

2021 RULES & REGULATIONS



ABOUT FLAVORS OF CAROLINA AND EXHIBITOR QUALIFICATIONS:

Flavors of Carolina is a B2B trade show event sponsored by the NCDA&CS. All participants must be approved members of the GTBNC marketing program and be listed in the [Got To Be NC Find Local Directory](#). To ensure that you are listed in the Find Local Directory, go to <https://gottobenc.com/members/member-update/>. Applications will not be approved for companies who have not updated their profiles in the Find Local Directory. The show provides exhibition space solely to the NC growers, manufacturers and commercial processors of “market ready” food and beverage products to aid in their efforts to reach the retail grocery and foodservice wholesale markets. Our growers, producers and processors that exhibit may include a broker/agent or distribution partner within their defined exhibition space to assist them in representing their specific products to show attendees.

SELECTION PROCEDURE AND DEADLINES:

DEADLINE TO SECURE BOOTH SPACES: May 1, 2021

Your application and payment are due by the date above. Participants will be accepted in the order that applications are received. 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. Booth space is not secured until payment is received. The fee will not be refundable or credited unless the event 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, one chair, garbage can 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 prior to setup for the show. For example, expo-type exhibits, shelving etc. that may restrict an overview of the ballroom. Exhibitors using 8’ high back-drops may 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.

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 provide self-promotional bags. Exhibitors will not be permitted to dismantle their exhibits or do any packing prior to close of show. No distributing or displaying of product, literature or any other promotional material of any kind outside of your contracted booth space. **This is not a selling or order taking show.**

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

COVID-19 Pandemic

The health and safety of our attendees, exhibitors and staff is – and will always be our top priority. The Covid-19 pandemic may force us to limit the number of booth spaces compared to previous years if social distancing guidelines are in effect. We will be required to follow state, local and CDC (Center for Disease Control) guidelines as it relates to mass gatherings if restrictions are still in place as we approach the show date.

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 of Carolina 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 2:00 will be personally escorted to their booth location.

****Wineries and Breweries**:** Whether you choose to sample or not, you are required to secure a **Special Event Permit** from the ABC Commission. We will need a copy of this permit on file prior to the show (preferably included with your Flavors application, but no less than 14 days prior to the event). **If you do not provide a copy of this permit, you WILL NOT sample your products. It is recommended that you also have a copy of your permit on hand the day of the event.** Please go to the application link for more information. <http://abc.nc.gov/Permit/ApplyLSO>.

EXHIBITOR MOVE-IN: Sunday, August 15 5:00 PM TO 8:00 PM and Monday, August 16 7:30 AM – Noon. BOOTHS MUST BE READY BY 1:30 PM. Prior to the show opening on August 16, we will hold an exhibitor meeting in the show hall at 1:30. **At least one person from your booth should be available at the meeting. The ballrooms are readily accessible from the parking lots and offer several doors for easy loading/unloading. We encourage you to arrive earlier than later to setup. You will need time to test electrical and ice down your products if applicable.**

OVERNIGHT ACCOMODATIONS:

Our host hotel offers a limited number of rooms at a special rate of \$149 for exhibitors. Please contact the hotel directly at 704-455-8200 and ask to speak to the reservations department. You will need to give the agent the dates and the group code **FOC. The reservation deadline to get the special rate is July 15, 2021.**

Other hotels in proximity:

- Courtyard by Marriot 704-453-2600
- Holiday Inn Express 704-979-7900
- Comfort Suites 623-748-7512
- Hilton Garden Inn 707-979-2900

SHIPPING PRODUCT TO THE HOTEL:

Exhibitors may ship product directly to the hotel. **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 hotel for more information.

EMBASSY SUITES BY HILTON CHARLOTTE/CONCORD GOLF RESORT & SPA

5400 John Q. Hammons Dr. NW

Concord, NC 28027

704-455-8200

BAGS FOR BUYERS AND GUESTS:

Bags will be issued to attendees when they check in at registration. Exhibitors are encouraged to obtain usable contact information when samples are given. For those exhibitors choosing to provide "take home" samples to attendees, NCDA&CS strongly encourages the distribution of smaller, "sample sized" portions. *Exhibitors are not allowed to pass out their own bags during the show.

Disclaimer: NCDA&CS reserves the right to change these rules and regulation at any time without prior notice. If any changes are made, the revised rules and regulations will be posted at <https://gottobenc.com/event/flavors-of-carolina/>. Please check the latest information to inform yourself of any changes.

***If you have any questions, please contact:
Email sherry.barefoot@ncagr.gov***

