



**58th Annual Open House and Trade Show!  
January 17-18, 2024**

**Deadline to Reserve Space December 22, 2023**

The North Carolina Blueberry Council in collaboration with North Carolina State University invites you to network with growers and showcase your products and services during our 58<sup>th</sup> Annual Open House and Trade Show, January 17-18, 2024 at the Charlie Rose Expo Center, Crown Complex, Fayetteville, North Carolina. Don't miss the chance to see and be seen at the primary educational meeting for blueberry growers in the state attracting an average of more than 250 attendees.

**Exhibition Space:** All space should be reserved no later than December 22, 2024. Enclosed you will find a Trade Show Application and Contract, Sponsorship Opportunities and Exhibitor Information.

Here's an overview of our schedule for 2024:

Tuesday, January 16	9:00 am – 4:00 pm	Exhibitor Move-In (NOTE change in day of week)
Wednesday, January 17	8:30 am – 12:30 pm	Educational Sessions
	1:30 pm – 5:00 pm	TRADE SHOW
Thursday, January 18	8:30 am – 10:30 am	TRADE SHOW
	10:30 am – 4:00 pm	Educational Sessions/Pesticide Training/Business Meeting
	1:00 pm – 4:00 pm	Exhibitor Move-Out

**Group Hotel:** We have reserved a block of rooms at the Doubletree Fayetteville, at a specially negotiated group rate for our attendees of \$142 for a Double Queen room or \$146 for a King room. In order to fulfill our contract obligations and avoid paying attrition charges, **we strongly encourage attendees to book their room(s) within the block by calling 910-323-8282 and using the Group Code NCB.**

For sponsorship and exhibit questions, contact Ginger Hubner, Trade Show Manager at 919-349-5696 or [gingerh@resortmarketing.com](mailto:gingerh@resortmarketing.com). For further information, contact Brenda Park, Executive Director at 864-361-1598 or [b.park@ncblueberrycouncil.org](mailto:b.park@ncblueberrycouncil.org).

**Sponsorship, exhibiting at the Trade Show, and donating to our prize raffle offers your company increased visibility and shows your continued support of the blueberry industry.** We look forward to seeing you in January.

Sincerely,

Ralph Carter Jr., President  
North Carolina Blueberry Council, Inc.

**Representing All Blueberry Growers in North Carolina**  
213 Davidson Road • Greenville, SC 29609 • (864) 361-1598  
[www.ncblueberrycouncil.org](http://www.ncblueberrycouncil.org) • [contact@ncblueberrycouncil.org](mailto:contact@ncblueberrycouncil.org)



# Increase Your Visibility!

## Become a Valued Sponsor of the 2024 North Carolina Blueberry Council Open House and Trade Show

In return for your sponsorship support, your company will be recognized throughout our conference materials, websites and social media. Sponsors are responsible for providing a company profile and logo. **All Sponsors receive Standard Sponsor Benefits consisting of a rotating sidebar banner ad on [www.ncblueberrycouncil.org](http://www.ncblueberrycouncil.org), a sponsor listing on [www.blueberrytradeshow.com](http://www.blueberrytradeshow.com), and onsite signage throughout the Open House / Trade Show.** Please refer to each sponsorship level for specific benefits.

