



"Largest Farm Show in the Northeast"

Tuesday & Wednesday 9 a.m. - 5 p.m.

Thursday 9 a.m. - 4 p.m.

August 9-10-11, 2011

Rodman Lott & Son Farms

2973 Rte. 414 • Seneca Falls, NY

Proudly sponsored by:

EMPIRE STATE POTATO GROWERS, INC.

Empire Farm Days • PO Box 566 • Stanley New York 14561
(877) 697-7837 • FAX (585) 526-6576 Internet: www.empirefarmdays.com

Forms & Deadline Checklist 2011 Empire Farm Days

_____ Space Contract	_____ Category & New Product Listings (Due by 5/1/11)
3/15/11 Contract Due w/payment to qualify for Early Payment Discount	_____ Lafayette Tent & Awning Contract
5/1/11 Contract Due w/payment & complete paperwork	_____ Official Program Advertising (Deadline 6/01/11)
_____ Certificate of Insurance (Due by 5/1/11)	_____ Century Decoration Rental Form

EXHIBITOR INFORMATION

EXHIBIT SPACE SAVINGS:

There is an incentive for early payment — don't miss the early deadline. No extensions.

RULES & REGULATIONS

Printed on the back of contract.

PHONES

Private exhibitor lines are available through Verizon by calling (877) 243-6200 or faxing (800) 716-8408. Phone reservations should be made prior to 8/1. Cost & ordering of phone lines are the sole responsibility of the exhibitor.

ELECTRICAL NEEDS

Electricity is provided at no extra cost (within reason) for exhibitors signing up prior to July 1st. An electrician will be on-site setting up services as contracted. Single phase only. Requests for electric made after 7/1/10 will be charged \$65 per receptacle. Any circuits larger than 30-amp must be submitted in writing and will an additional \$125. Exhibits using electric motors of 1/2 HP or more: please indicate ampacity & quantity. NO extension cords in exhibits shall be smaller than #14-gauge, 3-conductor grounded cable. At 4 pm, Thursday, August 12, the electricity will be disconnected for safety reasons. Availability will be limited after Thursday.

RENTAL SUPPLIES

Items must be reserved, directly from the supplier, ahead of time, to ensure availability. TENTS: Lafayette Tent & Awning Company (800) 458-2955. TABLES & CHAIRS: Century Decoration 315-452-1240. AUDIO VISUAL NEEDS: Visual Technologies (800) 724-1142

REGISTRATION

All exhibitors must meet all requirements of the contract (payment & insurance certificate) and must sign-in at the the Show Office prior to setting up.

Our policy is to distribute exhibitor car passes during the week of move-in, upon exhibitor registration. If you require these ahead of time you must contact our office and request them. Show Management reserves the right to limit requests.

SHIPPING EXHIBITS

Items sent for exhibit purposes should be labeled: Empire Farm Days/ Rodman Lott & Son Farms, 2973 Rt. 414 Seneca Falls, NY 13148. It must be invoiced to the company and must include company name and contact person.

LOADING & UNLOADING

Forklift service will be provided again this year free of charge from 8 am to 5 pm beginning on Monday, Aug. 2 to Monday, Aug. 9. Sign-up at the Show Office. Loading will commence again on Thursday, Aug. 12 after 4 pm. Forklifts will be available from 8 am to 5 pm on Friday, Aug. 13, and from 8 am to noon on Saturday, Aug. 15. A representative from the company must be present during the loading and unloading. 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 of forklifts will be billed at \$100/hour.

LIVESTOCK DISPLAYS

If you plan to exhibit animals at Empire Farm Days you will need to adhere to the following rules and regulations to reduce risk.

- Tell us of your intent to display animals so that appropriate precautions are taken to ensure the safety of the animals and visitors.
- Anyone bringing animals for display is responsible for making sure there is a hand washing station available for the public (contact EFD by Aug. 1st to make arrangements.)
- Animal owners must provide EFD with a Certificate of Veterinary Inspection for any/all animals being exhibited for photocopying and retention. Exhibited animals must meet the standards for NYS fair entrance for 2010 (contact NYS Dept. of Ag & Mkts. at 518-457-3502 for a copy of regulations.)

MOVE IN

Exhibits can move in from 8 am to 5 pm, beginning Monday, Aug 2 to Monday, Aug. 9. All exhibitors must register at the Show Office by 7 pm on Monday, Aug. 9 when the office will close. All exhibits must be setup by 11 pm Monday, Aug. 9.

MOVE OUT

All exhibits must remain in place and attended until show closing at 4 pm, Thursday, Aug. 12. Exhibitors dismantling early jeopardize their future exhibitor status. Displays in tents should be removed at the close of the show on Thursday to ensure their safety. All other equipment must be removed from the site by Aug. 21. Exhibit area must be left as found (no holes, sawdust, etc.) Areas left in bad repair or equipment left beyond the 21st will be charged for storage and clean-up.

OTHER SERVICES

WATER: Exhibitors must provide their own health-approved containers. Exhibitors needing water must sign-up at Show Office.

FUEL: Griffith Energy (800) 262-6730.

WASHING EQUIPMENT:

Services can be provided by Total Appearance (928) 443-0678. Andrew Engasser (716) 523-3343, Harney Miller/Andy Miller (402) 618-0408. Appointments are recommended.

GARBAGE:

Prior to show, use dumpsters or set out front of display. Separate Wood!

LANDSCAPING: Price Landscape Svc (585) 374-8118.

ICE: Available to purchase at Show prior to and during show.

Show Promotion Specialties: Sue Sweetland, Rep/Lee Wayne Co. (315) 683-9488

FOOD & DRINK

Only those authorized by Show Management may dispense food or drink. All dispensers of food and drink must apply for and receive beforehand a Health Permit. Call Sara Ryan at the Seneca County Health Department at 315-539-1945. This includes giveaways!

PARKING

Exhibitors are provided free parking in both the North and South Lots - accessible with an Exhibitor Pass. The Exhibitor Pass DOES NOT allow exhibitors to park on the show site. There is NO PARKING and NO TRAFFIC allowed on the site after 8:30 am each show day. NO vehicles can be parked on exhibit. Overnights and trailer parking is available - ask at Show Office.

SAFETY & SECURITY

No dangerous obstructions can be located under electrical wires. A safety crew will be checking for hazards - ALL must be eliminated! Fire Extinguishers must be placed in every structure with a maximum travel distance of 75'. Security guards will be on the grounds 7 pm to 7 am starting Wednesday, Aug. 4th to Thursday, Aug. 12th. Due to the size of the grounds, exhibitors are encouraged to take precautions to safeguard displays.

LODGING:

As in the past a listing of area hotels is included. For a complete list see www.empirefarmdays.com. Exhibitors are responsible for their own lodging arrangements.

DAIRY SECTION:

The Dairy Section continues to be a huge success. This centralized grouping of dairy exhibitors increases the efficiency of dairymen attending the show. EFD and DairyBusiness Communications will be working together again to host Dairy Profit Seminars aimed at bringing larger-herd, higher-income dairymen from all over the Northeast. Dairy Exhibitor Tent Exhibitors-There is a separate line on the contract for Dairy Exhibitor Tent Space. Since the space is limited in this area we will again assign space on a "first-come, first served" basis for exhibitors who have sent in a paid-in-full contract.

TARGET GROUPS:

At Empire Farm Days we work hard to provide the best marketing opportunities possible for exhibitors. Part of this effort involves targeting specific sectors of agriculture including dairy, equine, grapes, fruit and vegetables, forestry, crops, livestock and more. Being able to tell specific groups of farmers that Empire Farm Days has something especially for them is essential to our marketing and promotion efforts. We need your help. Please take a moment to fill out the Free Category and New Product Listing. Also, use the area on the front of the contract that asks "What do you plan to exhibit?" to key us into your product offerings. Together we can create a farm show that truly represents the interest and needs of Northeast Farmers.

EXHIBIT LAYOUT:

Empire Farm Days tries to accommodate exhibitor lot location requests in so much as is possible. Exhibitors wishing to move need to indicate their desire on their contract. Requests will be honored on a first-come, first-served basis, as exhibit locations become available. Exhibitors requiring additional space or a change in location stand the best chance if their contract is in early. Lot locations will be assigned after the contract deadline of 5/1/10 and available by 6/15/10.

ADVERTISING OPPORTUNITIES

SPONSORSHIPS AVAILABLE:

High visibility sponsorship opportunities are available throughout Empire Farm Days. EFD exhibitors find sponsorship to be a vital part of their integrated approach to marketing. To customize a sponsorship program please call 1 (877) 697-7837.

OFFICIAL SHOW PROGRAM:

Contact for information

Debbie Morneau, Advertising Coordinator
DairyBusiness Communications

6437 Collamer Road, East Syracuse, NY 13057

(800) 334-1904 ext. 222 • fax: (315) 703-7988 • dmorneau@dairybusiness.com

TRAMS/PEOPLE MOVERS:

EFD has 5 trams that are used to move show goers from the parking lots, to the demonstration area, and within the show site.

Each side of the trams have a 2' x 15' sign, and the back of each tram has a 2' x 6' sign.

If you are interested please call upon receipt of this package.

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Finger Lakes Regional Airport

315-568-0110

Adjacent to the Empire Farm Days site, the Finger Lakes Regional Airport is a real asset. Farmers and agribusiness companies alike have come to rely upon the convenience of this airport.

During the show there will be a FREE shuttle service to and from the show site. Anyone arriving prior to the show should arrange to have a Rental Car waiting.

Mark your calendar now for these future

Empire Farm Days

2011	August 9, 10 & 11
2012	August 7, 8 & 9
2013	August 6, 7 & 8
2014	August 5, 6, 7

