2017 Harvest New England Agricultural Marketing Conference and Trade Show

Sturbridge Host Hotel, Sturbridge, Massachusetts

March 7 - 9, 2017

# Exhibitor Application Form

##### REGISTRATION FEE

**Received by** December 2, 2016 $425 (Includes registration and lunch for 2 attendees)

**Received after** December 2, 2016 $525 (Includes registration and lunch for 2 attendees)

Non-profit organizations $100 **(**Includes registration for 2 attendees. Lunch tickets can be purchased for an additional $27/person per day)

## EXHIBITOR INFORMATION

### Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Contact: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Names for Badges (Fee includes 2 names): 1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**City: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ State: \_\_\_\_\_\_\_\_\_\_\_\_ Zip: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

### Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_FAX: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

#### PRODUCT DESCRIPTION

In the space provided, please provide a **brief** description of your business and products (30 words or less). This will be included in the event literature.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### BOOTH SPACE

Each exhibitor will be provided with a company listing in the conference program and a **10’ wide and 7’deep booth**, including:

* 8’ high back wall and 3’ high side drape.
* One (1) 6’ skirted tabled (uniform in color)
* Two (2) folding chairs
* One (1) wastebasket with liner
* One (1) 7” x 44” (one line) ID sign with booth number
* 2 Conference Registrations

#### **METHOD OF PAYMENT**

**Please make all checks payable to:** **Harvest New England**

\_\_\_\_\_\_ Number of booths – For-profit booth comes with 2 lunches. For non-profits, or if additional lunches are needed, lunch can be purchased for $27/person each day. Please indicate number of additional lunches:

\_\_\_\_\_\_ March 8 \_\_\_\_\_\_ March 9

\_\_\_\_\_\_ **Optional** - amount for program ad (see attached for more information and rates)

\_\_\_\_\_\_ Check Total Enclosed

**\* Please see next page for information on insurance requirements and temporary food permits \***

**Please return application and check made payable to “Harvest New England” to:**

Rick LeBlanc, Massachusetts Department of Agricultural Resources

251 Causeway Street, Suite 500, Boston, MA 02114

Phone: (617) 626-1759 • Fax: (617) 626-1850 • E-mail: [Richard.LeBlanc@state.ma.us](mailto:Richard.LeBlanc@state.ma.us)

## **Important Exhibitor Information**

Conference Schedule (Hours subject to change slightly. Final schedule will be provided before conference)

###### Tuesday, March 7 Trade Show Set-up: 12:00 pm – 6:00 pm

###### Wednesday, March 8 Trade Show Hours: 7:00 am – 6:30 pm

###### Thursday, March 9 Trade Show Hours: 7:00 am – 3:15 pm

There will be specific times when no workshops will be in session. Attendees will be directed into the trade show at these times.

**Would you like to receive information on conference sponsorship opportunities? \_\_\_\_Yes \_\_\_\_No**

**Electricity/etc.**

Forms for electricity, additional equipment, etc. will be forwarded by SER Exposition Services after you sign up.

**Insurance**

Exhibitors need to provide a certificate of liability insurance in an amount not less than $1,000,000 per occurrence and naming Harvest New England Association as a certificate holder. Please send a copy with your trade show registration. Your registration will not be considered complete until this is received.

**Temporary Food Permits**

All exhibitors sampling/selling food must register with the Sturbridge Board of health at least 30 days in advance of the show. Call 508-347-2504 or the temporary food permit application can be found at <http://www.town.sturbridge.ma.us/public_documents/sturbridgema_depts/BOHFAQ/>. The fee is $30 if received at least 30 days in advance.

**Set Up**

Please plan to bring your own hand trucks, dollies, and any tools or equipment you may need to assemble your exhibit.

**Security**

Valuables in exhibits must be secured and insured by the exhibitor. Harvest New England is not responsible for any lost, damaged, or stolen property.

**Show Colors**

Green and Gold

**Room Reservations**

Reserve your room at The Sturbridge Host Hotel 1-800-582-3232. The conference rate is $102.00 plus 11.7% occupancy tax, single or double occupancy. When making your reservation, please identify yourself as being with the Harvest New England Conference. Reservations must be made by February 14th. Requests after this date will be honored on a space available basis at prevailing hotel rates. If reserving online, use the Promo/Corporate Code: 1703HARVES.[**www.Sturbridgehosthotel.com**](http://www.Sturbridgehosthotel.com)**.**

**Return of Exhibitor Fees/Cancellation of Attendance**

In the case of severe weather, the Conference will remain open unless a declared a State of Emergency for Massachusetts. Exhibitors are encouraged to use discretion about your organization’s participation in the Conference. **No exhibitor refunds will be provided.**