<b><u>Platinum Lunch Sponsor</u></b>  <b><u>\$4,000</u></b> <b><u>(2 Available)</u></b>	<ul style="list-style-type: none"> <li>❖ Title Sponsor for Lunch Wednesday OR Thursday</li> <li>❖ Three (3) Attendee Registrations</li> <li>❖ One 10 x 10 booth in Trade Show</li> <li>❖ Opportunity to address attendees during Program Agenda – Ten (10) minutes</li> <li>❖ One (1) Press Release of sponsored content on <a href="http://www.blueberrytradeshow.com">www.blueberrytradeshow.com</a> with click through link to your site (press release and url must be provided)</li> <li>❖ Front page <u>fixed</u> banner ad on <a href="http://www.blueberrytradeshow.com">www.blueberrytradeshow.com</a></li> <li>❖ One (1) email broadcast to all grower members during 2024</li> </ul>
<b><u>Gold Sponsor</u></b>  <b><u>\$2000</u></b>	<ul style="list-style-type: none"> <li>❖ Title Sponsor for Breakfast Wednesday OR Thursday <b>*Awarded to first two Gold Sponsor Commitments</b></li> <li>❖ Two (2) Attendee Registrations</li> <li>❖ One 10 x 10 Booth in Trade Show</li> <li>❖ Opportunity to address attendees during Program Agenda – Five (5) minutes</li> <li>❖ Front page <u>fixed</u> banner ad on <a href="http://www.blueberrytradeshow.com">www.blueberrytradeshow.com</a></li> <li>❖ One (1) email broadcast to all grower members during 2024</li> </ul>
<b><u>Silver Sponsor</u></b>  <b><u>\$1000.00</u></b>	<ul style="list-style-type: none"> <li>❖ Title Sponsor for Morning <b>AND</b> Afternoon Beverage Breaks Wednesday OR Thursday <b>*Awarded to first two Silver Sponsor Commitments</b></li> <li>❖ One (1) Attendee Registration</li> </ul>
<b><u>Bronze Sponsor</u></b>  <b><u>\$500.00</u></b>	<ul style="list-style-type: none"> <li>❖ Standard Sponsor Benefits</li> </ul>

Company Name \_\_\_\_\_ Sponsorship Level \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

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

\_\_\_ Check Enclosed **OR** \_\_\_ Credit Card Payment Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ EXP Date: \_\_\_/\_\_\_

Security Code: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_ Signature: \_\_\_\_\_

Please return with payment information to: Brenda C. Park, Executive Director  
 213 Davidson Road, Greenville, SC 29609  
[b.park@ncblueberrycouncil.org](mailto:b.park@ncblueberrycouncil.org) 864-361-1598

**VENDOR TRADE SHOW APPLICATION AND CONTRACT**  
**North Carolina Blueberry Council 58th Annual Open House January 17-18, 2024**  
 Crown Center, Charlie Rose Expo Center, 1960 Coliseum Drive, Fayetteville, NC 28306  
[www.crowncomplexNC.com](http://www.crowncomplexNC.com)

**Includes:**  
 8' high draped backdrop, 3' high side draped booth dividers, 8' skirted table, two chairs, two (2) exhibitor ID badges, group food and beverage functions, company name sign, and one 110-volt outlet. Additional exhibitor ID badges may be purchased for \$75 each.  
**ONLY PAYMENT RESERVES SPACE – Deadline to reserve space is December 22, 2023**

Company Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_ Website \_\_\_\_\_

**PRINT** Name(s) for ID badges: 1 (Incl) \_\_\_\_\_ 2 (Incl) \_\_\_\_\_

3 (\$75) \_\_\_\_\_ 4 (\$75) \_\_\_\_\_

I plan to exhibit the following: \_\_\_\_\_

**Type of Business (Check all that apply):**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Chemical Distributor/Manufacturer | <input type="checkbox"/> Crop Insurance             | <input type="checkbox"/> Plant Nursery                |
| <input type="checkbox"/> Equipment Sales/Manufacturing     | <input type="checkbox"/> Packing Materials Supplier | <input type="checkbox"/> Fruit Marketer/Buyer         |
| <input type="checkbox"/> Extension/Research/Education      | <input type="checkbox"/> Government Agency          | <input type="checkbox"/> Information/Weather Services |
| <input type="checkbox"/> Other (please specify) _____      |   |   |

ALL <b>BOOTH SPACE</b> INCLUDES ONE YEAR ANNUAL MEMBERSHIP IN NORTH CAROLINA BLUEBERRY COUNCIL, INC.			
<b>OPEN FLOOR SPACE</b> ADD \$75 FOR ANNUAL MEMBERSHIP FEE			
Quantity	Description	Rate	Total
	10' x 10' booth with pipe and drape	\$425 per booth	
	20' x 10' double booth with pipe and drape	\$675 per booth	
___ ft. x ___ ft. = ___ sq. ft.	Open Floor Space (Minimum 200 sq ft.)	\$1.50 per square ft. <b>PLUS \$75</b>	
	Additional Exhibitor ID Badges	\$75 each	
<b>We will donate the following giveaways / raffle prize(s):</b>			

