



2017 EXHIBITOR INFORMATION

The **Annual Got To Be NC Festival** takes place **May 19-21, 2017 at the NC State Fairgrounds in Raleigh**. You are invited to show, sample and sell your products at the exclusive **“Homegrown Fare, presented by Lowes Foods”!** This is your chance to join over 100 other NC food and beverage companies to promote your products to thousands of consumers!

The Homegrown Fare takes place in the 50,000 sq. ft. Exposition Center. The festival is a fun-filled weekend of rides, tractor parades, music and more! Admission to the festival is free, and for the Homegrown Fare consumers pay only \$3 for anyone over 11.

This show is a unique opportunity to sample and sell your products. The attached rules sheet gives you more details but be aware that “prepared foods” such as sandwiches, entrees, etc. cannot be sold. This event is your chance to reach consumers from across the state, offer recipes, get feedback, promote your brand and generate sales! Please note that wineries may sample and sell by the bottle only for off-premise consumption. Breweries may sell 6-packs, individual growlers and bombers only for off-premise consumption. The show features only food products made/processed/grown in North Carolina. A limited number of approved NC-made crafts/candles may exhibit but first priority on exhibits will be given to food products.

BOOTH & EVENT INFORMATION:

- **Homegrown Fare Dates/Times:**
May 19: Noon - 8:00 pm; May 20: 10:00 am – 8:00 pm; May 21: 10:00 am – 6:00 pm
- **Booth Set Up:** May 18: 10:00 am – 4:00 pm; May 19: 7:30 am – 11:00 am
- **Booth Size:** 10' x 10' and includes draped and skirted 8' counter-height table, 1 uncovered 8' table, 2 chairs, 3' pipe and drape with curtained backdrop and carpeting. Includes 1 electrical outlet by request.
- **Cost:** 1st booth - \$150 2nd booth - \$125
- **Corner Booth:** \$200 (limited number and assigned as requests are received) Corner + 1 - \$325
- **Electricity:** Available upon request and at nominal cost, see application.

A General Liability Insurance Certificate with a minimum coverage of \$1,000,000 is required. A certificate of insurance afforded by a company licensed to do business in North Carolina must be received in our office by April 28. It must name NCD&CS/NC State Fair as additional insured. The address is 1025 Blue Ridge Road, Raleigh, NC 27607.

Complete the application and return with your payment to our office. **Applications with payment** are required to secure your booth(s). For more information, email flavors@ncagr.gov or call 919-707-3101. We expect the show to sell out, so we encourage you to apply early!

DEADLINE TO SIGN UP: APRIL 28, 2017






Note: All food exhibitors must be members of the Got To Be NC marketing program.

DEADLINE TO SECURE YOUR BOOTH: APRIL 28, 2017

COMPANY: _____

CONTACT NAME: _____

MAILING ADDRESS: _____

CITY: _____ **ST:** _____ **ZIP:** _____

PHONE 1: _____ **PHONE 2:** _____

EMAIL: _____ **WEBSITE:** _____

NC SALES & USE TAX NUMBER (Not Your EIN): _____

LIST THE PRODUCTS YOU INTEND TO SAMPLE/SELL:

***PLEASE INDICATE BELOW THE BOOTH(S) YOU WISH TO SECURE. *Exhibitors will be placed at the discretion of the show coordinator as applications are received. Check the number/type of booth you want.**

___ 1 Booth @ \$150 ___ 2 Booths @ \$225

___ Corner Booth @ \$200 (only 1 per company) ___ Corner Booth + Adjoining Booth @ \$325

***ELECTRICAL NEEDS – Booth includes 1, 110 volt/20 amp outlet if checked below:**

___ YES – Please include complimentary 1, 110 volt 20 amp Extra 110/20 needed ___ x \$25 = \$ ___

30/50 AMP @ \$100: Qty. Needed: ___ x \$100: \$ ___

***TOTAL PAYMENT: BOOTH FEE + EXTRA ELECTRICAL OUTLETS: \$ _____**

MAKE CHECK PAYABLE TO: FLAVORS OF CAROLINA

SEND PAYMENT, APPLICATION & GENERAL LIABILITY INSURANCE CERTIFICATE TO:

VIA USPS: DIANE SAMMARCO, NCDA&CS MARKETING, 1020 MAIL SERVICE CENTER, RALEIGH, NC 27699

VIA FEDEX/UPS: DIANE SAMMARCO, NCDA&CS MARKETING, 2 W. EDENTON ST., RALEIGH, NC 27601

For questions/more information or to learn how to become a GTBNC member: Email flavors@ncagr.gov or call 919-707-3101. *Booth locations will be awarded in the order applications with payments are received. Faxed/emailed applications are not accepted. In the event of a sell-out, you will be placed on a waiting list. There are no refunds unless event is cancelled by the NCDA&CS.

SIGNATURE: _____ **DATE:** _____

Your signature confirms that you have read and understood the Regulations for Exhibitors Document.

2017 HOMEGROWN FARE REGULATIONS FOR EXHIBITORS

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

- SET-UP TIMES: Thursday, May 18: 10 AM – 4:00 PM & Friday, May 19: 7:30 AM – 11:00 AM
Exhibitors must have all items unloaded before 11:00 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 shipped to you 2 weeks prior to the festival.
- HOME-BASED/COTTAGE Companies: Must have received approved inspection by NCDA&CS Food & Drug Protection Division and provide proof upon request.
- WINERY/BREWERY: Wineries may sample and sell by the bottle only for off-premise consumption. Breweries may sell 6-packs, individual growlers and bombers only for off-premise consumption. Failure to comply will result in immediate dismissal from the expo center. Festival security and ABC officers will enforce these rules and regulations.
- BOOTHES: Your exhibit fee includes a 10' x 10' booth and includes a draped and skirted 8' counter-height table, 1 uncovered 8' table, 2 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 and 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 Homegrown Fare 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.
- *A General Liability Insurance Certificate* with a minimum coverage of \$1,000,000 is required. No exceptions. A certificate of insurance afforded by a company licensed to do business in North Carolina must be received in our office by **April 28, 2017**. It must name NCDA & CS/NC State Fair as additional insured. The address is 1025 Blue Ridge Road, Raleigh, NC 27607.
- An exhibitor packet will be shipped 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 NCDA & CS is not liable or responsible for any damages or additional costs the exhibiting company requires that have not been prearranged by the NCDA & CS. The NCDA & CS will be responsible only for the actions of its employees pursuant to North Carolina law.