



2023 NC ABC BOARDS ANNUAL MEETING & TRADE SHOW CHEROKEE, NORTH CAROLINA AUGUST 6-8, 2023

To: NC Association of ABC Boards Industry Reps/ Suppliers/ Trade Show Exhibitors
From: NC Association of ABC Boards
Re: 2023 NC Association of ABC Boards Trade Show Memorandum and Registration Form

NC ABC Boards Trade Show Memorandum & Registration Form

The North Carolina Association of ABC Boards 2023 Annual Meeting & Trade Show is scheduled Sunday, August 6 through Tuesday, August 8 at Harrah's Cherokee Casino Resort, Cherokee NC. The Trade Show is scheduled for the afternoon of Tuesday, August 8 from 2:30 to 5:00pm. We will provide display tables in the Trade Show area for both liquor industry displays and non-liquor displays.

Each company participating must return a signed, completed Trade Show Registration Form (see page 3) and each person participating in the Trade Show must provide their registration information (see page 4) and pay the registration fee for the meeting. We hope to be able to accommodate everyone who wants to display at the Trade Show, but **space is limited so you must register as soon as possible**. There are approximately 100 display tables available. All Trade Show participants must abide by the following rules.

- All participants in the Trade Show must be registered attendees, and all Trade Show participants must wear an NC Association of ABC Boards-issued name tag at all times during the show. No exceptions. Everyone staffing a display table must register and pay the registration fee.
- The NC ABC Boards reserves the right to assign booth locations at its discretion.
- All vendors must send a copy of their Spiritous Liquor Special Event Permit to admin@ncabcboards.com prior to the conference. All vendors must also have a copy with them during the Trade Show. This is a new requirement this year due to location of event.
- All distilleries that are represented by a broker in North Carolina must acquire their Trade Show display table space through their NC broker.
- Industry Representatives may only show newly listed items. "Newly listed items" means items listed by the ABC Commission within the past 18 months. In addition, each Division of each Brokerage may show one additional item without regard to whether it qualifies as a "newly listed item."
- You will need to bring your own cups of one ounce or smaller to provide product tastings. All trade show participants requiring ice must bring their own ice chest/bin. The resort will furnish the ice.
- Trade Show participants must bring their product, displays, back drops, etc., into the conference center through the loading docks on level one of the conference center parking garage.
- The registration form includes information on purchasing electrical services for your booth. Electrical services will be paid for during the registration process. Please email admin@ncabcboards.com if you require equipment other than a standard electrical connection.

- Liquor vendors & representatives may not give attendees “gift” samples (50ml) bottles or advertising novelty items (key chains, t-shirts, bottle openers, hats, visors, etc.). This is an ABC Commission rule.
- Only paper print advertising material can be given to attendees. (See above.) The only exception to the rule is the following: Non-liquor exhibitors will be permitted to offer attendees advertising items of nominal value, such as pens, key chains, etc.
- No models (i.e., show-girls or show-boys) will be allowed in the Trade Show.
- The Association will provide snacks for consumption at the Trade Show. No other food items are to be provided at the Trade Show by members of industry or by other exhibitors.
- No spirituous liquor may be served to anyone who is under 21 years of age or who appears to be intoxicated.
- The Association reserves the right to prohibit the use of any unauthorized or objectionable display materials. We encourage the inclusion of social responsibility messaging in your display materials.
- Each Trade Show participant assumes full responsibility for complying with applicable federal, state and local regulations, including those relating to spirituous liquor special events/tastings (NCGS 18B-1114.7).
- No posters or other items may be taped or affixed to any wall or column of the resort. No balloons, confetti or glitter is permitted in the resort.
- Each Trade Show participant agrees to indemnify and hold harmless the NC Association of ABC Boards and the convention center, and their respective officers, employees and agents, from and against any and all liability (including reasonable attorney fees) arising out of Participant’s activities during the Meeting or Trade Show.
- All staff (including employees staffing the Trade Show tables) must register and pay the registration fee, and that they must wear Association-issued name badges at all times in the Trade Show area.
- No Trade Show displays may be opened to meeting attendees nor any tastings provided to attendees except during the times authorized for the Trade Show by the NC Association of ABC Boards.
- A block of rooms has been reserved at Harrah’s Cherokee Casino Resort for August 6-8th. Please use [this link to book online](#). You can book by phone by calling 1(800)CAESARS and referencing group code S08ABCB. The room block expires on July 6, 2023 and space is limited.

