New York State Fairgrounds
Syracuse, New York
February 27, 28, 29
Thursday, Friday & Saturday
8:30 am to 4:00 pm Daily

Exhibitor Guide Book

35 Years & Still Indoors & Outstanding

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

OVER 300,000 SQ. FT.

Co-Sponsored by American Agriculturist Magazine & The Northeast Equipment Dealers Assoc.
EXHIBITOR TOOL KIT

- Hammer, selection of nails and nail puller
- Pliers, wire cutter & asst. screwdrivers
- Staples gun and staples
- Tape measure (25 foot)
- Indelible marking pens and chalk
- 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
- Tapes: rug, strapping, masking, 2 sided and velcro
- Cleaning and repair solutions; including lighter fluid, glass cleaner, fabric spot remover, plexi-glass repair kit and polish
- Touch up paint (same colors as exhibit and graphics) and brushes
- Electric soldering iron
- Tape measure (25 foot)
- 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

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?"
- 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.
- 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 limit a day's work at the booth for prospecting for four hours. Save the rest for current customers and learning.
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Dear Exhibitor:

We are so pleased that you have chosen to be part of the 35th annual New York Farm Show. Last years 34th Show was very successful. Now as we enter into the 2020 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 300,000 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 2020 New York Farm Show. To be included in the publicity for the Show, we must receive your Product Directory form by 12-13-19 which is found on pages 78&8 in this book.

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

Sincerely,

Scott Grigor
Show Manager

P.S. Please note the deadline for you to get the information to us is December 13, 2019.

Enclosed you will find:

* Your 2020 Farm Show Contract with your assigned space in:

   ____ ART & HOMES BUILDING
   ____ CENTER OF PROGRESS BUILDING
   ____ HORTICULTURE BUILDING
   ____ DAIRY EXHIBIT CENTER
   ____ EXPO BUILDING

* 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 2020 Show Space

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Total Space Cost: ________________

Less Deposit: ________________

Balance Due 1/2/2020 ________________

Please note that your company name will appear in the Program Guide as it currently appears on your contract.
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 8,000 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 $6,500.

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.

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.

CO-SPONSORED BY THE
Northeast Equipment Dealers Assoc. & American Agriculturist Magazine
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 plan when I go to a show,” says Ernest Nunez, a Dade City, Fla., producer. “When I go to a show, I set priorities — dividing what 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. Kirklink 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, Kirklink crops 1,600 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 shoreline buildings looking for new stuff,” Kirklink 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 notill 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.

**FARM SHOW VALUE.** New goods 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.

Farmers are geared toward seeing and touching before buying.

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 place. 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 Equin, Minn.
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**Product Directory for 2020**

**Deadline to be included in the 2020 Product Directory is 12/13/2019**

Please return to: sgrigor@ne-equip.com or fax to 315-451-3548
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 forklift 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 25th, or Wednesday, February 26th, 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. **Embassy Suites**
   - 6646 Old Collamer Rd., East Syracuse, NY 13057
   - (315) 446-3200
   - $104.00 Exhibitor Rate

2. **Holiday Inn Express**
   - 5418 South Bay Road, Syracuse, NY 13212
   - (315) 454-0999
   - Includes: Indoor Pool/Sauna, Fitness Center, Free Wi-fi, Courtesy Shuttle to/from Airport, Free Hot Breakfast, Onsite coin operated laundry, Free coffee and tea 24 hours

3. **Hampton Inn Syracuse North**
   - 1305 Buckley Road, Syracuse, NY 13212
   - (315) 451-8888
   - 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**
   - 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. **Super 8**
   - 421 7th N St, Liverpool, NY 13088
   - (315) 451-8888
   - Includes: Free Wi-fi, Free breakfast, Free parking, Free Breakfast

6. **Best Western Plus Liverpool**
   - 136 Transister Pkwy, Liverpool, NY 13088
   - (315) 701-4400
   - www.bwliverpool.com
   - Includes: Free Wi-fi, Free breakfast, Free parking, Pool, Air-conditioned

7. **Holiday Inn Liverpool**
   - Electronics Parkway, Liverpool, NY 13088
   - (315) 457.1122
   - 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.

