



EASTERN DAIRYBUSINESS™

April, 2010

Dear Exhibitor:

Here's your special invitation to advertise your Empire Farm Days display in the 2010 Official Program. This unique publication will be seen by over 40,500 of your very best prospects throughout the Northeast... dairy producers, diversified crop farmers and rural lifestyleers. Plus, it's the only publication provided to visitors at every entrance and information booth.

The Official Program helps show attendees plan their visit to take advantage of all the activities and exhibits. Informative articles, schedules, maps and listings combine to make the Program the most complete guide to the show in the market.

And with its exhibitor listings and advertising, it is saved for reference by farmers across the region to meet their future buying needs.

With ad sizes to fit every budget, we invite you to reserve your ad space today. Enclosed is information about how you can place your ad. Use the handy "fax back" form on the back of this letter. Our staff is ready to assist you in planning a cost effective ad program that will help increase traffic at your exhibit, while promoting your products, services and brand.

Let us hear from you soon. The early ad order advertising deadline is May 1st.

Melanie Wickham
Show Manager
Empire Farm Days

Joel Hastings
Publisher
Official Program

P.S. If direct marketing to farmers is part of your show planning, contact us for the most complete database of Northeast producers, growers and rural residents. Special pricing is available for advertisers in the Official Program. -JPH

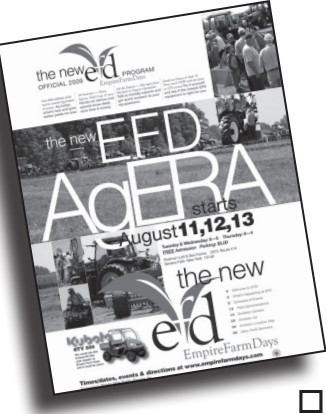
P.P.S. Attention dairy exhibitors... sponsorships are available for the popular Dairy Profit Seminars. Contact us for details. -JPH

Empire Farm Days

OFFICIAL 2010 PROGRAM *Advertising Space Reservation Form*

Complete and fax to 315.703.7988

Early Ad Order Deadline May 1st.



YES, Call me for my advertisement in the Official 2010 Empire Farm Days Program

Company: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

E-mail: _____

I am interested in:

Ad Size:

- 1/6 Page
- 1/4 Page
- 1/3 Page
- 1/2 Page
- 2/3 Page
- Full Page
- 1/2-Page Spread
- 2-Page Spread

Shape:

- Island
- Vertical
- Horizontal
- Square
- Spread

Color:

- Black & White
- 4/Color

EASTERN DAIRYBUSINESS

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Contact your Market Manager for complete details and to place your order.

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NORTH AMERICAN FARM SHOW COUNCIL

For questions about Empire Farm Days, contact Melanie Wickham toll free 877-697-7837.
Check for advertising details on our website: www.dairybusiness.com/efd or www.empirefarmdays.com
Empire Farm Days is proudly sponsored by the Empire State Potato Growers, Inc.