



AN INVITATION TO EXHIBIT
2012 SOUTHEAST STRAWBERRY EXPO
Friday, November 9 & Saturday, November 10
Hilton University Place, Charlotte, North Carolina

- The Strawberry Expo is the Southeast's leading strawberry meeting, highly valued by growers and agents for its essential information and networking.
- The Expo attracts strawberry growers from across the Southeast and from as far away as Texas and Canada. Location in the Charlotte area will bring in new attendees from South Carolina, Tennessee, and western North Carolina.
- All breaks take place in the trade show area. Exhibitors comment on the high level of interest they receive during our trade show.
- New this year – along with our fresh new logo:
 - A full-day pre-conference tour and more pre-conference workshops (Nov. 7 & 8)
 - Convenient on-line registration for participants (sorry, not for exhibitors)
 - Additional social/networking opportunities, e.g., Dutch-treat dinner, wine tasting
- Schedule encourages participants to stay over to visit Charlotte's attractions, such as the Charlotte Motor Speedway, the Discovery Place museum, and the Concord Mills shopping area.

Sponsorship, program ads, and auction donations provide opportunities to show your company's support of our strawberry industry and increase your visibility at the Expo. These options are also available to companies that choose not to set up a booth at the trade show. *Confirmed exhibitors and sponsors will be listed in our newsletter and website as part of our pre-conference publicity, so register soon. Host sponsors confirmed before printing will be listed on the general registration brochure.*

Feel free to contact me if you have questions or special exhibit needs – I hope to see you there!

Sincerely,

Debby Wechsler

Deborah S. Wechsler
Executive Secretary, NC Strawberry Association
919-542-4037, info@ncstrawberry.com

2012 Southeast Strawberry Expo Schedule

This is the schedule as of late August. Session topics and timing of individual sessions may change, but the general outline of the program will remain as shown below. Presenters include growers, extension specialists, and other experts from several states. For details contact the NC Strawberry Association or consult the general registration brochure and website as the Expo gets closer. The planning committee welcomes exhibitor input on topics, speakers, schedule, and social/trade show activities.

Bolded items are events that may be of particular interest to exhibitors or that provide specific opportunities for sponsorship. Call 919-542-4037 or email info@ncstrawberry.com to discuss these and other opportunities.

Wednesday, November 7 – Workshops			
11:30-1:00	Registration for Workshops		
1:00-5:00 pm	WORKSHOPS • Getting Started in Strawberry Plasticulture • GAPs for your farm: A Hands-On Self-Audit • Social Media for Beginners • Photography for Your Farm		
8:00 pm	Hospitality Room at the Hilton University Place		
Thursday, November 8 – Farm Tour			
6:30-8:00	Tour registration; accept auction items		
8:00 am-9:00 pm	Farm Tour: Patterson Farm (China Grove, NC) / Piedmont Research Station (Salisbury, NC) / Hall Family Farm (Charlotte, NC) / Springs Farm (Fort Mill, SC). Dinner and live auction at Springs Farm		
8:00 pm	Exhibitor setup (may be able to move in earlier)		
Evening	Hospitality Room at the Hilton University Place		
Friday, November 9 – Trade Show open 7:00 am – 6:00 pm. Respirator testing offered throughout the Expo.			
6:00-7:00	Exhibitor Setup		
7:00 –	Registration.		
7:00-8:30	Coffee and biscuits in Exhibit Area		
8:30-10:00	General Session. • Grower Spotlight: Bob Hall, Bush 'n' Vine Farm, York, SC • Report from the 7th International Strawberry Symposium, Beijing, China		
10:00-10:30	Break in Exhibit Area. Silent auction. Sample and vote on jam contest entries.		
10:30-11:15	Row Cover Research and Recommendations	Grower-made: Show-and-Tell Tools and Innovations	A New Social Media Tool: Using Pinterest
11:20- 12:00	Who's Your Weed? Hands-on ID	Experiences with Off-season Production and Day Neutrals	Signs and Displays that Work for Retail Stands and Markets
12:00-1:45	Lunch, NCSA Annual Meeting, Awards Presentations		
2:00-2:50	Forum: Advocating for Strawberry Extension	The Chemicals We Use	Keeping it Straight with Farm Labor- What You <i>Must</i> Do
3:00-3:50	New Problems Seen in the 2012 Season	Complying with the New Fumigant Rules	Understanding & Choosing Liability Insurance
3:50-4:30	Break in Exhibit Area. Silent auction. Sample and vote on jam contest entries		
4:30-5:30	Spotted Wing Drosophila (SWD) in Strawberries	Chemical Trials & Recommendations	Working with Schools & School Groups
5:30-6:00	Wrap up silent auction, announce jam contest winners.		
6:00--	Dinner on your own. Dutch Treat dinner option at nearby Firewater Restaurant		
7:30--	Hospitality Room at the Hilton – Tasting of home-made wines. New Grower Caucus/Discussion.		
Saturday, November 10 – Trade Show open 7:00 am – 12:30 pm. Respirator testing offered throughout the Expo.			
7:00-8:30	Coffee and biscuits in Exhibit Area.		
8:30-9:45	General Session. • Grower Spotlight: Danny McConnell, McConnell Farms, Hendersonville, NC • New Tools for Anthracnose Forecasting – Natalia Peres, U of FL		
9:45-10:45	Managing Fungicide Resistance in Botrytis	Low-tech Post-harvest Cooling for Smaller Growers	Farm Health, Safety & Risk Management Fair
10:45-11:15	Break in Exhibit Area		
11:15-12:15	Options for NON-Fumigation in Strawberries	Sprayers – A Roundtable Discussion	Farm Health, Safety & Risk Management Fair
12:30	Conference ends.		

