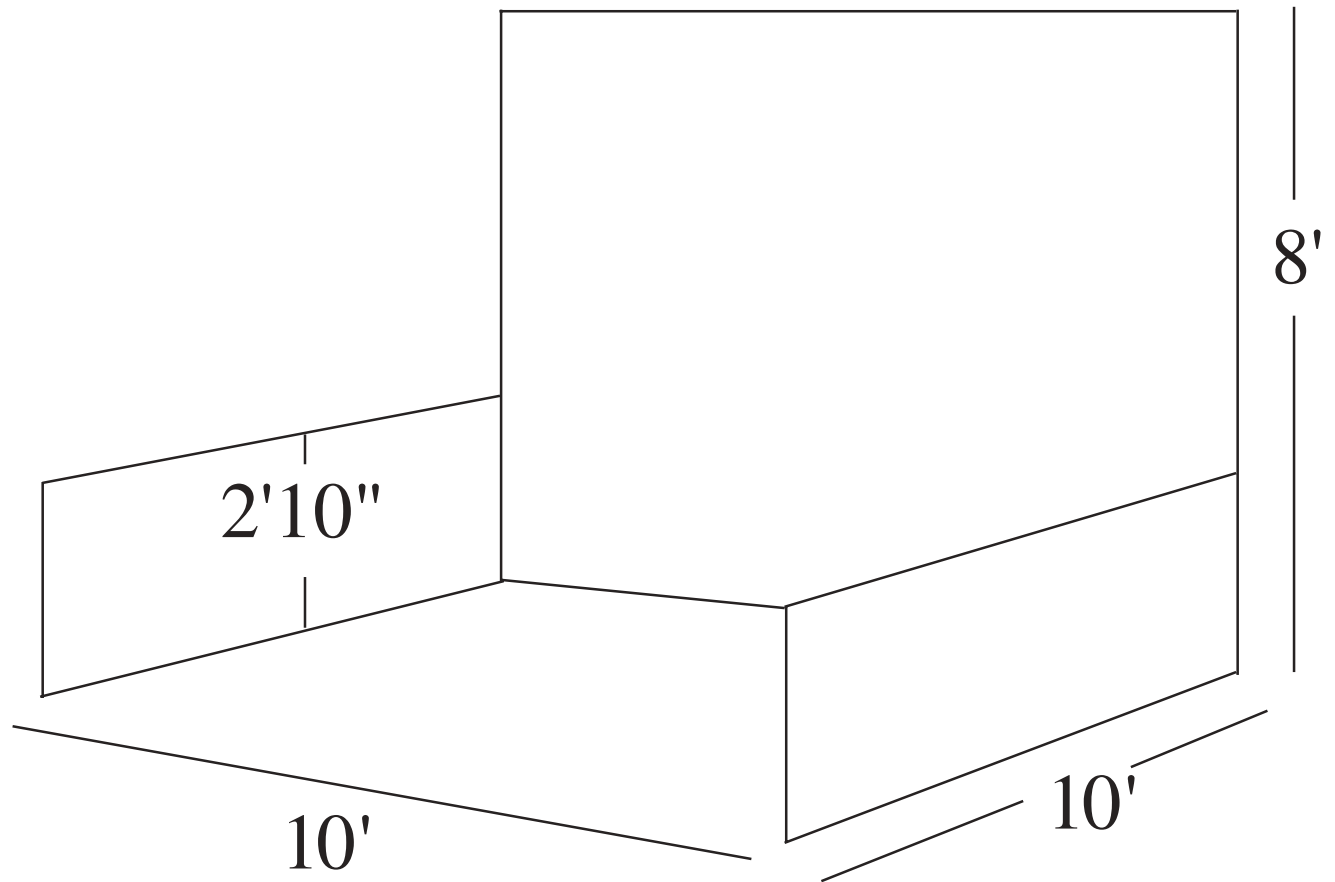
## **Hazardous Materials**

Please be advised that no chemicals or hazardous materials of any kind are allowed in or near the vicinity of the show. This is in concurrence with the E.P.A. and D.E.C. rules and regulations. Should you wish to display containers, you must do so using empty containers only. They cannot be filled with hazardous products or chemicals and brought into the show area. Failure to comply with this safety regulation could result in severe penalties and exclusion from the show.





# STANDARD DISPLAY BOOTH



note: inside dimensions, deduct 2"

Back wall height 8'0"

Side rail height 2' 10"

# DEMONSTRATIONS OR ENTERTAINMENT

## REGULATION:

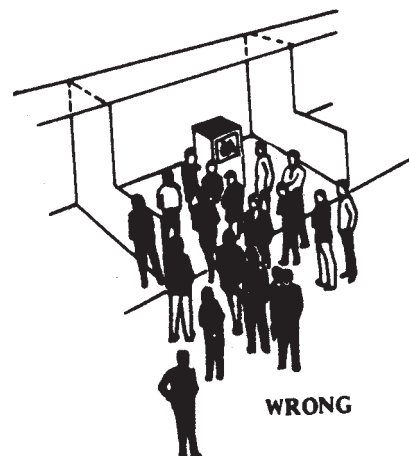
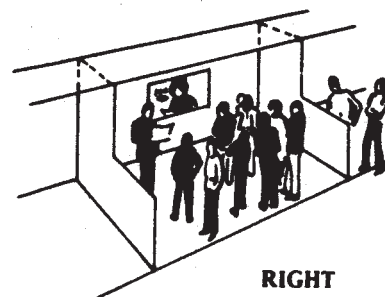
Do not place your demonstration on the aisle line of your exhibit if you expect many people to congregate at one time. Leave space within your own exhibit area to absorb the majority of the crowd. Should spectators interfere with the normal traffic flow in the aisle or overflow into the exhibits of your neighbors on each side or across the aisle, the Show Management will have no alternative but to request that you limit or eliminate the presentation.

