

New Hampshire Farm, Forest & Garden Expo

Friday, May 3, 9am-7pm & Saturday, May 4, 9am-4pm

Deerfield Fairgrounds, Deerfield NH

Presenting Sponsors: NH Division of Forests and Land; NH Department of Agriculture, Markets and Food; UNH Cooperative Extension



Primary attendee demographic: families, homeowners, small farms and hobby farmers.

Off-site Primary Contact

First & Last Name	
Email Address	
Office Phone Number	
Cell Phone Number	

On-site Primary Contact

First & Last Name	
Email Address	
Office Phone Number	
Cell Phone Number	

Company Mailing Address

Company Physical Address if Different

Website

Paragraph about your company/organization. This will be posted on our website's exhibitor directory.

Referring to the included Vendor Booth Space maps, please list your first, second and third choice spaces. Pink Premium booths are only available to Home Owner commercial vendors such as siding and windows after February 1st. Agricultural businesses and sponsors will have first option to these spaces.

1 st choice	2 nd choice	3 rd choice	notes

[] If you have a commercial building within our footprint and you would like to use it, please reach out to kelly@nhfarmandforestexpo.org

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Please select your amenities:

How many 8' tables do you need? \$30 ea	
How many folding chairs do you need? \$5 ea	
WiFi – transactions only – no streaming please \$0	
Electricity – standard 110v \$0	

We do have camping on the grounds with water and electric. There is a free dumping station on site. \$40 per night starting from when the camper is placed. Please indicate how many campsites you need for which nights.

Wednesday, May 1		Friday, May 3	
Thursday, May 2		Saturday, May 4	

Camper Make/Model	License Plate	State

If you would like to present a 45-minute workshop in our classroom space please fill out the below. Please note workshops must be informational and not sales oriented. There is no financial compensation for presenting. Expo admission includes all workshops. Attendees will have the opportunity to pre-register this year as well as fill walk-in seats. All workshops will start on the half-hour 9:30am – 3:30pm. AV equipment will be available in each classroom.

Title	
Preferred day/time	
Description	

- Each vendor will receive up to 10 exhibitor passes for your staff as part of your package.
- Blocks of 10 attendee tickets are available for purchase to give or sell to your customers for \$80 (retail value \$100). You can order them at the end of this form.

The fine print and logistics:

Exhibitor Requirements – Who can Exhibit

We invite Commercial Exhibits, which advertise and promote equipment, supplies, and services generally used by and appropriate to New Hampshire agriculture, forestry and gardening and are generally associated with farming, forestry and gardening in the state. Distributor exhibits will not be admitted to the 2024 NH Farm and Forest Expo Trade Show, but distributors may work with dealers and assist in assembling and staffing a commercial exhibit. The intent of this is to ensure potential customers are in direct contact with the individuals and firms with whom they will be dealing in the event they wish to purchase a particular piece of equipment. It is also intended to prevent redundant displays of the same brand of equipment by both a distributor and one or more dealers. Exhibitors with the same brands of equipment from different trade areas are encouraged to combine in order to make a more complete and interesting display. Equipment, supplies, and services advertised in exhibits must be suited for use by part-time and full-time farmers and woods operators.

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Exhibitors that primarily feature items used by the homeowner, such as windows, siding, lawnmowers, wood stoves, hand tools and the like will have last priority for available booth space to maintain the educational balance we are looking for.

We do, however, see a need for equipment scaled to production on smaller farms with ten acres of land or less. Preference is given in allocating booth space to New Hampshire firms dealing extensively with New Hampshire agriculture and/or forestry.

The second preference will be to out-of-state firms with firm business commitments within the state. The third preference will be to firms that offer new products or services which will likely be of interest and potential value to New Hampshire farm, forestry, and garden people.

General Booth Information

The Expo encourages exhibits that foster engagement and education. You are strongly encouraged to have an interactive demonstration and/or hands-on component to your exhibit.

Each standard booth is 10 feet wide and 10 feet deep. Exhibitors are encouraged to bring their own tables, linens, mountings, panels, chairs, carpets, extension cords, and other extras. Advance rentals for bare tables, & folding chairs are available. You will be asked to help move your rented tables/chairs to and from your booth.

