



NORTHWEST CIDER SYMPOSIUM

Exhibitor Guide

NW Cider Symposium

March 16, 2027

Greater Tacoma Convention Center, 1500

Commerce St, Tacoma, WA 98402

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

Please contact Emily Becker at emilybecker@nwcider.com (971-260-6054) with any questions.

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How to Sign Up

1. Review this guide, especially the [Trade Show Rules and Regulations](#).
2. [Sign up and pay for your booth online](#) at OR become a sponsor with priority booth selection and other benefits. [Review Sponsor Packet](#)
3. Only NW Cider Association 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.
4. Once payment is received you will be asked to submit your booth location request. Sponsors select booths first.
 - a. Registration and payment are due by 12/15/26 for priority booth assignment
 - b. Booth registration will be accepted until 2/1/27 or until all booths are sold.
 - c. Payment for all booths must be received by 2/1/27.

Booth Details

[Register for your booth](#)

Booth Options

1. Trade Show Booth + NWCA Allied Supplier Membership Fee (\$1330)
2. Trade Show Booth - Members (\$880)
3. Double Booth in Trade Show - Members (\$1750)

Each 8' deep x 10' wide pipe-and-drape booth includes:

- 2 Symposium registration passes for exhibitors
- One 8' draped and skirted table, 2 chairs, trash can
- Wi-fi
- Complimentary receiving of shipments March 9 - 12, 2027

If you would prefer no table, no chairs, or different furniture please contact emilybecker@nwcider.com with your requests.

Double Booths

A limited number of **double booths** are available. Double booths are 8' deep x 20' wide. Select the Double Booth registration type when registering. If you select a double booth, you may host a cider bar in your booth during happy hour for an additional \$500.

Power

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.

Booth Selection

Once payment is received you will be asked to submit your booth location request.

Booth location requests from sponsors will be honored first, with Star sponsors receiving their pick of premier booth locations. 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.

Floor Plan

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 the 3rd floor. The trade show area is carpeted.

VISIT THE TRADE SHOW



Schedule

Monday, March 15, 2027

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

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

5:00 PM - 7:30 PM NW Cider Symposium Pre Party

Tuesday, March 16, 2027

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

*Table top displays only

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

1:00 PM - 1:45 PM Visit the Trade Show / Demos

2:45 PM - 3:15 PM Visit the Trade Show / Demos

4:15 PM - 5:30 PM Cider Happy Hour in Trade Show

The full agenda will be posted at nwcider.com/symposium-2027

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

Decorator & AV Contact

Decorator Contact Info

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**

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.

Shipping

Please ship all items to be received within one week of the event. **Shipments should land March 9 - 12, 2027.**

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: 3/16/27
Event Manager's Name: Greg Parkhurst

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

Load In / Out

Items shipped to GTCC to arrive 3/9 - 3/12:

- Small items will be placed in your booth by 12:00 pm on Monday 3/15
- Large items (see below) will be at the 5th floor loading dock for you to move

You are responsible for moving your large materials/equipment to your booth on the 3rd floor if any of the following apply:

- Items are on a pallet or in a crate
- Items are NOT on wheels
- Any item over 100 pounds

Load in on Monday 3/15:

Exhibitor move-in is on Monday March 15 from 12:00 PM - 4:30 PM with dock access from 12:30 PM - 4:30 PM.

If you are bringing in equipment, crates, or otherwise need dock access please [click here to read more on the loading dock](#). The truck service areas and loading docks are located on Level 5. From Level 5 you'll take the freight elevator to Level 3 and find your booth.

If you do not need the dock, please park in any parking lot and take the Elevator to Level 3.

Moving Items from the dock to the trade show:

To move large items from the 5th floor loading dock to the 3rd floor, vendors will use a freight elevator (the elevator is 20' deep X 10' wide X 10' high) and then move equipment through a set of double doors which are 7' tall and 7' wide.

Vendors can use a pallet jack to move equipment but there is no forklift available. The entire 3rd floor where the trade show is held is carpeted.