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**EXHIBITORS HOTEL**

**NEW YORK FARM SHOW 2020**

**Our New Suites!**

- **FULLY RENOVATED HOTEL!**

- **$104.00 Exhibitor Rate**
  - Ask for Group Code: FSE
  - 1-800-EMBASSY

**ROOM RATES INCLUDE**
- Complimentary full cooked-to-order breakfast
- Registered guests only located in breakfast area.
- Complimentary Reception each evening 5:30pm - 7:30pm featuring your favorite beverages and light snacks
- Complimentary Wi-Fi
- Complimentary Parking
- Indoor Pool
- On site Bar/Eatery in Atrium
SWEET RATE FOR NEW YORK FARM SHOW ATTENDEES

$89

USE CODE NFS

PLUS:
• Complimentary Express Start Hot Breakfast
• Building-Wide WiFi
• Indoor Heated Pool
• Fitness Center
• Onsite Coin-Operated Laundry
• IHG Rewards Points

BOOK TODAY!

Holiday Inn Express Syracuse Airport
5418 South Bay Road, Syracuse 13212
315-454-0999

YOUR TRIP TO THE FARM SHOW JUST GREW A LITTLE SWEETER
## Final Show Program

**Orders, Contracts and Ad Materials**

- **Display orders:** display.orders@farmprogress.com
- **Marketplace orders:** market.orders@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://informa.sendmyad.com.
  - The preferred file format for delivery is PDF/X-1a.
  - If you cannot use SendMyAd, a PDF/X-1a formatted PDF can be sent to displaymaterials@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**

- **Discounts** are based on gross dollar volume for space and color.
  - **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.

**Mechanical Requirements**

- **Total ink density of images should not exceed 300%**
- **Ads with bleed should not 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.**

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### Display Advertising Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>B/W</th>
<th>2/C</th>
<th>4/C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page*</td>
<td>$3,075</td>
<td>$3,790</td>
<td>$4,280</td>
</tr>
<tr>
<td>3/4 Page*</td>
<td>$2,955</td>
<td>$3,415</td>
<td>$3,865</td>
</tr>
<tr>
<td>Junior Page*</td>
<td>$2,570</td>
<td>$3,125</td>
<td>$3,165</td>
</tr>
</tbody>
</table>

*Spreads available. Contact your sales representative.

### Marketplace Advertising Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>B/W 2/C</th>
<th>4/C</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page +</td>
<td>$1,650</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3 Page +</td>
<td>$1,320</td>
<td>n/a</td>
</tr>
<tr>
<td>Bottom Banner +</td>
<td>$1,155</td>
<td>n/a</td>
</tr>
<tr>
<td>1/4 Page +</td>
<td>$820</td>
<td>n/a</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$680</td>
<td>n/a</td>
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<tr>
<td>1/8 Page</td>
<td>$505</td>
<td>n/a</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>$380</td>
<td>n/a</td>
</tr>
<tr>
<td>1/16 Page</td>
<td>$255</td>
<td>n/a</td>
</tr>
<tr>
<td>Business Ad</td>
<td>$205</td>
<td>n/a</td>
</tr>
</tbody>
</table>

*Upgrade to Display Placement, add $250

### Bonus Distribution: 14,000

The Official Program of the 2020 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 2020 New York Farm Show. Support your show presence by showcasing your exhibit with an ad in this important issue.