## SOUND:

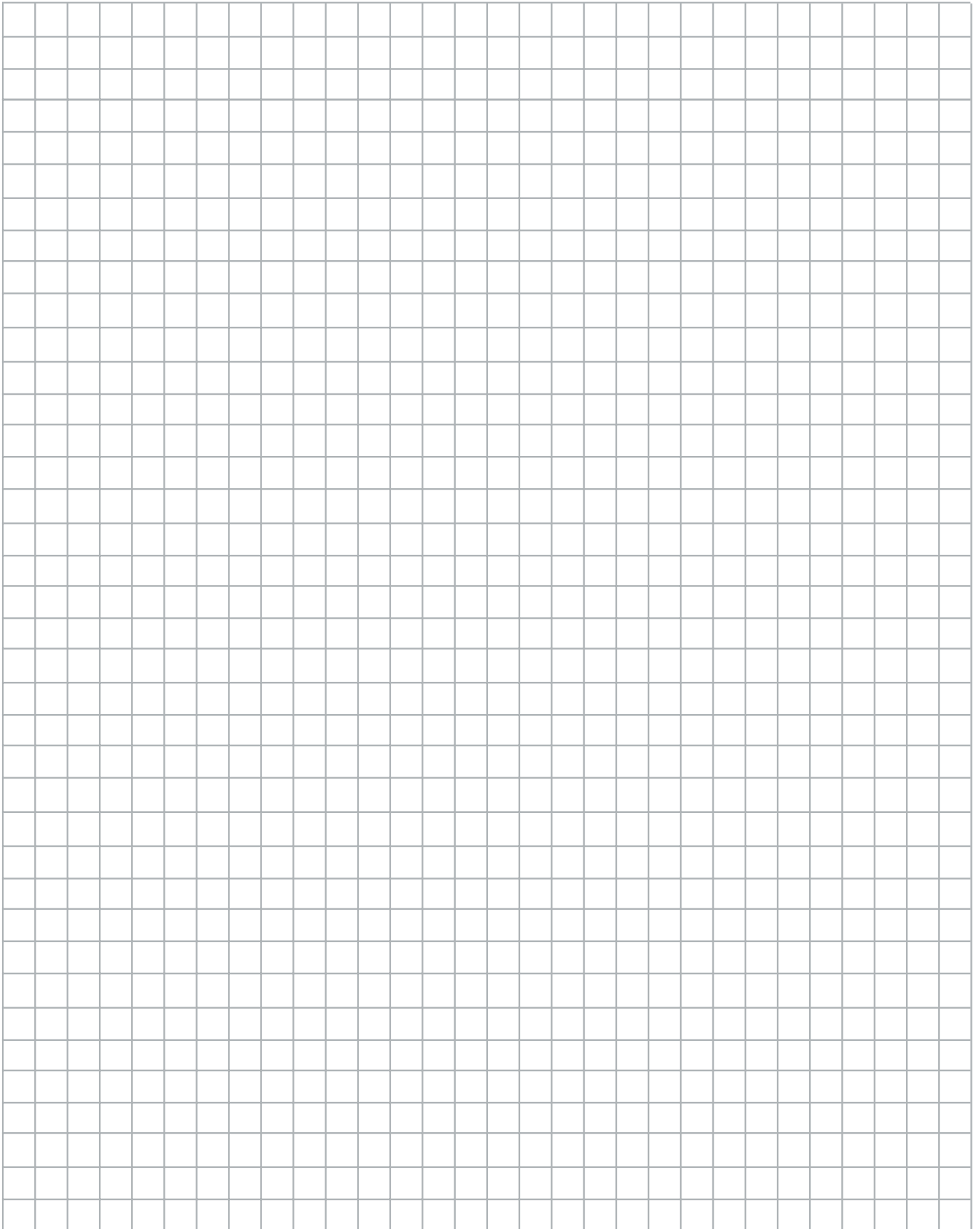
Police your own booth to be sure the noise level from any demonstrations or sound systems is kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at which point sound constitutes interference with others and must be discontinued.

## INTENT:

The aisles are the property of all the exhibitors; therefore each exhibitor has the responsibility to assure proper flow of traffic through the entire show. When large crowds gather to watch a demonstration or entertainment and interfere with the flow of traffic down aisles or create excessive crowds in neighboring booths, this is an infringement on the other exhibitors' rights. Aisles must not be obstructed at any time.

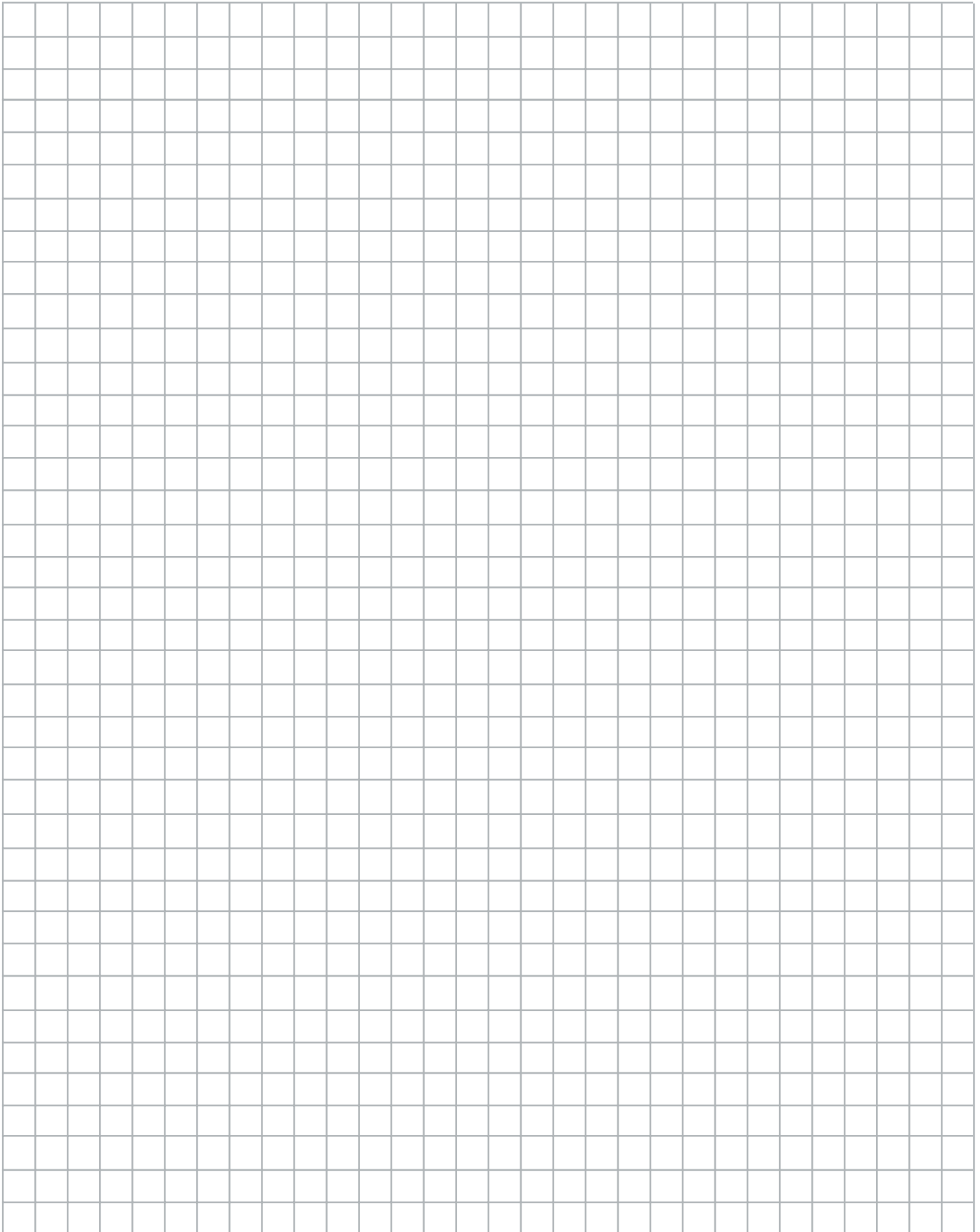


***DESIGN YOUR BOOTH LAYOUT HERE FOR FASTER SET-UP***





***DESIGN YOUR BOOTH LAYOUT HERE FOR FASTER SET-UP***





## Terms and Conditions

### 1. GENERAL

(a) **MANAGEMENT** - The word "management" refers to the New York Farm Show, Inc., its owners, employees, or agents acting on its behalf in the management of the exhibit.

