

## Setting Up & Taking Down

You may set up your exhibit between **7:00 and 8:45** am on April 26th. Your confirmation letter will explain where to check in to receive your location assignment. We ask that you limit the number of vehicles involved in unloading exhibits in the display areas due to safety concerns. If you arrive late, you will be required to park your car and unload from the parking lot—no exceptions!

You will be allowed to take down exhibits at 4:15 p.m., and *no earlier*, for safety reasons. **These are the only times when the display areas will be accessible to vehicles.** This will be strictly enforced with road closures and by Public Safety personnel. **All vehicles must be removed from the grounds by 9:00 a.m. and will not be allowed to return until 4:15p.m.**

## CONFIRMATIONS

Please keep this packet for future reference. Confirmation letters and parking directions will be sent to the Contact Person on your form approximately 10 days prior to the event. **Site locations will be given to each exhibitor when you check in on *Ag Day*.**

## PUBLICITY & SPONSORSHIP

*Ag Day* is widely publicized via media outlets and the direct distribution of our professionally designed *Ag Day* posters and flyers. We appreciate the assistance we get from our exhibitors, many of whom are willing to distribute posters for us or have flyers available to patrons and friends. If you are willing to help spread the word about *Ag Day* via a poster or flyer, please indicate this on the registration form.

You can help us defray our costs by becoming a sponsor of our *Ag Day* T-shirt (see enclosed form.) This is a way to get added publicity for your organization while helping to support the overall event. The generous donations of our exhibitors allow us to continue to improve *Ag Day*, and we thank you in advance for your support.

## FOR MORE INFORMATION

Contact Karri Van Blarcom at [kvanb@udel.edu](mailto:kvanb@udel.edu) or by phone at 302/831-2508.

# Ag Day 2008

## Sustaining Life from Soil to Sky



### GUIDELINES FOR PARTICIPATION

#### GENERAL INFORMATION

##### *History of Ag Day*

*Ag Day* began as a small event, with exhibits provided solely by the College of Agriculture and Natural Resources, and was designed to educate the public about the importance of agriculture and natural resources within our community. The event has grown over the last three decades, but has not lost its educational focus. *Ag Day* now includes student groups, academic units, and community organizations that provide educational activities, lectures, exhibits, tours and entertainment for our guests. *Ag Day* also features farm tours, plants sales, animal exhibits, musical entertainment, and extensive food sales. You can help us continue to make history by providing your educational expertise through exhibits, lectures, and demonstrations at this year's *Ag Day*!

##### *Date & Time*

Saturday, April 26, 2008 from 10 a.m. – 4 p.m. Rain or shine!

##### *Location*

*Ag Day* is held on the grounds of the College of Agriculture and Natural Resources, University of Delaware, in Newark, DE. We are located at Townsend Hall, 531 S. College Ave, next to the UD Ice Arena.

*Please read all sections carefully. Receipt of your registration form indicates that you have read and agree to uphold the *Ag Day* policies outlined here.*

##### *Audience*

There is something for everyone at *Ag Day*! Visitors to *Ag Day* include families with young children, homeowners, life-long learners, and college-aged students.

#### EXHIBIT INFORMATION

##### *Benefits of Exhibiting*

This event attracts more than 3000 visitors of all ages. By participating as an exhibitor, you can promote your organization; educate others about your mission; and raise funds for your group. Exhibit topics are wide ranging, and include subjects such as animal health, environmental preservation, biotechnology, gardening, water quality, bird identification and much more.

##### *Cost*

Because *Ag Day* is a profitable event for many of our exhibitors, but a non-profit event for the College, we must charge a minimal registration fee to cover the expense of tents, tables, chairs, electrical service, publicity, public safety, and related items. We do not charge for parking or admission, which encourages large crowds at the event and ultimately benefits each exhibitor.

**Fee payment varies according to exhibitor classifications, which are outlined on the registration form, and payment must be**

received with your registration form. No registration will be processed until payment is received. Checks can be made payable to the University of Delaware, and there are NO REFUNDS of registration fees after April 15th. All cancellations must be received prior to that date to receive a refund.

## PLANNING YOUR EXHIBIT

### *Educational Component*

Because the mission of *Ag Day* is to educate and inform, all exhibits should be educational, interactive, and related to agriculture or natural resources. Incorporating this year's theme—*Sustaining Life from Soil to Sky*—into your display is strongly encouraged. Prizes will be awarded to the organizations with the most outstanding educational displays.

