

2017 New England Vegetable and Fruit Conference and Trade Show

www.newenglandvfc.org

The Center of New Hampshire – Radisson Hotel, Manchester, NH

December 12-14, 2017

RULES FOR EXHIBITORS

These rules are intended to ensure a quality trade show to the benefit of exhibitors and attending growers. They were developed over the years by the Conference Steering Committee and reflect standards of most trade shows. They also are based in part on suggestions from previous exhibitors and conference attendees. A zero tolerance policy has been established for violation of these rules by the Conference Steering Committee. Please contact the trade show manager, Brian Aldrich at 781-999-0932 nevfctradeshow@gmail.com if you have any questions.

1. Booth assignments: Exhibitors who participated in the 2015 New England Vegetable and Fruit Conference and Trade Show will have first priority for the same booth(s) again this time or requesting a new booth. To retain your priority, we must receive your signed contract with payment in full by **October 27, 2017**. Any space not renewed by that time will be assigned on a *first come, first serve* basis to firms which have returned a completed contract and check for payment in full. A floor plan of the trade show exhibit hall is enclosed.

2. New exhibitors (who were not in the 2015 Trade Show): Return the completed contract with payment in full. It will be recorded by date received and space will be assigned on a first-come basis following the renewal deadline for previous exhibitors. The trade show manager will make every effort to avoid placing competitors near each other.

3. Liability insurance: All exhibitors must carry liability insurance in the amount of at least \$1,000,000 (one million dollars) for any one occurrence, and are recommended to carry \$2,000,000 (two million dollars). “New England Vegetable and Fruit Conference” shall be added to the policy as an additional insured (holder), with coverage listed for Dec. 11-14, 2017 (to cover setup day plus the three days of the conference). A copy of the certificate of liability insurance shall be forwarded to the trade show manager **no later than three weeks prior to the Conference**.

4. Booth assignment and confirmation will be sent in the fall. At that time you will receive a registration form for the Conference. Commercial exhibitors will receive up to **three complimentary registrations** for company employees needed to manage their booths and non-profits will receive up to **two**. These must be regular employees on your staff.

5. The invitation to exhibit at the Conference is for the purpose of providing general information to the participants. The Conference sponsors do not guarantee or warrant any product exhibited and do not imply any approval or endorsement of a product to the exclusion of others which may also be available. Firms which supply equipment, supplies or services to the vegetable, small fruit and tree fruit industries are invited to exhibit. The Conference management reserves the right to deny exhibit space to any firm whose products or services it deems not to be appropriate to the participants.

6. Protection of hotel property: Nothing shall be attached in any manner whatsoever to walls, floors, ceilings or columns unless authorized by the hotel management. Exhibitors shall take the necessary precautions to prevent damage to floors.

7. Set up and take down: Set up will take place from **12:00 noon to 8:00 PM on Monday, December 11, 2017**. All exhibits must be set in place and ready for inspection by the trade show manager by the end of that period. **Exhibits must be kept in good condition and remain until 2:00 PM on Thursday, December 14, 2017**. This is important to maintain a quality show. [Note: Booths do not need to be continuously staffed.] If you have a compelling reason to leave early, you must have prior permission from the trade show manager and make arrangements to have your booth taken down and shipped to you. **Exhibitors who remove materials early will forfeit an invitation to the next show.** Dismantling will take place at 2:00 PM and proceed expeditiously. Exhibitors must remove all materials including all trash from their booths.

8. Booths are 8 ft. deep by 10 ft. wide, rectangular in shape. Back drapes are 8 ft. high. Signs with the exhibitor’s name will be provided and hung at the top of the rear drape. Side drapes are 3 ft. high and extend out 8 feet. Exhibits are not to exceed these dimensions. Tall display items must be set back at least 3 ft. from the front of the booth to avoid blocking neighboring booths. If you need to have tall items nearer to the front of the booth, contact the trade show manager to see if a booth location is available that would not affect neighbors. Exhibitors will be asked to rearrange their displays if they interfere with other exhibitors, the flow of traffic in the aisles, etc. Please see the contract for exhibit space for a complete list of items included in the booth package.