EMPIRE FARM DAYS
AUGUST 3-4-5, 2021
Tues. 9-4 • Wed. 9-4 • Thurs. 9-3
Palladino Farms - Heritage Hill Brewhouse
3149 Sweet Road, Pompey, NY 13138

Contact Your Country Folks Sales Representative or Call 800-218-5586

Empire Farm Days is Produced by Lee Trade Shows, Inc. a division of Lee Newspapers, Inc.
The Proud Publishers of Country Folks Weekly Farm Newspapers & Country Folks Grower Monthly Horticultural Publication
PO Box 121, Palatine Bridge, NY 13428 • 800-218-5586

www.empirefarmdays.com
SHOW CONTACTS

Show Manager: Ken Maring • 518-673-0103 • 518-221-4124 • kmaring@leepub.com
Assistant Show Manager: Missy Pedro • 518-673-0102 • mpedro@leepub.com
Sales Manager: Ian Hitchener • 518-673-0140 • 518-210-2066 • ihitchener@leepub.com

DECORATOR: **ALL SHIPMENTS MUST GO THROUGH THE DECORATOR TO INSURE ACCURACY**

Great Lakes Events
100 Bickford Street, Rochester, NY 14606
Phone: 585-458-2200 • Fax: 585-458-5087 • www.greatlakesevents.com

Any shipments sent directly to the show site are not the responsibility of this company.

PARKING

Exhibitors are provided free parking in both the North and South lots with an exhibitor parking pass obtained in the show office. The exhibitor parking pass DOES NOT allow exhibitors to park on the show site. There is NO PARKING and NO TRAFFIC allowed on the show site after 8:30am each show day. NO vehicles can be parked on an exhibit. Overnight and trailer parking is available.

FORK TRUCK SERVICE

Fork truck available at no charge for unloading from 8am to 5pm beginning Monday, July 20th through move in and at the beginning of move out. Fork trucks may not be used to assembly equipment.

ELECTRIC

Electricity is available for an additional charge and you must sign up in advance.

Questions...

KEN MARING • kmaring@LEEPUB.COM • 800-218-5586
MISSY PEDRO • mpedro@LEEPUB.COM • 800-218-5586

Sponsored by Country Folks, PO Box 121, Palatine Bridge, NY 13428 • 518-673-3237

www.empirefarmdays.com
Dear Exhibitor,

Below you will see a sample of the Acord Certificate of Liability Insurance form, which is one of the requirements of being an exhibitor in the show. This certificate can be obtained through your insurance company. Please have them email it to mpedro@leepub.com, fax it to 518-673-3245 or mail it to Lee Trade Shows, PO Box 121, Palatine Bridge, NY 13428. Be sure to specify which Trade Show the insurance form represents. (i.e.: Keystone Farm Show, Virginia Farm Show, Empire Farm Days, Hard Hat Expo).

If you have any further questions, please feel free to contact us at 800-218-5586. Thank you!

Your Company Information

Additional Insured:
EMPIRE FARM DAYS and Palladino Farms - Heritage Hill Brewhouse
COUNTRY FOLKS IS THE OFFICIAL PUBLICATION OF EMPIRE FARM DAYS

Two special opportunities are offered to help you promote your presence at the show to attendees prior to the show as well as at the show. All exhibitors receive a basic listing in the program and may submit editorial.

SHOW PROGRAM
This gets inserted in Country Folks the week prior to the show and is handed to attendees as they register at the door. An ad here will help drive customers to your booth.

SHOW ISSUE
This comes out the week of the show and has lots of extra circulation at the show through copies distributed at the Country Folks booth. Let potential customers know what you will feature.

SPECIAL PACKAGE DEAL
If you run an ad in the show program or in the issue that carries the show program, you can repeat the ad in the show issue for 25% off!!

We offer 4 geographical issues to choose from. This offer applies for any combination of these issues. Run your ad in 1 issue or all 4 or any combination.

