

COME CELEBRATE 58 YEARS AT OUR

**2024 MAR-DEL WATERMELON  
ASSOCIATION CONVENTION**

**WATERMELONS IN THE  
WINNERS CIRCLE!**

**FEBRUARY 2<sup>ND</sup>  
&  
FEBRUARY 3<sup>RD</sup>  
2024**

Hyatt Regency  
Chesapeake Bay Resort  
Cambridge, Maryland



We're "MAR-DELicious"  
[www.mardelwatermelon.org](http://www.mardelwatermelon.org)  
[www.chesapeakebayhyatt.com](http://www.chesapeakebayhyatt.com)  
[www.facebook.com](http://www.facebook.com)  
/Mar-Del-Watermelon-Association



# AGENDA

## FRIDAY, FEBRUARY 2, 2024

9:00 - 10:30 AM	EARLY REGISTRATION
10:00 - NOON	GROWER'S SEMINAR
12:00 - 1:00 PM	GROWER'S BUFFET LUNCH
1:00 - 3:00 PM	GROWER'S SEMINAR
4:00 - 6:30 PM	REGULAR REGISTRATION
4:00 - 7:00 PM	TRADE SHOW
7:00 PM	58TH ANNUAL PRESIDENT'S RECEPTION - Casual Attire ( <b><u>Nascar Attire Recommended</u></b> ) Best Dressed Contest Hors d'oeuvres Queen Contestant Introductions DJ - Kurt Warren

## SATURDAY, FEBRUARY 3, 2024

9:00 AM	REGISTRATION
	NOMINATING COMMITTEE MEETING
9:00 - 12 PM	TRADE SHOW
9:30 AM	MEMBERSHIP MEETING
11:00 AM	SEED SPITTING CONTEST
12:00 PM	LUNCH
12:00 - 3:00 PM	OPEN BAR
12:45 PM	QUEEN CONTESTANT SPEECHES
1:00 PM	LIVE AUCTION
	PROMOTIONAL WEAR COMPETITION
6:00 PM	COCKTAIL HOUR
7:00 PM	BANQUET
	Evening Gown Competition Impromptu Questions • Awards
10:00 PM	HOSPITALITY ROOM - Beside Michener's Lounge

NEW & EXCITING - KIDS ACTIVITIES BOTH FRIDAY AND SATURDAY



We're "MAR-DELicious"

MAR-DEL Watermelon Association, Inc.
58th Annual Convention
February 2 & February 3, 2024
MAR-DEL CONVENTION REGISTRATION FORM

MAR-DEL USE ONLY:
Paid in full with:
Cash
Check #
Credit Card

NAME
COMPANY NAME
BILLING ADDRESS
CITY STATE ZIP
PHONE (OFFICE) CELL
FAX
EMAIL REQUESTED
ADDITIONAL REGISTRANTS:
Credit Card #: Expiration Date

COMPLETE ALL THAT APPLY

Table with 5 columns: EVENTS, QTY, Registration by 1/13/24, Late or on site after 1/13/24 if available, TOTAL. Row 1: Full Registration (includes all functions), \$225.00, \$255.00

EXTRA INDIVIDUAL TICKETS

Table with 5 columns: EVENTS, QTY, Registration by 1/13/24, Late or on site after 1/13/24 if available, Total. Rows include: President's Reception, Buffet Lunch/Auction, Saturday Banquet, Growers Seminar & Lunch\*

Kids: \$ | 6 and under: Free | 7 to 12: 1/2 price - Total

I would like a sponsorship for \$ Total

I will use an exhibit booth.

SEE BACK FOR SPONSORSHIP INFORMATION

GRAND TOTAL

Tickets are non-refundable. All individuals or firm representatives are required to register. Tickets are required for each function and will be issued at the MAR-DEL registration desk.

## SPONSORSHIP LEVELS

**Free membership • Exhibit Booth • Listed in convention folder  
Recognition throughout the convention**

**Diamond \$5,000**

Includes all listed in the box above, plus listing on the banner & 2 Free Full Registrations

**Platinum \$2,500**

Includes all listed in the box above, plus listing on the banner & 1 Free Full Registration

**Gold \$1,000**

Includes all listed in the box above, plus listing on the banner

**Silver \$500**

Includes all listed in the box above

**Bronze \$250**

Includes all listed in the box above

**Growers Seminar Sponsorship - \$3000**

- Receive 1 hour to speak at seminar
- Free membership
- Listed on banner
- Listed in brochure
- First come/First served

**Crown and Sash Sponsor - \$1000**

- Listed in Saturday night banquet program as the sponsor (Under Queen Gifts)
- Sponsorship level does not apply to any other sponsor level benefits
- First come/First served

**Listed in Convention Program • Listed on Banner as Diamond Sponsor • 5 Minutes to Speak or  
Show Video • Free Membership • Exhibition Booth • Recognition throughout the Convention  
2 Free Full Registrations**

**President's Reception (Friday Night) Sponsor - \$6,500**

Includes all listed in the box above - First come/First serve

**Auction/ Lunch (Saturday) Sponsor - \$5,500**

Includes all listed in the box above, plus promotional items on the tables - First come/First serve

**Banquet (Saturday Night) Sponsor - \$6,500**

Includes all listed in the box above - First come/First serve

**Seed Spit Sponsorship - \$1,500**

- Assist with the contest (opt)
- Present awards to winner on stage
- Listed in Saturday night banquet program as the sponsor
- First come/First serve

**Hospitality Sponsorship - \$3,500**

- Listed in Saturday night banquet program as the sponsor
- Display banner/signs and give out promotional materials during this time
- First come/First serve

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone #: \_\_\_\_\_

CC # \_\_\_\_\_ Exp. \_\_\_\_\_ CVV \_\_\_\_\_



# Annual Membership Application

## MAR-DEL Watermelon Association, Inc.

We're "MAR-DELicious"

The undersigned, actively engaged in the watermelon industry, desiring to have part in promoting the best interest of all who may be similarly engaged and realizing the necessity of concerted action through organized effort, hereby applies for membership in the MAR-DEL Watermelon Association, subject to and in accordance with the by-law governing.