(b) **ELIGIBILITY** - Management has the right to determine the eligibility of any company or product for inclusion in the exhibit.

(c) **COMPLIANCE WITH RULES AND REGULATIONS** - Exhibitor agrees to comply with all laws, ordinances, rules, regulations, and contract provisions that are applicable to use of the Exhibition Space, including, but not limited to the rules and regulations adopted from time to time by Management.

(d) **COMPLIANCE WITH THE A.D.A.** - Management does not discriminate on the basis of disability in the admission or access to the New York Farm Show. Scott Grigor - 315-457-8205 has been designated to coordinate compliance with the requirements contained in the Americans with Disabilities Act (A.D.A.). It is the responsibility of the Exhibitor to ensure that its exhibit(s) are accessible and comply with the A.D.A.

### 2. EXHIBITION SPACE

Management hereby permits Exhibitor to use and occupy the exhibition space at the New York State Fairgrounds (the "Building") described in the "Spaces Assigned" section on the front side of this Contract or such comparable space as Management reasonably may substitute therefore (The "Exhibition Space"), for and during the New York Farm Show on Show days.

### 3. RENT AND PAYMENT

Exhibitor agrees to pay Management as rental for the Exhibition Space the amount as referenced on the front page of this Contract. Exhibitor shall not be entitled to use the Exhibition Space until the rental is paid in full. Management may terminate this Contract by giving verbal or written notice to Exhibitor if rental is not paid in full by ten (10) days before show start date.

### 4. HOURS AND ADMISSION

(a) **SHOW HOURS** - The exhibit will be open to visitors from 8:30 A.M. to 4:00 P.M. on all days of the show and Exhibitor will staff the Exhibition Space with at least one representative during such times.

(b) **ATTENDANCE** - Management shall have the sole control over admission policies. All persons visiting the exhibit area, including exhibitor representatives, will be required to register.

(c) **ADMITTANCE DURING NON-SHOW HOURS** - Without permission from Management, representatives of Exhibitor will not be permitted in the exhibit area between 5:00 P.M. and 7:30 A.M. on show days.

### 5. INSTALLATION OF EXHIBITS

(a) **PRICE OF SPACE** - Includes spaces, draping, one 110 volt, 500 watt, duplex outlet, carpeted aisles (color coordinated with draping), aisle cleaning service, forklift truck service, and an unlimited supply of admission tickets for customers and prospects.

(b) **ADDITIONAL EXHIBIT FURNISHINGS AND SERVICES** - Additional decorations, furniture, floor coverings, fixtures, and exhibit accessories may be provided by the Exhibitor or may be rented from Management, if available, at rates established by Management. Indicate below if you have additional needs; \_\_\_\_\_

(c) **INSTALLATION AND DISMANTLING** - Installation of exhibits will begin at 8:00 A.M. Tuesday before the show opens and must be completed by 8:00 A.M. on the opening day of the show. Exhibitor will be provided a move-in time approximately two weeks prior to the show. Exhibitor will not be allowed to remove his exhibit or any essential part of it before 4:00 P.M. on the last show day. The hours for dismantling and removing exhibits are between 4:00 P.M. and 10:00 P.M. on the day the show closes. Exhibitor shall be liable for all storage and handling charges resulting from leaving material in the Building after 10:00 P.M. on the day the show closes.

(d) **LABOR** - Installation and dismantling of exhibits must be done by Exhibitors' personnel.

### 6. USE OF SPACE

(a) **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 cause. If Management gives Exhibitor a reason for such action, Exhibitor will not have any rights to a refund or any

other damages or remedies. In all other cases, Exhibitor's sole remedy will be a refund of the unearned portion of any rental period to Exhibitor by Management under this Contract.

(b) **SOLICITING AND COSTUMES** - All demonstrations or other promotional activities must be confined to the Exhibition Space. Sufficient space must be provided within the Exhibition Space to contain persons watching demonstrations and other activities. Exhibitor is responsible for keeping the aisle near his Exhibition Space free of congestion due to his activities. Exhibitor's 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 the Exhibition Space. Exhibitor's representatives may not appear in clothing that the Management deems excessively revealing.

(c) **DISTRIBUTION OF SAMPLES AND SOUVENIRS** - Samples, souvenirs, publications, etc. may be distributed by Exhibitor only from within the Exhibition Space.

(d) **NOISE, ODORS, SIGNS** - Excessively noisy or obstructive work will not be permitted during the open hours of the exhibit, nor will excessively noisy operating displays, objectional odors or offensive illuminations of signs or displays be allowed in connection with the Exhibition Space.

(e) **CONTESTS** - Management shall be informed in advance of games and prize drawings planned for in-exhibit operation.

(f) **SUBLETTING** - Exhibitor may not assign nor sublet this Contract, or permit others to use the Exhibit Space, without the knowledge and consent of Management, which may be withheld in its sole discretion.

(g) **EXHIBIT DESCRIPTION** - Exhibitor will be required to submit, in advance a brief description of this exhibit.

### 7. LIABILITY

(a) **CARE OF THE BUILDING** - Exhibitor is liable for any damage caused to the building, standard exhibit equipment, or the property of others, by him, his agents, employees, or invitees.

(b) **CANCELLATION/ NO SHOW/UNABLE TO ATTEND** - All payments made to Management are non-refundable upon receipt. Management has the right to relocate Exhibitor to comparable spaces other than those specified by the Exhibitor. Management shall have no liability to Exhibitor if Management postpones or cancels the New York Farm Show because of Acts of God, accident, fires, weather, or interruptions of whatever nature beyond the reasonable control of Management.

(c) **LIABILITY** - Exhibitor agrees that Management shall not be responsible for any loss, damage, bodily injury, sickness, mental anguish or death that may occur to the Exhibitor or his employees, representatives, agents, or invitees to his property, from any cause whatsoever and the Exhibitor agrees to defend, indemnify, and hold forever harmless the Management, its employees, officers, directors, 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 any person or persons arising out of, during, or in connection with this Contract for the New York Farm Show, except to the extent such injury or damage is due to the gross negligence or willful misconduct of Management, its employees, officers, directors, agents, or any other person. Exhibitor must submit to Management, at least two weeks prior to the show, a certificate of liability insurance. Such certificate shall name Management as an additional insured, provide evidence of coverage in an amount not less than one million dollars (\$1,000,000) for injury to or death of any number of persons arising out of any one occurrence and not less than one million dollars (\$1,000,000) for property damage arising out of any one occurrence or one million dollars (\$1,000,000) combined single limit and state that the policy cannot be cancelled or changed upon less than 10 days prior written notice to Management.

(d) **AMENDMENTS** - Any matters not specifically covered by the preceding terms and conditions shall be subject solely to the decision of Management. These terms and conditions may be amended at any time by Management, provided that amendments shall not substantially diminish the rights or increase the liability of the Exhibitor. No other amendment will be binding on Management without its express written consent. This contract contains the entire agreement of the parties with respect to the subject matter contained herein and supersedes any previous agreements, understandings or communications.