**Issue Date:** February 2020

**Close Date:** January 6, 2020

**Materials Date:** January 13, 2020

Send materials to https://informa.sendmyad.com

**Deadline:**
- **Send materials:** January 13, 2020
- **Materials will be accepted as follows:**
  - **Deadline:** January 13, 2020
  - Materials will be accepted as follows:
    - **Deadline:** January 13, 2020
    - **Materials will be accepted as follows:**
      - **Deadline:** January 13, 2020
      - **Materials will be accepted as follows:**
        - **Deadline:** January 13, 2020

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**Printable Files:**

- **Preferred Format:**
  - **Adobe InDesign**
  - **Photoshop EPS**
  - **Photoshop EPS**
  - **Photoshop EPS**

- **Photo File Formats:**
  - **TIFF**
  - **TIFF**
  - **TIFF**
  - **TIFF**

- **All PDFs are considered “final output” and cannot be edited.**

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**Contact Your Farm Progress Rep**

Toll-free (800) 778-5656

NewYorkFarmShow.com (800) 778-5656

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**New York Farm Show — Official Show Program**

FEBRUARY 27-29, 2020
SYRACUSE, NEW YORK
Don’t miss this free promo deadline!

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 35th show — Feb. 27, 28 and 29, 2020 — 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 website. Here’s a sample of how we showcase new products and technologies.

‘Max’ your visibility

It’s a great 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 chris.torres@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 Wednesday, Dec. 11. Submit them now — long before the 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!

Chris Torres
Chris Torres, Editor

Complete the following New Product Section Request form:

Official Program/New Product Section Request
It’s your FREE opportunity to promote a new product in our multi-level marketplace!
Deadline is Wednesday, Dec. 11, 2019! 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: ____________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
Suggested retail value: __________________________________________________________

NY Farm Show exhibit building & lot no.: __________________________________________
E-mail to: chris.torres@farmprogress.com
Mail to: American Agriculturist
P.O. Box 734
Richland, PA  17087
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
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 website 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.

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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.
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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 Exhibit 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 Girgis - 315-457-8285 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 exhibits are accessible and comply with the A.D.A.

2. RENT AND PAYMENT
Exhibitor agrees to pay Management for rental of the Exhibit Space the amount as referenced on the front page of this Contract. Exhibitor shall not be entitled to use the Exhibit 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.

3. HOURS AND ADMISSION
(a) SHOW HOURS - The Exhibit will be open to the public from 8:30 A.M. to 4:00 P.M. on all days of the show and Exhibitor will staff the Exhibit 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 as the exhibit area between 5:00 P.M. and 7:30 A.M. on show days.

4. 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 visitors.
(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.
(d) LABOR - Installation and dismantling of exhibits must be done by Exhibitor's personnel.

2. 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 Exhibit Space. Sufficient space must be provided in the Exhibit Space to contain persons watching demonstrations and other activities. Exhibitor is responsible for keeping the air clean and free of objectionable odors or offensive illustrations of signs or displays be allowed in connection with the Exhibit Space.
(c) CONTESTS - Management shall be allowed in advance of games and prize drawings planned for in-exhibit operation.
(d) NOISE, ODORS, SIGNS - Excessively noisy or obstructive work will not be permitted during the open hours of the exhibit, nor will excessively noisy odors or offensive illustrations of signs or displays.
(e) CHOICE OF LAW/VENUE - Any and all legal action related to this Contract shall be brought in the New York Farm Show because of Acts of God, accident, fire, weather, interpretations of whatever nature beyond the reasonable control of Management.

3. 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 reclassify Exhibitor to comparable spaces other than those specified by the Exhibitor.
(c) EXHIBIT DESCRIPTION - Exhibitor will be required to submit, in advance a brief description of this exhibit.
(d) EXHIBIT DESCRIPTION - 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 harmless the Management, its employees, officers, directors, and agents, from all loss, liability, expense and penalty, including attorney fees, on account of personal injury or property sustained by the Exhibitor or by any person or persons arising out of, during, or in connection with this Contract for the time during which the Exhibit Space is used, 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 the 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.
(e) AMENDMENTS - Any matters not specifically covered by the preceding terms and conditions of this Management Agreement 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 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.
(f) CHOICE OF LAW - 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.

