



NORTHWEST CIDER SYMPOSIUM

Exhibitor Information

This packet contains important information you will need to sign-up as an exhibitor for The Northwest Cider Symposium trade show on March 14, 2023 at the Greater Tacoma Convention Center, 1500 Commerce St, Tacoma, WA 98402. Please read it thoroughly, then contact Emily Becker with any questions (emilybecker@nwcider.com).

Ready to sign up? [Click here to register.](#)

How to exhibit at the Northwest Cider Symposium:

1. Sign up and pay for your booth at <https://bit.ly/NWCiderShow23> OR become a sponsor with priority booth selection and other benefits. [Review Sponsor Packet](#)
2. Only NWCA Allied Supplier Members may exhibit at the trade show. If you are not currently an active member, you can purchase or renew your membership while signing up for the trade show.
3. Once payment is received you will be asked to submit your booth location request.
 - a. Booth location requests from sponsors will be honored first, with Star sponsors receiving their pick of premier booth locations.
 - b. After Sponsors have selected their booths, all vendors will given the opportunity to select their booth based on the order of registration and payment received.
4. Payment deadlines:
 - a. Registration and payment are due by 12/16/22 for priority booth assignment
 - b. Booth registration will be accepted until 2/3/23 or until all booths are sold.
 - c. Payment for all booths must be received by 2/3/23.

Key Exhibitor Information

Each 8' x 10' pipe-and-drape booth is \$850 and includes:

- 2 Symposium registration passes for exhibitors
- One 8' draped and skirted table, 2 chairs, trash can
- Wi-fi
- Complimentary receiving of shipments within one week of show

NEW for 2023! A limited number of **double booths** are available this year. Double booths are 8' deep x 20' wide. Select the Double Booth registration type when registering. Double booths are only available for current NWCA Members, so renew your membership prior to registering for the show if you want a double booth.

Registration Options

1. 2023 Trade Show Vendor (current NWCA Allied Supplier members) - \$850
2. 2023 Trade Show Vendor + NWCA Allied Supplier membership - \$1265
3. 2023 Double Booth - Trade Show Vendor - \$1700

2025 Deposit

Put your deposit in now and get a discount on your 2025 NW Cider Symposium Booth!

The NW Cider Symposium will not take place in 2024 and the price for a Symposium booth will increase in 2025. Put a \$100 deposit down while registering for 2023 and you'll pay just \$750 for your 2025 booth (the same rate as this year).

In addition to a discounted booth rate, you'll receive priority booth location pick after sponsors select their location.

→ Register for your booth at <https://bit.ly/NWCiderShow23>

Location

All booths are located in the heart of the Symposium. Attendees will pass by your booths continually throughout the day as they move between workshops, tastings, and networking events. Additionally, there are times in the agenda where attendees will explicitly be encouraged to visit you in the trade show. The final event is a cider happy hour in the trade show - a great time to engage with attendees.

[View the floor plan](#) - Trade show is located on 3rd floor in areas labeled Pre-Function & Registration

The trade show is carpeted.

Convention Center Details

There is power available and near all booths. Please bring your own cords and power strip. If you have special power needs, please contact the decorator.

Any additional requirements will be at the exhibitor's cost and should be handled directly with the official show decorator:

Greg Parkhurst, Greater Tacoma Convention Center
gparkhurst@tacomavenues.org
253-573-2498

Visit <https://tacomaconventioncenter.org/exhibit> to:

- Read **shipping** guidelines and print shipping labels
- Read details about **freight and loading**

Order additional services including **electrical** and additional tables at <https://exhibitors.venueops.com/order/account-1751-A/exhibition-929-A>

If you have **AV needs**, please contact Encore Global AV tacomacc@encoreglobal.com

Schedule

Monday, March 13, 2023

12:30 PM - 4:30 PM Exhibitor move-in

*Exhibits with equipment or elaborate displays must move in on Monday

4:00 PM - 6:30 PM NW Cider Tasting (Optional)

Tickets can be purchased once attendee registration opens in November.