NOTE: National Watermelon Association membership dues are no longer paid through our local chapter. If you want to become a member of the National Watermelon Association, please contact Monica McCook at 863-619-7575 or [www.watermelon.ag](http://www.watermelon.ag).

	<u>Dues</u>	<u>#</u>	<u>Total</u>
Growers, who do not buy or sell and Associates	\$40.00		
Brokers, Receivers, and Shippers	\$65.00		
Suppliers of service and materials	\$65.00		

*If you maintain membership in a state Watermelon Association other than MAR-DEL, your dues are as follows:*

Growers and Associates	\$10.00
Brokers, Receivers, Shippers, and Supplies	\$15.00

(Receive Free Membership with paid sponsorship at our upcoming annual convention).

NAME \_\_\_\_\_ Date: \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL REQUESTED \_\_\_\_\_

- Check this box if you DO NOT want your membership information released to vendors or listed on our website

RETURN FORMS TO: MAR-DEL Watermelon Association, Inc.  
P.O. Box 607 • Preston, MD 21655  
[mardelmelon@hotmail.com](mailto:mardelmelon@hotmail.com)

Kindly attach your dues form with your convention registration form as you must be a member in good standing to attend the Membership Meeting during the Convention. Thank You!



# THANK YOU



*The Mar-Del Watermelon Association is so grateful for the support provided by our corporate sponsors. Our organization is celebrating 58 years of hard work and dedication to promote the watermelon industry. Each year we crown a new queen, honor our members, educate our growers, and raise funds to further promote watermelons. We recognize and truly appreciate each sponsor listed below.*

## *2023 Watermelon Load Donors and Buyers*

### **Donors**

*C & S Farms • Gary Calloway • CorrChoice • DMC Farms • Dickerson Farms • Evans Farms • Gibson Produce • International Paper • Jim Rash, Inc. • Lakeside Farms • Steen Farms • Vincent Farms*

### **Buyers**

*Atlantic Produce • Capital City • Gibson Produce • Jim Rash Inc. • McMelon • Melon 1 • Pete Pappas • TMK*

**2023 Mar-Del Watermelon CONVENTION SPONSORS**

**DIAMOND LEVEL:**  
GIBSON PRODUCE • INTERNATIONAL PAPER • SEEDWAY • TUCKER MECHANICAL SERVICE, INC.

**PLATINUM LEVEL:**  
JIM RASH, INC. • SUSSEX SANITATION, INC.

**GOLD LEVEL:**

AIR AG LLC	DAISEY INSURANCE	GOWAN SEED COMPANY	NUTRIEN AG SOLUTIONS
BMP LOGIC, INC.	DELAWARE DEPT. OF AGRICULTURE	GREENWOOD PALLET CO. INC.	SMW SALES
C & S FARMS	DICKERSON FARMS LLC	HELENA	SUSSEX DIESEL
C & S TRANSPORT, INC.	DMC FARMS	KING CROP INSURANCE	SYNGENTA SEED
CORRCHOICE	FARM CREDIT	MARYLAND DEPT. OF AGRICULTURE	TRI-HISHTIL
			VINCENT FARMS INC.

## BELOW ARE THE SPONSORSHIP LEVELS FOR 2024 FULL MEMBERSHIP IS INCLUDED

**DIAMOND \$5,000**

**PLATINUM \$2,500**

**GOLD \$1,000**

**SILVER \$500**

**BRONZE \$250**

**Growers Seminar \$3,000**

**Crown and Sash \$1,000**

**President's Reception \$6,500**

**Auction/Lunch \$5,500**

**Banquet \$6,500**

**Seed Spit \$1,500**

**Hospitality \$3,500**



MAR-DEL Watermelon Association  
P.O. Box 607  
Preston, MD 21655

PSRT STD  
US POSTAGE PAID  
SALISBURY, MD  
PERMIT NO. 186

We're "MAR-DELicious"

# RESERVATIONS

Hyatt Regency Chesapeake Bay Resort • 100 Heron Blvd • Cambridge, MD

[www.chesapeakebayhyatt.com](http://www.chesapeakebayhyatt.com)

**RESERVATIONS: 1-888-421-1442**

**ONLINE RESERVATIONS:**

<https://www.hyatt.com/en-US/group-booking/CHESA/G-WTRL>

**\*DISCOUNT ROOM RATE DEADLINE JANUARY 13, 2024\***

## Room Rates Are As Follows:

Single	\$142	Double	\$142
Triple	\$167	Quadruple	\$192
Deluxe/Petite Suite	\$262	1 Bdr-Chesapeake Suite	\$342
Water View	\$50 Extra	2 Bdr-Chesapeake Suite	\$542
Water View with Sitting Balcony	\$60 Extra		