



**52nd Annual Open House and Trade Show!**  
**January 17-18, 2018**  
**First Right of Refusal Deadline is October 27, 2017**

The North Carolina Blueberry Council along with co-host North Carolina State University invite you to participate in our 52<sup>nd</sup> Annual Open House and Trade Show, to be held January 17-18, 2018 at the Charlie Rose Expo Center, Crown Complex, Fayetteville, North Carolina.

The Open House is the primary educational meeting for blueberry growers in the state. Attendance has increased to more than 300 participants, most of whom are commercial producers – North Carolina has over 8000 acres of blueberries. Your clients, the grower members of the North Carolina Blueberry Council, have requested the trade show because they are interested in your products and services.

Vendors who participated in the 2017 trade show receive first right of refusal for booth space **IF PAYMENT IS RECEIVED BY OCTOBER 27, 2017.** Enclosed you will find a Trade Show Application and Contract, as well as Sponsorship Opportunities and Exhibitor Information. Sponsorship, exhibiting at the Trade Show, and donating to our prize raffle offer your company increased visibility and show your support of the blueberry industry. The sooner you sign up, the sooner your information is available to our growers!

**Here's an overview of our schedule for 2018:**

Tuesday, January 16	9:00 pm – 4:00 pm	Exhibitor Move-In
Wednesday, January 17	8:00 am – 8:30 am	Registration and Refreshments
	8:30 am – 12:15 pm	Educational Sessions
	1:00 pm – 5:30 pm	TRADE SHOW
Thursday, January 18	8:30 am – 12:00 pm	TRADE SHOW
	12:00 pm – 4:00 pm	Education Sessions/Business Meeting
	1:00 pm – 4:00 pm	Exhibitor Move-Out

For sponsorship and exhibit questions, contact Ginger Hubner, Trade Show Manager at 919-349-5696 or [gingerh@resortmarketing.com](mailto:gingerh@resortmarketing.com). For further information, contact Brenda Park, Executive Director at 864-361-1598 or [b.park@ncblueberrycouncil.org](mailto:b.park@ncblueberrycouncil.org).

Don't miss your chance to be a part of this event – I hope you will join us!

Sincerely,

Ralph Carter, President  
North Carolina Blueberry Council, Inc.

**Representing all Blueberry Growers in North Carolina**  
213 Davidson Road • Greenville, SC 29609 • (864) 361-1598  
[www.ncblueberrycouncil.org](http://www.ncblueberrycouncil.org) • [b.park@ncblueberrycouncil.org](mailto:b.park@ncblueberrycouncil.org)