(e) **CHOICE OF LAW/VENUE** - Any and all legal action related to this Contract shall be governed by New York law without application of the choice of law rules or provisions thereof.





# Trade Show Schedule

Action	By Whom	Date
<b>5 MONTHS PRIOR TO THE SHOW</b>		
Select space		
Mail contract and deposit	_____	_____
Perform a market analysis	_____	_____
Choose a theme, set objectives, develop the message outline	_____	_____
Consider competitive offerings and decide on booth strategy	_____	_____
Include all department heads in planning	_____	_____
Commit the show plan to writing	_____	_____
Consult with agency or display builder	_____	_____
Establish a realistic show budget	_____	_____
Preliminary booth staffing	_____	_____
Make preliminary travel plans, flights and hotel	_____	_____
Check the rules of the show against the show plan	_____	_____
<b>4 MONTHS PRIOR TO THE SHOW</b>		
Finalize booth design/submit for approval if necessary	_____	_____
Check collateral materials - reorder, if required (Ship to office, not show site)	_____	_____
Order all supplies and equipment needed for booth	_____	_____
<b>3 MONTHS PRIOR TO SHOW</b>		
Send in requested show forms	_____	_____
Check exhibitors' kit for forms to cover equipment, carpet, furniture, plants, electricity	_____	_____
Arrange for the shipment of all:		
Literature	_____	_____
Samples	_____	_____
Give-a-ways	_____	_____
Exhibit materials	_____	_____
Preshow promotion, mailings, trade press advertising, press kits	_____	_____
Prepare press releases	_____	_____
<b>1 MONTH PRIOR TO THE SHOW</b>		
Pre-erect your display	_____	_____
Reconfirm hotel/flights	_____	_____
Schedule a training session	_____	_____
Check booth supplies	_____	_____
Prepare briefing book	_____	_____
Recheck shipping arrangements	_____	_____
Confirm exhibitors' service kit for shipping dates	_____	_____
Erect the exhibit on the first day of the show	_____	_____

# Pre-Show Exhibit Planning Checklist

- ☐ Are your exhibit objectives specific?
- ☐ Can success in achieving them be measured?
  - ☐ Should your booth help you meet new prospects?
  - ☐ How many new customers would be a realistic goal?
  - ☐ Will you introduce a new product?
  - ☐ Get sales leads for field force?
  - ☐ Research the market for new services or products?
  - ☐ Build new mailing lists?
  - ☐ Make direct sales?
  - ☐ What dollar volume would be a realistic goal?
  - ☐ Signing up new dealers or distributors?
  - ☐ Establish new market position in the industry?
  - ☐ Polish the corporate image?
  - ☐ If so, what specific image do you want to project?
- ☐ Which shows attract your best prospects or customers?
- ☐ Is your market concentrated in specific sections of the country?
- ☐ Which sales regions are strong?
- ☐ Which might benefit from "hipe" of trade show participation?
- ☐ Will distributors or dealers participate in your booth?
- ☐ Which show best fits the exhibit objectives you've established?
- ☐ Which show dates conform to your customers' budgeting timetables?
- ☐ Which show site is closest to your market concentration or targeted territory?
- ☐ Which show might aid problem sales territories?
- ☐ Which convention programs might best attract your prospects?
- ☐ Is list of exhibitors in previous shows available?
- ☐ How do other exhibitors rate show management?
- ☐ Does show management promote attendance? does it deliver the audience it promises?
- ☐ Are trade show visitors limited or qualified?
- ☐ What caliber suppliers does it hire?
- ☐ Does it consider exhibitor needs and problems?
- ☐ Does it create a good show schedule with convenient move-in/move-out dates?
- ☐ Are labor rules fair and realistic?
- ☐ Does it try to minimize conflicts between convention and exhibit schedules?
- ☐ Will management work to boost exhibit hall attendance?
- ☐ Is the show audited?
- ☐ Is show registration breakdown by industry and job title available?
- ☐ Is there time for you to visit prospective shows in progress?
- ☐ How is show space allocated?
- ☐ How far in advance must you reserve exhibit space?
- ☐ Must management approve your exhibit plans in advance?
- ☐ Will you coordinate your exhibit program with other company departments?
  - ☐ Advertising?
  - ☐ Factory production?
  - ☐ Sales promotion?
  - ☐ Shipping?
  - ☐ Traffic?
- ☐ Have you read the exhibitor's manual carefully?
- ☐ Have you read carefully all the service request forms supplied by show management?
- ☐ Have you assessed all of your exhibit decorating and supplier needs before move-in time?
- ☐ Do you realize late or changed orders to suppliers are very expensive?
- ☐ What utilities will you need?
  - ☐ Drain?
  - ☐ Air?
  - ☐ Water?
  - ☐ Gas?
  - ☐ Steam?
- ☐ How many electrical outlets will you need?
- ☐ What voltage and current will you require?
- ☐ Need direct telephone lines to your booth?
- ☐ What office equipment will you need?
  - ☐ Typewriters?
  - ☐ Desks?
  - ☐ Wastebaskets?
  - ☐ How many chairs?
- ☐ What type of flooring will you use?
- ☐ What special labor requirements might affect you?
- ☐ Can you set up your own booth?
- ☐ Make simple electrical hookups?
- ☐ What are normal working hours; when does overtime pay period begin?
- ☐ Any other union regulations which might affect your exhibit?
- ☐ Need any services or products not listed in your manual?
- ☐ What is the height and width of exhibit hall entrances?
- ☐ What is the floor load?
- ☐ Have you noted all the important dates of your show, not just public attendance days?
- ☐ Do any of these involve holidays or weekends - at premium labor rates?
- ☐ What is show management policy on tips?
- ☐ Are you permitted to rent space outside the official exhibit area?
- ☐ Must all hotel space reservations be cleared with show management?
- ☐ Any restrictions on music, entertainment or noise levels in your booth?
- ☐ What insurance coverage does the show have?
- ☐ Does your corporate liability policy cover you and your exhibit?



## Deciding on farm shows? Here is where you start! **farm show council**

Council members host the most respected agricultural expositions in North America and New Zealand. When deciding which shows your company should participate in, this is the place to start. Check us out at [www.farmshowcouncil.org](http://www.farmshowcouncil.org) or call direct.