Prepare press releases

1 MONTH PRIOR TO THE SHOW
Pre-eject your display
Reconfirm hotel/flights
Schedule a training session
Check booth supplies
Prepare t-sherlling book

Trade Show Schedule

<table>
<thead>
<tr>
<th>Action</th>
<th>By Whom</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select space</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mail contract and deposit</td>
<td></td>
<td></td>
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<tr>
<td>Perform a market analysis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choose a theme, set objectives, develop the message outline</td>
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<td></td>
</tr>
<tr>
<td>Consider competitive offerings and decide on booth strategy</td>
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</tr>
<tr>
<td>Index all department heads in planning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commit the show plan to writing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consult with agency or display builder</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Establish a realistic show budget</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preliminary booth staffing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Make preliminary travel plans, flights and hotel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Check the rules of the show against the show plan</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4 MONTHS PRIOR TO THE SHOW
Finalize booth design/submit for approval if necessary
Check collateral materials - re-order, if required
(Ship to office, not show site)
Order all supplies and equipment needed for booth

3 MONTHS PRIOR TO SHOW
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

New York Farm Show 2019  I  45
### 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 “hype” 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?**
- **Is management approval 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?**
- **How many electrical outlets will you need?**
- **What voltage and current will you require?**
- **What office equipment will you need?**
- **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 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?**
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
parking passes inserted
#2 NEW YORK FARM SHOW 2019

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 or email sgrigor@ne-equip.com

DEADLINE DATE: January 2, 2020 PLEASE TYPE OR PRINT LEGIBLY

RETURN ALL COPIES

## Exhibitor Name: __________________________________________  Booth No. ___________________________

<table>
<thead>
<tr>
<th>Set-up Services</th>
<th>Advance Order</th>
<th>Floor Order Placed at Show</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>1 Hour Pressure Wash</em></td>
<td>N/C</td>
<td>N/C</td>
</tr>
<tr>
<td><em>1 Hour Fork Lift Truck Service</em></td>
<td>N/C</td>
<td>N/C</td>
</tr>
</tbody>
</table>

(There will be a $150 Minimum Fee for Fork Lift Use After March 6, 2020 By Appointment Only)

## Electrical Needs:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>500 Watt 110V Duplex Outlet</em></td>
<td>40.00</td>
<td>60.00</td>
</tr>
<tr>
<td><em>220 Hook Up</em></td>
<td>170.00</td>
<td>200.00</td>
</tr>
</tbody>
</table>

## Standard Furniture:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Folding Chairs</em></td>
<td>11.00</td>
<td>15.00</td>
</tr>
<tr>
<td><em>High Stool</em></td>
<td>40.00</td>
<td>50.00</td>
</tr>
<tr>
<td><em>Wastebasket</em></td>
<td>15.00</td>
<td>20.00</td>
</tr>
</tbody>
</table>

## Skirted Tables (All Tables 24” Wide):

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>4’ Skirted Tables</em></td>
<td>50.00</td>
<td>60.00</td>
</tr>
<tr>
<td><em>6’ Skirted Tables</em></td>
<td>50.00</td>
<td>60.00</td>
</tr>
<tr>
<td><em>8’ Skirted Tables</em></td>
<td>50.00</td>
<td>60.00</td>
</tr>
<tr>
<td><em>4’ High Tables (42” High)</em></td>
<td>65.00</td>
<td>70.00</td>
</tr>
<tr>
<td><em>6’ High Tables (42” High)</em></td>
<td>65.00</td>
<td>70.00</td>
</tr>
<tr>
<td><em>8’ High Tables (42” High)</em></td>
<td>65.00</td>
<td>70.00</td>
</tr>
</tbody>
</table>