Return of Exhibitor Fees/Cancellation of Attendance

Due to the financial commitments Expo management has made prior to the actual Expo event, please be advised the NH Farm, Forest, and Garden Expo will remain open throughout the duration of posted show hours. This is subject to acts of God, casualty, war, government regulation, civil disorder, terrorism, disaster, strikes or any other cause of emergency beyond Expo management's control, making it totally inadvisable, illegal or which materially affects the ability of Expo management to execute the Expo.

In the case of severe weather, the Expo will remain open unless the governor of the state of New Hampshire (or designee) has declared a State of Emergency for the state. Exhibitors are encouraged to use discretion about your organization's participation in the Expo. No exhibitor refunds will be provided.

Set Up

Set up for all exhibitors will be on Thursday, May 2, 2024 9am-7pm and Friday, May 3, 6am-9am.

Break Down

To give our late arriving guests the best experience and impression of our expo, we ask that you do not break down your booth until after 4pm on Saturday, May 4th. Guest experience is important to the success of our show, so you will be charged a \$25 fee for breaking down early and will not be allowed to use the inside the grounds vendor parking in 2025.

Food Handling Requirements

A copy of your New Hampshire Department of Health Food License and a copy of your most recent facility health inspection form must be sent to expo management.

Public safety is of the utmost importance, so please understand that if your certification and health inspection form are not received by the Expo staff by April 1, 2024, your organization's ability to exhibit at the 2024 NH Farm, Forest, & Garden Expo will be revoked with no refund of booth fees.

Insurance Certification Information

We require that a Certificate of Insurance be provided. The policy must be a One Million Dollar General Liability policy

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issued by a company authorized to do business in New Hampshire. This is a simple (one page) document which is issued as a matter of information only from your general liability insurance policy agent. There is generally no extra cost to you from your insurance company.

This Certificate of Insurance must contain the NH Farm, Forest, & Garden Expo dates of May 2-5, 2024, and list the NH Farm, Forest, & Garden Expo as 'Additional Insured.' This form must be received by April 15, 2024. If not received, your organization cannot be allowed access to the Expo. If your organization is self-insured, please provide a statement on your organization's letterhead stating your insurance current status, signed by an official at your organization. Insurance certifications or statements of self-insurance may be e-mailed to info@nhfarmandforestexpo.org.

Staffing

All booths, with the exception of showcase booths, must be staffed during the hours that the Expo is open to the public. Granite State Ambassador volunteers will be available to give you a break should you need to step away from your booth and you do not have the staff to cover in your absence. The Ambassadors wear green shirts and are usually found at the entrance to the show floor. You can flag them down as they walk the floor, or you can schedule a break by texting 603-851-8624 with your booth number. They will not be responsible for sales, as their function at the Expo is to solely lend support to Expo Management and guest interaction.

Selling

Your mode of selling and safety of your cash box is your responsibility. While the main focus of the Expo will always remain educational, the Farm, Forest, & Garden Board of Directors does allow direct sales of agricultural and forestry-related items.

If at any time during the show the Board of Directors deems an item you are selling inappropriate for the NH Farm, Forest, and Garden Expo, you will be notified so you can remove it from the show. If you are uncertain of the acceptance of an item you plan to sell, call Kelly Bryer, our Expo Manager, at (603) 851-8624.

There is to be absolutely NO raffling or selling of live animals during the trade show. Any other raffles must be approved in advance by the Exposition Manager, following the State of NH RSA's.

Company Name: _____

I have read the above Signature and Date: _____

Amount Due. *Deduct \$25 per booth if paid before February 1, 2024.*

Booth Space(s)	Furniture	Admission Ticket Blocks of 10 (\$80)	TOTAL DUE
\$	\$	\$	\$

** Camping and Food Vendor Fees will be invoiced from the Deerfield Fairgrounds

Email me a credit card invoice

Mail check to: NH Farm and Forest Expo • PO Box 2585, Concord NH 03302

I'd like to talk about sponsorship opportunities. *Details are at the end of this document.*

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Building A

Building B

Building C



OUTDOOR VENDING SPACE



Booth Size	Color Code	Square Footage	Cost
100 x 100	Yellow	10,000 sq ft	Presenting Sponsors
50 x 100	Teal	5,000 sq ft	\$600
50 x 50	Pink	2,500 sq ft	\$500
10 x 20 (deep)	Orange	200 sq ft	\$300
10 x 10	Green	100 sq ft	\$250

Early Bird Registration by February 1, 2024 – TAKE OFF \$25 per booth.