EXHIBITOR INFORMATION

TRADE SHOW

Hours: • Friday, Nov. 9, 7:00 am – 6:pm
• Saturday, Nov. 10, 7:00 am – 12:30 pm.

Exhibit Hall: The trade show is adjacent to the meeting rooms. All breaks will be held in the exhibit area. Exhibitor space is approximately 8' x 10' and includes a covered and skirted 6' x 2.5' table. The exhibit hall is carpeted.

Set up: Thursday, Nov. 8, 8:00 –10:00 pm or Friday, Nov. 9, 6:00–7:00 am. Parking is free. The hotel has a loading dock, service elevator, pallet jacks, and carts to help you; your materials must be able to fit in an elevator (conference area is on a lower floor). Please indicate on your registration form if you wish to bring large equipment to display outdoors in a nearby parking area.

Breakdown: The last session ends at 12:15 pm on Saturday, Nov. 10; exhibitors are encouraged to stay until the end of the Expo. If you must leave before 11:15 am, on Nov. 9, please note this on your registration form.

Electricity/Internet: There is no charge for electricity, but you *must* supply your own extension cords and powerstrip. If you need cords/ powerstrips from the hotel, there is a \$25 fee (payable in advance or on site). Free wireless high-speed internet is available throughout the meeting and exhibit areas. For other hookups, phone lines, or equipment, request an order form with your registration.

Shipping: You may send your exhibit ahead to Yourself, SE Strawberry Expo, c/o Erin Brown, Hilton Charlotte University Place, 8629 JM Keynes Drive, Charlotte, NC 28262. Your shipment should arrive no earlier than earlier than Nov. 6.

SECURITY

While we will make every reasonable effort to secure your materials, the North Carolina Strawberry Association assumes no liability for loss or damage to your display or equipment.

EXHIBITOR FEE & BENEFITS

The exhibitor fee is \$410. Besides your display, it includes:

- Entrance for 1–2 company representatives.
- Lunch on Friday for 1–2 company representatives.
- A year's membership in the NC Strawberry Association, including a subscription to our monthly newsletter, a listing in the Suppliers & Services section of our annual membership directory, and a link to your website from ours.

ACCOMMODATIONS & TRAVEL

The **Hilton Charlotte University Place** is our host hotel. The conference rate is \$119 per room. **To receive this rate, call 704-547-7444 by October 6 and ask for the block under the code "SSE".** To make online reservations, use the link posted at www.ncstrawberry.com.

The Hilton is at 8629 JM Keynes Drive, Charlotte, NC 28262, conveniently located on the north side of Charlotte just off Interstate-85 at Exit 45A, not far from the University of North Carolina-Charlotte. Charlotte/Douglas International Airport is 15 miles from the hotel (the hotel has no shuttle service).

The Hilton has a fitness center, free high-speed internet, a business center, full room amenities, and an on-site restaurant. There are many dining and shopping options nearby.

SPECIAL EVENTS

- **Live/Silent Auctions** raise funds for the NCSA Scholarship

★BECOME AN EXPO SPONSOR!★

Sponsorships of the Strawberry Expo are crucial to keeping grower and extension agent registration fees low. Benefits to you of sponsoring the Expo include:

- **Prominent recognition** in the Expo program booklet, signs and announcements during the conference, and newsletter/website conference publicity. **Host Sponsors** who sign up before printing will be recognized in the registration brochure sent to over 1,000 potential attendees.
- **A free ad in the program booklet** – business-card size for Bronze or Silver sponsors; 1/4-page for Gold level, 1/2 page for Platinum or Host level. Sponsors may up-size their ad by paying the additional cost for the larger size.
- **Discount registration for non-exhibiting sponsors** of \$60/person.

Sponsors will be acknowledged at the following levels.

Bronze: Gifts of \$150 - \$299

Silver: Gifts of \$300 - \$499

Gold: Gifts of \$500 - \$999

Platinum: Gifts of \$1000 - \$1499

Host Sponsor: Gifts of \$1500 or more

We offer the option of linking your sponsorship with specific events or aspects of the Expo, such as an evening hospitality room, a break, the luncheon, speaker costs, etc. Please contact the NCSA office to discuss these options.

See "Conference Sponsorship" on the registration form.

Program. Your donations of goods and services are much appreciated, and all donors will be fully acknowledged. Bring donations to the Expo or send them to the NCSA office in advance.

- **Full-day Tour on Nov. 8.** If interested in having an equipment demonstration at one of the sites, contact the NCSA office.
- **Social and networking events** open to all exhibitors and attendees include a hospitality room in the evenings (with a wine tasting of home-made wines), and a Dutch Treat Dinner Nov. 9,

PROGRAM ADVERTISEMENTS

Increase your impact with a program ad; participants often keep programs for year-round reference. All ads offer full color. **Please send ads by October 15;** digital ads preferred, but we can also lay out your ad for you. Ad sizes (width x height) and prices:

Size	Dimensions	Cost
• Business-card size	3½" x 2"	\$40
• 1/4 page	3½" x 5"	\$65
• 1/2 page	7¼" x 5"	\$125
• Full page	7¼" x 10"	\$250

CAN'T COME TO THE EXPO?

Consider our **brochure display option** (\$85), which also includes a year's membership in the NC Strawberry Association. Ship to the hotel (see "Shipping" above). To have extras returned, enclose paid return envelopes or labels. Sponsorship, a program ad, and auction donations are additional ways to show your support and gain exposure for your company.

QUESTIONS?

If you have any questions or special exhibit needs, please contact Debby Wechsler at 919-542-4037 or info@ncstrawberry.com.

Exhibitor & Sponsor Registration – 2012



Company name _____

Representative(s) attending _____

Products/services _____

Mail address _____

City _____

State/Province _____ Zip/Postal Code _____

Work phone (_____) _____

Toll-free phone (_____) _____

Cell phone (_____) _____

Fax (_____) _____

E-mail _____

Website _____

Information you provide above will be included in our 2013 membership directory unless you indicate otherwise (e.g., please indicate if representative's contact info differs from that of your main office and you want main office listed).

Please send newsletters via: U.S. mail (paper) E-mail (pdf)

SET-UP NEEDS

- Large equipment to display outdoors
- NO Table (it is assumed you want a table unless this is checked)
- Please send order form for special phone/power/internet hookups
- Special requests (location, etc): _____

DONATIONS

Live/silent auctions at this year's Expo will raise funds for the NCSA Scholarship Fund. We welcome donations of supplies, tools, services, or other items. Minimum bids will be posted for all items.

Our donation(s): _____

- Contact us to discuss a possible auction donation.
- We wish to donate \$_____ directly to the:
 - Scholarship Fund Research Extension Expo Scholarships
 - Donation added to our registration. Please bill us.

HOTEL RESERVATIONS

Call the Hilton Charlotte University Place at at **704-547-7444** by **Oct. 6** or reserve online from the link at www.ncstrawberry.com. The group code is SSE.

QUESTIONS?

Call Debby Wechsler, 919-542-4037 or email info@ncstrawberry.com.

EXHIBIT SPACE

\$410 _____

(Includes booth, 1 or 2 representatives, lunch, NCSA membership)

- Electricity for booth with my cords/powerstrip (no charge)
- Electricity, but please supply cords \$25 _____
- Additional exhibit spaces ____ @ \$200 _____
- Additional representatives ____ @ \$60 _____
(if over two members of firm; includes Monday lunch)

CONFERENCE SPONSORSHIP

\$ _____

- Host Sponsor:** \$1500 or more
- Platinum:** \$1000-1499 **Gold:** \$500-999
- Silver:** \$300-499 **Bronze:** \$150-299

See Exhibitor Information for details of sponsorship benefits.

- We would like to sponsor a specific break or event during the conference. Contact us to discuss options.

REGISTRATION for NON-EXHIBITING SPONSORS

\$60/person _____ @ \$60 _____

PROGRAM BOOKLET ADVERTISING

\$ _____

*(Free ads to conference sponsors; see Exhibitor Information.) All ads are full color. **Please send ad by October 15.***

- Business-card size (\$40) 1/4 page (\$65)
- 1/2 page (\$125) Full page \$250)
- Contact us about advertising.

BROCHURE/CATALOG DISPLAY (\$85)

\$ _____

For companies that choose not to have a booth. Includes a year's membership in the NC Strawberry Association.

FARM TOUR (Nov. 8, all day)

Bus, lunch, tour, and dinner ____ @ \$55 _____

Tour and dinner only ____ @ \$30 _____

TOTAL AMOUNT

\$ _____

PAYMENT

- Check (to "NCSA") Visa Mastercard Discover

Card # _____

Expiration date _____

Name on card _____

SENDING REGISTRATION FORMS

MAIL to NCSA, 1138 Rock Rest Rd., Pittsboro, NC 27312.

EMAIL to info@ncstrawberry.com

FAX registrations to 866-511-6660 (toll-free).