



FLAVORS OF CAROLINA 2025 RULES & REGULATIONS



Event Venue:	Greensboro Coliseum Complex, Special Events Center
Event Address:	1921 W. Gate City Blvd., Greensboro, NC 27403
Event Date and Time:	Tuesday, January 28, 2025 • 1:00 – 5:00 pm
Application Deadline:	Friday, November 22, 2024
Hotel Room Deadline:	Friday, December 27, 2024

Applicant Information

Before signing up for booth space, please read all the provided information thoroughly. Exhibitor Rules and Regulations are subject to change. By submitting the Exhibitor Application, exhibitors are agreeing that they have read and will abide by all Rules and Regulations provided by the NCDA&CS. Exhibitor also agrees everyone representing the Exhibitor during the Flavors of Carolina show will be made aware of and abide by these rules.

Flavors of Carolina is an upscale business-to-business trade show hosted by the North Carolina Department of Agriculture & Consumer Services (NCDA&CS). It is invite-only and not open to the public. This is not a selling or order-taking event, but **product sampling is highly encouraged to be successful**.

Participation Requirements

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. Applications will be denied for non-member 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.

Selection Procedure and Additional Documents Required

- Applications must be submitted by the specified deadline (Friday, November 22, 2024).
- Acceptance is on a first-come, first-served basis, with the NCDA&CS reserving the right to place companies on a waitlist if too many similar products are represented.
- The NCDA&CS staff will review each application and confirm your Got to Be NC membership as well as your listing in the Got to Be NC Find Local Directory. You will then be emailed a payment link, and the payment is due within two business days of approval.
- Booth space is not secured until payment is received, and exhibitors may purchase up to four booths.
- Booth fees are non-refundable unless the event is canceled by the NCDA&CS.
- Once you are approved to exhibit you must email a copy of your Certificate of Insurance.
- Alcohol vendors must provide a copy of their Limited Special Occasion Permit from the ABC Commission.

Certificate of Insurance

Approved exhibitors must submit a Certificate of Insurance (COI) that lists the Greensboro Coliseum Complex and the NCDA&CS as an additional insured. The minimum requirements are \$1,000,000 Combined Single Limit for each occurrence. An example of the COI can be found on the event website, or you can request the file be emailed to you by contacting Brenna Favara at Brenna.Favara@ncagr.gov.

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

Breweries, Distilleries, and Wineries

A Limited Special Occasion Permit from the ABC Commission is required to sample products. Contact the ABC Commission at (919) 779-0700 for permit questions. Provide a copy of the permit to the NCDA&CS before the event and bring one to the show. Exhibitors without a permit will not be permitted to sample products.

Booth Information

Booth Space Options: Exhibitors at Flavors of Carolina can choose from a variety of booth space options to fit their needs, including single, double, or quad spaces. At this time, we are unable to accept requests for specific booth locations. Booth sharing is not permitted.

Booth Setup: Each 10'x10' booth includes one draped 8' table, one undraped 6' worktable, two folding chairs and a wastebasket. Electricity and ice are available upon request. Ice is available in 20 lb. bags and will be self-serve. Booths will have an 8' pipe and drape back wall and will be divided by 3' pipe and drape side walls.

Booth Signage: Signage must be provided by the exhibitor. Booths will be divided by pipe and drape, and backdrops may be used if they do not exceed 8' in height or obstruct neighboring booths. Nothing is permitted in the aisles.

Booth Pricing: Single Booth (10'x10') = \$275 • Double Booth (20'x10') = \$550 • Quad Booth (20'x20') = \$1,100

Booth Effectiveness Tips

- Coordinate staff outfits for a professional appearance.
- Offer product samples, ensuring all necessary supplies (cups, toothpicks, napkins, etc.) are on hand.
- Use creative props to showcase your products and provide printed materials about your items.
- Be ready to discuss both small and large orders.
- Fill your booth with plenty of product and use visually appealing banners and signs.
- Be sure to have plenty of business cards and/or marketing materials available.

New Product Showcase

If your company has a product new to the market or is exhibiting at Flavors of Carolina for the first time, you are eligible to participate in the New Product Showcase. This exclusive display allows attendees to see your product(s) before they walk the show floor, giving you extra exposure and the chance to make a great first impression on buyers and industry leaders. If your product is perishable, you may display the packaging instead. The NCDA&CS will provide a small tabletop sign for your booth that identifies you as having new product.

All products will be returned after the show providing a representative from your company picks the item(s) up immediately after the show. Any product not picked up from the showcase by 7:00 pm will be shared amongst the NCDA&CS staff working the event.

