Dec. 16, 2013

From: Craig J. Kahlke
Area Extension Educator
Lake Ontario Fruit Program

Re: 2014 Lake Ontario Winter Fruit Schools
Feb 3 - Niagara County CCE, Training Center, 4487 Lake Ave., Lockport, NY (Niagara Co.)
Feb 4 - Wallington Fire Hall, 7863 Old Ridge Rd., Sodus, NY (Wayne Co.)

The holidays are coming quickly and it is time to put the finishing touches on our Winter Fruit School for the Western New York fruit industry. We have an excellent program this season, with the help and input from industry. The program will offer topics which are not covered at the Empire State Fruit and Veg EXPO sessions. See attached for the tentative (almost confirmed) program. We will have a single day program in each of two sites. We expect over 150 growers to attend at each site.

This is an invitation to sponsor the fruit schools where we will provide a 6-foot table to display items. We have allotted 12 (2-minute) time slots in the program to give you an opportunity to speak. Exhibitors will be assigned on a first-come-first-served basis with limited space for 12 exhibitors. If you have a conflict with the dates of the show and cannot attend, but would still like to sponsor the event, we will be glad to recognize your contribution. Your sponsorship will be advertised in the program.

The cost to participate as an exhibitor or sponsor is $125 per day. This is the first time in over 10 years we’ve had to raise the fee. The exhibitor fee includes the registration fee and lunch for 1 representative; and $20 for each additional representative. Set up time is 7:30 AM at each site; registration starts at 8:00 AM. There will be a morning break, and an hour lunch to provide an opportunity for visiting with attending growers. After the New Year, look at our new website (www.lof.cce.cornell.edu) and use the link for “Sponsorship” at the bottom of the home page to use our on-line registration which will accept credit cards for payment.

If you have questions, please call my cell at 585-735-5448. We appreciate your continued support of extension programming for the fruit industry. Looking forward to working with you again in 2014 in many of our programs.

Happy Holidays!

Please complete and return the registration form and check (payable to “Cornell Cooperative Extension”) to:
Attn.: Kim Hazel
Cornell Cooperative Extension
12690 NYS RT 31
Albion, NY 14411

Enc.: Lake Ontario Winter Fruit School Agenda
Exhibitor/sponsor registration form

Building Strong and Vibrant New York Communities
Cornell Cooperative Extension provides equal program and employment opportunities. NYS College and Life Sciences, NYS College of Human Ecology, and NYS College of Veterinary Medicine at Cornell University, Cooperative Extension associations, county governing bodies, and U.S. Department of Agriculture, cooperating.
Exhibitor/Sponsorship Registration
12 spots – first come, first served

Please return this form and check payable to “Cornell Cooperative Extension” by Jan. 20, 2014, to:

Attn.: Kim Hazel
Cornell Cooperative Extension
12690 NYS RT 31
Albion, NY 14411

Firm Name____________________________________________________________
Firm Representative_______________________________________________________
Address_________________________________________________________________
Phone_________________       FAX_______________________________
Email or website__________________________________________________________

Dates to exhibit: exhibitor and sponsor fee is $125 per day.

Feb 3 - Niagara County CCE, Training Center, 4487 Lake Ave., Lockport, NY
Feb 4 - Wallington Fire Hall, 7863 Old Ridge Rd., Sodus, NY

Exhibitor fee includes lunch, meeting registration, 2 minutes of “What’s New” and time with the attending fruit industry during registration, coffee break, and at lunch.

Products to display____________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
List any display needs (table, electricity, etc.)_____________________________________

Registration fee for second person of sponsoring company is $20 to cover lunch, breaks, materials and other costs of programs. At the door, the registration fee will be $30.

Feb 3, Niagara Co. Location ___________  Feb 4, Wayne Co. Location ___________
(number attending)                        (number attending)

Name______________________________________________________________

Added reps __________ x $20 = __________ + $125 = Total submitted

Names attending__________________________________________________________