The full page dimension of our program and publication is 10.25” wide x 13” high. Need help building an ad? We can build an ad for you in sizes from a full page to an eighth of a page.

Ask us about our digital marketing opportunities as well!
From e-newsletters to Facebook postings & Facebook live stream!

☐ Please contact me for these advertising opportunities

Company Name ____________________________________________________________

Name ______________________________ Phone Number _______________________

Email Address __________________________________________________________________________

Mailing Address __________________________________________________________________________

City __________________________ State __________ Zip __________

Please return this form to your Country Folks Sales Representative or ihitchener@leepub.com or fax 518-673-3245
Dear Empire Farm Days Exhibitor,
To be sure your company is included in the Empire Farm Days Show Program, please complete the information on the form below. It is an excellent FREE advertising opportunity for exhibitors. You will also benefit from the additional circulation, as it will be passed out to all attendees at the show.

Company Name: ________________________________________________________________ Booth______________
Address: __________________________________________________________________________________________________
City: ____________________________________________________   State: _______________   Zip: ______________________
Phone: ______________________________________________________   Fax: ________________________________________
E-mail Address: ______________________________________________   Website: ____________________________________
Products You Will Be Exhibiting: ___________________________________________________________________________
_____________________________________________________________________________________________________
_____________________________________________________________________________________________________
_____________________________________________________________________________________________________
_____________________________________________________________________________________________________
New Products Being Introduced (if applicable): ______________________________________________________________
_____________________________________________________________________________________________________
_____________________________________________________________________________________________________
_____________________________________________________________________________________________________
Name(s) of Your Representative(s) to be at the Show: _______________________________________________________
_____________________________________________________________________________________________________

For information on advertising in the show program, call Sales Manager, Ian Hitchener at 800-218-5586 or 518-673-0140

RETURN BY MAIL: Country Folks - Empire Farm Days Program, PO Box 121, Palatine Bridge, NY 13428
Return by Fax 518-673-3245    Attention: Missy Pedro   or   email:mpedro@leepub.com
Please fill out this form if you require electric and did not sign up for it on your contract.

The rates listed are for one (1) outlet only. The charge for service includes electrical current, installation in the most convenient location, and removal at the close of the show. Special service or wiring into equipment will be charged at prevailing rates for labor and materials. We cannot guarantee service prior to show opening on late requests. No credits can be issued on service installed and not used.

☐ Regular 110 Outlet
# of outlets _________ x $50 = $ __________

☐ 220 Electric Single Phase
# of outlets _________ x $250 = $ __________

支付

公司名称：__________________________________________  驻地号：____________________

现场联系人：________________________________________  日期：____________________

地址：______________________________________________________________________________

电话：__________________________________________  传真：____________________________

支付方式：  支票（付款给Lee贸易展）/ 信用卡（VISA, MasterCard, American Express）

信用卡号：________________________________________  有效期：________________________

卡上姓名：________________________________________  安全码：____________  应收费用：$ _____________

返回此表：

帝国农场日，P.O. Box 121, Palatine Bridge, NY 13428

电子邮件：mpedro@leepub.com 或传真 518-673-3245
ELECTRIC

☐ Regular 110 Outlet

# of outlets _____ x $50 = $$

☐ 220 Electric Single Phase

# of outlets _____ x $250 = $$

We agree to occupy and pay for the above exhibit space. **We understand that the contract is not valid without the required deposit. 50% Deposit is due with contract, Balance Due June 1, 2021.** Make all checks payable to "Trade Show Div/Lee Newspapers, Inc." For your convenience we also accept Mastercard, Visa, American Express and Discover. Call 1-800-218-5586 to pay deposit or full balance by charge card. **No Exhibit will be allowed to set up unless paid in full.** To be an exhibitor at Empire Farm Days you must be a customer in good standing of Lee Newspapers, Inc. Customers that do advertising plus trade show business with Lee Newspapers Inc get preferential treatment for booth locations at our shows. After March 15th any customers that have not renewed their contract for exhibit space, release that space for sale and will be paying the next tier pricing for their booth space.

