

MEMORANDUM

To: Goodness Grows in NC Members
and Commodity Associations

From: Myrtle T. Earley

Date: February 10, 2011



NCDA & CS would like to invite your company to exhibit in the Got to Be NC Food Expo. This fourth annual festival will take place in the Expo Building at the NC State Fairgrounds on May 20 - 22, 2011. Our goal is for 75,000-100,000 people to come during the 3 - day event. The doors will be open to the public on Friday from 10:00am – 8:00pm, Saturday from 10:00am – 8:00pm and Sunday from 10:00am – 6:00pm. Gate admission will be \$2. To offset the admission charge, we are offering the opportunity to 12 exhibiting companies willing to offer a coupon with a minimum value of \$1. It could be \$1 or more off purchase, buy two get one free, 10% off case purchase, etc., but the minimum value would be \$1 per coupon. The first 12 exhibitors who agree to this will be on a coupon sheet, printed by NCDA and given to all paying adults. This opportunity will help drive customers to your booth.

This show gives companies an opportunity to sample and sell products to consumers from across the state. The NC Wine and Cheese Garden, NC Farm Fresh Member and the NC Specialty Foods Association sections will bring interest to this show. The NC Wine Garden was a huge hit last year. We are adding NC cheeses to this area. We welcome produce, meat, condiments, snacks, desserts, pickles, jams, jellies, beverages, frozen items, breads, sauces, etc. as vendors. However, prepared foods such as sandwiches, entrees, etc. may not be sold. Wineries are welcome to sample and sell wines only by the bottle for off-premise consumption.

The 10' x 10' booths are \$200. Corner booths are \$250. Additional booths are \$150 each. Booth spaces include one draped and skirted 8' table, one 8' table that is not covered or skirted, carpet, 3' pipe and drape on booth sides, 8' pipe and drape behind the booth, a 110 volt 20 amp electrical outlet and 2 chairs.

All companies participating in the Food Expo are required to provide a General Liability Insurance certificate with a minimum coverage of \$1,000,000. A Certificate of Insurance afforded by a company licensed to do business in North Carolina must be provided naming **NC Ag Promotions as the certificate holder and : NC State Fair and NCAP as additional insured. The address of NC State Fair is 1025 Blue Ridge Rd, Raleigh, NC 27607. The address for NCAP is PO Box 27647, Raleigh, NC 27601.** To participate, complete the enclosed application and mail with a check and liability insurance certificate to: Myrtle T. Earley, 1020 Mail Service Center, Raleigh, NC 27699. Checks should be made payable to NC Ag Promotions, Inc. Questions should be directed to myrtle.earley@ncagr.gov or 919-707-3118.