**Ag Progress Days**  
Larson Agricultural  
Research Center  
Rock Springs, PA  
(814) 865-2081  
[apd.psu.edu](http://apd.psu.edu)

**Farm Science Review**  
Molly Caren  
Agricultural Center  
London, OH  
(800) 644-6377  
[fsr.osu.edu](http://fsr.osu.edu)

**National Farm Machinery  
Show & Tractor Pull**  
Kentucky Expo Center  
Louisville, KY  
(502) 367-5100  
[www.kyfairexpo.org](http://www.kyfairexpo.org)

**Southern Farm Show**  
North Carolina  
State Fairgrounds  
Raleigh, NC  
(800) 849-0248  
[www.southernfarmshow.com](http://www.southernfarmshow.com)

**Western Farm Show**  
American Royal Complex  
Kansas City, MO  
(816) 561-5323  
[www.westernfarmshow.com](http://www.westernfarmshow.com)

**Canada's Farm Progress Show**  
EVRAZ Place  
Regina, Saskatchewan  
(306) 527-1465  
[www.myfarmshow.com](http://www.myfarmshow.com)

**Husker Harvest Days**  
Grand Island, NE  
(630) 524-4723  
[www.huskerharvestdays.com](http://www.huskerharvestdays.com)

**New York Farm Show**  
New York State Fairgrounds  
Syracuse, NY  
(315) 457-8205  
[www.newyorkfarmshow.com](http://www.newyorkfarmshow.com)

**Spokane Ag Expo**  
Spokane Convention Center  
Spokane, WA  
(509) 321-3633  
[www.agshow.org](http://www.agshow.org)

**Wisconsin Farm  
Technology Days**  
Walworth Co., WI - 2016  
(920) 242-6826  
[www.wifarmtechnologydays.com](http://www.wifarmtechnologydays.com)

**Canada's Outdoor Farm Show**  
Canada's Outdoor Park  
Woodstock, Ontario  
(800) 563-5441  
[www.outdoorfarmshow.com](http://www.outdoorfarmshow.com)

**International Plowing Match  
& Rural Expo**  
Harriston, Ontario - 2016  
(800) 661-7569  
[www.plowingmatch.org](http://www.plowingmatch.org)

**New Zealand National  
Agricultural Fieldays**  
Hamilton, NZ  
64-7-843-4499  
[www.fieldays.co.nz](http://www.fieldays.co.nz)

**Sunbelt Ag Expo**  
Spence Field  
Moultrie, GA  
(229) 985-1968  
[www.sunbeltexpo.com](http://www.sunbeltexpo.com)

**WPS Farm Show**  
EAA Grounds  
Oshkosh, WI  
(866) 920-3276  
[www.wisconsinpublicservice.com/business/show.aspx](http://www.wisconsinpublicservice.com/business/show.aspx)

**Empire Farm Days**  
Rodman Lott & Son Farms  
Seneca Falls, NY  
(877) 697-7837  
[www.empirefarmdays.com](http://www.empirefarmdays.com)

**London Farm Show**  
Western Fair District  
London, Ontario  
(519) 438-7203  
[www.westernfairdistrict.com/london-farm-show](http://www.westernfairdistrict.com/london-farm-show)

**Ottawa Valley Farm Show**  
EY Centre  
Ottawa, Ontario  
(613) 445-3407  
[www.ottawafarmshow.com](http://www.ottawafarmshow.com)

**3i Show**  
Western State Bank  
Expo Center  
Dodge City, KS  
(620) 227-8082  
[www.3ishow.com](http://www.3ishow.com)

**World Ag Expo**  
International Agri-Center  
Tulare, CA  
(800) 999-9186  
[www.worldagexpo.org](http://www.worldagexpo.org)

**Farm Progress Show**  
Decatur, Illinois - 2017  
Boone, Iowa - 2018  
(630) 524-4723  
[www.farmprogressshow.com](http://www.farmprogressshow.com)

**Midwest Ag Expo**  
Gordon Hannagan's Auction  
Center - Gifford, IL  
(608) 240-4700  
[www.medaassn.com](http://www.medaassn.com)

**Power Show Ohio**  
Ohio Expo Center  
Columbus, OH  
(800) 606-6332  
[www.PowerShowOhio.com](http://www.PowerShowOhio.com)

**Triumph of Agriculture  
Farm and Ranch  
Machinery Show**  
CenturyLink Center Omaha  
Omaha, NE  
(800) 475-7469  
[www.showofficeonline.com](http://www.showofficeonline.com)



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# farm show council

## 2018 Calendar

When Only the BEST Will Do!

When it comes to making a decision on where to showcase your products and services, look no further than the members of the Farm Show Council. Our members host the most respected shows anywhere. When exposure counts, you can count on the results of these events. Check us out at [www.farmshowcouncil.org](http://www.farmshowcouncil.org) or call direct.

January 2018	24 - 25	Midwest Ag Expo Illinois
	31 - F2	Southern Farm Show
February	6 - 8	Spokane Ag Expo
	13 - 15	World Ag Expo
	14 - 17	National Farm Machinery Show & Tractor Pull
	22 - 24	New York Farm Show
	23 - 25	Western Farm Show
	28 - M1	Triumph of Agriculture Farm & Ranch Machinery Show
March	7 - 9	London Farm Show
	13 - 15	Ottawa Valley Farm Show
	27 - 29	Wisconsin Public Service Farm Show
June	13 - 16	New Zealand National Agricultural Fieldays
	20 - 22	Canada's Farm Progress Show
July	10 - 12	Wisconsin Farm Technology Days
August	7 - 9	Empire Farm Days
	14 - 16	Ag Progress Days
	28 - 30	Farm Progress Show
September	11 - 13	Canada's Outdoor Farm Show
	11 - 13	Husker Harvest Days
	18 - 20	Farm Science Review
	18 - 22	International Plowing Match and Rural Expo
October	11 - 13	3i Show
	16 - 18	Sunbelt Ag Expo

**Associate Members** are organizations providing valuable services to our membership that have been recognized by membership to the Council.

- AgriMarketing
- Battery Specialists & Golf Cars
- Equipment Marketing & Distribution Association (EMDA)
- Farm Equipment Manufacturers Association (FEMA)
- Fern Expositions
- Golf Car Company, LLC
- Lafayette Tent & Awning Co.
- MapYourShow
- Nelson's Inc.
- Xylem, Ltd.

# PARKING PASS STATEMENT

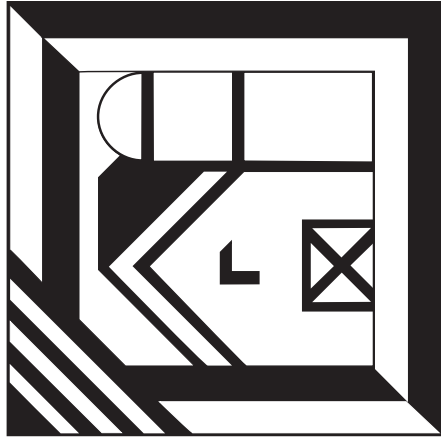
Following this page are six  
complementary parking passes.

