



NEW YORK FARM SHOW® 2020

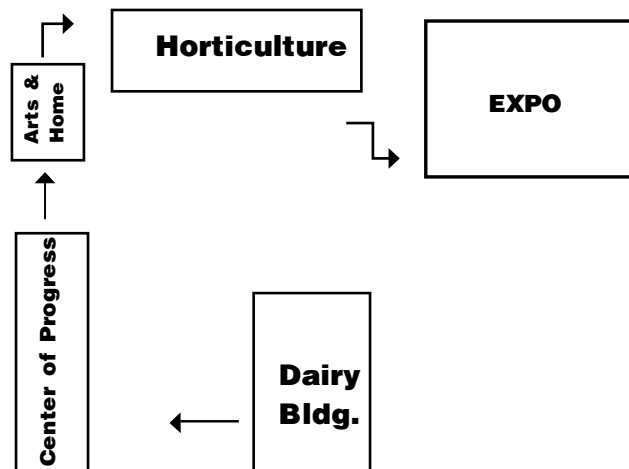
**New York State
Fairgrounds
Syracuse, New York**

**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.

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.

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**NEW YORK
FARM SHOW.**

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 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 7&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.



NEW YORK FARM SHOW.[®]

Indoors & Outstanding

Date: November 2019

To: All Exhibitors

From Scott Grigor

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

Width	x	Depth	=	Sq. Ft.
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.



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



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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.

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.**

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 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.

· 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.

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 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 bet 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

NewsChannel 9 WSYR

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

Time Warner Cable News

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

105.9 THE REBEL 105.9 FM

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

WYYY 94.5 FM

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

WSYT Fox 68 / WNYS MY43

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

95X 95X.com WAQX 95.7FM

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

WBBS B104.7 104.7 FM

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

WNTQ 93Q.com

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



NEW YORK
FARM SHOW.

PRODUCT DIRECTORY FOR 2020

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 2020 Product Directory is 12/13/2019

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

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

**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**

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FUTURE SHOW DATES

2021 - February 25, 26, 27

2022 - February 24, 25, 26

2023 - February 23, 24, 25

2024 - February 22, 23, 24

2025 - February 20, 21, 22

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 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.



NEW YORK FARM SHOW®2020



\$195

INCLUDES YOUR VIDEO AD
UP ON THE FARM SHOW
JUMBOTRON ONCE PER
HOUR FOR THE ENTIRE
DURATION OF
THE SHOW!



DON'T MISS THIS ADVERTISING OPPORTUNITY!

— STAND OUT FROM THE REST ON THE BIG SCREEN —

— STEP 1 —

EMAIL SCOTT GRIGOR:
SGRIGOR@NE-EQUIP.COM

WITH THE SUBJECT LINE:
NYFS 2020 JUMBOTRON AD

(BEFORE 12/30/2019)

— STEP 2 —

GO TO THIS ADDRESS:
WETRANSFER.COM

AND SEND YOUR VIDEO TO:
NYFS@WMCSTUDIOS.COM

(STATIC IMAGES REJECTED - SEND VIDEO ONLY!)

VIDEOS LIMITED TO 2 MINUTES (MAX 2GB) — FORMATS ACCEPTED: .MP4 .MPEG .MOV .AVI

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) 457-9900
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.

