



AN INVITATION TO EXHIBIT & SPONSOR

2021 SOUTHEAST STRAWBERRY EXPO

November 10-12, 2021

Delta Marriott Virginia Beach Bayfront, Virginia Beach, VA

We are pleased to invite you to participate in our upcoming 2021 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. The 2021 Conference & Farm Tour has great networking opportunities as we have an exciting agenda planned. The conference, with workshops, keynote speakers and presentations will take place at the Delta Marriott Virginia Beach Bayfront Suites in Virginia Beach, VA. This beautiful facility is a wonderful venue, as the hotel has panoramic water views and is an oasis on the shores of the breathtaking Chesapeake Bay. Enjoy this ideal location near diverse water activities on Chesapeake Bay, near First Landing State Park and Virginia Beach Sportsplex.

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.
- ▶ Both morning and afternoon breaks will 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 during our conference. These options are also available to companies that choose not to have a booth at the trade show. We can also accommodate vendors who wish to sponsor a particular event such as a meal or the farm tour. Contact Kristy Phillips for more details (info@ncstrawberry.com or 919-537-2287).

Confirmed exhibitors and sponsors will be listed in both the association's newsletters and the website as part of our pre-conference publicity, so register soon. Sponsors confirmed before printing deadline will be listed in the conference program booklet. Deadline for exhibitors and sponsors is **October 1, 2021**.

Please don't hesitate to contact me if you have sponsorship questions, program ideas, or special exhibit needs. We hope to see you in Virginia Beach!

Sincerely,

Executive Secretary, NCSA



EXHIBITOR INFORMATION

2021 SOUTHEAST STRAWBERRY EXPO

TRADE SHOW

Hours: • Thursday, November 11, 2021 (7:30am-5:30pm)
• Friday, November 12, 2021 (7:30am-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 a 8'x6' booth; booths are separated by pipe and drape.

Set up: Wednesday, November 10, 2021 from 2pm-9pm. The hotel has a loading dock. Large equipment may be parked outside, nearby and easily accessible.

Breakdown: Please break down booths on Friday, November 12, 2021 at 12:30pm (end of breakout sessions)

Electricity/Internet: The charge for standard electrical hookup is \$25 (one-time fee) and you may reserve your hookup by checking the box on your registration sheet. Wireless internet is complimentary for overnight guests staying at the Delta Marriott Virginia Beach Bayfront Suites.

Shipping: Please ship any items to the following address:

Delta Marriott Virginia Beach Bayfront Suites
2800 Shore Drive
Virginia Beach, VA 23451

Should a Vendor/Exhibitor be expecting boxes for the event, all packages must be addressed to Hotel standards (see sample label on left). Due to limited storage space, the Hotel will not accept shipments more than five (5) business days prior to the start date of the event.

Hotel Contact: Jamar Davis (Conference Services)
Event Name: SE Strawberry Expo
Attn: (Vendor/Exhibitor Name)
Date of Event: November 10-12, 2021

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

ACCOMMODATIONS & TRAVEL

Delta Marriott Virginia Beach Bayfront Suites
2800 Shore Drive
Virginia Beach, VA 23451
Phone: (833) 999-0168

~Special Group Rate: \$99.00/night~

Cutoff Date: October 22, 2021
Final deadline to make your
hotel reservation at the
discounted group rate.

Click on this reservations link to book your hotel room: [Book your group rate for NCSA Southeast Strawberry Expo 2021](#)

Arrival Date: Tuesday, November 9, 2021 / Departure Date: Friday, November 12, 2021

Please note, attendees should contact hotel as early as possible, but no later than the room release date of October 22, 2021 in order to receive the special group rate of \$99.00/night.

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.

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, 2021. We can also lay out your ad for an additional charge. All expo sponsors receive a free ad.



EXHIBITOR & SPONSOR REGISTRATION

2021 Southeast Strawberry Expo ❖ November 10-12, 2021 ❖ Virginia Beach, VA

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 @ \$100 = \$100

Exhibit Space @ \$650 = \$ _____

Electricity for booth @ \$25 = \$ _____

Complimentary WiFi @ \$0 = \$FREE

Add'l attendees (2 incl) @ \$75 = \$ _____

Additional Needs: _____

Total Exhibit Space Commitment: \$ _____

PROGRAM BOOKLET ADVERTISING

All sponsors receive a free full-color ad (refer to Sponsorship Opportunities - top right column). Please submit artwork to Kristy Phillips at info@ncstrawberry.com by October 1.

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 Wed., Nov. 10 (10am-6:30pm).

*Due to COVID, attendees are required to drive their own car.

Lunch, Tours & Dinner @ \$85 = \$ _____

Total for Farm Tour: \$ _____

TOTAL amount enclosed and/or to be run on credit card

SUBTOTAL (all **RED** boxes) = \$ _____

3.5% credit card convenience fee = \$ _____

TOTAL \$ _____

PAYMENT INFORMATION

Check (to NCSA) Visa MasterCard Discover

Name on Card: _____

Card #: _____ Exp: _____

If you pay by credit card, a 3.5% convenience fee will be applied.

❖ QUESTIONS CALL (919)537-2287

❖ REGISTRATION DEADLINE: **October 1, 2021**

❖ MAIL TO: NC Strawberry Association, PO Box 543, Siler City, NC 27344

❖ EMAIL TO: info@ncstrawberry.com