



TRADITION OF TASTE

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Virginia Food & Beverage Expo

Wednesday, March 24, 2010

Greater Richmond Convention Center – Exhibit Hall C • 403 N. Third St. • Richmond, Virginia 23219

EXHIBITOR APPLICATION

Please Type or Print Clearly

Booth spaces are determined in order that application and payment are received

To include your company in the SHOW PROGRAM, applications must be received by Friday, March 5, 2010

COMPANY _____

CONTACT NAME _____

PHYSICAL ADDRESS _____

CITY _____ STATE _____ ZIP _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

OFFICE PHONE (____) _____-____ CELL PHONE (____) _____-____ FAX (____) _____-____

E-MAIL _____ WEB SITE _____

Exhibit Space Request (please select one)	Fee		Fee
<input type="checkbox"/> 10' x 10' Showcase Space	\$300.00	<input type="checkbox"/> 10' x 20' Showcase Space	\$600.00

Anyone cooking or warming food is required to provide a fire extinguisher for their booth. Will you have a fire extinguisher? YES

Booth spaces will be determined in order that application and payment are received. Please review the floor plan found on www.vaexpo.com for up-to-date booth space availability. Show management reserves the right to alter booth arrangements when unforeseen situations warrant it. Show management will finalize booth numbers and notify vendors of their booth numbers closer to the show date.

Rank Booth Number Choices:

_____ First Choice _____ Second Choice _____ Third Choice

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 | |

Please Select Payment Method

Check – Make checks payable to “Treasurer of Virginia” Visa MasterCard

CREDIT CARD NUMBER _____

EXPIRATION DATE _____ 3 DIGIT SECURITY CODE _____

CARDHOLDER’S NAME AS SHOWN ON CARD (Please Print) _____

CARDHOLDER’S SIGNATURE _____

BOOTH ELECTRICITY

The Greater Richmond Convention Center is the exclusive provider of all temporary utility services.

Do you require electricity? _____

YES NO

If YES, the STANDARD CONNECTION is 20 amp 110v.

Advance Standard Connection Fee = \$60.00

Day of Show Standard Connection Fee = \$80.00

If you require electricity, please complete the UTILITY SERVICE ORDER FORM found on the Exhibitor homepage and SEND WITH FULL PAYMENT TO THE GREATER RICHMOND CONVENTION CENTER.

EXHIBITOR PARKING INFORMATION

Greater Richmond Convention Center Parking Deck (\$6.00 per vehicle/per entry)

3rd Street and East Marshall Street. Enter from 3rd Street

Pay attendant upon entry. Payments accepted: Cash, Mastercard, Visa, American Express

Vehicles in excess of 19' in length are not permitted

No vehicle above 7' – 8' in height beyond Level 2

No vehicle above 6' – 7' in height beyond Level 3

All overhead structure Clearance Signs must be observed at all times

NOTICE: Special parking passes can be obtained for oversized trucks from attendants in the loading dock area.

For more information regarding Expo Parking, please visit the **Exhibitor** homepage.

How long have you been in business? _____

Do you have a current VDACS inspection? YES NO

Are you a first time exhibitor at the Virginia Food and Beverage Expo? YES NO

How did you learn about this Expo? _____

COOKING AND HEATING NEEDS

DEEP FRYERS AND OPEN FLAMES ARE NOT PERMITTED.

The Fire Marshall requires that you list the appliances that you will use if you plan to heat or cook in your booth:

For publicity, please describe your products for SHOW DIRECTORY (limit 15 words or less) _____

