



ENYCH Program Educators:

Vegetables

Chuck Bornt
Phone: 518-859-6213
Email: cdb13@cornell.edu

Amy Ivy
Phone: 518-561-7450
Email: adi2@cornell.edu

Teresa Rusinek
Phone: 845-691-7117
Email: tr28@cornell.edu

Crystal Stewart
Phone: 518-775-0018
Email: cls263@cornell.edu

Maire Ullrich
Phone: 845-344-1234
Email: mru2@cornell.edu

Fruit

Laura McDermott
Phone: 518-791-5038
Email: lmg4@cornell.edu
Berries

James O'Connell
Phone: 845-691-7117
Email: jmo98@cornell.edu
Berries & Grapes

Dan Donahue
Phone: 845-691-7117
Email: djd13@cornell.edu
Tree Fruit

Anna Wallis
Phone: 443-421-7970
Email: aew232@cornell.edu
Grapes & Tree Fruit

Business and Marketing

Bob Weybright
Phone: 845-797-8878
Email: rw74@cornell.edu

Food Safety

Erik Kocho-Schellenberg
Phone: 845-344-1234
Email: jk2642@cornell.edu

The Eastern NY Commercial Horticulture Program Invites You to Participate in our 2015 Fruit School Trade Shows!

The Eastern NY Commercial Horticulture Program is happy to invite you to exhibit your company at our Annual Fruit Schools being held in Lake George and Kingston, NY. This year, these events are being organized by our new fruit educators, Dan Donahue (Hudson Valley) and Anna Wallis (Champlain Valley). The intent of these mini Trade Shows is to provide an opportunity for agribusinesses to meet with growers. We are looking to continue to build on what has become very successful grower events!

You will have two opportunities to meet with fruit growers. The first opportunity will happen **Monday, February 9, 2015 at The Northeast NY Commercial Tree Fruit School at The Fort William Henry Hotel & Conference Center, Lake George, NY.**

The second opportunity will be **The Lower Hudson Valley Commercial Fruit Growers' School, Tuesday, February 10, 2015 at the Garden Plaza Hotel, Kingston, NY.**

Similar to last year we have one registration sheet that will allow you to choose which event(s) you would like to exhibit at. That way, if you would like to participate in both trade shows, you only need to fill out one form and make one payment! **However, because space is limited to 20 vendors at the Lake George location and 30 at the Kingston location, we urge you to register early as spaces are assigned based on receipt of your payment!** Those vendors that contact us after we've reached our capacity will be placed on a waiting list and contacted if space opens up.

New this year, be a Platinum Sponsor! For the first time your company can have one, 4 minute slot on the program at the podium in front of the attendees to introduce your company, promote a new product, or just say thanks for supporting our company all for \$500. In addition to having time on the program, the \$500 "Platinum Sponsor Level" also gets you a trade show table space and special mention in the program & on signage. But hurry as we are limiting the number of Platinum Sponsors to **5** for each location! The use of slides is prohibited.

Details for The Northeast NY Commercial Tree Fruit School

Monday, February 9, 2015 at the at The Fort William Henry Hotel & Conference Center, Lake George, NY: The trade show area will be conveniently located in the same room as the conference. Exhibit space is limited to 20 tables, so sign up early. Tables will be available on a first come first serve basis; the trade show area will be open for set-up the day before the event (Feb 8) from 12-4PM or before 7:30 a.m. on February 9th. The program agenda will provide several opportunities for growers to

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Building Strong and Vibrant New York Communities

Cornell Cooperative Extension provides equal program and employment

Serving the Educational and Research Needs of the Commercial Small Fruit, Vegetable and Tree Fruit Industries in Albany, Clinton, Columbia, Dutchess, Essex, Fulton, Greene, Montgomery, Orange, Rensselaer, Saratoga, Schoharie, Schenectady, Ulster, Warren and Washington Counties

interact with trade show vendors. Due to limited space we must exclude large equipment. **Setup tables are 8 feet long – please plan accordingly!** The trade exhibition will be open to conference attendees from 7:30 a.m. on the 9th through lunch. You may retain setup through the end of the day should you wish to do so. Exhibitors need only bring information about their products or services plus a personal name badge. Tables and table covers will be provided.

Details for The Lower Hudson Valley Commercial Fruit Growers' School

Tuesday, February 10, 2015, 4:00 --7:00 PM at the Garden Plaza Hotel, Kingston, NY. The Kingston location is limited to 30 vendors and is limited to 8 x 8 foot individual exhibit spaces and must exclude large equipment. **Setup tables are actually 6 feet long – please plan accordingly!**

Exhibit setup can take place **only** from 2:30 pm to 4:00 pm on Tuesday, February 10th. We will end the afternoon Fruit School program just prior to the start of the Trade Show. Exhibitors need only bring information about their products or services plus a personal name badge. Tables, table covers, and limited access to electricity will be provided (bring your own extension cord). No switching of tables will be allowed without ENYCHP consent. Light snacks and refreshments will also be provided.

Registration Information

The cost to participate in either of these Mini Trade Shows will be \$200 per exhibitor for each location. Trade Show registration includes admittance to that day's educational presentations and lunch for one company representative. Additional lunches can be purchased with the trade show registration. Full meeting registration (admittance to the educational meeting plus lunch) for additional staff should be made by registering them as meeting attendees (meeting registration forms to follow once the speaker program is finalized).

