

2018 EXPOSITION CENTER REGULATIONS FOR EXHIBITORS

NCD&CS reserves the right to reject any applicant that does not fit the exhibit criteria of the event.

- **SET-UP TIMES:** Thursday, May 17: 10 a.m. – 4:00 p.m. & Friday, May 18: 7:30 a.m. – 11:00 am. Exhibitors must have all items unloaded before 11:00 a.m. and be ready to sell when the doors open at noon!
- **NAME BADGES:** Each booth receives four name badges which must be worn at all times. This allows free entry and exit into the Expo Building. **These will be available to you when you check in to set up at the festival.**
- **HOME-BASED/COTTAGE COMPANIES:** Must have received approved inspection by NCD&CS Food & Drug Protection Division and provide proof upon request.
- **WINERY/BREWERY:** Wineries may sample their wines. Wine can be sold by the bottle but only for off-premise consumption. Breweries may also sample their beers. The sale of 6-packs, individual growlers and bombers can only be sold for off-premise consumption. Failure to comply will result in immediate dismissal from the Exposition Center. Festival security and ABC officers will enforce these rules and regulations.
- **BOOTHS:** Your exhibit fee includes a 10' x 10' booth and includes a draped and skirted 8' counter-height table, one uncovered 8' table, two chairs, 3' pipe and drape with a curtained backdrop and carpeting. You may bring additional tables, chairs and other display materials. Please do not use materials that encroach into other neighboring booths. Two parking passes are included with each booth.
- **BOOTH MANAGEMENT:** Your booth must be manned at all times. Exhibitors may not close booths early or dismantle before Sunday's closing time. Exhibitors must keep sufficient product/samples in inventory. No music or flashing lights are allowed in booths. Exhibitors must stay within the 10' x 10' confines of their booth. If you engage with customers, please stay within the "extended line" created by your booth's low walls. Exhibitors are responsible for securing cash boxes, registers, etc.
- **SALES:** Exhibitors are encouraged to price products to sell! The purpose should be to move product and generate new customers. If applicable, offer recipes, coupons, or fun giveaways. Offer a drawing for a great prize so you can collect customer information for follow up. Encourage social media engagement.
- **SAMPLING:** Attendees come to the market exhibit in the Exposition Center to sample, so expect to give out a large number of samples. Exhibitors are responsible for all sampling booth supplies. This includes sampling cups, utensils, toothpicks, napkins and any other supplies. Average attendance ranges from 12-15,000 consumers.
- **INSURANCE:** A Certificate of Liability Insurance for General Liability (COI) coverage must be provided to NCD&CS. Minimum requirements are \$1,000,000 Combined Single Limit for each occurrence. An insurance company licensed to do business in North Carolina must issue the certificate. **NCD&CS and N.C. State Fair MUST BE LISTED AS ADDITIONAL INSURED on the COI.** The address is 1025 Blue Ridge Road, Raleigh, NC 27607.
- A reminder with more information will be **emailed** to confirmed exhibitors at least two weeks prior to the event.

LIABILITY CLAUSE:

Each exhibitor will be liable and responsible for the products being exhibited and for the actions of the individuals representing the company and/or products. While at the host site of the event, the NCD&CS is not liable or responsible for any damages or additional costs the exhibiting company requires that have not been prearranged by the NCD&CS. The NCD&CS will be responsible only for the actions of its employees pursuant to North Carolina law.