**TOTAL FEES ENCLOSED OR TO BE CHARGED . . . . . \$ \_\_\_\_\_**

Check (to North Carolina Blueberry Council)     
  Visa     
  MasterCard     
  American Express

Name on Card \_\_\_\_\_ Card #: \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

**Mail this completed form with payment to:**     
 North Carolina Blueberry Council  
 213 Davidson Road  
 Greenville, SC 29609

**Or email to:**     
[b.park@ncblueberrycouncil.org](mailto:b.park@ncblueberrycouncil.org)

**I AGREE TO ABIDE BY SHOW RULES, REGULATIONS AND POLICIES:**

Applicant's signature \_\_\_\_\_ Date: \_\_\_\_\_

Please contact us if you have special needs or if you require total space in excess of 500 sq. ft. Your payment will be refunded only if space is not assigned. Fees include both days. Vendors will receive further information (floor plan, directions, and facilities)

**FOR MORE INFO:**      Brenda Park, Executive Director (864) 361-1598 or email [b.park@ncblueberrycouncil.org](mailto:b.park@ncblueberrycouncil.org)  
**SPONSOR/EXHIBIT QUESTIONS:**      Ginger Hubner, Trade Show Manager (919) 349-5696 or email [gingerh@resortmarketing.com](mailto:gingerh@resortmarketing.com)



## 2024 Open House and Trade Show Exhibitor Information

### Location:

Crown Center Complex - Charlie Rose Expo Center  
1960 Coliseum Drive  
Fayetteville, NC 28306

### Booth Assignment: TBD

**Your booth assignment along with a floorplan  
will be sent at a later date.**

### Trade Show Dates and Times:

Tuesday, 1/16/24	9:00 am – 4:00 pm	Exhibitor Move-In
Wednesday, 1/17/24	1:30 pm – 5:00 pm	TRADE SHOW
Thursday, 1/18/24	8:30 am – 10:30 am	TRADE SHOW
	1:00 pm – 4:00 pm	Exhibitor Move-Out

Heavy equipment and all rolling carts must be brought into the Exhibit Area through the rear doors – no rolling carts in the lobby area.

### Shipping Information:

Smaller shipments may be shipped to arrive on Friday, January 12. Large (freight) shipments should be shipped to arrive on Monday, January 15.

Crown Complex - Exposition Center  
1960 Coliseum Drive  
Fayetteville, NC 28306  
ATTN: NC Blueberry Council

Please be sure to include Exposition Center on the mailing labels to ensure that the shipments are delivered to the correct venue within the Crown Complex. There will be no added costs associated with shipments that are delivered as instructed.

### Door prizes / Giveaways needed:

If you will be donating door prizes/giveaways for our raffle please indicate so on the Trade Show Agreement and Contract. If you do not reserve a booth but still wish to donate prizes contact Ginger Hubner, Trade Show Manager – 919-349-5696 or [gingerh@resortmarketing.com](mailto:gingerh@resortmarketing.com).

### Registration:

When arriving at the Expo Center, come to the NCBC registration desk to pick up your Exhibitor Envelope (one per company) which will include your name badges and other general information.

### Accommodations:

Our group room block is at the Doubletree Fayetteville, 1965 Cedar Creek Road, Fayetteville, NC 28312 and is **available until December 15, 2023**. We have secured a group rate of \$142 for a double queen room or \$146 for a king room. To receive the group rate, call 910-323-8282 and ask for the North Carolina Blueberry Council group rate or use Group Code **NCB**. **PLEASE mention NCBC or use the code** so that we can fulfill our room block and continue to negotiate reduced rates in the future.