**PLEASE READ THE REVERSE SIDE OF THIS CONTRACT BEFORE SIGNING**

*Proof of Insurance must be provided to show management (see No. 10)*

In signing this agreement, we agree to conform with the terms, conditions, and covenants contained in this application and contract for exhibit space. We will conform with the General Information, Rules & Regulations shown on the reverse side of this application. We agree to meet all deadlines and abide by policies set by the show management.

Exhibiting Co. ____________________________ Person in Charge of Display ____________________________

Signature ___________________________________ Title _________________________________________

Address ___________________________________ Phone ________________________________

City __________________ State ______ Zip ______ Fax Number __________________________

e-mail: ___________________________________ website: ______________________________

For Publicity Purposes, please give us a list of the product names, services etc. that you will be exhibiting in the above exhibit space. (ex: Prudential Insurance, John Deere Tractors, or Bobcat Skid Steers etc.):

_________________________________________________________________________________

_________________________________________________________________________________

All efforts will be made to accommodate your request for exhibit location, however the show management reserves the right to arrange the show in the overall best interest of the show.

If we need to change your desired location for any reason, we will notify you immediately.

CREDIT CARD NUMBER: ____________________________ Security Code: ____________________________ Expiration Date: ____________________________

Name on Card: ____________________________ Amount to Charge: $__________

EMPIRE FARM DAYS EXHIBITOR CONTRACT

Prices From March 16, 2021

10’ x 10’ TENT BOOTHs


Total # of Booths: __________

Total Due: __________

50% Deposit: __________

Balance Due: __________

Prices From March 16, 2021

100’ DEEP FIELD DISPLAYS

☐ 50 x25 - $650.00

☐ 50 x50 - $1300.00

☐ 50 x75 - $1950.00

☐ 50 x100 - $2600.00

Total Due: ______ x 50% Deposit= ______

Balance Due: ______ Area Requested: ______

Prices From March 16, 2021

50 x200 - $5200.00

50 x175 - $4550.00

50 x150 - $3950.00

50 x125 - $3300.00

Total Due: ______ x 50% Deposit= ______

Balance Due: ______ Area Requested: ______

Prices From March 16, 2021

100’ DEEP FIELD DISPLAYS

☐ 100 x50 - $1800.00

☐ 100 x75 - $2700.00

☐ 100 x100 - $3600.00

☐ 100 x125 - $4500.00

Total Due: ______ x 50% Deposit= ______

Balance Due: ______ Area Requested: ______

Prices From March 16, 2021

100 x225 - $8100.00

100 x200 - $7200.00

100 x175 - $6300.00

100 x150 - $5400.00

Total Due: ______ x 50% Deposit= ______

Balance Due: ______ Area Requested: ______

Prices From March 16, 2021

Regular 110 Outlet

# of outlets _____ x $50 = $$

Prices From March 16, 2021

220 Electric Single Phase

# of outlets _____ x $250 = $$

Regular 110 Outlet

# of outlets _____ x $50 = $$
1. MANAGEMENT
This show is owned and managed by Lee Newspapers, Inc, Palatine Bridge, N.Y. The word 'management' used herein shall mean the sponsors acting through their officers or the Exhibit manager.

2. RULES
Each prospective exhibitor is required to sign the official application contract for space in the exhibition. By doing so, he subscribes to the General Information, Rules and Regulations which are a part of the application and contract to comply insofar as the same may be applicable to the use and occupancy of space by said prospective exhibitor.

3. APPLICATION
Application for exhibit space must be on the forms provided and must be accompanied by the required deposit made payable to Lee Newspapers, Inc. See front for full details.

4. ASSIGNMENT OF SPACE
Space assignment will be made by management in keeping with exhibitor's preferences insofar as it is possible. In case of duplicate requests, the earliest application to arrive shall receive preference. In case of further duplication, other factors to be considered by management will include the size of the space, customers in good standing with Lee Newspapers, Inc, nature of the equipment, height, weight, etc. as well as compatibility with exhibits in same area.