Tuesday, March 14, 2023

7:00 AM - 8:00 AM Exhibitor move-in

8:00 AM - 5:30 PM Trade Show Open

5:30 PM - 7:00 PM Exhibitor move-out

Anticipated Peak Times for Trade Show:

8:00 AM - 9:00 AM Attendee registration check in & Visit the Trade Show

11:45 AM - 12:15 PM Visit the Trade Show

2:30 PM - 3:00 PM Break in Trade Show

4:00 PM - 5:30 PM Cider Happy Hour starts in Trade Show

All times are subject to change. Final schedules will be shared with exhibitors prior to the Symposium.

Symposium Registration Passes

Each booth includes two Symposium registration passes enabling exhibitors to attend all Symposium events and meals on March 14, 2023. Exhibitor passes do not include tickets to the Tasting on Monday, March 13. Tasting tickets will be available for purchase separately until sold out.

Additional staff may attend the Symposium at the member registration rate:

\$125 November 28, 2022 - January 20, 2023

\$175 January 21, 2023 - March 3, 2023

Shipping & Delivery

Please ship all items to be received within one week of the event. Shipments should land March 6 - 10, 2023. Convention center staff will place your shipments in your booth by 12:30 pm on Monday March 13.

Label all shipments with this information:

Event Name: NW Cider Symposium

Event Date: 3/14/22

Event Manager's Name: Greg Parkhurst

Please [Click here to download shipping label.](#)

If you need to access the loading dock to unload your own equipment, please contact Emily Becker (emilybecker@nwcider.com) to arrange it. Exhibitors will have dock access from 12:30 PM - 4:00 PM on Monday March 13, 2023.

Additional Event Details

Sponsorship Opportunities

Get even more brand exposure by sponsoring the Northwest Cider Symposium in 2023! [Check out all the 2023 sponsorship opportunities](#), starting at just \$300. Our Star Sponsorships include a booth in the trade show and get their pick of premier booth locations.

Here are just 3 sponsorship opportunities you might consider adding to your Trade Show Vendor registration.

1. Host an Event in the Trade Show - \$750

Want to get on the agenda during one of the dedicated Trade Show times? For \$750, NWCA will schedule your product demo, raffle, tasting, dance off, game, etc to occur in or near your booth. Your event will appear in the agenda and program along with your company name and a brief description of the event.

2. Sponsor a scholarship - \$350 (each)

Provide direct support to help your future clients attend the Symposium. Sponsors may select a type of recipient or geographic region that you'd like to support (such as Women in Cider or Washington cidery staff).

3. Gift Bag item - \$300

Opportunity to include a unique item in the attendee gift bag. Possible items include a hat/beanie, coozie, stainless steel pint, water bottle, bandana, box cutter, coupon, pamphlet, sticker, magnet etc

View all Sponsorship Opportunities at <https://bit.ly/CiderSponsor2023>

Hotel Accommodations

Vendors may reserve a room in the Symposium room block at Marriott Hotel. The room rate is \$149/night, single or double. Please [make your reservations online](#) by February 14, 2023.

Deadlines

- For priority booth assignment, **Payment and Registration due December 16, 2022**
 - Booth space is assigned on a first come first served basis, register early for best location
 - Registration will be accepted until February 3, 2023 or until sold out
- Hotel reservations by February 14, 2023
- Refund Requests due January 15, 2023

Trade Show Rules and Regulations

1. Contract

The following rules and regulations become binding upon acceptance of this contract between the vendor and the Northwest Cider Association, the event sponsor.

2. Space Assignment

Booth locations will be assigned at the sole discretion of show management and will be based on the date of request, with priority given to sponsors.

3. Booth Package Description

Total individual exhibit floor space is limited to 8' x 10' unless requested and approved in writing. No walls, partitions, signs or decorations may be erected which will interfere with the general view "down the aisle" or with other exhibits. Additional services may be requested by the exhibitor from the Greater Tacoma Convention Center (GTCC), the decorating service provider. The exhibitor is solely responsible for all costs incurred.

4. Show Move-In & Move-Out

Monday, March 13

12:00 PM - 4:30 PM Exhibitor move-in

Tuesday, March 14

7:00 AM - 8:00 AM Exhibitor move-in

8:00 AM - 5:30 PM Trade Show Open

5:30 PM - 7:00 PM Exhibitor move-out

NOTE: No exhibitor will be allowed to break down their booth until the close of the show at 5:30 PM on March 14.

