



2023 GOT TO BE NC / FOOD LION LOCAL MARKETPLACE

Exhibitor Rules and Regulations for the Agri Supply Exposition Center

NCDA&CS reserves the right to reject any application that does not fit the exhibit criteria of the event. Your booth is not confirmed until you are approved, and payment is made. Some rules and regulations have changed since last year. It is your responsibility to read this document and comply accordingly.

APPLICANT:

- The Got to Be NC / Food Lion Local Marketplace is a juried event. Application does not guarantee acceptance.
- To ensure a variety of products, we reserve the right to limit the number of exhibitors from the same product category or if the product does not fit the criteria of the event.
- All participants must be approved members of the Got to Be NC marketing program and be listed in the [Got to Be NC Find Local Directory](https://gottobenc.com/members/member-update/). 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.
- To become a Got to Be NC Member visit the Got to Be NC website at gottobenc.com and complete the application. It may take up to four weeks for your membership application to be approved.
- In the event of a sell-out, your company may be placed on a waiting list.
- All fees are non-refundable. Refunds will not be issued unless the event is cancelled by the NCDA&CS.
- Approved applicants must contact us immediately if you are unable to attend.

FEES:

- **BOOTH RATES**
 - \$200 single booth
 - \$300 two booths
 - \$250 corner booth (only one per company)
 - \$375 corner booth plus adjoining booth
- **ELECTRIC**
 - \$25 - 110/20 AMP
 - \$100 - 30/50 AMP
- **ICE**
 - Ice is available for purchase by a third-party provider. You will order onsite, and it will be delivered to your booth. Sales are CASH ONLY. Pricing has not been confirmed for the 2023 festival. In 2022 the price was \$5 for a 20 lb. bag. Again, as of 1.31.23 – this price is unconfirmed and subject to change. Contact Nobles Ice at (919) 215-9979 for more information.
- **WAKE COUNTY TAX**
 - Reference document titled [GTBNC Festival 2023 Wake County Prepared Food & Beverage Tax](#).

SET-UP TIMES:

- Thursday, May 18, 2023, 7:30 am-4:00 pm
- Friday, May 19, 2023, 7:30 am – 11:00 am (*All items must be unloaded before 11:00 am.*)
- You must be ready to sell when the doors open at noon!
- Exhibitors are responsible for their own load-in/load-out. BRING YOUR OWN HAND CART.
- NCDA&CS staff cannot assist you.
- **YOU ARE NOT PERMITTED TO DRIVE YOUR VEHICLE INTO THE EXPOSITION CENTER.**

EXHIBITOR BADGES:

- Each booth receives four exhibitor badges to allow free entry and exit into the Exposition Center.
- **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 is only for off-premises consumption.
- **Sample sizes for wine and beer can be no more than two-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.
- **Bring a copy of your special event permit with you to the festival.**
- **Wine and beer vendors are responsible for checking the ID of anyone sampling or purchasing.**

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
 - (1) color logo sign
 - (2) parking passes
- **Exhibitors must provide their own wastebasket.**
- You may bring additional tables, chairs, and other display materials.
- Do not use materials that encroach into other neighboring booths.

BOOTH MANAGEMENT:

- **Sampling of products is required. Charging for samples is prohibited.**
- Booths must be open and staffed during all operating hours.
- Exhibitors must keep sufficient product/samples in inventory.
- **If you run out of inventory before the festival is over, you are still expected to keep your booth open and staffed.**
- Exhibitors must stay within the 10' x 10' confines of their booth.
- If you engage with customers, stay within the "extended line" created by your booth's low walls.
- Exhibitors are responsible for securing cash boxes, registers, etc.
- Exhibitors will be responsible for the disposal of trash before leaving the exhibit at the end of the night as well as during the event.
- All trash is to be taken to the outside dumpster.

BOOTH RESTRICTIONS:

- No early closing of booths.
- No dismantling booth before 6:00 pm on Sunday.
- No music nor flashing lights.
- **NO TENTS. THIS IS A FIRE HAZARD. NO EXCEPTIONS.**
- No liquid propane, combustibles, or deep fryers.
- No additional signs of any kind are permitted on the high wall behind your booth. You will be provided with one color logo sign to be displayed on the high wall behind your booth. **NO EXCEPTIONS.**

SALES:

- **The sale of “prepared foods” such as sandwiches, entrees, etc. is prohibited.**
- 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.
- Consider offering 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.

