



AN INVITATION TO EXHIBIT & SPONSOR

2023 SOUTHEAST STRAWBERRY EXPO

November 8 - 10, 2023

Hilton Charlotte University Place

We are pleased to invite you to participate in our upcoming **2023 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 2023 Conference & Farm Tour has great networking opportunities and an exciting agenda planned. The conference, with workshops, keynote speakers and presentations will take place at the Hilton Charlotte University Place in Charlotte, NC. This beautiful facility is a wonderful venue, with the trade show area immediately adjacent to all the meeting rooms and the registration area space. This lakeside hotel is located just off I-85, a half-mile from The University of North Carolina at Charlotte and steps from The Shoppes at University Place. PNC Music Pavilion and the Charlotte Motor Speedway are 10 minutes away. It's ideal location is within walking distance to a large variety of restaurants and surrounded by distinctive specialty shops, vibrant bistros, lakeside jogging trails and lively entertainment.

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.
- Breakfast and both morning and afternoon breaks will all 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, 2023**.

Please don't hesitate to contact me if you have sponsorship questions, program ideas, or special exhibit needs. We look forward to seeing you in Charlotte!

Sincerely,

Kristy Phillips
Executive Secretary, NCSA



EXHIBITOR INFORMATION

2023 SOUTHEAST STRAWBERRY EXPO

TRADE SHOW

Hours: • Thursday, November 9, 2023 (7:00am-6:00pm)

Exhibit Area: The trade show will be adjacent to the meeting rooms. Breakfast, both breaks and the live auction will all be held in the exhibit area. Exhibitor space is a 6'x6' space - includes 6' table with 2 chairs and tablecloth.

Set up: Wednesday, November 8, 2023 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 Thursday, November 9, 2023 (6:00pm - end of live auction)

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 for guests staying at the Hilton Charlotte University Place.

Shipping: Please ship items to hotel as follows:

Hilton Charlotte University Place

8629 J.M. Keynes Drive
Charlotte, NC 28262

Event Name: 2023 SE Strawberry Expo

Dates of Event: November 9-10, 2023

The hotels charges fro dayage. The hotel must have prior notification of all incoming packages. A \$10.00 per day storage fee will be charged for packages received more than three (3) days in advance. Vendors are responsible for shipping any packages back.

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

OVERNIGHT HOTEL ACCOMMODATIONS

Hilton Charlotte University Place

8629 J.M. Keynes Drive
Charlotte, NC 28262

~ **Group Rate: \$139.00/night** ~

Cutoff Date: October 24, 2023

Final deadline to make your
hotel reservation at the
discounted group rate.

- For In-House reservations, call during normal business hours **(704) 547-7444** and mention the group name listed above.
- Online Reservation Link (*not mobile compatible*): [NCSA 2023 SE Strawberry Expo](#)

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, 2023**. We can also lay out your ad for an additional charge. All sponsors will receive a free ad.



EXHIBITOR & SPONSOR REGISTRATION

2023 Southeast Strawberry Expo ❖ November 8-10, 2023 ❖ Charlotte, 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 @ \$100 = \$100

Exhibit Space @ \$650 = \$ _____

Electricity for booth @ \$50 = \$ _____

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 Friday, Nov. 10 (8am-6:00pm). Attendees will be responsible for driving their own car

Lunch, Tours & Dinner @ \$95 = \$ _____

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.

❖ REGISTRATION DEADLINE: **October 1, 2023**

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

❖ EMAIL TO: info@ncstrawberry.com ❖ PHONE: **919-537-2287**