The Trade Show Registration Forms follow this page



**NORTH CAROLINA ASSOCIATION OF ABC BOARDS
2023 ANNAUL MEETING & TRADE SHOW
CHEROKEE, NC – AUGUST 6-8, 2023**

TRADE SHOW REGISTRATION FORM

(Check box.)

→ ☐ I have read the Trade Show Memorandum (pages 1-2) issued by the NC Association of ABC Boards and agree on behalf of myself and my company to abide by, and be bound by, the guidelines set forth therein.

(Check one box)

→ ☐ I am a non-liquor Industry member/rep. and hereby request display space for the Trade Show.

→ ☐ I am a NC broker and I hereby request display space for the Trade Show.

→ ☐ I am a supplier but NOT a NC broker and therefore will request display space for the Trade Show through my NC broker named below.

→ Who is your NC broker? _____

The below key contact information is required for each company registering for the Trade Show. **This is not your attendee registration.** This is the information we will use to secure your table space and contact you with any questions. Attendee registration information will be entered on next page. That is where you will include the information for all individuals that will be attending the Trade Show.

Company name:

Trade Show On-Site Contact Name:

Title:

Email Address:

Phone Number:

How many tables are you requesting at the Trade Show? _____

Signature

- **Reminder #1** – You are not assured display space until you receive notice from the Association that your registration, Spiritous Liquor Special Event Permit, and payment has been received. Notice will be provided to the email address you list above. Electrical connections are \$22 each and must be pre-ordered.
- **Reminder #2** - All distilleries that are represented by a broker in North Carolina must make any arrangements for table space through their NC broker's and its assigned display space.
- **Reminder #3** – Enter information for attendees on the next page. Cost is \$275 per attendee for non-Supplier Members of the Association and \$200 per attendee for up to (3) employees for Supplier Members of the Association.
- **Reminder #4** – Tickets for the Tuesday evening social reception, dinner and evening entertainment are an additional cost. Tickets for this event must be purchased in advance and cannot be purchased during the conference. The cost to Supplier Non-Member organizations is \$25 per person. The cost to Supplier Member organizations is \$50 per person.

The below information is required for each person attending the Trade Show. Please enter the information as you would like it to appear on your name badge. Please be sure to provide an email address for each attendee so meeting updates and reminders can be received by all. If you are registering more than (3) attendees, please feel free to print a few copies of this page or attach a spreadsheet. If attaching a spreadsheet, please be sure to include ALL information requested below for each attendee.

Company Name _____ First & Last Name _____

Title for name badge _____ Email Address _____

Attending reception/dinner on Tues- 8/8/23 from 6:00-11:00 pm YES _____ No _____

Dietary Restrictions? _____

Company Name _____ First & Last Name _____

Title for name badge _____ Email Address _____

Attending reception/dinner on Tues- 8/8/23 from 6:00-11:00 pm YES _____ No _____

Dietary Restrictions? _____

Company Name _____ First & Last Name _____

Title for name badge _____ Email Address _____

Attending reception/dinner on Tues- 8/8/23 from 6:00-11:00 pm YES _____ No _____

Dietary Restrictions? _____

Total number of exhibit booth power connections required (120v) _____ at \$22 each = \$ _____

Supplier Non-Members of the Association

Total number of Attendees (Not a supplier member of the Association) _____ at \$275 each = \$ _____

Total number of Attendees at Tuesday evening reception/dinner _____ at \$25 each = \$ _____

Supplier Members of the Association

Total number of Attendees (Current supplier member of the Association) _____ at \$200 each = \$ _____

Total number of Attendees at Tuesday evening reception/dinner _____ at \$50 each = \$ _____

- **Mail your completed pages 3 & 4 of this packet along with a copy of your Spirituous Liquor Special Event Permit and your check for the total amount due, made payable to the NC Association of ABC Boards, 701 Exposition Place, Suite 206, Raleigh, North Carolina 27615.**
- **Mail in your Payment, Meeting Registration Form, and Trade Show Registration Form together at one time. (Please do not fax or email Registration Forms separately)**
- **You are not registered for the Trade Show if your payment has not been received.**