EXHIBITORS HOTEL



NEW YORK
FARM SHOW.
2020



EMBASSY
SUITES
by HILTON™



\$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

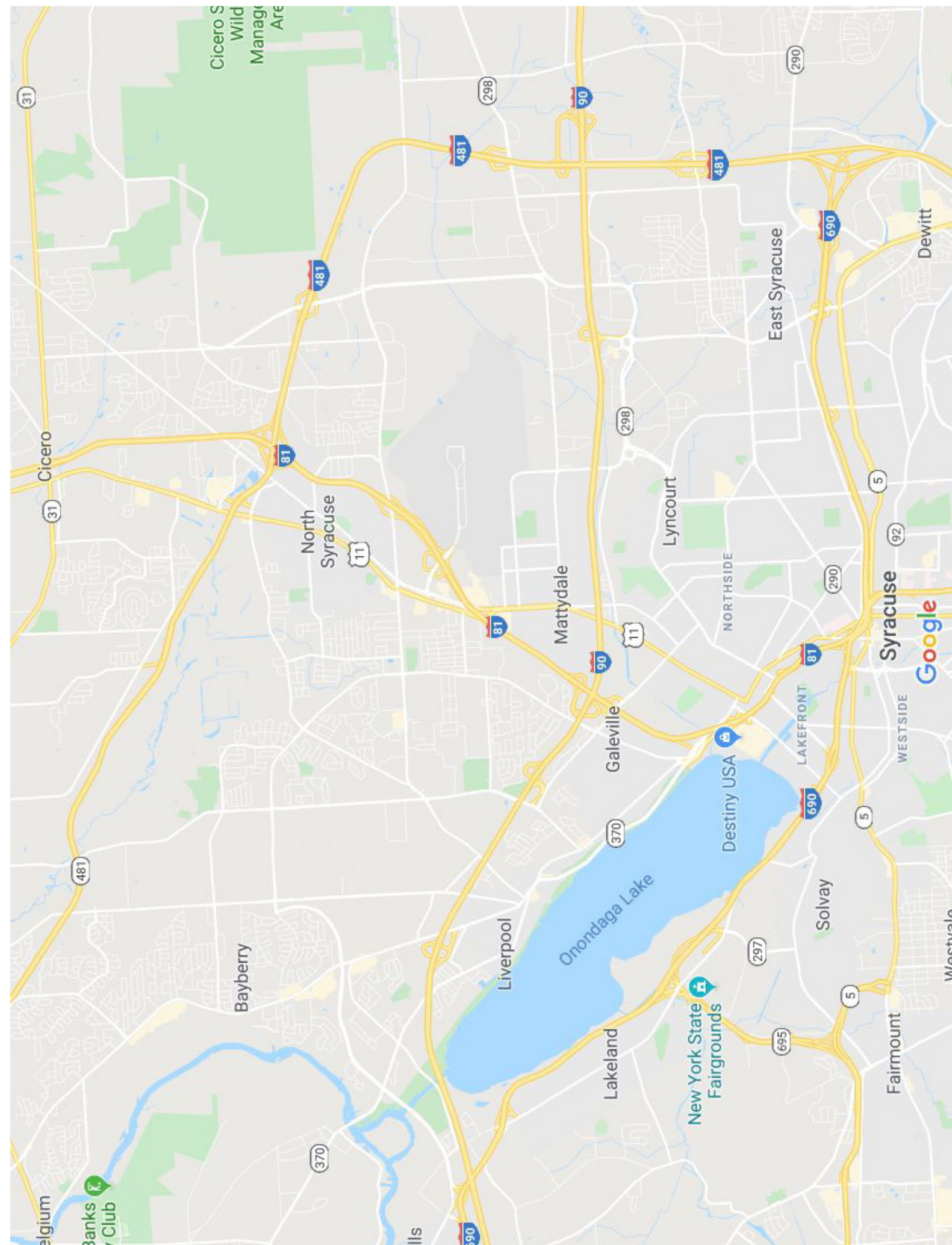


Our
New Suites!



**EMBASSY
SUITES**
by HILTON™

All Guest Suites Feature:
Private Bedroom with either 1 King bed or 2 Queen beds (Separate Living room with sofa bed and well-lit dining/work table
Wet bar, microwave, refrigerator, and coffee maker



YOUR TRIP
TO THE
FARM SHOW
JUST GREW A
LITTLE
SWEETER



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- IHG Rewards Points

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- 12 minute drive to NYS Fairgrounds

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315-454-0999



NEW YORK FARM SHOW® 2020

FEBRUARY 27-29, 2020
SYRACUSE, NEW YORK



Official Show Program

Display Net Advertising Rates			
	B/W	2/C	4/C
Full Page*	\$3,075	\$3,790	\$4,280
3/4 Page*	\$2,955	\$3,415	\$3,865
Junior Page*	\$2,570	\$3,125	\$3,165

*Spreads available. Contact your sales representative.

