

Farm Show

Exhibitors make do with less space

HARRISBURG — Commercial exhibitors at the 1980 Farm Show made do with 10 percent less space than they had in previous years.

Most of the exhibitors said they were able to adjust their displays accordingly.

But several of the major equipment manufacturers were upset at the exhibit space given one particular farm equipment dealer.

Farm Show Director Hugh Coffman last year decided to cut all space allotments by 10 percent in order to allow as many commercial exhibitors as possible to display merchandise at the Show.

Most firms echoed the comments by New Idea Equipment executives who said they were not ones to complain. They simply cut the number of machines on display.

International Harvester showed the same number of machines but crammed them into a smaller area.

In general they agreed with John Deere exhibitors who said they got along. Most said there was no problem as long as all exhibitors were treated equally.

But there lies the rub.

Many exhibitors said they felt Sperry-New Holland Equipment Company unfairly took the aisle as part of their exhibit.

Gene Walker, Lancaster, President of the Pennsylvania Farm Equipment Manufacturers Association, said the other commercial exhibitors feel the aisles are

sacred and should be left open for visitors.

It used to be exhibitors were not allowed even to hang signs over the aisles, he said.

But as years passed, New Holland hung signs across the aisle to join the two sections of its exhibit, and this year had machinery blocking the aisle.

Many exhibitors have asked the Farm Show to review its policy.

But New Holland Advertising Services Manager Al Porsche said his company had the Show's permission to carpet the aisle and use what was formerly an aisle to display equipment.

"We followed the blue tape lines laid down exactly," he said, referring to the lines put on the floor to show the extent of any one exhibit.

"IH raised an exception," he said. But IH was just one of many protesting this year's move by New Holland.

Porsche, who is in charge of New Holland's Farm Show exhibit, said his company paid for every inch of space they used.

He said Farm Show gave them the aisle space to make up for a 20 by 65 foot area they lost.

"We didn't pave the aisle — they gave it to us," he said.

He pointed out that VanDale Equipment and Girton also got part of the aisle.

"If there is any fault they should go after the Farm

Show Commission, not us," Porsche said.

The State Farm Equipment Manufacturers said they felt the commission should not alter aisleways without changing the whole floorplan.

Saying they disagree with the Commission's judgement, FEMA members called the move a dangerous precedent.

Show Director Coffman has indicated he would be willing to consider other ideas, Walker said after the Show.

Walker said the exhibitors would prefer square exhibit areas rather than horizontal as they were this year.

Walker, a Deere representative, said his company would not be opposed to redoing the whole floorplan.

A company like White, with the big combine they had on display, lost a lot of space since the machine had to be displayed at an angle.

A square space, rather than a long thin one, might have eliminated the problem.

Several dealers pointed out that the main aisles run the length of the floor. So they are parallel to, but not leading to, the fire corridors.

When the Pennsylvania Farm Equipment Manufacturers meet with the Farm Show Commission in early March, they are probably going to recommend the main aisles run crosswise.

They also will ask the main aisles be slightly wider

be made or the whole situation will be laid to rest until the new livestock building is erected will be determined at the March Farm Show Commission meeting. — CH



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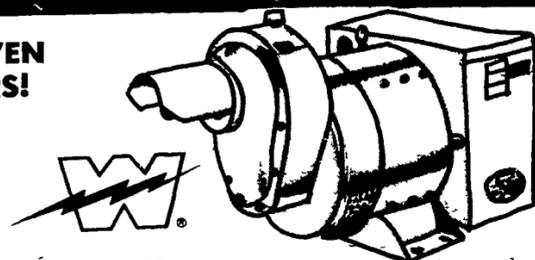
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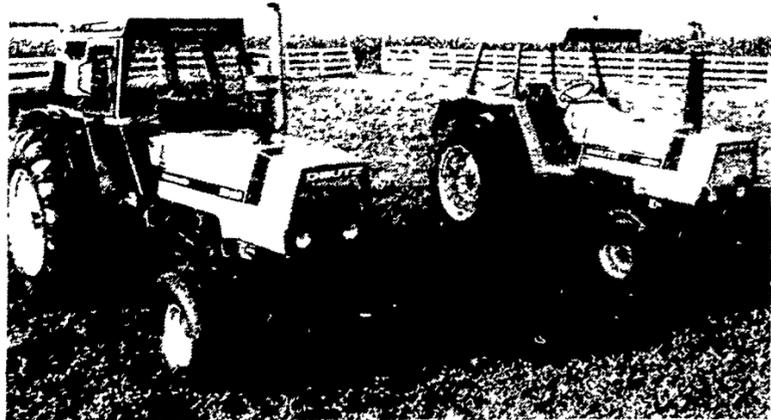
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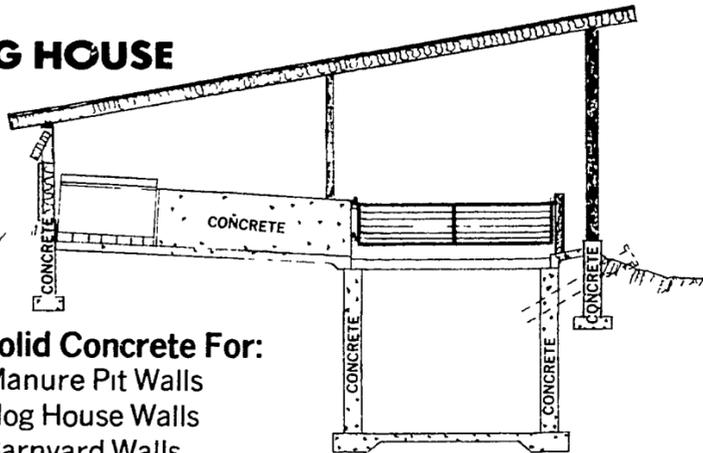
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