## Carpening: Red, Blue or Gray

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>10 x 10’ Carpet</em></td>
<td>150.00</td>
<td>170.00</td>
</tr>
<tr>
<td><em>10 x 20’ Carpet</em></td>
<td>250.00</td>
<td>270.00</td>
</tr>
<tr>
<td><em>10 x 30’ Carpet</em></td>
<td>350.00</td>
<td>370.00</td>
</tr>
<tr>
<td><em>10 x 40’ Carpet</em></td>
<td>$10.00/lineal ft.</td>
<td></td>
</tr>
</tbody>
</table>

## Miscellaneous:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Coat Trees</em></td>
<td>30.00</td>
<td>35.00</td>
</tr>
<tr>
<td><em>Easel</em></td>
<td>25.00</td>
<td>35.00</td>
</tr>
</tbody>
</table>

## 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, 2020

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

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

Visa/MC  # ____________________  Expiration Date ____________  Sec Code ____________

**Signature:** _____________________________
2020 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
or sgrigor@ne-equip.com
DEADLINE DATE: JANUARY 2, 2020

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, 2020. 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, 2020 PLEASE INCLUDE PAYMENT 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 # ___________________________________________ Sec Code _____________
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)
#5

CARPET VACUUM SERVICE

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
or sgrigor@ne-equip.com

DEADLINE DATE: JANUARY 2, 2020
PLEASE TYPE OR PRINT LEGIBLY

PLEASE ORDER BELOW:

Your space will be vacuumed all three days

<table>
<thead>
<tr>
<th>Order</th>
<th>Advance</th>
<th>Floor</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 sq. ft.</td>
<td>10 x 10</td>
<td>$50.00</td>
</tr>
<tr>
<td>200 sq. ft.</td>
<td>10 x 20</td>
<td>$60.00</td>
</tr>
<tr>
<td>300 sq. ft.</td>
<td>10 x 30</td>
<td>$70.00</td>
</tr>
<tr>
<td>400 sq. ft.</td>
<td>10 x 40</td>
<td>$80.00</td>
</tr>
<tr>
<td>500 sq. ft.</td>
<td>10 x 50</td>
<td>$90.00</td>
</tr>
<tr>
<td>600 sq. ft.</td>
<td>10 x 60</td>
<td>$100.00</td>
</tr>
<tr>
<td>700 sq. ft.</td>
<td>10 x 70</td>
<td>$110.00</td>
</tr>
<tr>
<td>800 sq. ft.</td>
<td>10 x 80</td>
<td>$120.00</td>
</tr>
<tr>
<td>900 sq. ft.</td>
<td>10 x 90</td>
<td>$130.00</td>
</tr>
</tbody>
</table>

Plus 8% Tax: ______________________________

Total Amt. ______________________________

SPECIAL INSTRUCTIONS: _________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________

Exhibiting Company: ____________________________________________   Booth No. ________________

Address __________________________________________________________________________________
________________________________________________________________________________________

Phone ________________________________________________________

Authorized By: _________________________________________________   Date _____________________
(please print)

Visa/MC     #________________________________Expiration Date____________Sec Code_____________
**2020 NEW YORK FARM SHOW #6**

**PROFESSIONAL EQUIPMENT CLEANING / PRESSURE WASHING 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
or email sgrigor@ne-equip.com

PLEASE TYPE OR PRINT LEGIBLY

**ADVANCED ORDERS WITH FULL PAYMENT MUST BE RECEIVED BY JANUARY 2, 2020**

<table>
<thead>
<tr>
<th>Equipment Cleaning Based on Booth Space Size</th>
<th>Advance Order</th>
<th>Floor Order placed at the Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 400 Square Feet</td>
<td>$250.00</td>
<td>$350.00</td>
</tr>
<tr>
<td>401 to 800 Square Feet</td>
<td>$450.00</td>
<td>$550.00</td>
</tr>
<tr>
<td>801 to 1200 Square Feet</td>
<td>$550.00</td>
<td>$650.00</td>
</tr>
<tr>
<td>1201 to 1800 Square Feet</td>
<td>$650.00</td>
<td>$750.00</td>
</tr>
<tr>
<td>1800 Square Feet +</td>
<td>$850.00</td>
<td>$950.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$</strong></td>
<td><strong>$</strong></td>
</tr>
<tr>
<td><strong>8% Sales Tax</strong></td>
<td><strong>$</strong></td>
<td><strong>$</strong></td>
</tr>
<tr>
<td><strong>Balance Due</strong></td>
<td><strong>$</strong></td>
<td></td>
</tr>
</tbody>
</table>

