

# 2020 HOMEGROWN MARKETPLACE EXHIBITOR REGULATIONS – EXPOSITION CENTER

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

- **SET-UP TIMES:** Thursday, May 14: 10 a.m. – 4:00 p.m. & Friday, May 15: 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! Exhibitors are responsible for their own load-in/load-out. NCDA&CS cannot assist.
- **EXHIBITOR BADGES:** Each booth receives four exhibitor badges which must be worn at all times. This allows free entry and exit into the Expo Building. **These will be issued to you when you check in to set up at the festival.**
- **HOME-BASED/COTTAGE COMPANIES:** Must have received approved inspection by NCDA&CS Food & Drug Protection Division and provide proof upon request.
- **WINERIES/BREWERIES:** Wineries and breweries may sample and sell their wine and beer. The sale of beer and wine must be only for off-premise consumption. **Sample sizes for wine and beer can be no more than 2 ounce samples.** Failure to comply will result in immediate dismissal from the Exposition Center. Festival security and ABC officers will enforce these rules and regulations. **Please include a copy of your special event permit with your application. We must have this in order for you to sample and sell. Wine and beer vendors will be responsible for checking the ID of anyone they allow to sample or purchase.**
- **BOOTHS:** Each 10' x 10' draped exhibit booth will include (1) skirted 8' counter-height table, (1) undraped 8' standard-height table, (1) non-padded folding chair, (1) upholstered stool and carpeting. **Exhibitors must provide their own wastebasket and s-hooks for banners and signs.** 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:** Booths must be opened on time and be staffed at all times. Exhibitors may not close booths early on any day or begin dismantling booth before 6:00 p.m. on Sunday. Exhibitors must keep sufficient product/samples in inventory. **If you run out of inventory before the show is over, you are still expected to keep your booth open and staffed.** Music nor 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.
  - **Cannabidiol (CBD):** The US Food and Drug Administration currently considers the following to be “prohibited acts” within its regulatory authority:
    - The sale of food products to which CBD has been added
    - The sale of CBD products as a dietary supplement
    - The sale of CBD products that have been marketed with health claims

Accordingly, no CBD products may be sold that fall within any of these categories.

Tinctures, salves, and other products that do not fall within any of these three categories may be sold on the premises if the products meet all other state and federal regulations.

NCDA&CS reserves the right to notify appropriate authorities regarding the unlawful sale of certain CBD products on the premises.

- **“Prepared foods” such as sandwiches, entrees, etc. cannot be sold.** State Fairgrounds has a food and beverage concessions contract for the Exposition Center; therefore, the sale of prepared foods is prohibited.
- **SAMPLING:** Attendees come to the Homegrown Marketplace in the Exposition Center to sample, so plan accordingly. Over the course of the event, the average attendance ranges from 12,000-15,000 consumers. Exhibitors are responsible for all sampling booth supplies. This includes sampling cups, utensils, toothpicks, napkins and any other supplies. **\*\*Sample sizes: Beverage - sample amount 2 ounces or less; Food – sample should be 1 square inch or less and fit in a standard 1 inch condiment cup.\*\***
- **Wake County Environmental Services Temporary Food Establishment Permits:**
  1. Vendors that are sampling items that require refrigeration or handling of product such as hot dogs, other meats, some dips, cooked or prepared fruits or vegetables will need permits.
  2. Vendors that sample cotton candy, nuts, popcorn, candy, chips with dry spices, etc. would not require a permit for Wake County Environmental Services.
  3. Vendors that need a permit would need to apply online. Refer to the document titled **Temporary Food Permit Letter & Instructions** to help you navigate the online portal.
  4. Application and fees for the permit are submitted and paid online.

Laura Lerch, Temporary Food Establishment Program Coordinator for Wake County Environmental Services, is always happy to help a vendor through the application process and with any permitting questions they might have. If you have questions, or are uncertain if you are required to have a permit, please contact Laura Lerch at (919) 398-3669 or [Laura.Lerch@wakegov.com](mailto:Laura.Lerch@wakegov.com). The NCDA&CS Marketing staff will not be responsible for answering your permitting questions and will refer you to Mrs. Lerch if we are contacted.

**\*\*\*APPLICATIONS FOR PERMITS SHOULD BE SUBMITTED TO WAKE COUNTY ENVIRONMENTAL SERVICES NO LATER THAN APRIL 17, 2020.\*\*\***

- **NCDA&CS Food & Drug Protection Inspection Requirements:**
  1. Any vendor preparing, handling, cutting, baking, serving products for retail sale will need a hand sink, running water at suitable temperature, towels and hand soap. **Vendors must provide their own hand sink. NCDA&CS will no longer provide hand sinks to vendors.**
  2. If food items are being handed out as samples, the NCDA&CS inspectors will not complete an inspection of that vendor or require them to have a hand sink.
  3. If food is being sold prepackaged, they will not require a hand sink. Even if you aren't being inspected, it is still recommended that if you have a hand sink, bring it along with gloves and/or hand sanitizer.
  4. Products for self-serve require proper labeling. A label should include: company name, address, net weight, complete ingredient statement and product name.
  5. The NCDA&CS inspectors will plan to complete the inspections on Friday morning prior to the start of the festival.

Please refer to the document **Food and Drug Inspection Letter** from John Minchew, NCDA&CS Food Regulatory Specialist, which includes a list of things they look for during their inspections. The document also has his contact information listed at the bottom. If you have questions, please contact

John Minchew directly at (252) 886-0844. The NCDA&CS Marketing staff will not be responsible for answering your inspection questions and will refer you to Mr. Minchew if we are contacted.

- **INSURANCE:** A current Certificate of Liability Insurance for General Liability (COI) coverage must be provided with your application. The minimum requirements for coverage are \$1,000,000 Combined Single Limit for each occurrence. An insurance company licensed to do business in North Carolina must issue the certificate. **Both NCDA&CS and NC State Fair MUST BE LISTED AS ADDITIONAL INSURED on the COI. The address to be listed is 1025 Blue Ridge Road, Raleigh, NC 27607.**
- **STICKERS:** The NC State Fair charges vendors/exhibitors a sticker fee if they sell or give away stickers. Any advertising material having a gummed or adhesive backing is considered a sticker. If you plan to sell or give away stickers, you must complete the Sticker Form and submit a sample of your sticker to Letrice Midgett, NC State Fair Commercial Space Administrator. Please refer to the attached document titled **Promotional Sticker Letter and Form.**

**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.

**\*\*A reminder with more information will be emailed to confirmed exhibitors at least two weeks prior to the event.\*\***