Marketplace Net Advertising Rates			
	B/W	2/C	4/C
1/2 Page +	\$1,650	n/a	\$2,035
1/3 Page +	\$1,320	n/a	\$1,625
Bottom Banner +	\$1,155	n/a	\$1,510
1/4 Page +	\$820	n/a	\$1,185
1/6 Page	\$680	n/a	\$1,055
1/8 Page	\$505	n/a	\$880
1/12 Page	\$380	n/a	\$755
1/16 Page	\$255	n/a	\$605
Business Ad	\$205	n/a	n/a

+ Upgrade to Display Placement, add \$250

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

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>

Full Page* 10.25" x 12"	Junior Page 7" x 8.25"	3/4 Page H 9.5" x 8.25"

Trim size: 10.25" x 12" *Bleed size: 10.5" x 12.25"

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



NewYorkFarmShow.com (800) 778-5656

2020 New York Farm Show — Official Show Program

Orders, Contracts and Ad Materials

Email all contracts, insertion orders and materials as follows:
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 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

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.

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.

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.
- 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

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.

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.

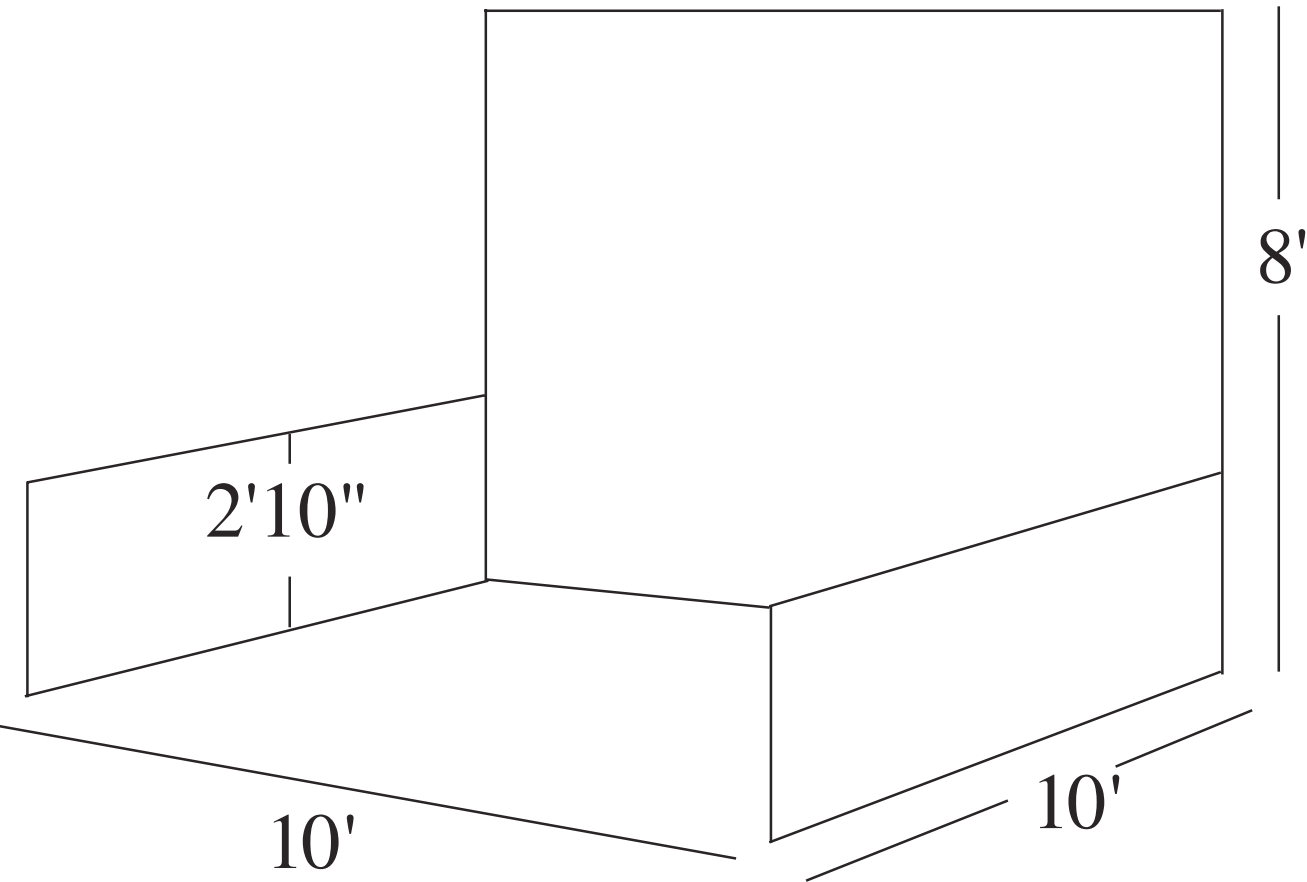
Exhibitor Information

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:

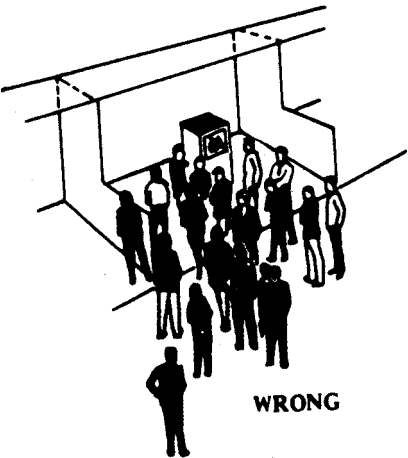
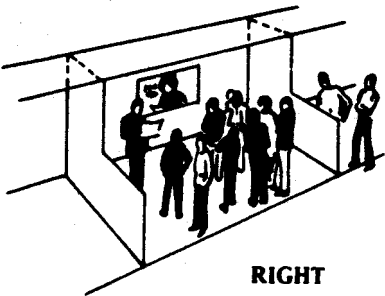
Do not place your demonstration on the aisle line of your exhibit if you expect many people to congregate at one time. Leave space within your own exhibit area to absorb the majority of the crowd. Should spectators interfere with the normal traffic flow in the aisle or overflow into the exhibits of your 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:

