



AN INVITATION TO EXHIBIT & SPONSOR

2026 SOUTHEAST STRAWBERRY EXPO

November 8-11, 2026

Tryon International Equestrian Center - Mill Spring, NC

We are pleased to invite you to participate as an exhibitor and/or sponsor at the upcoming **2026 Southeast Strawberry Expo**, hosted by the North Carolina Strawberry Association. This year's event promises outstanding educational and networking opportunities for all attendees—and we know from experience that our vendors are a vital part of that success. We're excited to offer a dynamic program along with excellent visibility for our exhibitors and sponsors.

Event Details

Dates: November 8-11, 2026

Location: Tryon International Equestrian Center - Mill Spring, NC

Why Exhibit at the Strawberry Expo?

- ▶ Attendees are engaged and eager to connect—vendors consistently report strong interest and interaction during the trade show.
- ▶ Exhibit space is located directly adjacent to all meeting rooms and the registration area, ensuring consistent traffic.
- ▶ Affordable booth and registration fees.
- ▶ Breakfast, morning, and afternoon breaks take place in the trade show area to maximize visibility.
- ▶ A dedicated **2-hour Welcome Reception on Monday evening** in the trade show area—designed specifically for vendor-attendee engagement.
- ▶ A thoughtfully planned educational agenda and farm tour to draw high attendance.

Sponsorship Opportunities

In addition to exhibiting, your company can increase its visibility through sponsorships (including meals, breaks, and farm tour events), program ads and auction donations.

Sponsorship options are also available for companies not exhibiting at the trade show. Confirmed sponsors will be recognized in our association newsletters, website, and—if received before the print deadline—the official conference program booklet.

Deadline to register as an exhibitor or sponsor: October 1, 2026

If you have questions about sponsorships, program suggestions, or special exhibit needs, please don't hesitate to reach out to Kristy Phillips at info@ncstrawberry.com. We'd be happy to work with you to create a successful presence at this year's Expo.

We look forward to seeing you in Western NC!



EXHIBITOR INFORMATION

2026 SOUTHEAST STRAWBERRY EXPO

TRADE SHOW

- Hours:**
- Monday, November 9, 2026 from 5:00 PM - 7:00 PM
 - Tuesday, November 10, 2026 from 7:30 AM - 5:00 PM
 - Wednesday, November 11, 2026 from 7:30 AM - 11:00 AM

Exhibit Area: The trade show will be adjacent to the meeting rooms. Breakfast, breaks, as well as Welcome Reception (Monday eventing) will be held in the Exhibit Space. Exhibitor space is a 6' x 6' space - includes 6' table with 2 chairs and tablecloth.

Set up: Sunday, November 8, 2026 from 2:00 PM - 9:00 PM and Monday, November 9, 2026 from 8:00 AM - 4:30 PM
Vendors must finish setting up booths by 4:30 PM on Monday (11/9) - Large equipment may be parked outside

Breakdown: Tear-down booths on Wednesday, November 11 (*vendors may tear-down after 10:45 AM break ends*)

Electricity/Internet: The charge for standard electrical hookup is \$50 (one-time fee) and you may reserve your hookup by checking the box on your registration sheet. Wireless internet is complimentary.

Shipping: Please ship items to hotel as follows:

**Tryon International Equestrian Center
c/o (Company Name - Vendor)**

25 International Blvd.
Mill Spring, NC 28756

The hotels may charge a drayage fee. The hotel must receive prior notification of incoming packages. A daily storage fee may apply for packages received more than three (3) days in advance. Vendors are responsible for shipping any packages back.

Event Name: SE Strawberry Expo (Nov 8-11, 2026)

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

OVERNIGHT HOTEL ACCOMMODATIONS

Overmountain Lodge (at Tryon)

25 International Blvd.
Mill Spring, NC 28756

NCSA GROUP RATE:
\$139.00/night

IMPORTANT:
Cutoff Date: October 23, 2026
Final deadline to make your hotel reservation at the discounted group rate.

- For In-House reservations, call during normal business hours **(828) 863-1015** to book your hotel room at Overmountain Lodge.
- No online reservation link available.

SPECIAL OPPORTUNITIES

Our Live and Silent Auctions raise funds for the NCSA Scholarship Program. All donors will be fully acknowledged. Donations can be anything such as gift baskets, tools, supplies, services, excursions, etc. Please note on the registration form if you plan to bring an item for the auction.

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 **October 1, 2026**. We can also lay out your ad for an additional charge. All sponsors will receive a free ad.