**If you would like additional parking passes,  
you may pick them up at the Show Registration.**

**TO GET PREFERRED EXHIBITOR PARKING  
YOU MUST ARRIVE BY 8:30 AM**



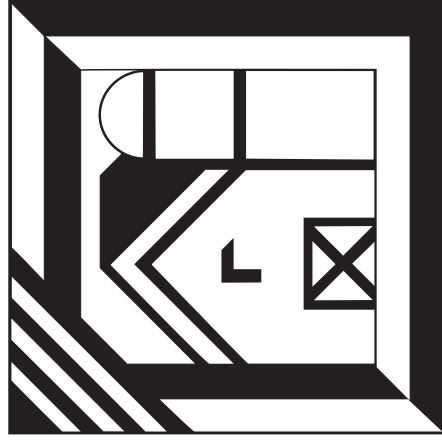




# NEW YORK FARM SHOW® 2018

EXHIBITORS  
PARKING

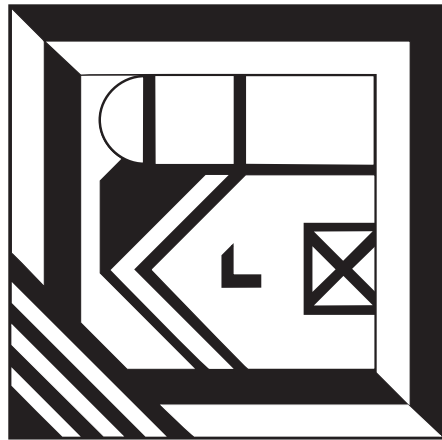
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# NEW YORK FARM SHOW® 2018

EXHIBITORS  
PARKING

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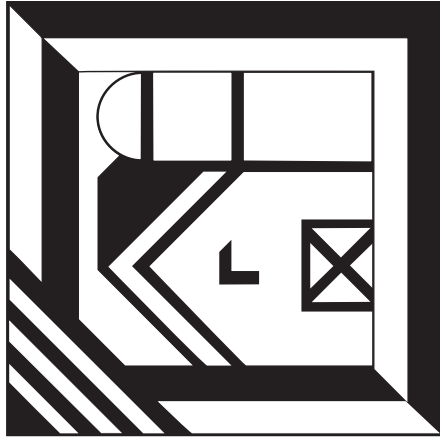
# NEW YORK FARM SHOW® 2018

EXHIBITORS  
PARKING

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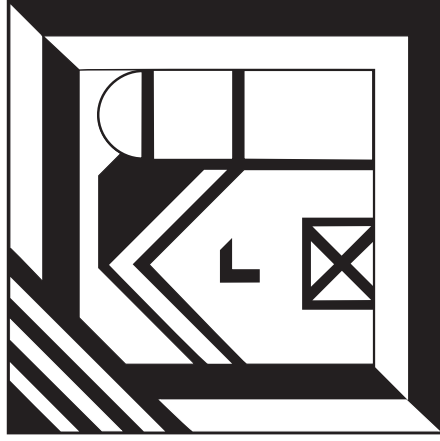




# NEW YORK FARM SHOW® 2018

EXHIBITORS  
PARKING

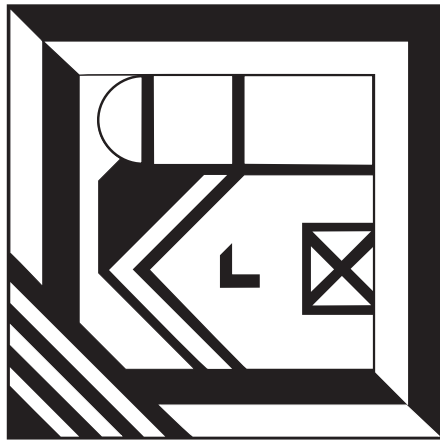
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# NEW YORK FARM SHOW® 2018

EXHIBITORS  
PARKING

Please Place This Side  
Toward Window



# NEW YORK FARM SHOW® 2018

EXHIBITORS  
PARKING

Please Place This Side  
Toward Window



## 2018 NEW YORK FARM SHOW #1 PERMIT TO MOVE INTO THE SHOW

\_\_\_\_\_ CENTER OF PROGRESS  
 \_\_\_\_\_ HORTICULTURE BUILDING  
 \_\_\_\_\_ INTERNATIONAL BUILDING  
 \_\_\_\_\_ DAIRY BUILDING  
 \_\_\_\_\_ ARTS & HOME BUILDING  
 \_\_\_\_\_ SCIENCE BUILDING

Company Name \_\_\_\_\_

Booth Numbers \_\_\_\_\_

### YOU MUST BE IN THE BUILDING ON TIME

You are assigned a time *on Tuesday* when you can move into the Show with large equipment. No cars, trucks, or large equipment will be allowed to enter the building without a setup permit or at an improper time.

Anything that can be carried in through the walk-in doors can be done on Wednesday before 4:00 p.m. or before 8:00 am on Thursday. The dock may be used at your assigned time also. If you have anything 19' wide or 13' high, please notify us in advance.

Move-in time will be as scheduled below. If a conflict exists, please notify us.

**\*\*\* PRESSURE WASHING AVAILABLE UNTIL 10 AM WEDNESDAY \*\*\***

**FORKLIFTS AVAILABLE UNTIL 1:00 pm WEDNESDAY**

**BUILDINGS CLOSE AT 5 PM SHARP BOTH DAYS**

**WALK-INS ONLY BEFORE 4:00 PM WEDNESDAY OR BEFORE 8:00 AM ON THURSDAY**

MOVE-IN		MOVE-OUT
DAY: Tuesday, Feb. 20 _____ Time:	8:00 am	DAY: Saturday Feb. 24 _____ Time:
	9:00 am	4:30 pm
	10:00 am	5:00 pm
	11:00 am	5:30 pm
	12:00 pm	6:00 pm
	1:00 pm	6:30 pm
	2:00 pm	7:00 pm
	3:00 pm	7:30 pm
	4:00 pm	8:00 pm
Wednesday, Feb. 21 _____ Time:	8:00 am	8:30 pm
	9:00 am	
	10:00 am	
	11:00 am	
	12:00 pm	
<input type="checkbox"/> Anytime between 9 & 4	1:00 pm	

*In accordance with New York State Fair Regulations, Saturday night all equipment must be removed to the fence line at the South-West end of the Fairgrounds - Gates 10 & 11 and removed from the premises no later than March 9, 2018*

**THERE IS A \$150 MINIMUM PER HOUR CHARGE FOR FORK LIFT USE AFTER FEB 27, 2018**

BY APPOINTMENT ONLY

*Thank you for your attention to this matter and your cooperation.*

#### ASSIGNED DOORS IF NEEDED -

**Americraft CENTER OF PROGRESS BUILDING**  
 North 23' Wide 18' High  
 Northeast 19' Wide 13' High  
 Southeast 19' Wide 13' High  
 Dock East 14' Wide 11' High

**HORTICULTURE BUILDING**  
 South Side East 12'6" Wide 14' High  
 South Side West 16' Wide 16' High

**Pepsi INTERNATIONAL BUILDING**  
 South 16' Wide 14' High

**Toyota DAIRY BUILDING**  
 West 16' Wide 14' High  
 West 12' Wide 14' High

**SCIENCE BUILDING**  
 14' Wide 12' High



# 2018 NEW YORK FARM SHOW #2

## EXHIBIT MATERIAL SERVICES ORDER FORM

PLEASE COMPLETE AND RETURN WHITE COPY TO:

NEW YORK FARM SHOW, INC. \* P. O. Box 3470, Syracuse, New York 13220 \* (315) 457-8205/Fax (315) 451-3548

DEADLINE DATE: January 2, 2018 PLEASE TYPE OR PRINT LEGIBLY

***RETURN ALL COPIES***

Exhibitor Name: \_\_\_\_\_ Booth No. \_\_\_\_\_

Building \_\_\_\_\_

Set-up Services	Advance Order	Floor Order Placed at Show
____ 1 Hour Pressure Wash	N/C	N/C _____
____ 1 Hour Fork Lift Truck Service	N/C	N/C _____