SAMPLING:

- Attendees are required to pay \$3 to enter the Food Lion Local Marketplace for sampling.
- Crowds between 10,000-12,000 are expected over the duration of the weekend.
- **Samples sizes:**
 - Beverages samples should be two ounces or less.
 - Food samples should be one square inch or less and fit in a standard one-inch condiment cup.
- **BRING YOUR OWN SAMPLING SUPPLIES.**
 - Such as sampling cups, utensils, toothpicks, napkins, and any other supplies.
 - There is no place onsite to purchase these items.
 - In the event you run out of supplies, you may be able to purchase plastic and paper products from PFS Sales Co. located on 4701 Beryl Road, Raleigh, NC 27606; (919) 829-1116. The store is approximately two miles from the fairgrounds. *NCDA is NOT affiliated with this vendor.*

PERMITS:

Wake County Environmental Services Temporary Food Establishment Permits:

- Exhibitors 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.
- Vendors that sample cotton candy, nuts, popcorn, candy, chips with dry spices, etc. would not require a permit for Wake County Environmental Services.
- Vendors that need a permit would need to apply online. Refer to the document titled [How to Apply for an individual TFE Permit](#) to help you navigate the online portal. Application and fees for the permit are submitted and paid online. As of 1.31.23, we are waiting to receive the updated 2023 Temporary Food Permit Letter and Instructions. We do not foresee any significant changes currently.
- If you are uncertain if you are required to have a permit, have any questions, or need assistance with the application process, contact: Ginger Johnson, Wake County Environmental Services at:
 - (919) 612-5597 or Ginger.Johnson@wakegov.com. The NCDA&CS marketing staff will NOT be responsible for answering your permitting questions and will refer you to Ms. Johnson if we are contacted.



APPLICATIONS FOR PERMITS MUST BE SUBMITTED TO WAKE COUNTY ENVIRONMENTAL SERVICES NO LATER THAN APRIL 14, 2023.

NC SALES & USE TAX:

All exhibitors must include a valid NC Sales & Use Tax Number on their application. We are required to provide NC Department of Revenue with a list of vendors and their contact information.

INSPECTIONS:

NCDA&CS Food & Drug Protection Inspection Requirements:

The NCDA&CS Food & Drug Protection Division performs food safety inspections to all food and beverage exhibitors that are not under inspection by the Local County Health Department. Vendors are required to comply to sell at any local and county fairs in the state of North Carolina.

If you have questions regarding inspections and hand sinks, 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 questioned.

- Products being sampled/sold must come from an inspected production facility.
- Any vendor preparing, handling, cutting, baking, serving products for retail sale will need a dedicated hand sink, running water at suitable temperature, towels, and hand soap.
- **Exhibitors must provide their own hand sink. NCDA&CS WILL NOT PROVIDE hand sinks to vendors. Please consider this expense/investment before submitting your application.**
- 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.
- 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.
- Foods that fall under NCDA&CS inspections include items that are not sold prepackaged such as cookies and other baked items being packaged on-site, dipped ice cream, candy apples that are not displayed sealed, rice cakes that are made onsite and frozen slush drink products.
 - Basically, any food items that are not prepackaged that are handled and/or exposed to the environment that can possibly be contaminated that are being offered for sale.
 - Items that don't typically require an inspection: items that were prepared offsite at an approved and inspected kitchen that are prepackaged and labeled that are sold in the same packaged that they arrived in at the event.
 - Items that are only being provided as samples and not offered for sale such as BBQ on bread and the actual product that the customer is purchasing is a sealed jar prepared and labeled offsite.
- Products for self-serve require proper labeling. A label should include company name, address, net weight, complete ingredient statement and product name.
- The NCDA&CS inspectors will plan to complete the inspections on Friday morning prior to the start of the festival.
- Refer to the document [GTBNC Festival 2023 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.



CERTIFICATE OF LIABILITY INSURANCE FOR GENERAL LIABILITY (COI):

- 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 4285 Trinity Road, Raleigh, NC 27607.**
- Refer to the document titled [Certificate of Liability Insurance \(COI\) Example](#).

NO STICKERS:

- The distribution of stickers in any manner or advertising material having gummed or adhesive backing such as labels, lapel badges, car bumper stickers or window stickers, etc. is prohibited on the State Fairgrounds.
- Concessionaires and exhibitors found distributing such material shall immediately forfeit all space rights and, in addition, may be held financially responsible for all damages resulting from these materials being affixed to State Fair property and the cost of removal.

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.

CONTACT INFORMATION:

Contact Events/Project Manager, Brenna Favara at (919) 707-3154 or email Brenna.Favara@ncagr.gov with any questions.

Exhibitor Rules and Regulations are subject to change and may be sent via email prior to the beginning of the event. By submitting the Exhibitor Application, exhibitors are agreeing that they have read and will abide by all Rules and Regulations above and those sent later by the NCDA&CS. Exhibitor also agrees everyone representing the Exhibitor in the Got to Be NC / Food Lion Local Marketplace will be made aware of and abide by the Rules and Regulations.

Keep a copy of your application and the Rules and Regulations for your records.

More information will be emailed to confirmed exhibitors at least two weeks prior to the event.