5. Unoccupied Space

NWCA reserves the right, should any rented space remain unoccupied after the first hour of the show's opening, to rent or occupy said space.

6. Payments & Refunds

The total amount for exhibit space is due upon registration for the event and acceptance of this contract. In the event an exhibitor is unable to attend the conference, a refund request may be made by emailing emilybecker@nwcider.com no later than January 15, 2023. Refunds will be assessed a processing fee of \$50. No refund requests will be accepted after 1/15/23.

7. Postponement or Cancellation

NWCA plans to hold an in person trade show event on March 14, 2023. NWCA will not be liable to vendors for any damages arising out of the postponement or cancellation of the event for reasons beyond the control of NWCA. Neither party shall be held responsible for delay or default caused by fire,

riot, acts of God, war or terrorism where such cause prevents the event from being conducted as scheduled and was beyond the reasonable control of either party. Upon the occurrence of such an event, NWCA shall substitute equivalent benefits and access to members during the calendar year.

8. Samples

Please email Emily Becker (emilybecker@nwcider.com) by January 15, 2023 noting all samples that may be given away or distributed at your booth.

9. Noisy & Obnoxious Equipment

The Trade Show is located adjacent to general session and breakout session rooms. To ensure that attendees can fully participate in sessions, the operation of noisy equipment or any objectionable device will not be allowed during general session and breakout session times.

10. Security & Liability

NWCA will not provide security services. Providing security for exhibits, exhibitor property and for exhibitors themselves, as well as for their employees, agents, representatives and guests, shall be the sole responsibility of the exhibitor. The exhibitor agrees to hold NWCA and GTCC harmless and to indemnify NWCA and GTCC against claims or liability arising out of the actions, fault or negligence of the exhibitor, its agents or employees, prior to, during and after the trade show. NWCA shall not be responsible for any loss, damage or injury that may happen to the exhibitor or the exhibitor's agents, patrons, guests, employees or property from any cause whatsoever (unless occasioned by the sole willful or gross negligence NWCA) prior to, during or subsequent to the exposition period. The exhibitor hereby releases NWCA and GTCC from, and agrees to indemnify them against, any and all claims for such loss, damage or injury.

11. Damage to Property

The exhibitor, its agents, guests or patrons shall not injure, mar nor in any manner deface the GTCC premises or equipment therein, and shall not cause or permit anything to be done whereby the GTCC or its equipment shall be in any manner injured, marred, unduly soiled, defaced, lost, stolen or otherwise removed from the building, and will not drive, or permit to be driven, nails, hooks, tacks or screws into any part of the building, and will not make nor allow to be made, any alterations of any kind therein. Should any of the GTCC's equipment used by the exhibitor in the conduct or operation of the exposition be damaged, lost or stolen, the exhibitor will promptly pay for the equipment by cash or certified check.

The use of single-sided or double-stick foam tape, single-sided or double-stick cellophane tape, or masking tape is prohibited on any surface in the GTCC.

All equipment used must be stable without bolting or anchoring to floors or walls.

Except with specific written permission, decorations may not include balloons, crepe paper, cellophane, confetti, cotton, cornstalks, leaves, evergreen boughs/trees, glitter, sheaves of grain, streamers, straw, paper, vines, etc.

All fire, safety, and GTCC regulations must be strictly followed. No propane, acetylene or other flammable or explosive materials are allowed. Gasoline-powered vehicles may be displayed with a maximum of one-quarter (1/4) tank of gas. There are no exceptions. The vehicle gas cap must be taped or locked and the battery disconnected. Tanks of compressed air or gas are prohibited.

12. Eligible Exhibits & Restrictions

NWCA reserves the right to accept or reject without reason any trade show registration received. NWCA also reserves the right of exhibit space reassignment.

When you submit your registration and payment, you will be asked to (1) certify that you have read the rules and regulations outlined in the exhibitor packet and (2) agree to abide by all of the exhibitor rules and regulations as well as the decisions of the NWCA in interpreting the rules and regulations.