



FLAVORS OF CAROLINA 2023 RULES & REGULATIONS



Most questions can be answered by READING this document in its entirety.

ABOUT FLAVORS OF CAROLINA AND EXHIBITOR QUALIFICATIONS

Flavors of Carolina is a business-to-business upscale trade show event sponsored by the North Carolina Department of Agriculture & Consumer Services (NCDA&CS). The show is an invite only and not open to the public. **This is not a selling or order taking show. Product samples are highly encouraged.**

All participants must be approved members of the Got to Be NC marketing program with a current listing in the Got to Be NC Find Local Directory. Visit <https://gottobenc.com/members/member-update/> or click [here](#) to confirm your membership. Applications will be denied for nonmember companies.

The Flavors of Carolina show provides exhibition space solely to North Carolina 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. 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.

APPLICATION DEADLINE – Friday, December 2, 2022

SELECTION PROCEDURE AND DEADLINES

- Application and payment are due by Friday, December 2, 2022.
- Participants will be accepted in the order that applications are received.
- 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.**
 - You may purchase a maximum of two booths.
 - The fee will not be refundable or credited unless the event is canceled by the NCDA&CS.

EXHIBITOR MOVE-IN

- Tuesday, February 28, 2023, from 7:30 am – 12:00 pm. (Monday move in is NOT an option.)
- The ballroom is readily accessible from the parking lots and offers several doors for easy loading/unloading.
 - Bring your own hand cart.
 - Arrive earlier than later to setup.
 - You will need time to test electrical and ice down your products if applicable.
- **BOOTHS MUST BE READY BY 1:30 pm.**
- We will hold a brief exhibitor meeting in the show hall at 1:30 pm.
 - At least one person from your booth must attend.

EXHIBIT BOOTH SETUP

- Your exhibit space will be approximately 8' x 8' which includes:
 - one 6' skirted table, one covered 6' worktable, one chair, and one garbage can.
 - Electricity is available upon request.
- NCDA&CS does not provide any signage.
- Exhibit booths will not be separated by pipe and drape.
- You may use a backdrop providing it does not exceed 8' in height or obstruct the view of exhibitors on either side of your booth.

If you have any questions, please contact Brenna Favara at Brenna.Favara@ncagr.gov or call (919) 707-3154.

PROHIBITED

- **No liquid propane, no combustibles, and no deep fryers.**
- No distributing or displaying of product, literature, or any other promotional material of any kind outside of your contracted booth space.
- No signs may be placed in aisles or infringe on another exhibitor's area.
- No tents.
- No music.
- No flashing lights.
- No smoking or vaping in your booth.
- Do NOT attach materials to ballroom walls. All materials must fit within your booth space.
- Exhibitors may NOT provide self-promotional bags.
- Exhibitors are NOT permitted to dismantle their exhibits or do any packing prior to close of show.

EXHIBITOR/BROKER REGULATIONS

The following regulations concerning exhibitors will apply:

- You may have a **maximum of four company personnel per booth.**
 - All names MUST be listed on your application.
- Official Flavors of Carolina name badges are required to enter the show.
- Exhibitors must remain within the booth area for which they represent.
- Exhibit personnel are not permitted 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.
- Any exhibitor/broker who checks in after the show has begun at 2:00 pm will be personally escorted to their booth location.

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

WINERIES AND BREWERIES

- Whether you choose to sample or not, **you are required to secure a Limited Special Occasion Permit from the ABC Commission.**
- Visit <https://gottobenc.com/members/member-update/> or click [here](#) to review the requirements and to apply for the permit.
 - Permit questions should be directed to the ABC Commission at (919) 779-0700.
- Provide NCDA&CS with a copy of the special occasion permit on file by Friday, February 10, 2023. If possible, please submit your permit with your exhibitor application.
- Bring a copy of the permit to the show and keep in your booth.
- **If you do not provide a copy of this permit, you WILL NOT be permitted to sample your products.**

HOTEL INFORMATION

- Embassy Suites by Hilton Charlotte/Concord Golf Resort & Spa
 - 5400 John Q Hammons Dr. NW, Concord, NC 28027
- Click [here](#) to reserve your room or call the hotel directly at (704) 455-8200 and ask for the Flavors of Carolina room block rate.
- The host hotel (Embassy Suites by Hilton) offers a limited number of rooms at a special rate of \$152 plus taxes for exhibitors.
- The reservation **cutoff date is January 28, 2023.**

Below is a list of other hotels in proximity. There is NO discounted room rate with these hotels.

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

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.

SHIPPING PRODUCT TO THE HOTEL

- Exhibitors may ship product directly to the hotel.
 - Embassy Suites by Hilton Charlotte/Concord Golf Resort & Spa, 5400 John Q Hammons Dr. NW, Concord, NC 28027
- Mark all packages with:
 - Your company name
 - Flavors of Carolina
 - February 28, 2023
- There will be a charge for handling/storage of packages.
 - Contact the hotel for more information. (704) 455-8200.
- NCDA&CS is NOT responsible for the shipping or handling of exhibitor products.

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 size" portions.
- Exhibitors are NOT permitted 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 on the Got to Be NC website.
 - Visit <https://gottobenc.com/event/flavors-of-carolina-2023/> or click [here](#).
- Please check the latest information to inform yourself of any changes.