- Power is available for most sites via extension cords.
- Note: The Deerfield Fairgrounds has an additional \$200 fee for all food vendors.

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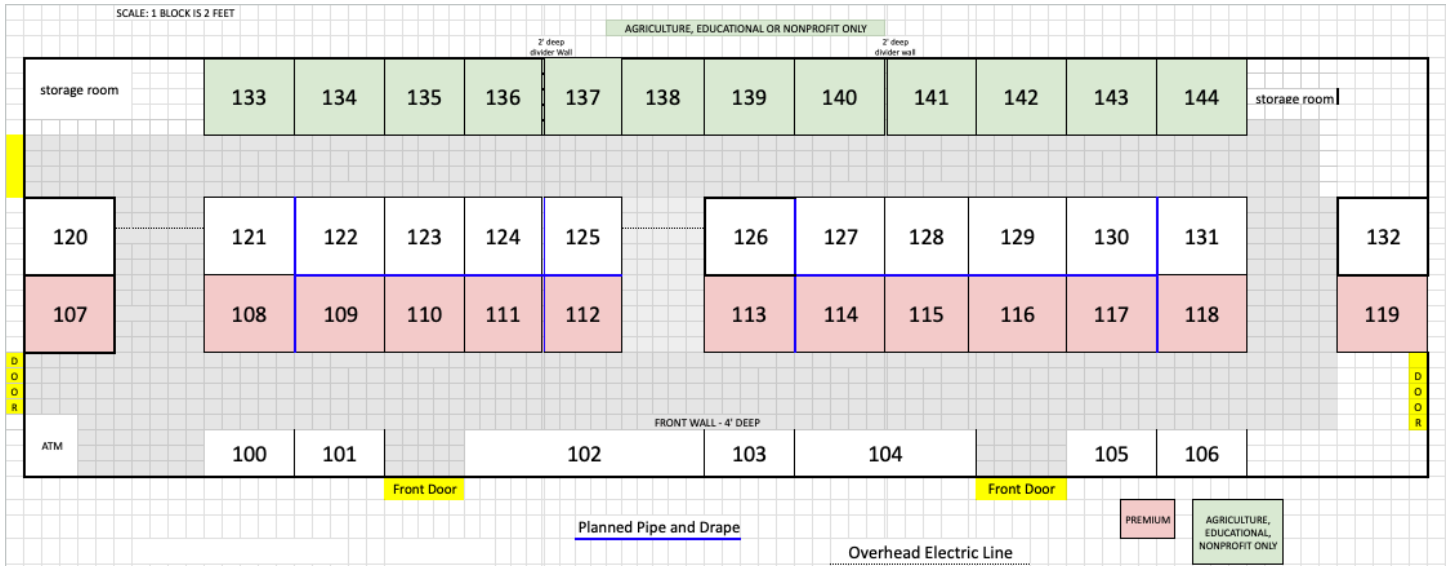
Building A

Building B

Building C



BUILDING A



Booth Size	Educational	Commercial	Premium (pink)
10 x 8 (green)	\$245	n/a	n/a
10 x 10	\$300	\$350	\$425
Demo Space #100-106		Call to inquire	

Early Bird Registration by February 1, 2024 – TAKE OFF \$25 per booth.