5. MANAGEMENT OF SPACE
Inside space will be sold as 10'x10' or 8'x10'; see front for full details. Open floor space sold by sq. ft. A deposit is due with contract as per conditions on front. All exhibits must be paid in full as per conditions on front before set up will be allowed.

6. DEFAULT
Any exhibitor failing to occupy any space contracted for but not cancelled is obligated for the full cost of the space and is not entitled to any rebate. Furthermore if space contracted for is not occupied by the time the show is open to the public, it shall be considered saleable real estate and management is no longer under obligation to make provisions to allow occupancy by original purchaser unless previous arrangements for unforeseen difficulties getting to the show site have been made. Management shall have the right to use said space as it deems fit to suit its own convenience including selling the space to another exhibitor without any rebate or allowance to the defaulting exhibitor and without incurring any obligation of any kind to said prospective exhibitor.

7. CANCELLATION
An exhibitor may cancel or withdraw from the exhibit subject to the following conditions and restrictions:

a. If notification to cancel is received in writing no later than 90 days prior to the show dates the cancellation fee will be 50% of the total cost of space contracted for.

b. There shall be no refunds for space cancelled within 90 days of the show.

Management assumes no responsibility whatsoever for having included the name of the cancelled exhibitor or descriptions of its products in any catalogs, brochures, releases or any other materials, or in any advertising matter relating to this show.

8. OFF-SITE ACTIVITIES
Exhibitors are prohibited from having any off-site activities during show hours.

9. LIMITATION OF LIABILITY
The exhibitor agrees to make no claim for any reason whatsoever against show management, or Show Facility, their management or employees for loss, theft, damage or destruction of goods; nor for injury to himself or his employees while in the exhibition quarters, nor for any damage of any nature or character, including any damage to his business by reason of failure of the show to provide space for the exhibit, or the removal of the exhibitor space and from the exhibition quarters, nor for any action of any nature of management in case the premises of the show shall be destroyed or damaged, or if the show fails to take place as scheduled, or is interrupted and/or discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by the government agency or by show management, or for any other reason, this contract may be terminated by management, and in the event of such termination, the exhibitor waives any and all damages and claims for the damages and agrees that the sole liability of management shall be to return to each exhibitor his space payment, less his pro rate share of all costs and expenses incurred and committed by show management.

10. INSURANCE
All property of the exhibitor shall be deemed to remain under his custody and control at all times including transit to or from, and within the confines of the exhibition areas, subject to the Rules and Regulations of the exhibit. Exhibitors are advised to carry floaters insurance to cover Property or Inland Marine insurance to cover the damage or loss to their business personal property, equipment, materials, exhibits and other possessions. Exhibitors agree to carry General Liability Insurance of at least $1,000,000 per Occurrence, $2,000,000 General Aggregate, and $2,000,000 Products and Completed Operations Aggregate.

The exhibitor will name “Lee Newspapers, Inc.” as an Additional Insured on a Primary & Non-Contributory basis under their General Liability Insurance. Exhibitors will carry Workers Compensation and Employers Liability Insurance with limits of at least $1,000,000/$1,000,000/$1,000,000 as required by the laws of the State in which the Trade Show is located. The Workers Compensation coverage will include coverage for all sole proprietors, partners, members or stockholders that will be on the premises of the exhibit at any time. A certificate of insurance showing these requirements are met shall be provided to show management prior to booth set up and will provide 30 days written notice of cancellation for any reason. Exhibitor will carry Commercial Automobile Insurance to cover all owned, hired and non-owned vehicles entering the premises for a limit of at least $1,000,000 per Accident and shall name Lee Newspapers, Inc. as an Additional Insured on a Primary & Non-Contributory basis ( and Owner of the premises if needed). Management will carry public liability insurance for injury to exhibition visitors, exhibitors, and their agents and employees. But this will not cover exhibitor's employees when they are on space rented by exhibitor and management is not responsible for the safety of exhibitor's property or for loss or damage from theft, fire, accident, vandalism or other causes. All policies, including the Property/Inland Marine , General Liability, Automobile and Workers Compensation shall have a Waiver of Subrogation endorsement in favor of Lee Newspapers Inc. ( and the owner of the property if needed)