Please fill out the attached trade show registration form and mail it along with your check or call Marcie Vohnoutka for credit card payment information (see registration form for more information). A confirmation and receipt will be returned to you upon receipt of your payment. Remember that space is limited and spaces will be given out on a first come first serve basis! You can pick up your location assignment and lunch tickets at the registration desk on the day of the event.

Get More Exposure and Help Our Efforts—Be a Program Sponsor!

In addition to being an exhibitor, we would like to extend you the opportunity to be recognized as a Program Sponsor of these events. Sponsors are critical and allow us to keep registration fees reasonable for our growers and help offset the cost of bringing in quality speakers. If you choose to become a sponsor (\$100 minimum donation for each sponsored event), your company will be highlighted in the program booklet and on a sign in the meeting area. Please consider being a sponsor for one or both of these Schools!

Want even more exposure? How about donating a door prize with your companies logo! As in year's past, we will be giving out door prizes throughout the program. **Donations can consist of company jackets, hats, tools, or subscriptions for example (Please, NO CHEMICAL donations!)** Donors will be recognized at the time of the drawing. If interested, please include the type of donation and quantity on the registration form!

The registration deadline is January 31, 2015.

Lodging

A block of rooms has been reserved at each conference center for the attendees and presenters of the event. These rooms are also available to vendors. When making a reservation, please be sure to mention you are with Cornell Cooperative Extension Fruit School in order to take advantage of reduced rates. To make a reservation please contact:

The Northeast NY Commercial Tree Fruit School: The Fort William Henry Hotel & Conference Center, Lake George, NY at 1-800-234-0267 or visit their website at: <http://www.fortwilliamhenry.com>

The Lower Hudson Valley Fruit School: Garden Plaza Hotel, Kingston, NY at 845-338-0400 or visit the website at: <http://www.hikingston.com>

Want to know what your monetary support does? Vendor and sponsor support of these shows helps Cornell Cooperative Extension Eastern NY Commercial Horticulture Program keep our grower attendee costs manageable and allows us to bring in speakers that we might not otherwise be able to afford. Proceeds are also completely retained within the ENYCH Program to support future fruit extension projects and needs.

For questions regarding payment, contact Marcie Vohnoutka at 518-272-4210, ext. 111 or mmp74@cornell.edu

For programming or other questions, contact Chuck Bornt at 518-859-6213 or cdb13@cornell.edu, Anna Wallis at 443-421-7970 or email aew232@cornell.edu or Dan Donahue at 845-691-7117 or email djd13@cornell.edu

2015 ENYCHP Winter Fruit Schools' Mini Trade Show Registration Form
The Deadline for Registering for the Trade Shows is January 31, 2015!

Exhibitor's Name: _____

Company Name: _____

E-mail address: _____ Telephone #: _____

Mailing address: _____

City: _____ State: _____ Zip code: _____

Number attending from your organization: _____

Do you require electricity for your table? (please circle one)? YES NO

Types of Products/Services Offered: _____

Please Choose which School(s) you would like to participate in:

Northeast NY Commercial Tree Fruit School: \$200 general trade show or
Platinum Sponsor \$500 (please call first for availability) \$ _____

Extra lunches: (#) _____ at \$25 each:(please include names on next page) \$ _____

Lower Hudson Valley Commercial Fruit Growers' School: \$200 general trade show or
Platinum Sponsor \$500 (please call first for availability) \$ _____

Extra lunches: (#) _____ at \$25 each: (please include names on next page) \$ _____

Would you be interested in also being a sponsor for these conferences?
Sponsors are critical to our event. Your support will be highlighted in the program
booklet and on signs in the meeting area (minimum sponsorship \$100).

I wish to sponsor The Northeast NY Commercial Tree Fruit School: \$ _____

I wish to sponsor The Lower Hudson Valley Fruit School: \$ _____

Total sent with this registration: \$ _____

Would you be interested in donating a fruit-production-related door prize to be given out at the meeting?
Donors will be recognized at the time of the drawing (Please, NO CHEMICAL donations! Donations can
consist of company jackets, hats, tools, subscriptions, etc.) Yes No

Type and quantity of door prize items: _____

Space is Limited so REGISTER EARLY!

Payment Options: To pay by credit card, please fill this form out and call Marcie Vohnoutka at 518-272-4210, ext. 111 and indicate that you would like to register for the "Fruit School Trade Shows". To pay by check, return form with a check made payable to "ENYCHP" and remit to: ENYCHP, CCE of Rensselaer County, 61 State St, Troy, NY 12180.

Names for Additional Lunches

Cost: \$25.00 each This fee does not include the cost for attending the conference portion of the meeting. Additional company representatives that would like to attend the full conference are encouraged to fill out a meeting registration form that would include lunch.

The Northeast NY Commercial Tree Fruit School

Additional Lunch Purchases:

Exhibitor's Name: _____

Exhibitor's Name: _____

Exhibitor's Name: _____

Exhibitor's Name: _____

Exhibitor's Name: _____

The Lower Hudson Valley Commercial Fruit Growers' School

Additional Lunch Purchases:

Exhibitor's Name: _____

Exhibitor's Name: _____

Exhibitor's Name: _____

Exhibitor's Name: _____

Exhibitor's Name: _____