Sponsorship Opportunities

In effort to keep the exhibitor booth rates as low as possible we are now offering exclusive sponsorship opportunities. There are only a few opportunities, and they are available on a first-come, first-served basis. For information on sponsorship opportunities please visit the event website or contact the event manager for additional information.

Exhibitor Load-In/Set-Up/Load-Out

Booth pipe & drape as well as tables and chairs will be set up prior to your arrival. Exhibitors are responsible for their own load-in/set-up/load-out. For liability purposes, the NCDA&CS staff are not permitted to help you.

Exhibitor Load-In: Exhibitor can begin moving in on **Tuesday, January 28, 2025, from 6:30 am – 11:00 am**. The exhibit hall is accessible from the parking lot with multiple doors for easy load-in. Venue event staff will be available to direct you. Exhibitors must bring their own hand carts.

Exhibitor Set-Up: All booths must be fully set up by 12:30 pm to ensure your electrical needs are met. There will be a brief announcement for exhibitors on the show floor around 12:30 pm. Please be respectful during this time, pay attention and keep background noise to a minimum. More instructions will be provided to registered exhibitors closer to the event.

Exhibitor Load-Out: The show ends at 5:00 pm. Once all the attendees have exited the show floor exhibitors must begin moving their items off the premises. Please ensure all items are removed by 7:00 pm and leave your booth in the same condition in which it was provided.

Attendee Bags

Attendees will receive welcome bags provided by the NCDA&CS at registration check-in. Exhibitors are encouraged to collect contact information with product samples and provide smaller, sample-sized portions if possible. Exhibitors are not permitted to pass out their own bags during the show but may give attendees samples to take home.

Samples and Supplies

Sampling of products is highly encouraged. Charging for samples is prohibited. Exhibitors must keep sufficient product/samples in inventory. If you run out inventory before the show is over, you are still required to keep your booth open and staffed.

Suggested Sample Sizes: Beverage samples should be two ounces or less. Food samples should be one square inch or less. Samples should fit in a standard one-inch condiment cup.

Bring Your Own Supplies: Exhibitors are responsible from providing their own supplies. Such as sampling cups, plates, utensils, toothpicks, napkins, paper towels, heating devices, extension cords, etc.

Exhibitor Regulations

- A maximum of four personnel is allowed per booth, and all names must be listed on the application. Changes can be made on-site at the exhibitor registration check-in desk.
- Flavors of Carolina name badges are required to be worn at all times and will be provided by the NCDA&CS.
- Roaming the show floor to engage buyers is prohibited to ensure fair opportunities for all exhibitors.
- Booths may not be dismantled before the event's conclusion. If an exhibitor does not adhere to this policy, they are subject to removal from the show and may be suspended for one year or no longer be permitted to participate in future events such as the Mountain State Fair, NC State Fair, and the Got to Be NC Festival.
- Refunds will not be provided for any cancellations, no-shows, suspension or removals for failure to follow the rules and regulations.

Prohibited Items

- No liquid propane, combustibles, deep fryers, tents, music, flashing lights, or promotional material distribution outside your booth space.
- No smoking or vaping in the building.
- Do not attach materials to the walls or put any items in the aisles outside of your designated booth space.
- Exhibitors are also prohibited from distributing bags. The NCDA&CS provides bags to all attendees.

Cannabidiol (CBD)

The NCDA&CS reserves the right to notify appropriate authorities regarding the unlawful sale or distribution of certain CBD products on the premises. 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. Any products which are derived from cannabis are prohibited.

Hotel Information

Exhibitors can book rooms at the Hampton Inn & Suites Greensboro Coliseum with a special rate of \$115/night by clicking [here](#) to reserve online or by calling (336) 553-1818 and asking for the Flavors of Carolina group rate. The hotel is located at 3033 West Gate City Boulevard, Greensboro, NC 27403 just a mile down the road from the event.

Other nearby hotels (without discounts) include but not limited to:

- **Marriot Greensboro Downtown** (336) 379.8000 **Holiday Inn Greensboro Coliseum** (336) 294.4565
- **Doubletree by Hilton Greensboro** (336) 292.4004 **Sheraton Greensboro at Four Seasons** (336) 292.9161

Shipping Products in Advance to Venue

The NCDA&CS does not handle shipping. Contact the event manager to be connected with a representative at the venue if you need to ship items in advance. Exhibitors are responsible for all associated shipping and handling fees.

Liability Clause

Each exhibitor is liable for their exhibited products and the actions of their representatives. The NCDA&CS is not responsible for any damages or additional costs incurred by the exhibiting company that were not prearranged. The NCDA&CS is only responsible for the actions of its employees as governed by North Carolina law.

Disclaimer

The NCDA&CS reserves the right to update these rules and regulations at any time. Changes will be communicated to all approved exhibitors via email.