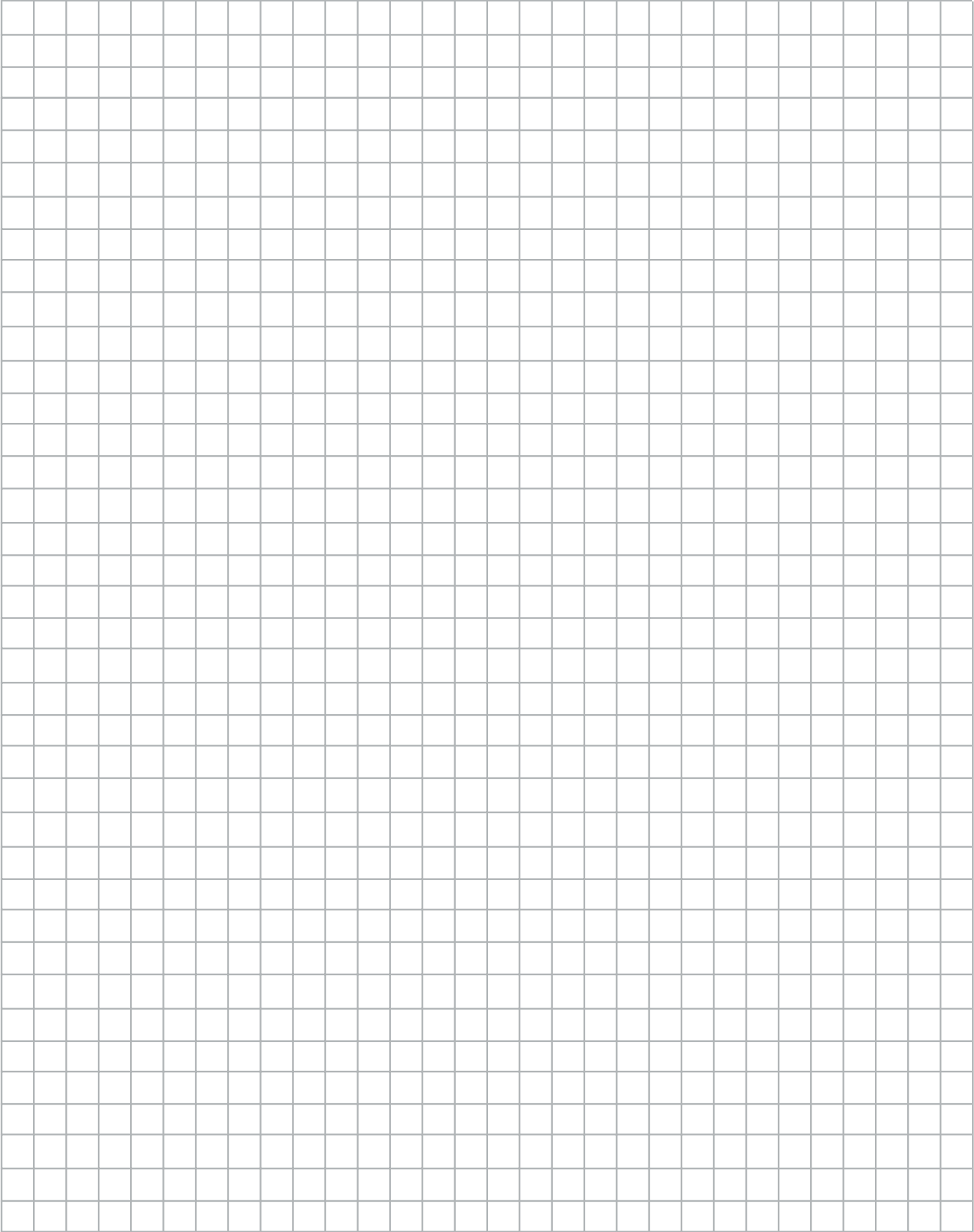
Police your own booth to be sure the noise level from any demonstrations or sound systems is kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at 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. Managment 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 it 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 anquish 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
5 MONTHS PRIOR TO THE SHOW		
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	_____	_____
4 MONTHS PRIOR TO THE SHOW		
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	_____	_____
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	_____	_____
1 MONTH PRIOR TO THE SHOW		
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?

_____ 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 ertime 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?

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

parking passes
inserted

parking passes
inserted

2020 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 or email sgrigor@ne-equip.com

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

Exhibitor Name: Booth No.
Building

Table with 3 columns: Set-up Services, Advance Order, Floor Order Placed at Show. Rows include 1 Hour Pressure Wash, 1 Hour Fork Lift Truck Service, and a note about a \$150 minimum charge for fork lift use after March 6, 2020.

Electrical Needs: Table with 4 columns. Rows include 500 Watt 110V Duplex Outlet and 220 Hook Up.

Standard Furniture: Table with 4 columns. Rows include Folding Chairs, High Stool, and Wastebasket.

Skirted Tables (All Tables 24" Wide): Table with 4 columns. Rows include 4', 6', and 8' Skirted Tables, and 4', 6', and 8' High Tables (42" High).