- Green, 10x8 booths are available to only educational/nonprofit organizations until February 1st.
- We invite Commercial Exhibits which advertise and promote equipment, supplies, and services generally used by and generally associated with farming, forestry and gardening in the state. Pink Premium booths are only available to Home Owner commercial vendors such as siding and windows after February 1st. Agricultural businesses and sponsors will have first option to these spaces.
- Blue lines designate Pipe and Drape. There will not be any side booth delineation.
- Middle booths have shared electric overhead and are accessed through extension cords dropping from ceiling. See dotted line for location of electric run. Power can be dropped into any booth.
- Wall booths have shared electric wall sockets.
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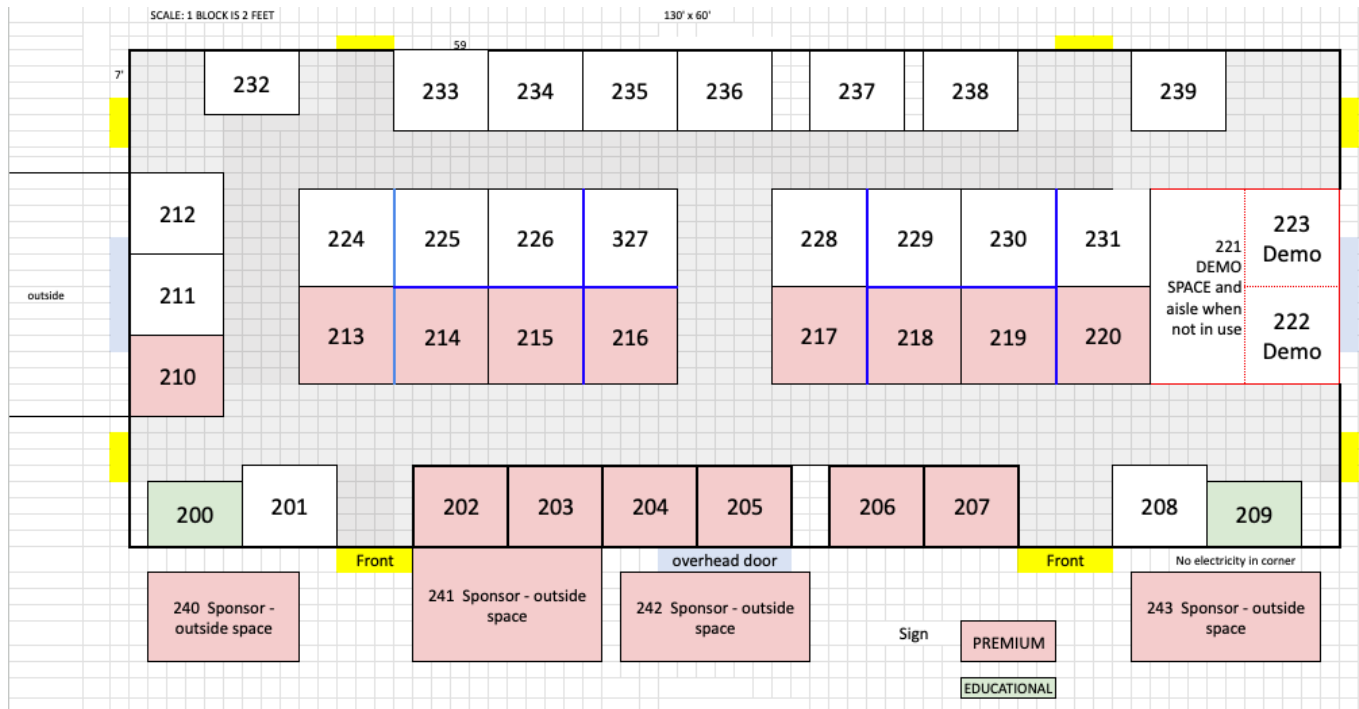
Building A

Building B

Building C



BUILDING B



Booth Size	Educational	Commercial	Premium (pink)
10 x 8 (green)	\$245	n/a	n/a
10 x 10	\$300	\$350	\$425
Demo Space #221-223		Call to inquire	

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- Indoor/Outdoor combo space by special arrangement only.