*(There will be a \$150 Minimum Per Hour Charge for Fork Lift Use After Feb 27, 2018 By Appointment Only)*

**Electrical Needs:**

____ 500 Watt 110V Duplex Outlet	N/C	40.00	\$ _____
____ 220 Hook Up	150.00	170.00	\$ _____

**Standard Furniture:**

____ Folding Chairs	11.00	15.00	\$ _____
____ High Stool	40.00	50.00	\$ _____
____ Wastebasket	15.00	20.00	\$ _____

**Skirted Tables (All Tables 24" Wide):**

____ 4' Skirted Tables	46.00	50.00	\$ _____
____ 6' Skirted Tables	46.00	50.00	\$ _____
____ 8' Skirted Tables	46.00	50.00	\$ _____
____ 4' High Tables (42" High)	61.00	65.00	\$ _____
____ 6' High Tables (42" High)	61.00	65.00	\$ _____
____ 8' High Tables (42" High)	61.00	65.00	\$ _____

**Carpeting: Red, Blue or Gray**

____ 10 x 10' Carpet	150.00	170.00	\$ _____
____ 10 x 20' Carpet	250.00	270.00	\$ _____
____ 10 x 30' Carpet	350.00	370.00	\$ _____
____ 10 x _____' Carpet \$10.00/lineal ft.			\$ _____

**Miscellaneous:**

____ Coat Trees	26.00	30.00	\$ _____
____ Easel	20.00	30.00	\$ _____

TOTAL \$ \_\_\_\_\_ \$ \_\_\_\_\_

8% Sales Tax: \$ \_\_\_\_\_ \$ \_\_\_\_\_

BALANCE DUE:

**THERE WILL BE NO FORKLIFTS AVAILABLE AFTER 1 p.m. ON WEDNESDAY**

**NOTE: Services may not be available if order form is received AFTER January 2, 2018**

**Payment Options: Checks made payable to New York Farm Show**

I AUTHORIZE MY CREDIT CARD TO BE CHARGED FOR THE ABOVE FEES:

Signature: \_\_\_\_\_

Visa/MC # \_\_\_\_\_ Expiration Date \_\_\_\_\_ Sec Code \_\_\_\_\_





**2018 NEW YORK FARM SHOW #3**  
**EXHIBITOR REGISTRATION - BADGES ORDER**

PLEASE COMPLETE AND RETURN WHITE COPY TO:  
**NEW YORK FARM SHOW, INC.**

P. O. Box 3470, Syracuse, New York 13220 \* (315) 457-8205 / FAX (315) 451-3548

**DEADLINE DATE: January 2, 2018**

**PLEASE PRINT LEGIBLY**

To speed your advance requests for exhibitor badges, you must submit completed information before deadline. Please print names of representatives exactly as they should appear on Exhibitor Badges.

Badges will be available for pick-up at the Exhibitor Registration Desk during move-in and throughout the Show. There is no charge for badges if order is placed by January 2, 2018. After that date, and during the days of the Show, **there will be a \$5.00 charge for each badge made.**

**\*\* PLEASE PRINT \*\***

**AFTER JANUARY 2, 2018 PLEASE INCLUDE CHECK TO COMPLETE  
NAME BADGES Exhibitor Badges:**

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**Extra Badges Required: \$1.00 may be invoiced for each additional badge over ten.**

_____	_____
_____	_____
_____	_____
_____	_____

**Exhibiting Company** \_\_\_\_\_ **Booth No.** \_\_\_\_\_

**Address** \_\_\_\_\_

\_\_\_\_\_

**Phone** \_\_\_\_\_

**Authorized By** \_\_\_\_\_ **Date** \_\_\_\_\_

**Visa/MC #** \_\_\_\_\_ **Expiration Date** \_\_\_\_\_ **Sec Code** \_\_\_\_\_



## 2018 NEW YORK FARM SHOW #4 EXHIBITOR PROMOTIONAL ACTIVITY

PLEASE COMPLETE AND RETURN WHITE COPY TO:

**NEW YORK FARM SHOW, INC.**

P. O. Box 3470, Syracuse, New York 13220 \* (315) 457-8205 / FAX (315) 451-3548

**DEADLINE DATE: January 2, 2018**

**PLEASE TYPE OR PRINT LEGIBLY**

The primary purpose of this form is to provide information that will aid the New York Farm Show to approve, foster and when necessary, answer public inquiries regarding responsibly represented and conducted commercial promotions involving prizes.

All drawings must be approved by the New York Farm Show and the Board reserves the right to reject and cancel the contract of any exhibitor that is deemed by the Show Management to be guilty of any act that is against the best interests of the New York Farm Show.

1. Do you intend to conduct a drawing which will award prizes to winners? YES\_\_\_\_\_ NO\_\_\_\_\_

a. Do you request a Credit Card Number to register? YES\_\_\_\_\_ NO\_\_\_\_\_

2. If the above question is answered "YES", please describe briefly the nature and manner in which the activity will be conducted.

\_\_\_\_\_

3. What will the prize(s) be? \_\_\_\_\_

a. How many\_\_\_\_\_ Value of each \_\_\_\_\_

b. When and where will they be made available to winners? \_\_\_\_\_

c. Do winners receive their prizes free and without any obligation other than participating in the contest? YES\_\_\_\_\_ NO\_\_\_\_\_

d. If the last question answered is "NO", please describe fully the conditions the winners must meet before they can receive prizes.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Exhibiting Company \_\_\_\_\_ Booth No. \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Authorized By \_\_\_\_\_ Date \_\_\_\_\_

(please print)





# 2018 NEW YORK FARM SHOW

## CARPET VACUUM SERVICE

#5

PLEASE COMPLETE AND RETURN WHITE COPY TO:  
NEW YORK FARM SHOW, INC.

P. O. Box 3470, Syracuse, New York 13220 - (315) 457-8205 / FAX (315) 451-3548

DEADLINE DATE: January 2, 2018  
PLEASE TYPE OR PRINT LEGIBLY

PLEASE ORDER BELOW:

Your space will be vacuumed all three days

		Advance Order	Floor Order
100 sq. ft.	10 x 10	\$50.00 _____	\$55.00 _____
200 sq. ft.	10 x 20	\$60.00 _____	\$65.00 _____
300 sq. ft.	10 x 30	\$70.00 _____	\$75.00 _____
400 sq. ft.	10 x 40	\$80.00 _____	\$85.00 _____
500 sq. ft.	10 x 50	\$90.00 _____	\$95.00 _____
600 sq. ft.	10 x 60	\$100.00 _____	\$105.00 _____
700 sq. ft.	10 x 70	\$110.00 _____	\$115.00 _____
800 sq. ft.	10 x 80	\$120.00 _____	\$125.00 _____
900 sq. ft.	10 x 90	\$130.00 _____	\$135.00 _____

Plus 8% Tax: \_\_\_\_\_

Total Amt. \_\_\_\_\_

SPECIAL INSTRUCTIONS: \_\_\_\_\_

Exhibiting Company: \_\_\_\_\_ Booth No. \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Authorized By: \_\_\_\_\_ Date \_\_\_\_\_  
(please print)

Visa/MC # \_\_\_\_\_ Expiration Date \_\_\_\_\_ Sec Code \_\_\_\_\_



# 2018 NEW YORK FARM SHOW #6

## PROFESSIONAL EQUIPMENT CLEANING SERVICES ORDER FORM

PLEASE COMPLETE AND RETURN WHITE COPY TO:

NEW YORK FARM SHOW, INC.

