



Wednesday, March 24, 2010

Greater Richmond Convention Center | Exhibit Hall C
403 North Third Street | Richmond, Virginia 23219

www.vaexpo.com

EXHIBITOR GUIDELINES, RULES AND REGULATIONS

Who Can Exhibit?

Exhibitors at the Virginia Food and Beverage Expo – Tradition of Taste 2010 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	

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 at Tradition of Taste 2010 to assist during move-in and move-out.

You must provide your own carts or dollies to set up and take down your exhibit.

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.

The janitorial closet will be left unlocked between the restrooms in the front of the hall for sink use for cleanup. No grease disposal allowed in the restroom or closet sinks. A grease barrel will be located on the loading dock.

Ice is not provided. If you require ice you are urged to order it in advance of the show date. To arrange for ice, you must contact the Greater Richmond Convention Center's exclusive food and beverage vendor, ARAMARK, at 804.783.7303.

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. Only anchored helium balloons permitted.

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 23, 2009. 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.

Virginia Department of Alcoholic Beverage Control (ABC) Regulations

Virginia Wineries and breweries may offer tastings. Any other spirit sample will need to be discussed in advance with Joseph Cannon, Special Agent In Charge at the Virginia Department of Alcoholic Beverage Control (ABC). Mr. Cannon can be reached at 804.213.4570.

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, is posted on the Exhibitor homepage. 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 2010 Best New Product Application Form can be found on the Exhibitor homepage. The deadline to apply is March 1, 2010.

Cancellation/Refund 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.

Dates and Times to Remember

Show Hours

Wednesday, March 24, 2010 | 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 8:00 a.m.

Expo Set-Up

Tuesday, March 23, 2010 | 1:00 p.m. – 6:00 p.m.

Wednesday, March 24, 2010 | 6:30 a.m. – 8:30 a.m.

You must provide your own dollies and carts.

Expo Take-Down

Wednesday, March 24, 2010 | 4:00 p.m. – 6:00 p.m.

****Absolutely no take-downs before 4:00 p.m.****



Wednesday, March 24, 2010

Greater Richmond Convention Center | Exhibit Hall C

403 North Third Street | Richmond, Virginia 23219

www.vaexpo.com

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.