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________**
2020 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
or email sgrigor@ne-equip.com

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 ____________________________________________
2020 NEW YORK FARM SHOW
INTERNET SERVICE

THE 2020 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
ORDER SERVICE AT FAIRGROUNDS - 1-6 DAY FORM

COMPANY NAME & DETAILS

<table>
<thead>
<tr>
<th>Name / Title</th>
<th>Start &amp; End Date of Event:</th>
<th>1 Day Show</th>
<th>2 Day Show</th>
<th>3 Day Show</th>
<th>4 Day Show</th>
<th>5 Day Show</th>
<th>6 Day Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Phone</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-mail</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City, State</td>
<td>ZIP Code</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

FAIR INFORMATION

<table>
<thead>
<tr>
<th>NAME OF EVENT:</th>
<th>COP / Center of Progress Bldg.</th>
<th>Horticulture</th>
<th>Science</th>
<th>4-H Building</th>
<th>Exhibit Building</th>
<th>International</th>
<th>Toyota / Coliseum</th>
<th>Art &amp; Home</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOOTH NUMBER:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VISA/MC/DISCOVER CC#:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EXPIRATION DATE:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NAME ON CARD:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

AUTHORIZED CARD SIGNATURE: (FILL OUT ABOVE OR CALL WITH CREDIT CARD NUMBER)

SIGNING OF SERVICES

HIGH SPEED INTERNET

<table>
<thead>
<tr>
<th>AVAILABLE SPEEDS &amp; CONNECTIVITY:</th>
<th>COST PER DAY:</th>
<th>ONE TIME INSTALLATION COST(s):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Order in Advance and We’ll Have Everything Set up for Your Special Event 315-472-6300x 2041.</td>
<td>$14.00</td>
<td>+ $19.95 (Please advise at time of order how many laptops; daily rates apply.)</td>
</tr>
<tr>
<td>Order in Advance and We’ll Have Everything Set up for Your Special Event 315-472-6300x 2041.</td>
<td>$16.00</td>
<td>+ $19.95 (Please advise at time of order how many laptops; daily rates apply.)</td>
</tr>
<tr>
<td>Order in Advance and We’ll Have Everything Set up for Your Special Event 315-472-6300x 2041.</td>
<td>$18.00</td>
<td>+ $19.95 (Please advise at time of order how many laptops; daily rates apply.)</td>
</tr>
<tr>
<td>Order in Advance and We’ll Have Everything Set up for Your Special Event 315-472-6300x 2041.</td>
<td>$20.00</td>
<td>+ $19.95 (Please advise at time of order how many laptops; daily rates apply.)</td>
</tr>
</tbody>
</table>

OPTIONAL:

| Add ROUTER to Hardwire Cable Drop for $10.00 Per Event. | $10.00 Per Event. |

TELEPHONE SERVICE

We’ll assign new number. 1 Phone Line Additional Line Fax/ Line $41.95+ Set Up Fee: 35.00 (*plus taxes/fees)

AGREEMENT

1. All invoices are to be paid upon receiving invoice, and payment by check must be received within 5 days prior to the start of the show.
2. Any leased New Visions equipment must make arrangements in advance prior to the end of show at 315-472-6300, or equipment may be returned to New Visions, 6755 Manlius Center Road, East Syracuse, NY 13057.
3. Taxes and Fees apply to Telephone Service. Taxes apply to router and/or installation/set up fees.

SIGNATURES

Vendor Signature: New Visions Authorized Signature:

Name and Title: Date: