

TRADITION OF TASTE



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Wednesday, March 28, 2012

Greater Richmond Convention Center | Exhibit Hall C

403 North Third Street | Richmond, Virginia 23219

[www.vaexpo.com](http://www.vaexpo.com)

## **EXHIBITOR GUIDELINES, RULES AND REGULATIONS**

### **Who Can Exhibit?**

Exhibitors at the Virginia Food and Beverage Expo – Tradition of Taste 2012 must be Virginia companies that grow, produce or process a food or beverage product. Products must have a Virginia address on their label. Industry-related products or exhibitors are subject to show management approval.

### **About Your Exhibit**

The standard booth package includes:

- |   |                                      |
|---|--------------------------------------|
| 1 booth identification sign (7" x 44")                  | 8-ft. high fabric back               |
| 1 8-ft. white-skirted table (2 tables for double booth) | 3-ft. high side rails (blue & white) |
| 2 folding chairs (4 folding chairs for double booth)    | Name badges for booth staff          |
| 1 wastebasket (2 wastebaskets for double booth)         | Listing in Show Program              |
| Blue carpeting  |                                      |

### **Expo Set-Up**

Tuesday, March 27, 2012: 1:00 p.m. – 6:00 p.m.

Wednesday, March 28, 2012: 6:30 a.m. – 8:30 a.m.

**\*You must provide your own dollies and carts for set-up and take down.**

### **Exhibit Unloading Area and Parking (See Map on Following Page)**

The loading dock entrance is at the corner of 3<sup>rd</sup> & Leigh Streets.

Your exhibit will be located in Exhibit Hall C.

Exhibitor Parking: 3<sup>rd</sup> & Marshall Street Deck. \$6 daily.



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403 North Third Street, Richmond, VA 23219

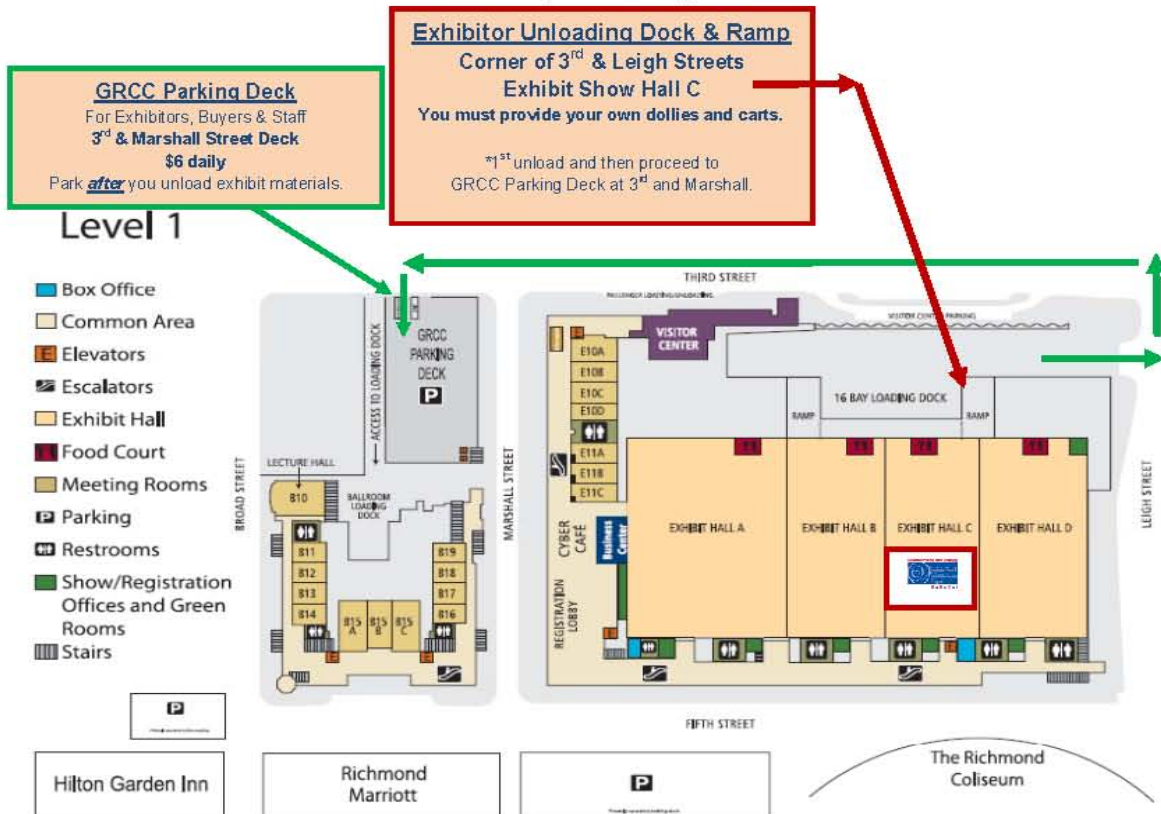
Date of Show: Wednesday, March 28, 2012

## Exhibitor Unloading and Parking Details

Exhibit Setup: Tuesday, March 27 from 1p-6p and Wednesday, March 28 from 6:30a – 8:30a

\*Best New Product Judging Begins at 7:30a on Wednesday March 28<sup>th</sup>\*

Show Hours: 9a-4p on Wednesday, March 28<sup>th</sup>



Questions about Driving Directions during Show Set-Up?  
Call the Convention Center Security Desk: 804-783-7341

**-Reminder- March 28th Exhibitor Schedule**  
Best New Product Award Judging Begins: 7:30a  
Exhibit Show Hours: 9a-4p  
Exhibit Take-Down: 4p-6p

## **Official Show Decorator**

The official show decorator is Exhibits Inc. Exhibitors should address any special requirements for exhibit set-up and take-down to Exhibits, Inc by calling 804.788.4400. Exhibits Inc. will maintain a service desk to assist during move-in and move-out.

