



Empire Farm Days

PO Box 566, Stanley, NY 14561

Toll Free: 877/697-7837 Fax: 585/526-6576

Email: mwickham@empirefarmdays.com

www.empirefarmdays.com

Sponsored by: Empire State Potato Growers, Inc. Hosted By: Rodman Lott & Son Farms

Show Location: 2973 Route 414, Seneca Falls, NY 13148

May 12, 2010

TO: Potential Field Demonstrators @ Empire Farm Days

From: Melanie Wickham, Show Manager

RE: 2010 FIELD DEMOS AND SIGN-UPS

Enclosed please find a DEMONSTRATION SCHEDULE, PARTICIPANT GUIDELINES/ SAFETY RULES & SIGN-UP SHEET (to be returned) for the 2010 Empire Farm Days. The schedule was put together with the help of a demonstration committee.

- 1. Daily Field Demo Schedule:** Included in this mailing, Forage Chopping, Tillage and Hay.
- 2. Precision Agriculture Focus:** EFD is providing additional opportunities for manufacturers to take advantage of interest in this technology:
 - We are continuing to showcase GUIDANCE SYSTEMS in conjunction with the tillage demo. Please indicate on sign up sheet your addition of this during demo.
 - Ride & Drive Experience will include an area for GPS Equipped Tractors for customers to drive; also we are providing a place to have an additional GPS-equipped tractor complete with an implement located in the practice tillage area during the show where you can take serious customers for a more in-depth and hands-on experience with your Precision Ag offering.
 - Farmer Panel to discuss on farm application of GPS technology. Company Reps are asked to help supply potential panel farmers who make effective use of technology. Please contact Melanie with these suggestions.
- 3. Ride & Drive Experiences:** Compact Tractor/ Skid Steer (details included) & GPS.
- 4. Interim Tier 4 Emissions Panel:** Beginning in 2011, the United States Environmental Protection Agency (EPA) will require off-road diesel engines, such as those in tractors and combines, to meet stringent Interim Tier 4 emissions regulations. In an effort to help farmers understand what this means to their businesses we'd like to put together a panel of experts to discuss implications and options. If you have specialists you'd like to recommend to be a part of this panel please contact Melanie immediately.

NOTE: Final details & additional instructions will be discussed at the MANDATORY demonstrators' meeting in the **Demo Tent on Monday Aug. 9th @ 4 pm**. The Demonstration Tent will continue again this year as a headquarters for the demonstrations and show information.



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PARTICIPANT GUIDELINES/PROCEDURES/ SAFETY RULES

2010 EMPIRE FARM DAYS Field Demonstrations

- 1.) **MEETING:** There will be a **MANDATORY** meeting of participants in the **DEMO TENT**, 4 pm, **MONDAY AUGUST 9th**. You **MUST** have a representative at the meeting in order to participate in the Field Demonstrations. Any exhibitor failing to provide a representative at the Mandatory Monday, Aug 10th Demo Meeting will **NOT** be allowed to participate. Emergencies should be discussed with EFD office. **DRAWING** for order of appearance and plot reservations will occur at this meeting.
- 2.) **READ AND FOLLOW SAFETY RULES LISTED BELOW.** Failure to comply will result in immediate disqualification.
 - **CROWD CONTROL:** Safety personnel will be employed by Empire Farm Days for the purpose of crowd control at the demonstration site, only.
 - **MOVEMENT OF EQUIPMENT:** Demonstrators who need to move equipment between their exhibit and the demo field must accompany the equipment-providing escorts/walkers in front and in back in addition to the operator. This personnel is the responsibility of the demonstrator.
 - **OPERATORS:** During demos, equipment operators are required to stop and / or not start until spectators are well clear of the equipment during demos.
 - **NO PASSENGERS** are allowed on tractors or equipment at anytime.
 - **SAFETY FEATURES** on equipment must be used at all times, e.g. seat belts.
 - **TRAFFIC:** all vehicular traffic is prohibited in the exhibit area during show hours-Tues. & Wed. 9-5 and Thurs.9-4.
 - **ELECTRICAL LINES:** Always exercise extreme caution when operating or moving equipment near overhead electric lines or surface electric services.
- 3.) **TRACTORS:** Demonstrators are responsible for securing their own tractors for use in demos. Arrangements should be made prior to arrival to the show.
- 4.) **HAY HANDLING** demos require a high degree of coordination. Exhibitors are responsible for securing their own bales to wrap. Demonstrators are required to be ready with bales on the demo site and equipment loaded except for the demo bale being handled.
- 5.) **PRACTICE FIELDS** -contact shows office for exact locations of practice fields. Always check prior to setting a machine because changes may have been made.
- 6.) **DEMO COORDINATOR:** Tom Cook will be available on a limited basis during set-up week and all day on Monday, Aug. 9th. He will talk one-on-one with all pre-registered (by sending in sign up sheet) demonstrators on Monday, Aug. 9th. In Tom's absence, Ralph Lott (land owner) will be onsite and available to answer questions and direct companies to appropriate fields.
- 7.) **DEMO CARDS:** You will need to prepare an information card for each piece of equipment you are demonstration. Tom Cook will be talking with you and collecting the information for these on Monday, Aug. 9th. These are provided to highlight notable, new concepts to industry. If you would like them ahead of time indicate that on your sign up.



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RIDE & DRIVE OPPORTUNITIES

Empire Farm Days is offering two (2) RIDE & DRIVE Opportunities for EFD Exhibitors:

1. Compact Tractor (50 HP and under ONLY)/ Skid Steer
2. GPS Equipped Tractors

Manufacturers who are interested should return the paper work by June 1st. Space is limited and will be assigned on a first come first served basis.

The following rules will be in effect for ALL Ride and Drive Experiences:

- You must be 18 years of age to drive.
- Familiarize yourself with control locations and their effects.
- Remember it is very important to know how to stop before you start.
- Wear seat belts at all times.
- Do not operate equipment at high speeds.
- Be aware of people and equipment at all times.
- Stop engine and set brake before leaving operators platform.
- Absolutely NO riders.

As a participating member of the COMPACT TRACTOR/ SKID STEER RIDE & DRIVE at EFD you will be required to:

1. Have tractors (under 50 HP) / Skid Steer available and in the ride and drive area during the entire show. These cannot be moved off the ride and drive area during show hours.
2. Have personnel available at the ride and drive site from 10 am-2 pm.
3. Follow all rules and regulation of show and Ride & Drive experience as listed below.

Empire Farm Days will also supply personnel to register Ride and Driver's. A listing of all registered participants will be forwarded to all Companies in the ride and drive.

Ride and Drive space will be provided by Empire Farm Days. Site placement will be done by a blind draw.

As a participating member of the GPS EQUIPPED TRACTOR RIDE & DRIVE at EFD you will be required to:

1. Have GPS-Equipped tractors available and in the GPS R/D area during the entire show. These cannot be moved off the ride and drive area during show hours.
2. Have personnel available at the ride and drive site from 10 am-2 pm.
3. Follow all rules and regulation of show and Ride & Drive experience as listed below.

Ride and Drive space will be provided by Empire Farm Days. Site placement will be done by a blind draw. A site placement map will be available mid-July.



DUE June 1st
2010 EMPIRE FARM DAYS
REGISTRATION FOR FIELD DEMOS

Return via fax or email - 585/526-6576,
mwickham@empirefarmdays.com

COMPANY CONTACT ON SITE:

Company: _____

Contact name/ phone: _____

Cell Phone Contact: : _____

Address/state/zip: _____

Include a detailed description of each piece you intend to demonstrate to enable us to adequately plan for space, material and time for each demo.

FORAGE CHOPPING & HANDLING

CORN CHOPPING / HANDLING

BRAND/EQUIPMENT	NAME/SPECS	SIZE/FEATURES
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HAY CHOPPING/ HANDLING

BRAND/EQUIPMENT	NAME/SPECS	SIZE/FEATURES
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**CONSERVATION TILLAGE & GLOBAL POSITIONING SYSTEM
(GPS)**

PRIMARY TILLAGE

BRAND/EQUIPMENT	NAME/SPECS	SIZE/FEATURES
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SECONDARY TILLAGE

BRAND/EQUIPMENT	NAME/SPECS	SIZE/FEATURES
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HAY DEMOS

MOWER CONDITIONER

BRAND/EQUIPMENT

NAME/SPECS

SIZE/FEATURES

BALER (specify square/round)

BRAND/EQUIPMENT

NAME/SPECS

SIZE/FEATURES

PROCESSING

BRAND/EQUIPMENT

NAME/SPECS

SIZE/FEATURES

WRAPPING AND HANDLING DEMO

BRAND/EQUIPMENT

NAME/SPECS

SIZE/FEATURES



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Include a detailed description of each piece you intend to demonstrate to enable us to adequately plan for space, material and time for each demo.

RIDE & DRIVE EXPERIENCES

1. COMPACT TRACTOR (50 HP & lower) / SKID STEER

BRAND/EQUIPMENT	NAME/SPECS	SIZE/FEATURES
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_____ YES, I would like to have a pile of stone. _____ NO, I don't need stone.

2. GPS EQUIPPED TRACTOR EXPERIENCE

BRAND/EQUIPMENT	NAME/SPECS	SIZE/FEATURES
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_____ YES, I would like to have an additional GPS-equipped tractor complete with an implement located in the practice tillage area during the show where we can take serious customers for a more in-depth and hand-on experience with our Precision Ag offering.

_____ NO, thank you on the back lot opportunity.



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FIELD EQUIPMENT DEMO SCHEDULE

RIDE & DRIVE EXPERIENCES Compact Tractors/ Skid Steers/ GPS Equipped Tractors	10 AM - 2 PM
FORAGE CHOPPING & HANDLING	10 AM DAILY
HAY MOWING	11 AM DAILY
TILLAGE	1 PM DAILY
HAY RAKING, BALING, PROCESSING & HANDLING	2 PM DAILY

GET UP TO DATE INFORMATION ON OUR WEBSITE AT

WWW.EMPIREFARMDAYS.COM