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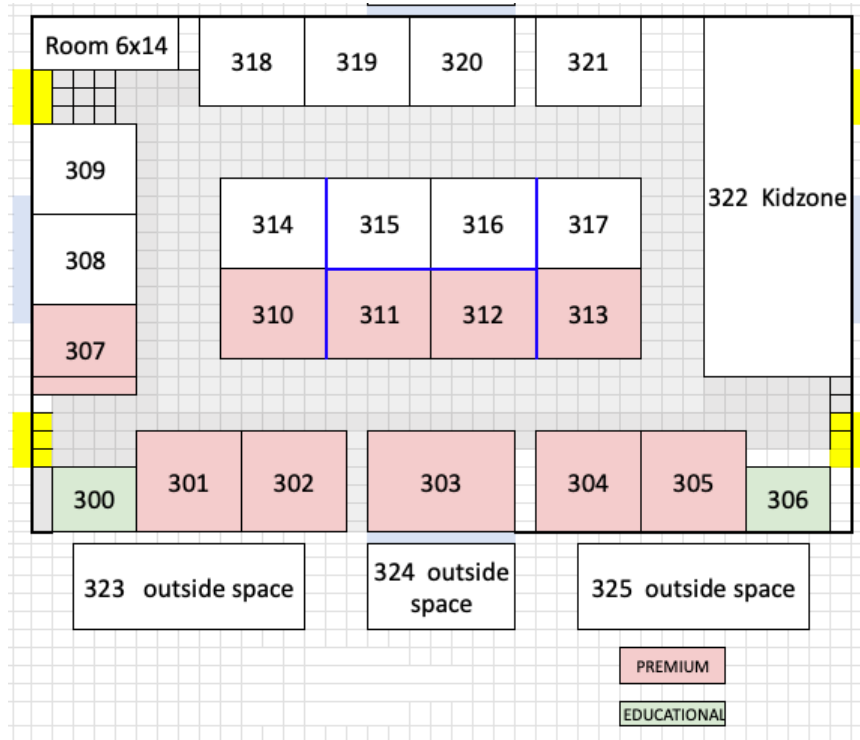
Building A

Building B

Building C



BUILDING C



Booth Size	Educational	Commercial	Premium (pink)
10 x 8 (green)	\$245	n/a	n/a
10 x 10	\$300	\$350	\$425

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41st NH FARM, FOREST AND GARDEN EXPO

SPONSORSHIP OPPORTUNITIES



\$2500 – Building Sponsor – Be the sponsor with the best exposure.

- Two Free 10' x 10' booth spaces, predominantly located at the entrance of your building.
- Benefits: Your company's logo outside the main entrance of Expo for an expected 5500 Expo guests to see; name prominently mentioned in all event press releases, opportunity to appear on local radio interview with Expo management, your company's banner displayed at entrance gate, color logo and web link to your website; 15 free passes to Expo.

\$1500 – Television/Social/Media Sponsor - Help sponsor television and social media advertising!

- One Free 10' x 10' booth space in Exposition Hall.
- Benefits: Have your company's logo appear in our television advertisement, along with verbal recognition for 10 days prior to the Expo. Name prominently mentioned in all event press releases, your company's banner displayed at entrance gate, color logo and web link to your website; 10 free passes to Expo.

\$1000 – FARMO Sponsor - Sponsor this annual bingo-style game for our young Expo attendees!

- One Free 10' x 10' booth space in Exposition Hall.
- Benefits: Hundreds of Expo attendees participate in this game each year by visiting exhibitor booths. Your company's logo will appear on FARMO game cards and on prizes. Your company's banner at entrance gate, color logo and web link to your website; 10 free passes to Expo.

\$ 500 – Education Workshop Classroom Sponsor - Sponsor classroom space for up to 15 workshops

- One Free 10' x 10' booth space in Exposition Hall.
- Benefits: Hundreds of Expo attendees attend our workshops, and here's an opportunity for your company's logo to appear on signage outside of each workshop. Your sponsor materials will be placed in each room for workshop attendees. Color logo on Expo brochure next to workshop listings. Your company's banner displayed at entrance.

\$ 750 – Ag Discovery / KIDZONE Sponsor - Have Your Company Promoted in our fun KidZone Area!

- Benefits: Banner with your company logo in KidZone area, listing on Kidzone Schedule posters in Kidzone area, preferred demonstration time in Kidzone, your company's banner displayed at entrance gate, logo and web link to your website; Additional 5 free passes to Expo

\$ 250 – Co-op Radio Advertising Sponsorship

Have your company name and information featured during one of two 60-second radio advertisements promoting the 2024 NH Farm & Forest Expo on the radio in the two weeks preceding the Expo.

\$ 50 – Business Size Ads in the FARMO Booklet

Have your company promoted in the FARMO booklet.

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