

Exhibits may be set up between 7 a.m. and 11 a.m., Friday, February 22, 2002. Exhibit materials **MUST** remain in place until 2:30 p.m. on Saturday, February 23, 2002. See schedule for trade show hours.

Exhibit area will be secured at night by conference sponsors. However, MADMC, the Mid-Atlantic Direct Marketing Association, et. al, (referred to as the hosts) and the Holidome or any of its agents will not be held responsible for any losses or injury should they occur. Exhibitor agrees to indemnify and save harmless the host and the Holidome, et. al. from and against any and all claims (including reasonable attorney fees) arising out of their activities at the conference.

Payment for space rental and/or sponsorship must be received by **December 31, 2001** to be listed in the conference program.

Please check one:

- | | | | |
|--------------------------|-------------------------------------|-----------|----------|
| <input type="checkbox"/> | One space | \$275 | \$ _____ |
| <input type="checkbox"/> | Two spaces | \$550 | \$ _____ |
| <input type="checkbox"/> | Three spaces | \$825 | \$ _____ |
| <input type="checkbox"/> | Sponsorship | \$500 | \$ _____ |
| <input type="checkbox"/> | One electrical outlet
(110 volt) | No charge | _____ |
| <input type="checkbox"/> | Electrical outlet (220 volt) | | \$ 10.00 |

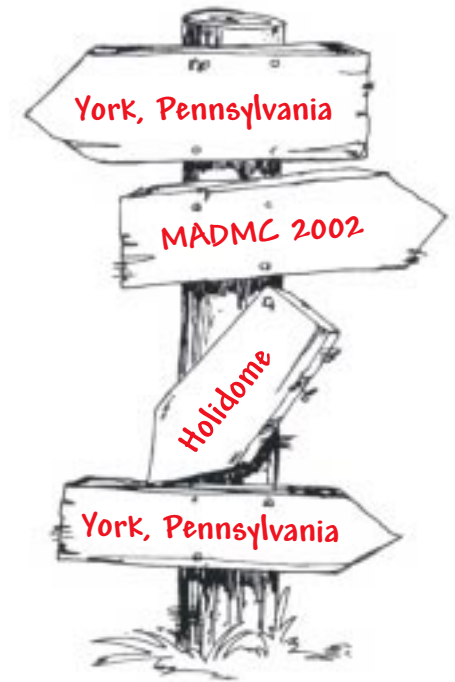
TOTAL \$ _____

Make check payable to: **PA Farm**

Mail to: Cathy Belcher
c/o VDACS
1100 Bank Street, Room 1021
Richmond, VA 23219

MADMC will have prize drawings throughout the show. Your assistance in providing a prize would be appreciated. It can be a product or service or a coupon for a dollar amount or a percentage off of the first order. Please indicate below what that prize would be.

MADMC EXHIBITOR REGISTRATION



2002 MADMC Hosts

Pennsylvania Retail
Farm Market Association

Penn State
Cooperative Extension

Pennsylvania
Department of Agriculture

February 20-23, 2002
**Holidome &
Conference Center**
York, Pennsylvania

What Direction are *You* headed?

The **2002** Mid-Atlantic Direct Marketing Conference

→Where the consumer and the farmer meet.

Head for York, Pennsylvania, February 20-23, 2002 to showcase your products to farm direct marketers from up and down the East Coast.

The conference will be held at the Holiday Inn Holidome and Conference Center. Exhibitor hotel reservations can be handled directly through the Holidome. To take advantage of conference rates, indicate that you are participating in the Mid-Atlantic Direct Marketing Conference and **make your reservations before January 19, 2002.**

Holidome and Conference Center
2000 Loucks Road
York, PA 17404
1-800-992-0613
(717) 846-9500
www.crownamericanhotels.com

If you have any questions concerning the conference or trade show, contact:

Cathy Belcher
Virginia Dept. of Agriculture
(804) 786-4046
cbelcher@vdacs.state.va.us

or check out the web site:
www.madmc.com

Conference Schedule

Wednesday, February 20, 2002

Factory Tour
Consumer Solutions Seminar
Workshops

Thursday, February 21, 2002

Farm Market Tours
6:30 p.m. Opening Reception

Friday, February 22, 2002

7:00 - 11:00 a.m. Trade Show Set Up
9:00 - 11:45 a.m. Concurrent Sessions
12:00-2:00 p.m. Trade Show Opens,
Lunch in the Trade Show
2:00-4:45 p.m. Concurrent Sessions
2:30-4:30 p.m. Trade Show Closed
and Secured
4:30 p.m. Trade Show Open
7:30-9:30 p.m. Trade Show with
Entertainment

Saturday, February 23, 2002

9:00 a.m. Trade Show Opens
9:00-11:45 a.m. Concurrent Sessions
12:00-2:00 p.m. Taste of Pennsylvania
Lunch in Trade Show
2:30 p.m. Trade Show Closes,
Trade Show Takedown

Shipping Information

If you have product or display materials, which need to be shipped to York, please contact:

Ken Lint

Penn State Exposition Services, Inc.
(717) 236-6733

Be sure to tell him you're exhibiting at the Mid-Atlantic Direct Marketing Conference at the Holidome.

Registration Form

(Please type or print legibly)

Firm _____

Address _____

Phone (____) _____

FAX (____) _____

E-Mail _____

Representative(s) - Include all needing name badges

We wish to reserve exhibit space in accordance with the following terms:

Each exhibit space will be 6 x 8 feet and include a 6-foot skirted table, two chairs, trash can, and single electrical outlet (110 volt). Any other materials or services will be paid for by the exhibitor.

Please indicate if electrical service other than 110 volt is required. Additional charges will apply. *Please explain.*

You must bring your own extension cords and power strips.

Please indicate if you will need a computer hook-up.

We wish to be a MADMC sponsor

For this sponsorship, your name will be listed in the conference program, which will be given to all attendees; your name will be on posters in various locations throughout the hotel; and you will be supporting the industry.

We wish to exhibit and be a sponsor