



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 18, 2025 at the Greater Tacoma Convention Center, 1500 Commerce St, Tacoma, WA 98402. Please read it, 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/NWCiderShow25> 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 a member or need to renew your membership, you can purchase or renew your membership while signing up for the trade show. If you are a member, log in first to reveal member pricing.
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 be 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 12/13/24 for priority booth assignment
 - b. Booth registration will be accepted until 2/3/25 or until all booths are sold.
 - c. Payment for all booths must be received by 2/3/25.

Key Exhibitor Information

Booths

Each 8' x 10' pipe-and-drape booth is \$875 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

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.

Registration Options

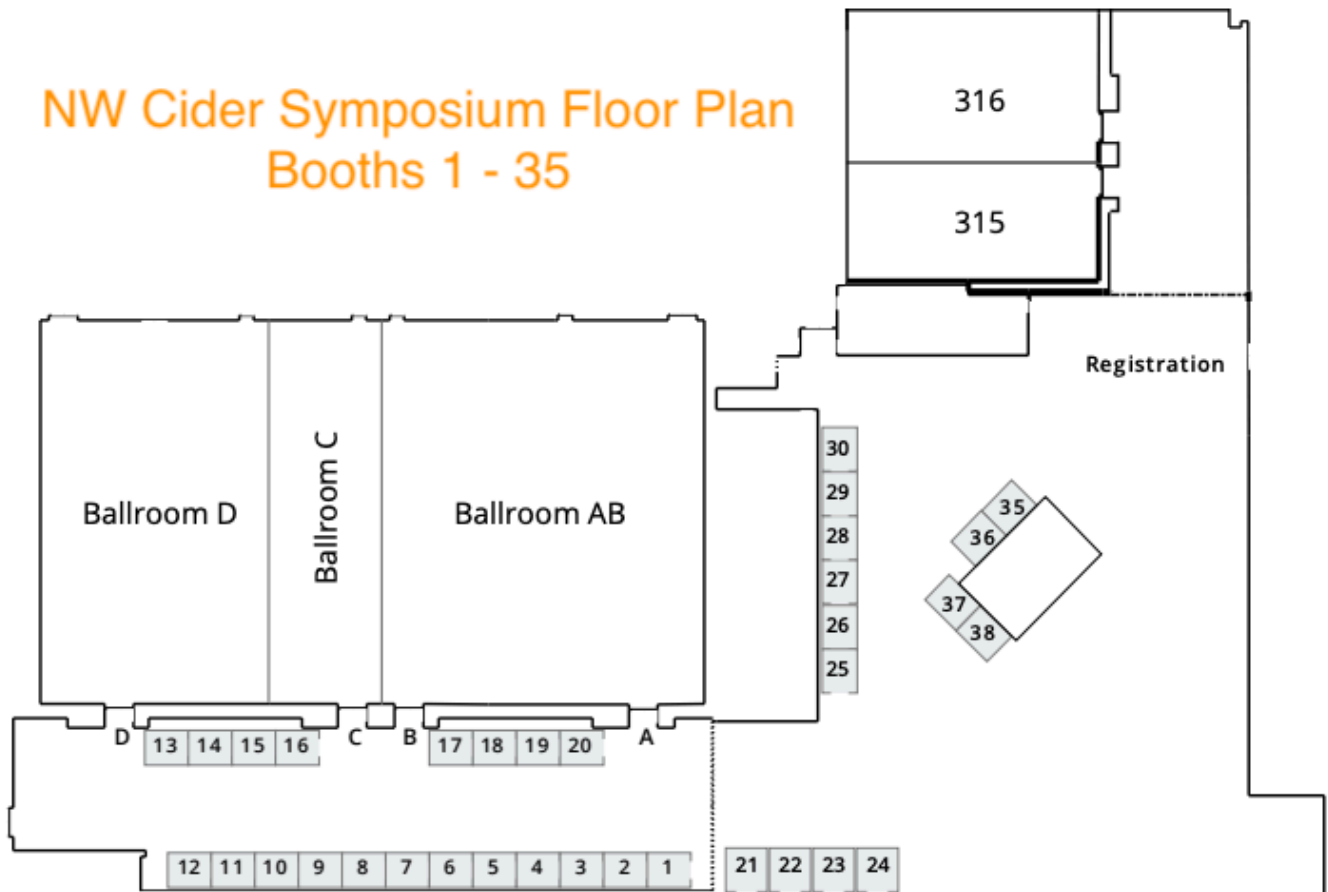
1. Trade Show Vendor + NWCA Allied Supplier membership - \$1307
2. Trade Show Vendor (NWCA Allied Supplier members) - \$875
3. Double Booth - Trade Show Vendor - \$1700

→ Register for your booth at bit.ly/NWCiderShow25

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 the trade show. The final event of the day is a cider happy hour in the trade show - a great time to engage with attendees.

[View the GTCC floor plan](#) - The trade show is located on 3rd floor. The trade show area is carpeted.



Convention Center & Decorator 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.

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

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

If you have **AV needs**, please contact Shawn Norman at Encore Global AV
shawn.norman@encoreglobal.com

Order additional services including **electrical** and additional tables by contacting the decorator

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

Decorator Contact Info

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

Shipping & Delivery

Please ship all items to be received within one week of the event. Shipments should land March 10 - 17, 2025. Convention center staff will place your shipments in your booth by 12:30 pm on Monday March 17.

The decorator provides complimentary receiving of packages within 7 days of the show. Large equipment and crates may incur additional charges, please [contact the decorator](#) to confirm prior to shipping.

Label all shipments with this information:

Event Name: NW Cider Symposium

Event Date: 3/18/25

Event Manager's Name: Greg Parkhurst

Please [Click here to download the 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 17, 2025.

Schedule

Monday, March 17, 2025

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

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

5:00 PM - 7:30 PM TBD Social events

Tuesday, March 18, 2025

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 in Trade Show

View the full agenda at nwcider.com/symposium-2025

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

Additional Event Details

Sponsorship Opportunities

Get even more brand exposure by sponsoring the Northwest Cider Symposium! [Check out all the 2025 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. **Sponsor a scholarship** - \$365 (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).

2. **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 nwcider.com/symposium-2025/

Symposium Registration Passes

Each booth includes two Symposium registration passes enabling exhibitors to attend all Symposium events and meals on March 18, 2025.

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

Early Registration = \$125 (before Feb 1, 2025)

Registration = \$175 (Feb 1, 2025 - March 1, 2025)

Hotel Accommodations

Vendors may [reserve a room](#) in the Symposium room block at Marriott Hotel. The room rate is \$159/night, single or double. [Please make your reservations online by February 14, 2025.](#)

Deadlines

- For priority booth assignment, [Payment and Registration due December 13, 2024](#)
 - Booth space is assigned to Sponsors first and then on a first come first served basis, register early for best location
 - Registration will be accepted until February 3, 2025 or until sold out
- Hotel reservations by February 14, 2025
- Refund Requests due January 15, 2025. Refunds will be assessed a processing fee of \$50.

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 17

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

Tuesday, March 18

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 18.

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, 2025. Refunds will be assessed a processing fee of \$50. No refund requests will be accepted after 1/15/25.

7. Postponement or Cancellation

NWCA plans to hold an in person trade show event on March 18, 2025. 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, 2025 noting all samples that may be given away or distributed at your booth. No food or beverage samples may be given away without prior approval by Emily Becker & Greg Parkhurst.

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.

13. An active Allied Supplier membership current at the time of the Symposium is required in order to be a vendor.

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.