There is no labor available to move your equipment. Please bring equipment that your booth staff can move or plan to hire an outside firm. Get in touch with Emily Becker if you need contact info for a labor firm.

Load in on Tuesday 3/16:

Please park in the garage and take the Elevator to Level 3 with your booth materials. The building opens at 7:00 am and all booths must be set up by 8:00 am.

There is no dock access on Tuesday morning.

Parking

Parking is available at the Greater Tacoma Convention Center lots for \$16/day. [Parking lot details](#). [Parking map](#).

Load Out & Outbound Shipping

Pack up your booth starting at 5:30 pm and then head to the After Party.

Boxes and other small items to be shipped must be labeled and you need to arrange for pick up with your preferred carrier. These items can be left in your booth and the Convention Center staff will move them to the 5th floor for pick up.

If you brought in large items (equipment, crates, pallets, etc), you'll need to move it back up to the 5th floor, label your items, and arrange for pick up.

You must bring your own pre-printed return shipping labels. There is nowhere to print them at the Convention Center.

Any carrier will pick up at GTCC. Please schedule your pickup for Wednesday 3/17, 6 AM - 6 PM.

[Click here for more details on outbound shipping](#)

If you have any questions about your specific items and load in/out/shipping, please email emilybecker@nwcider.com.

Sponsorship Opportunities

Get even more brand exposure by sponsoring the Northwest Cider Symposium! Check out all the [2027 Sponsorship Opportunities](#), starting at just \$315. **Star Sponsorships include a booth in the trade show and get their pick of premier booth locations.** All sponsorships at \$2350 and above include a trade show booth.

Consider adding one of these low cost sponsorships to your Trade Show Vendor registration.

1. **Sponsor a scholarship** - \$185 (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** - \$315

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](#)

Symposium Registration Passes

Each booth includes two full Symposium registration passes enabling exhibitors to attend all Symposium events and meals on March 16, 2027. Talking to attendees at your booth is important, but we encourage you to participate in the morning [discussion groups](#), attend a session, and eat lunch in the ballroom. And make sure to come out for the Monday evening party and the After Party!

Please email the below info to emilybecker@nwcider.com to confirm your two staff.

- Name
- Email
- Phone Number
- Dietary needs (vegetarian, vegan, gluten-free, allergies, etc)

Register additional staff at the member registration rate:

Early Registration = \$135 (before Feb 1, 2027)

Registration = \$185 (Feb 1 - March 5, 2027)

Hotel Accommodations

Vendors may [reserve a room](#) in the Symposium room block at Marriott Tacoma Downtown Hotel. The room rate is \$149/night, single or double. Please make your reservations online by February 15, 2027.

[Reservation link](#)

Deadlines

- For priority booth assignment, [Payment and Registration due December 15, 2026](#)
 - 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 1, 2027 or until sold out
- Refund Requests due January 15, 2027. 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' deep x 10' wide unless requested and approved in writing. Double booths are 8' deep x 20' wide.

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.

Booths contain one 8' draped and skirted table, 2 chairs, and trash can.

4. Show Move-In & Move-Out

Monday, March 16

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

This is the main move in time. Exhibits with equipment or elaborate displays must move in on Monday. Dock access is available 12:30 - 4:30 pm.

Tuesday, March 17

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 Tuesday March 17.

Vendors may set up on Tuesday only if you have a small table top display and can be set up in less than one hour. If you need to set up on Tuesday, please email emilybecker@nwcider.com to let her know.

Vendors bringing in large items (items are on a pallet or in a crate, items that are NOT on wheels, and/or any item over 100 pounds) are required to move the items yourself from the loading dock to the trade show. See [Load In](#) section above for details.

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, 2026. Refunds will be assessed a processing fee of \$50. No refund requests will be accepted after 1/15/26.

7. Postponement or Cancellation

NWCA plans to hold an in person trade show event on March 17, 2026. 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, 2026 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.

Vendors are required to have liability insurance and name Northwest Cider Association as an additional insured. A [sample vendor certificate is available here](#).

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.