All decorations for your exhibit must be flame retardant.

### **Deep fryers and open flames are NOT PERMITTED.**

Anyone cooking or warming food is required to provide a fire extinguisher for their booth.

No grease disposal allowed in the restroom or closet sinks.  
A grease barrel will be located on the loading dock.

### **Ice is not provided.**

Exhibits may not be higher than 8-feet tall and must not interfere with the view of any other booth.

### **No Mylar balloons allowed in the hall. A \$500 deposit made to the Convention Center is required ahead of time if you plan to use anchored helium balloons.**

The use of music or methods of projecting sound beyond an exhibitor's booth is not allowed.

If any vendors need to park their oversized trucks overnight in the loading dock area, they need to obtain a pass at the service desk at the back of the show hall on Tuesday, March 27, 2012. There is a \$26 dollar fee.

VDACS reserves the right to require changes deemed in the best interest of the show.

No one under the age of 18, including infants, will be admitted.

## **Order Writing and Sampling Permitted, But No Direct Selling**

Order writing and product sampling is permitted, however, direct selling is not permitted. Samples and product tastings, as well as show specials, are expected by buyers. Examples of show specials include: free products (baker's dozen), price discounts on show orders, free shipping for a limited time, in-store demos and point-of-sale materials.

### **Richmond City Health District Regulations**

Food servers and handlers in booths must wear plastic gloves and have disposable hand wipes available. Use only disposable plastic utensils for sampling. Universal or common utensils for tasting are strictly prohibited. Exhibitors are responsible for compliance with any other Richmond City Health District Regulations that may apply.

### **Richmond Fire Department Guidelines**

A basic outline of rules and regulations, based upon provisions of the 2000 International Fire Code can be found here: <http://www.richmondcenter.com/fire-department.html> . Please take the time to review this information, as compliance is a requirement.

### **Best New Product Awards Competition**

The Virginia Department of Agriculture and Consumer Services awards the Best New Product Diamond Awards during the Virginia Food and Beverage Expo. Products are evaluated on the basis of originality, taste/aroma, creative packaging, visual appearance and presentation. In addition to the "Overall" Best New Product, awards are presented for the Best New Food Product and the Best New Beverage Product. Products will be judged by a group of food and media professionals prior to the show opening. Best New Product Award Rules & Guidelines, in addition to the 2012 Best New Product Application Form can be found on the Exhibitor homepage. The deadline to apply is March 1, 2012.

### **Cancellation/Refund Policy**

Full refunds of the booth fee will be granted to exhibitors who cancel or downsize by Friday, February, 17, 2012. 50% refunds of the booth fee will be granted to exhibitors who cancel or downsize between February 18, 2012 – February 29, 2012. No refunds of the booth fee will be granted for booth cancellations made after February 29, 2012, even if the space is resold.

### **Dates and Times to Remember**

#### **Show Hours**

**Wednesday, March 28, 2012 | 9:00 a.m. – 4:00 p.m.**

**Booths must be ready no later than 8:30 a.m.**

**Participants in the Best New Product Competition must be ready by 7:30 a.m.**

#### **Expo Set-Up**

**Reminder: You must provide your own dollies and carts.**

**Tuesday, March 27, 2012 | 1:00 p.m. – 6:00 p.m.**

**Wednesday, March 28, 2012 | 6:30 a.m. – 8:30 a.m.**

**Expo Take-Down \*\*Absolutely no take-downs before 4:00 p.m.\*\***

**Wednesday, March 28, 2012 | 4:00 p.m. – 6:00 p.m.**



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## **TRADESHOW TIPS FOR EXHIBITORS**

### **EXHIBIT DESIGN**

A well-designed exhibit is so effective at cutting through the trade show clutter and getting your message to your target audience. The average attendee will probably spend from 2-4 minutes at each booth, therefore your lasting impression to give you the edge over your competitor needs to be clear and concise, accentuating product positives.

### **PRE-SHOW AND AT-SHOW PROMOTIONS**

The average attendee will come to the show with a pre-determined idea of approximately 75% of the companies they would like to visit. In order to have your name on the "must see" list, you need to give them a reason to come by your booth by making contact with them one to two weeks prior to the show. Examples of show specials include: free products (baker's dozen), price discounts on show orders, free shipping for a limited time, in-store demos and point-of-sale materials.

### **BOOTH STAFF TRAINING**

Exhibit space staff members will want to be effective communicators, while exhibiting passion and enthusiasm for your products. Ideal company representatives will be highly educated about your company and your products. They need to be able to quickly provide information about company origin, production processes, shelf life and shipping methods. They should also be schooled on etiquette and best practices to make visitors feel welcome.

### **LEAD MANAGEMENT**

Research indicates that almost 80% of the leads generated at a show are never followed. Trade shows can be a very effective tool to create qualified leads that result in sales. You should have a plan in place for following up on leads at the Expo before you even get to the show. This will allow your leads to be handled appropriately and promptly.

### **BE PREPARED**

It is recommended that you bring an ample supply of business cards, company brochures/catalogs, product literature, price sheets, recipes and serving utensils. There are no guarantees that the show facility will have access to copiers or be located near any copy centers or grocery stores. You may want to throw in an extra roll of paper towels for unexpected spills or messes.

If you have rented electrical hook up, be sure to pack an extension cord.

If you have lots of boxes to bring into the show, a small flat bed or hand truck can save strain on your back and extra steps.

It is advised that you arrive early for show set-up to allow for any changes or correct unforeseen problems.