P. O. Box 3470, Syracuse, New York 13220 - (315) 457-8205 / FAX (315) 451-3548

PLEASE TYPE OR PRINT LEGIBLY

**\*ADVANCED ORDERS WITH FULL PAYMENT MUST BE RECEIVED BY January 2, 2018**

Company Name \_\_\_\_\_ Booth No. \_\_\_\_\_

Exhibitor Name \_\_\_\_\_

Name

This service was authorized by \_\_\_\_\_

Name

Equipment Cleaning  
Based on Booth Space Size

Advance Order

Floor Order placed at the Show

Up to 400 Square Feet	\$150.00	\$250.00	\$ _____
401 to 800 Square Feet	\$350.00	\$450.00	\$ _____
801 to 1200 Square Feet	\$450.00	\$550.00	\$ _____
1201 to 1800 Square Feet	\$550.00	\$650.00	\$ _____
1800 Square Feet +	\$750.00	\$850.00	\$ _____

**Total** \$ \_\_\_\_\_**8% Sales Tax** \$ \_\_\_\_\_**Balance Due** \$ \_\_\_\_\_

Please include Check # \_\_\_\_\_

SEND NOW!! All bills must be paid prior to the show

*Thank you for participating in the New York Farm Show*

\* For Office use

Request received by the office:

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Building: \_\_\_\_\_

Received by \_\_\_\_\_

Visa/MC # \_\_\_\_\_ Expiration Date \_\_\_\_\_ Sec Code \_\_\_\_\_



**2018 NEW YORK FARM SHOW #7**  
**EXTRA POSTERS & FREE ADMISSION TICKETS ORDER FORM**

PLEASE COMPLETE AND RETURN WHITE COPY TO:

**NEW YORK FARM SHOW, INC.**

**P. O. Box 3470, Syracuse, New York 13220 - (315) 457-8205 / FAX (315) 451-3548**

PLEASE TYPE OR PRINT LEGIBLY

Company Name \_\_\_\_\_ Booth No. \_\_\_\_\_

Exhibitor Name \_\_\_\_\_

Name

Person to Contact \_\_\_\_\_ Phone: \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

PLEASE SEND ME: 50 TICKETS \_\_\_\_\_

100 TICKETS \_\_\_\_\_

150 TICKETS \_\_\_\_\_

200 TICKETS \_\_\_\_\_

250 TICKETS \_\_\_\_\_

300 TICKETS \_\_\_\_\_

350 TICKETS \_\_\_\_\_

400 TICKETS \_\_\_\_\_

450 TICKETS \_\_\_\_\_

500 TICKETS \_\_\_\_\_

PLEASE SEND ME: \_\_\_\_\_ EXTRA POSTERS

*Thank you for participating in the New York Farm Show*

\* For Office use

Request received by the office:

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Building: \_\_\_\_\_

Received by \_\_\_\_\_





# **2018 NEW YORK FARM SHOW INTERNET SERVICE**

**THE 2018 SHOW INTERNET SERVICE (“FairFi”) is  
a complimentary “unsecured” network that will  
be available for your use.**

**If you prefer to use a hardwired or wireless  
connection that is not “open to the public”  
please see the following forms.**

**You can fax these forms to  
New Visions Communications  
@ 315-552-9913**





## SERVICE ORDER FORM- FAIRGROUNDS

RE: HIGH SPEED INTERNET & TELEPHONE SERVICE

### 5 DAY SHOW

High Speed Internet & Telephone

PLEASE INDICATE START DATE OF SHOW: \_\_\_\_\_

\_\_\_\_\_ High Speed Internet – Wireless 25/25 Mbps : \$ 70.00

\* Day charge is Per Laptop/PC (advise when ordering); Plus a One Time Wireless Setup Fee \$19.95

\_\_\_\_\_ High Speed Internet – Hardwired 25/25 Mbps: \$ 80.00

\* Plus One Time Hardwired Setup Fee \$24.95 –

IF HARDWIRED IS REQUESTED & NOT AVAILABLE DUE TO YOUR BOOTH LOCATION, YOU WILL BE CHARGED FOR THE WIRELESS CONNECTION ABOVE & RECEIVE WIRELESS SERVICE.

\_\_\_\_\_ Telephone Service: One Telephone Line: \$ 41.95

~ Includes local and long distance calling within the US & Canada ~

Plus a one-time installation/setup & number assignment fee: \$35.00; plus fees & taxes

NAME OF EVENT/SHOW:

FAIRGROUND BLDG:

BOOTH NUMBER:

Company:

Contact Name:

Phone: (     )

Address:

City, State:

Zip Code:

Email Address:

Fax #:

VISA/MC/DISCOVER # :

-

-

-

NAME ON CARD:

EXP:

/

CVG:

*FILL OUT OR CALL WITH CREDIT CARD PAYMENT (IF SENDING A CHECK, MUST DO SO 5 BUSINESS DAYS PRIOR TO SHOW)*

Date:

Signature:



## SERVICE ORDER FORM- FAIRGROUNDS

RE: HIGH SPEED INTERNET & TELEPHONE SERVICE

### 3 DAY SHOW

High Speed Internet & Telephone

PLEASE INDICATE START DATE OF SHOW: \_\_\_\_\_

\_\_\_\_\_ High Speed Internet – Wireless 25/25 Mbps : \$ 42.00

\* Day charge is Per Laptop/PC (advise when ordering); Plus a One Time Wireless Setup Fee \$19.95

\_\_\_\_\_ High Speed Internet – Hardwired 25/25 Mbps: \$ 48.00

\* Plus One Time Hardwired Setup Fee \$24.95 –

IF HARDWIRED IS REQUESTED & NOT AVAILABLE DUE TO YOUR BOOTH LOCATION, YOU WILL BE CHARGED FOR THE WIRELESS CONNECTION ABOVE & RECEIVE WIRELESS SERVICE.

\_\_\_\_\_ Telephone Service: One Telephone Line: \$ 41.95

~ Includes local and long distance calling within the US & Canada ~

Plus a one-time installation/setup & number assignment fee: \$35.00; plus fees & taxes

NAME OF EVENT/SHOW:

FAIRGROUND BLDG:

BOOTH NUMBER:

Company:

Contact Name:

Phone: (     )

Address:

City, State:

Zip Code:

Email Address:

Fax #:

VISA/MC/DISCOVER # :

-

-

-

NAME ON CARD:

EXP:

/

CVG:

*FILL OUT OR CALL WITH CREDIT CARD PAYMENT (IF SENDING A CHECK, MUST DO SO 5 BUSINESS DAYS PRIOR TO SHOW)*

Date:

Signature:

NEW VISIONS - 6755 MANLIUS CENTER RD - E. SYRACUSE, NY 13057 (315)472-6300 or (315)565-7700 FAX (315) 552-9913