10a. WAIVER OF SUBROGATION
exhibitor waives all rights of recovery against Lee Newspapers, Inc and the owner, regardless of cause or any negligence of Lee newspaper Inc.’s or the owners that may have contributed to the loss.

11. HOLD HARMLESS
To the fullest extent permitted by law Exhibitor agrees to hold Lee Newspapers, Inc. it’s subscribers, agents and employees harmless and agrees to defend them from any injuries or damage to any party as a result of the exhibitor's or employees negligence, attendance or participation in the exhibition to the fullest extent permitted by law.

12. INSTALLATION AND DISMANTLING
Exhibitors may begin installing their exhibits subject to scheduling established by management. Dismantling will start only after the close of the trade show. All moving in or out of exhibition assumes no responsibility whatsoever for having included the name of the exhibitor or descriptions of its products in any catalogs, brochures, releases or any other materials, or in any advertising matter relating to this show.

13. EXHIBIT DESIGN

14. REFRESHMENTS, GIFTS AND CONTESTS, ETC.
Management reserves the right to prohibit, limit or discontinue the distribution of any gifts, giveaways or similar promotions. Contests, raffles and drawings, if permitted under state or local laws, will be subject to the approval of the Exhibitor Manager but are subject to restrictions imposed by the building dimensions. Failure to comply with these design requirements could result in modification or removal of exhibits. One standard 7’x4”, one line sign with copy limited to company name plus booth number, will be provided to each exhibitor.

15. SAFETY, FIRE AND HEALTH
The exhibitor agrees to accept full responsibility for compliance with national, state and local safety and fire regulations. Equipment on display shall have battery leads disconnect-ed, gas tanks emptied and locked or taped shut, and the ignition keys removed. Only flame proofed materials shall be used in each exhibit.

16. SECURITY
Every reasonable precaution will be taken to protect property during the installation, display and removal periods.

17. MESSAGE CENTER
Messages for exhibit personnel will be held at the message desk. Exhibitors are urged to check the message center on a regular basis. Message Service not always available.

18. APPEARANCE-GENERAL
Each exhibitor is requested to recognize the rights of other exhibitors and realize that the general appearance of the exhibit as a whole must take precedence over that of any individual exhibit. The management requests cooperation in maintaining due regard for all adjoining exhibits and in keeping all displays within the bounds of good taste and in confor-mance with safety regulations. Exhibitors are instructed not to create excessive obstruction of aisles or prevent ready access to any other exhibitor's booth. Those in violation will be required to remove the obstruction. No advertising or exhibit will be allowed to extend beyond the space allotted to the exhibitor, and no exhibitor's products, equipment or booth construction may be so placed as to exclude the view of the neighboring exhibits for visi-tors passing through the aisles. The use of moving pictures will be permitted subject to approval and control by the management. Sound movies will be permitted only if unobjec-tionable to neighboring exhibitors. Any sound systems which create excessive noise mak-ing normal conversation in neighboring booths difficult may, at the discretion of the man-age-ment, be restricted to periodic operation and exhibitor assumes all responsibility for compliance with union requirements relating to projection equipment and sound systems.

19. DECORATOR
The show has retained one firm to serve as the exhibit decorator. Because of set-up schedules and possible bonding requirements, management requests that all exhibitors use the services of the appointed decorating firm.

20. GENERAL
All matters and questions not covered by the General Information, Rules and Regulations are subject to the decision of management. The General Information, Rules and Regulations may be amended or supplemented at any time by management, and all such amendments, additions or changes shall be binding on all parties affected as the original General Information, Rules and Regulations.