Carpeting: Red, Blue or Gray Table with 4 columns. Rows include 10 x 10', 10 x 20', 10 x 30' Carpet, and 10 x ' Carpet \$10.00/lineal ft.

Miscellaneous: Table with 4 columns. Rows include Coat Trees and Easel.

TOTAL, 8% Sales Tax, BALANCE DUE: Table with 3 columns.

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:
Signature:

Visa/MC # Expiration Date Sec Code

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 # _____ Expiration Date _____ Sec Code _____

2020 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
or sgrigor@ne-equip.com
DEADLINE DATE: JANUARY 2, 2020
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)

2020 NEW YORK FARM SHOW #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

		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 _____

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

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	\$250.00	\$350.00	\$
401 to 800 Square Feet	\$450.00	\$550.00	\$
801 to 1200 Square Feet	\$550.00	\$650.00	\$
1201 to 1800 Square Feet	\$650.00	\$750.00	\$
1800 Square Feet +	\$850.00	\$950.00	\$
	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

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 _____

Person to Contact _____ Name _____ 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			
Name / Title		Start & End Date of Event: / / - / /	
Company Name		<input type="checkbox"/> 1 Day Show <input type="checkbox"/> 2 Day Show <input type="checkbox"/> 3 Day Show <input type="checkbox"/> 4 Day Show <input type="checkbox"/> 5 Day Show <input type="checkbox"/> 6 Day Show	_____
Phone Fax			
E-mail			
Company Address: City, State ZIP Code			
FAIR INFORMATION			
NAME OF EVENT:		<input type="checkbox"/> COP / Center of Progress Bldg. <input type="checkbox"/> Horticulture <input type="checkbox"/> Science <input type="checkbox"/> 4-H Building <input type="checkbox"/> Exhibit Building <input type="checkbox"/> International <input type="checkbox"/> Toyota / Coliseum <input type="checkbox"/> Art & Home	<input type="checkbox"/> INSIDE Location <input type="checkbox"/> OUTSIDE Location LOCATION DETAILS: _____ _____ _____
BOOTH NUMBER:			
VISA/MC/DISCOVER CC#	— — —		
EXPIRATION DATE:			
NAME ON CARD:			
AUTHORIZED CARD SIGNATURE:	(FILL OUT ABOVE OR CALL WITH CREDIT CARD NUMBER) _____		
SIGNING OF SERVICES			
HIGH SPEED INTERNET	AVAILABLE SPEEDS & CONNECTIVITY:	COST PER DAY :	ONE TIME INSTALLATION COST(s):
<i>Order in Advance and We'll Have Everything Set up for Your Special Event 315-472-6300x 2041.</i>	<input type="checkbox"/> 25/25 Mbps Wireless Connection	\$ 14.00	+ \$ 19.95 (Please advise at time of order how many laptops; daily rates apply.)
	<input type="checkbox"/> 25/25 Mbps Hardwired Connection	\$ 16.00	<input type="checkbox"/> Inside Building \$ 75.00 <input type="checkbox"/> Outside \$ 124.95
	<input type="checkbox"/> 50/50 Mbps Wireless Connection	\$ 18.00	+ \$ 19.95 (Please advise at time of order how many laptops; daily rates apply.)
	<input type="checkbox"/> 50/50 Mbps Hardwired Connection	\$ 20.00	<input type="checkbox"/> Inside Building \$ 75.00 <input type="checkbox"/> Outside \$ 124.95
TELEPHONE SERVICE		UP TO 6 DAY COST	
<i>We'll assign new number.</i>	<input type="checkbox"/> 1 Phone Line <input type="checkbox"/> Additional Line <input type="checkbox"/> Fax/ Line	\$ 41.95+ *	Set Up Fee: 35.00 (*plus taxes/fees)
AGREEMENT			
<div>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.</div> <div>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.</div>			
SIGNATURES			
Vendor Signature:		New Visions Authorized Signature:	
Name and Title:		Date:	