

The holidays are beyond us 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 2017 Empire State Producers EXPO sessions. The full program be emailed to potential sponsors soon, and will be posted on our website. We will have an identical 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 table space for 15 exhibitors in Lockport, and 12 exhibitors in Newark. 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. You can also be a sponsor (any amount) without table space or speaking time.

Your sponsorship will be advertised in the program.

The cost to participate as an exhibitor or sponsor is \$150 per day. 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. There will be 2 minute sponsor speaker spots before the morning coffee break, and in the afternoon.

Use the link for "Sponsorship" at the bottom of our home page or click here: <https://lof.cce.cornell.edu/sponsorship.php> On-line registration will accept credit cards for payment. If choosing this option, please fill out accompanying registration form and email to Kim Hazel at krh5@cornell.edu

If you have questions, please email me (cjk37@cornell.edu) or call my cell at 585-735-5448. We appreciate your continued support of extension programming for the fruit industry. We're looking forward to working with you again in 2017 in many of our programs.

If you wish, you can register and pay online, but in addition please complete and return the registration form. If you wish to pay by check, please return the form with a check payable to "Cornell Cooperative Extension" to:

Attn: Kim Hazel

Cornell Cooperative Extension

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