YOUR PRODUCT CATEGORY (please select all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Bakery Products | <input type="checkbox"/> Pasta and Pasta Sauces |
| <input type="checkbox"/> Beverages | <input type="checkbox"/> Pet Foods |
| <input type="checkbox"/> Beer | <input type="checkbox"/> Pickles and Relishes |
| <input type="checkbox"/> Mixers | <input type="checkbox"/> Poultry and Eggs (Fresh and Processed) |
| <input type="checkbox"/> All Other (Coffee, Tea, Cider, Juice, Soft Drinks, Water) | <input type="checkbox"/> Salads (Prepared) |
| <input type="checkbox"/> Certified Organic | <input type="checkbox"/> Sauces, Seasonings, Flavorings and Condiments |
| <input type="checkbox"/> Dairy (Cheese, Milk, Ice Cream, Yogurt) | <input type="checkbox"/> Seafood and Aquaculture |
| <input type="checkbox"/> Flour, Cornmeal and Baking Mixes | <input type="checkbox"/> Snack Foods |
| <input type="checkbox"/> Fruits – Fresh | <input type="checkbox"/> Candy and Confections |
| <input type="checkbox"/> Fruits – Processed | <input type="checkbox"/> Nut and Nut Products |
| <input type="checkbox"/> Herbs/Herbal Products | <input type="checkbox"/> Other Snack Foods |
| <input type="checkbox"/> Honey | <input type="checkbox"/> Soups and Stews |
| <input type="checkbox"/> Jams, Jellies, Preserves and Syrups | <input type="checkbox"/> Specialty Produce |
| <input type="checkbox"/> Meats | <input type="checkbox"/> Tofu |
| <input type="checkbox"/> Oils/Vinegars and Salad Dressings | <input type="checkbox"/> Vegetables – Fresh |
| <input type="checkbox"/> Packaged Meals, Entrées and Sides | <input type="checkbox"/> Vegetables – Processed |

TYPE OF BUSINESS (select one)

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> Distributor | <input type="checkbox"/> Shipper |
| <input type="checkbox"/> Packer | <input type="checkbox"/> Wholesaler |
| <input type="checkbox"/> Processor | <input type="checkbox"/> Other (list) _____ |
| <input type="checkbox"/> Producer | _____ |
| <input type="checkbox"/> Retailer | _____ |

BEST NEW PRODUCT COMPETITION

Buyers are constantly searching for the best NEW item of the year. Industry professionals will act as judges to select the winners of the Best New Product Competition at the Virginia Food and Beverage Expo on March 24, 2010. Winners will be chosen in three categories: **BEST NEW FOOD, BEST NEW BEVERAGE and BEST NEW PRODUCT OVERALL.** Entries in the Best New Product Competition must be Virginia products manufactured and sold between January 1, 2009 and March 1, 2010. **These must be totally new products in the marketplace, not just a change in packaging or container size.**

Best New Product Competition Application Deadline: Monday, March 1, 2010

Find the Best New Product Award application, rules and guidelines on the **Exhibitor** homepage.

SHOW SPECIALS

Exhibitors often use "Show Specials," such as *free shipping or % off*, to generate publicity and attract buyers to their booths.

Do you plan to have a SHOW SPECIAL? YES

If yes, list your show special and it will be included in the Show Program. _____

CANCELLATION POLICY

Full refunds of the booth fee will be granted to exhibitors who cancel or downsize by Friday, February, 12, 2010.

50% refunds of the booth fee will be granted to exhibitors who cancel or downsize between February 13, 2010 – February 26, 2010.

No refunds of the booth fee will be granted for booth cancellations made after February 26, 2010, even if the space is resold.

AUTHORIZED SIGNATURE

No booth assignments are made without a signature.

VDACS is authorized to reserve space for our use in the Exhibit Hall at the Virginia Food and Beverage Expo – Tradition of Taste 2010 in Richmond, Virginia, March 24, 2010. Signature and payment constitutes company agreement to abide by the cancellation policy and all other rules and policies. VDACS reserves the right to refuse service to any individual or company.

Signature: _____

Date: _____

Print Name: _____

Title: _____

This agreement shall not be binding until the Application Form is accepted and approved by Virginia Food and Beverage Expo – Tradition of Taste 2010 Management.

Fax, e-mail or mail this completed form with payment to:

Lisa L. Lloyd | Promotions and Events Specialist | Office of Promotions
Virginia Department of Agriculture and Consumer Services
PO Box 1163
Richmond, VA 23218
804.786.4278; FAX: 804.371.6097
E-mail: lisa.lloyd@vdacs.virginia.gov

Remember to save a copy for your records.

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*VIRGINIA DEPARTMENT
OF AGRICULTURE AND
CONSUMER SERVICES*