### *Judging*

All exhibits will be judged on their educational value. A panel of judges will review the exhibits on the following criteria:

- (1) relevance to and incorporation of the *Ag Day* theme;
- (2) interactive quality of exhibit;
- (3) and educational value to the *Ag Day* audience. General aspects, such as creativity, and clarity, also will be evaluated.

### *Tables, Chairs & Other Needs*

We will provide a maximum of two 8' tables and four chairs per exhibitor. **If you have needs beyond this, please contact the Ag Day Team (at 302/831-2508 or [kvanb@udel.edu](mailto:kvanb@udel.edu)) to see if accommodations can be made. An additional charge for extra tables may be incurred.** Trash cans for the event will be provided, but you may not move them to your exhibit location.

### *Exhibit Space*

Space is provided on a first-come, first-served basis. We try to accommodate all requests, but are limited by space. Because the event is rain or shine, we will set up all exhibits either inside Townsend Hall (in the lobby or Commons area) or outside under tents. If a large amount of open space is needed around your tables, please specify the amount you need (in square footage) and the intended use of the space. We also need to know if you require exhibiting/activity space in front of or behind your table. **If you do not indicate a need for extra space on your registration form, standard exhibit space will be limited to the total length of your table(s) and 3' behind your table(s). If you need to be located next to another exhibitor, please note this on your form.**

### *Electricity*

**Electrical hookups are limited.** Please consider if an electrical component is absolutely necessary for your exhibit. There is a \$10 surcharge for electricity to cover our costs for an electrician, generators, and electrical cords. **If you require electricity, we need to know the voltage or wattage required to run your electrical item.** If you do not provide this number, electricity will not be provided for you. We reserve the right to deny electrical requests.

### *Animals*

Bringing outside animals to *Ag Day* is subject to the approval of our Farm Manager. On the registration form, please explain your proposal to bring animals, and we will let you know if we cannot accommodate your request. All animals must be tethered or caged, and child-friendly. You should not bring animals that are aggressive or not used to large, noisy crowds. Animals must be

attended to at all times and provided with their own water. **The Ag Day committee has the right to remove any animal that poses a public-safety concern.**

### *Pricing*

Many groups use *Ag Day* as a way to raise money for their organizations. Because of *Ag Day's* educational mission, we require that all exhibitors make **information** and **education** their primary focus, with fundraisers being secondary. If you intend to sell something, please indicate this on the registration form, and let us know how much you will be charging. **Please keep prices minimal.** If we have questions about the focus of your exhibit, we will contact you. Failure to comply with the educational mission of *Ag Day* will result in a group's removal from future *Ag Days*. If you have questions, please let us know.

### *Food Sales*

Food sales are allowed, but a permit is required. Please indicate what you will be serving at *Ag Day* on the registration form. We have included a permit application in this mailing, and it **must be returned to us with your registration form no later than March 14<sup>th</sup> so that we can obtain the proper permits. This is necessary for all food sales.** All food vendors are responsible for providing your own table covers, gloves, hair coverings, utensils, etc. If you will likely have a large amount of trash, you must provide your own trash cans and grease-catchers. All food preparations will be placed under a tented area, per Public Health requirements.

*(Please note that the permit is specific to the type of food you will be serving; you may not serve any food other than what is listed on your health permit. If you decide to serve something else, a new health permit must be submitted before the March 14<sup>th</sup> deadline.)*

### *Lectures & Demonstrations*

In addition to the many educational exhibits at *Ag Day*, we also feature demonstrations and mini-lectures called "Townsend Tidbits." These events are scheduled for 30-minute slots throughout the day. Some participants are exhibitors and others simply come to provide a lecture or demonstration – either is fine. Sample topics have included native plants; birds in your backyard; milk production; composting; fly fishing; and the wonders of watermelon. Past demonstrations have included seeing-eye dogs; sheep shearing; pruning; insect identification; pesticide application; and pet care. If your organization is interested in participating in either of these venues at *Ag Day*, please note this on the registration form. A member of the *Ag Day* Committee will follow up with you to get more details and discuss your participation before creating the schedule.

## PARKING & SET-UP INFORMATION

### *Parking*

Parking for exhibitors is available on a first-come, first-served basis in the UD Ice Arena lot; more details will be explained in the confirmation letter, which will arrive at least one week before *Ag Day*. If you are transporting your exhibit in something other than a regular car, or if a vehicle is part of your exhibit, please indicate this on the registration form. For example, if you plan to bring a large truck or trailer, we need to have this information in advance to make logistical arrangements.