

# AN INVITATION TO EXHIBIT & SPONSOR

## 2017 SOUTHEAST STRAWBERRY EXPO

November 1-3, 2017

Hilton Wilmington Riverside, Wilmington, North Carolina

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We are pleased to invite you to participate in the 2017 Southeast Strawberry Expo as an exhibitor and/or sponsor. Our exhibitors are always a top priority for us as we create a valuable educational and networking experience for conference attendees. This year's expo has great potential and we have an exciting agenda in the works. The Hilton Riverside Wilmington will be a terrific venue, with the trade show area immediately adjacent to all meeting rooms and registration space. In addition, the beautiful city of Wilmington and nearby beaches have many historical and recreational attractions to offer and this year's location is sure to be a big draw for participants.

Always at the Strawberry Expo:

- Attendees are involved, focused, and eager to make connections. Exhibitors comment on the high level of interest they receive during our trade show.
- Fees for exhibit booths and grower registration are reasonably priced.
- All breaks take place in the trade show area.
- Carefully designed educational program and activities to draw maximum number of attendees

Sponsorship, program ads, and auction donations provide opportunities to show your company's support of our strawberry industry and increase your visibility at the Expo. These options are also available to companies that choose not to have a booth at the trade show. We can accommodate exhibitors who wish to sponsor a particular event such as a meal or the farm tour. Contact us for more details.

Confirmed exhibitors and sponsors will be listed in both the association's newsletters and the web as part of our pre-conference publicity, so register soon. Sponsors confirmed before printing will be listed on the general registration brochure.

Feel free to either print and mail in this form, or scan and email it. Please don't hesitate to contact us if you have sponsorship questions, program ideas, or special exhibit needs – we hope to see you there!

Sincerely,

Kristy Phillips  
Executive Secretary  
919-537-2287  
info@ncstrawberry.com  
PO Box 543  
Siler City, NC 27344

# EXHIBITOR INFORMATION

## 2017 SOUTHEAST STRAWBERRY EXPO

### TRADE SHOW INFORMATION

Hours: Thursday, November 2<sup>th</sup>, from 8am-5:30pm  
Friday, November 3<sup>rd</sup> from 8am-12:30pm

Exhibit Area: The trade show will be adjacent to the meeting rooms. All breaks will be held in the exhibit area. Exhibitor space is an 8'x8' booth; all booths are separated by pipe and drape.

Set up: Wednesday, Nov 1<sup>st</sup>, 2 - 10:00 pm. The hotel has a loading dock. Large equipment may be parked outside, nearby and easily accessible.

Breakdown: Please break down between 12:30 (end of breakout sessions) and 3:30pm on Friday, November 3<sup>rd</sup>.

Electricity/Internet: The hotel charges \$40 per booth per day for each standard electrical hookup and you may reserve by checking the box on your registration sheet. Wired Internet connection(s) are \$75 per vendor booth, per day (list as wired internet \$150 for 2 days on registration form). Wireless signals are intermittent and non-guaranteed.

Shipping: Please ship any items to the following address:

Hilton Wilmington Riverside  
301 N Water St, Wilmington, NC 28401  
REFERENCE: NC Strawberry Association (November 1-3, 2017)

The hotel charges for drayage. Please check on fees with the hotel directly if you plan to ship items.

Security: No special security is provided and NCSA assumes no liability for loss or damage to your display or equipment.

### ACCOMMODATIONS & TRAVEL

Our host hotel is the Hilton Wilmington Riversider at 301 N Water St, Wilmington, NC 28401.

Our group rate of \$139.00 will be available until October 10, 2017

Book Reservations by Phone: 910-763-5900

Book Reservations Online:

[http://www.hilton.com/en/hi/groups/personalized/I/ILMNCHF-STB-20171031/index.jhtml?WT.mc\\_id=POG](http://www.hilton.com/en/hi/groups/personalized/I/ILMNCHF-STB-20171031/index.jhtml?WT.mc_id=POG)

### PROGRAM ADVERTISEMENTS

Increase your impact with a program ad! Participants often keep programs for year-round reference. All ads are full color and must be received by September 15. We can also lay out your ad for an additional charge. All expo sponsors receive a free ad.

### SPECIAL OPPORTUNITIES

Our Silent Auction raises funds for the NCSA Scholarship Program. All donors will be fully acknowledged. Donations can be tools, supplies, services, excursions, etc. Please note on the registration sheet if you plan to bring an item for the auction.

# EXHIBITOR & SPONSOR REGISTRATION

SE Strawberry Expo: Nov. 1-3, 2017 ❖ Register by September 15 ❖ Wilmington, NC

## CONTACT INFORMATION

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Website: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Representatives Attending:

FREE  \_\_\_\_\_

FREE  \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## EXHIBIT SPACE

Exhibit space includes booth with table, pipe & drape, and admission for 1-2 representatives. You must be a member in order to exhibit.

- Industry Membership 1 x \$100 = \$100
- Exhibit Space \_\_\_\_\_ x \$650 = \$ \_\_\_\_\_
- Electricity hookup(2 days) \_\_\_\_\_ x \$80 = \$ \_\_\_\_\_
- Wired Internet (2 days ) \_\_\_\_\_ x 150 = \$ \_\_\_\_\_
- Add'l attendees (2 incl) \_\_\_\_\_ x \$75 = \$ \_\_\_\_\_
- Additional Needs: \_\_\_\_\_

Total Exhibit Space Commitment: \$ \_\_\_\_\_

## PROGRAM BOOKLET ADVERTISING

All sponsors receive a free ad. All ads are full color. Please submit artwork to Grace.NCSA@gmail.com by September 15.

- Business Card (2" x 3.5") - \$45
- 1/4 Page - \$75
- 1/2 Page - \$135
- Full page - \$250

Total for Booklet Advertising: \$ \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

We rely on our sponsors to help keep this highly educational event affordable for our growers! All sponsors benefit from prominent recognition in our our program booklet, on signs and announcements during the conference, as well as various types of conference publicity prior to expo.

- Host Level** (Gifts of \$1,800 and up)
  - Premium booth position in trade show area
  - Free 1/2 page ad in program booklet
- Platinum Level** (Gifts of \$1,200 - \$1799)
  - Preferred booth position in trade show area
  - Free 1/2 page ad in program booklet
- Gold Level** (Gifts of \$600-\$1199)
  - Choice booth position in trade show area
  - Free 1/4 page ad in program booklet
- Silver Level** (Gifts of \$350-\$599)
  - Free 1/4 page ad in program booklet
- Bronze Level** (Gifts of \$200-\$349)
  - Free business card-size ad in program booklet
- Please contact my organization to discuss options for sponsoring a specific event during expo

Total Sponsorship Commitment: \$ \_\_\_\_\_

Donation to Scholarship Fund or Item for Silent Auction: \_\_\_\_\_

## FARM TOUR

The farm tour will take place Monday, November 7, 10am-8pm. More details TBA.

- Bus, lunch, tour, dinner \_\_\_\_\_ x \$85 = \$ \_\_\_\_\_
- Tour & dinner only \_\_\_\_\_ x \$70 = \$ \_\_\_\_\_ (driving separately)

Total for Farm Tour: \$ \_\_\_\_\_

## PAYMENT INFORMATION

Check (to NCSA)    Visa    MasterCard    Discover

Name on Card: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp: \_\_\_\_\_

Total amount enclosed/to be run on credit card \$ \_\_\_\_\_

REGISTRATION DEADLINE: SEPTEMBER 15, 2017

MAIL TO: NC Strawberry Association, PO Box 543, Siler City, NC 27344 EMAIL TO: info@ncstrawberry.com