

# 2018 RULES & REGULATIONS



## EXHIBITOR QUALIFICATIONS:

All participants must have production or growing facilities in North Carolina and be a member of the Got To Be NC program. Primary products that are exhibited must use NC-produced ingredients. Any commercial processor, manufacturer, producer, or agent of North Carolina agricultural products may exhibit. Non-NC processed products will be removed from the show.

## SELECTION PROCEDURE AND DEADLINES:

**DEADLINE TO SECURE BOOTH SPACE AT EITHER OR BOTH SHOWS: FEBRUARY 19, 2018**

Your application and payment is due by the date above. Participants will be accepted in the order that applications are received. Do not assume there will be space available after the posted deadline since Flavors shows typically sell out!! The NCDA & CS reserves the right to reject applications if excess product duplication occurs. If this happens, your company will be put on a waiting list and considered as first priority for the next Flavors of Carolina reception. Booth space is not secured unless the application is accompanied by the payment in full. The fee will not be refundable or credited unless the reception is canceled by the NCDA & CS.

## EXHIBIT REGULATIONS:

Your exhibit space will be approximately 8' x 8'. The space includes: one 6' skirted table, a covered 6' worktable and electricity if requested. NCDA & CS does not provide table signs. You may purchase more than one booth based on availability.

Exhibitors must ask permission from NCDA & CS to use backdrop materials. For example, expo-type exhibits, shelving etc. that may restrict an overview of the ballroom. Exhibitors using 8' high back-drops will be placed along the wall (space permitting). The maximum display height will be 8', regardless of your booth location and the maximum width will be 8'. Permission to use backdrop materials will be based on the order of the applications received and limited to certain wall space areas. Requests must be indicated on **SECTION VI-D** of the application.

### What you may NOT do:

You may NOT attach materials to ballroom walls. All materials must fit within your booth space or on your table. No signs may be placed in aisles or infringe on another exhibitor's area. Exhibitors may NOT pass out bags.

## MAKE YOUR BOOTH EFFECTIVE!

- Booth staff should dress in coordinating outfits (common color scheme). You want to look put together and professional.
- Sample your product if possible. Don't forget all the essentials (cups, toothpicks, extension cords, etc.).
- Use creative props to showcase your products and company.
- Provide easy to read printed materials with information about your product.
- Be prepared to discuss small and large sales orders.
- Bring plenty of product to fill your booth.
- Use colorful signs and banners without being over-bearing.

## **EXHIBITOR/BROKER REGULATIONS:**

In all fairness to participating companies, the following regulations concerning exhibitors will apply:

1. The application fee allows a maximum of 4 company personnel per booth, and names must be submitted on your application. Official Flavors name badges are required to enter the show!
2. Exhibitors must remain within the booth area for which they represent. Exhibit personnel are not allowed to “roam” the show floor to engage with buyers. This is simply intended as a courtesy so that all exhibitors can have an opportunity to talk with buyers.
3. Any exhibitor/broker who checks in after the show has begun at 3:30 will be personally escorted to their booth location.

**\*\*Brewery, Distillery & Winery Exhibitors\*\*:** In order to sample, you must have a **Limited Special Occasion Permit** issued by the ABC Commission of North Carolina for this event. Please submit a copy of your permit with your application and be sure to have your permit with you on the day of the event.

**EXHIBITOR MOVE-IN: 10:00 AM TO 2:45 PM – BOOTHS MUST BE READY BY 3:00 PM.** The ballrooms are readily accessible from the parking lots and offer several doors for easy loading/unloading.

## **OVERNIGHT ACCOMODATIONS:**

Our host hotel offers a special rate for exhibitors. Please contact the hotel directly, using the number below, and ask for the “Flavors of Carolina” rate.

## **SHIPPING PRODUCT TO THE HOTEL:**

Exhibitors may ship product directly to the hotel. The NCDA & CS is not responsible for the shipping or handling of exhibitors’ products. Please mark all packages with: **YOUR COMPANY NAME, FLAVORS OF CAROLINA & THE DATE OF THE SHOW.** There will be a charge for handling/storage of packages. Contact the hotels for more information.

## **EMBASSY SUITES BY HILTON**

5400 John Q. Hammons Dr. NW  
Concord, NC 28027  
704.455.8200  
Nikki Gray

## **SAMPLE BAGS FOR BUYERS AND GUESTS:**

Exhibitors are strongly encouraged to provide product samples and/or premium items to be placed in the gift bags that are given to buyers who attend the show. These bags are given out to guests as they exit the show.

Please indicate on the application (**SECTION IV**) that you intend to provide product. Exhibitors may place product in the bags between 10:00 am and 2:45 pm. Amount of product needed: 400 items

\*Exhibitors are not allowed to pass out their own bags during the show.

***If you have any questions, please email [flavors@ncagr.gov](mailto:flavors@ncagr.gov) or contact:  
Sherry Barefoot, 919.707.3154, [sherry.barefoot@ncagr.gov](mailto:sherry.barefoot@ncagr.gov)***

