



**It's the 60th Anniversary of our Annual Open House and Trade Show!
Help Us Celebrate This Milestone
January 13-14, 2026**

Deadline to Reserve Space December 19, 2025

The North Carolina Blueberry Council in collaboration with North Carolina State University invites you to network with growers and showcase your products and services during our 60th Anniversary Annual Open House and Trade Show, January 13-14, 2026 at the Charlie Rose Expo Center, Crown Complex, Fayetteville, North Carolina. This is your annual opportunity to see and be seen at the primary educational meeting for blueberry growers in the state attracting an average of more than 250 attendees.

As one of the USA's oldest organizations representing blueberry growers and their partners, our mission remains the same: to support initiatives that produce better blueberries, build a stronger blueberry industry and create consumer "blueberry awareness." We are focused on building partnerships between blueberry growers and the services they need.

Exhibition Space: All space should be reserved no later than December 19, 2025. Enclosed you will find a Trade Show Application/Contract, Sponsorship Opportunities/Contract and Exhibitor Information. Move-In Day for Vendors will be on Monday, January 12th beginning at 9:00 am and Move-Out will be on Wednesday, January 14 beginning at 11:00 am.

Group Hotel: We have reserved a block of rooms at the Doubletree Fayetteville at a specially negotiated group rate for our attendees of \$151 for a Double Queen room or \$159 for a King room. In order to fulfill our contract obligations and avoid paying attrition charges, **we strongly encourage attendees to book their room(s) within the block by calling 910-323-8282 and using the Group Code NC Blueberry Council.**

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

As a non-profit corporation, a successful educational event and trade show would not be possible without you. Sponsorship, exhibiting at the Trade Show, and donating to our prize raffle offers your company increased visibility as well as showing your continued support of the blueberry industry. We look forward to seeing you in January.

Sincerely,

Willie R. Moore, President
North Carolina Blueberry Council, Inc.

Representing All Blueberry Growers in North Carolina
Office: 213 Davidson Road • Greenville, SC 29609 • (864) 361-1598
www.ncblueberrycouncil.org • contact@ncblueberrycouncil.org



Help Us Celebrate 60 Years!

Become a Valued Sponsor of the 2026 North Carolina Blueberry Council Open House and Trade Show

In return for your sponsorship support, your company will be recognized throughout our conference materials, websites and social media. Sponsors are responsible for providing a company profile and logo. **All Sponsors receive Standard Sponsor Benefits - a sponsor listing on www.ncblueberrycouncil.org and www.blueberrytradeshow.com, and onsite signage throughout the Open House / Trade Show.** Please refer to each sponsorship level for specific benefits.

| | |
|--|---|
| <u>Platinum Lunch Sponsor</u> <u>\$4,000</u> <u>(2 Available)</u> | <ul style="list-style-type: none"> ❖ Title Sponsor for Lunch Tuesday OR Wednesday ❖ Three (3) Attendee Registrations ❖ One 10 x 10 booth in Trade Show ❖ Opportunity to address attendees during Program Agenda – Ten (10) minutes ❖ One (1) Press Release of sponsored content on www.blueberrytradeshow.com with click through link to your site (press release and url must be provided) ❖ One (1) email broadcast to all grower members during 2026 |
| <u>Gold Sponsor</u> <u>\$2000</u> | <ul style="list-style-type: none"> ❖ Title Sponsor for Breakfast Tuesday OR Wednesday *Awarded to first two Gold Sponsor Commitments ❖ Two (2) Attendee Registrations ❖ One 10 x 10 Booth in Trade Show ❖ Opportunity to address attendees during Program Agenda – Five (5) minutes ❖ One (1) email broadcast to all grower members during 2026 |
| <u>Silver Sponsor</u> <u>\$1000.00</u> | <ul style="list-style-type: none"> ❖ Title Sponsor for Morning AND Afternoon Beverage Breaks Tuesday OR Wednesday *Awarded to first two Silver Sponsor Commitments ❖ One (1) Attendee Registration |
| <u>Bronze Sponsor</u> <u>\$500.00</u> | <ul style="list-style-type: none"> ❖ Standard Sponsor Benefits |

Company Name _____ Sponsorship Level: Platinum Gold Silver Bronze

Contact Name: _____ Email Address: _____

Address: _____

____ Check Enclosed **OR** ____ Credit Card Payment Name on Card: _____

Card Number: _____ EXP Date: ____/____

Security Code: _____ Billing Zip Code: _____ Sign: _____

Please return with payment information to: Brenda C. Park, Executive Director
 213 Davidson Road, Greenville, SC 29609
b.park@ncblueberrycouncil.org 864-361-1598

VENDOR TRADE SHOW APPLICATION AND CONTRACT
North Carolina Blueberry Council 60th Annual Open House January 13-14, 2026
 Crown Center, Charlie Rose Expo Center, 1960 Coliseum Drive, Fayetteville, NC 28306
www.crowncomplexNC.com

Includes:
 8' high draped backdrop, 3' high side draped booth dividers, 8' skirted table, two chairs, two (2) exhibitor ID badges, group food and beverage functions, company name sign, and one 110-volt outlet. Additional exhibitor ID badges may be purchased for \$75 each.
ONLY PAYMENT RESERVES SPACE – Deadline to reserve space is December 19, 2025

Company Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____ Website _____

PRINT Name(s) for ID badges: 1 (Incl) _____ 2 (Incl) _____
 3 (\$75) _____ 4 (\$75) _____

I plan to exhibit the following: _____

Type of Business (Check all that apply):

- | | | |
|--|---|---|
| <input type="checkbox"/> Chemical Distributor/Manufacturer | <input type="checkbox"/> Crop Insurance | <input type="checkbox"/> Plant Nursery |
| <input type="checkbox"/> Equipment Sales/Manufacturing | <input type="checkbox"/> Packing Materials Supplier | <input type="checkbox"/> Fruit Marketer/Buyer |
| <input type="checkbox"/> Extension/Research/Education | <input type="checkbox"/> Government Agency | <input type="checkbox"/> Information/Weather Services |
| <input type="checkbox"/> Other (please specify) _____ | | |

ALL **BOOTH SPACE** INCLUDES ONE YEAR ANNUAL MEMBERSHIP IN NORTH CAROLINA BLUEBERRY COUNCIL, INC.
OPEN FLOOR SPACE ADD \$75 FOR ANNUAL MEMBERSHIP FEE

| Quantity | Description | Rate | Total |
|---------------------------|--|--|-------|
| | 10' x 10' booth with pipe and drape | \$425 per booth | |
| | 20' x 10' double booth with pipe and drape | \$675 per booth | |
| ft. x ft. = sq. ft. | Open Floor Space (Minimum 200 sq ft.) | \$2.00 per square ft. PLUS \$75 | |
| | Additional Exhibitor ID Badges | \$75 each | |

We will donate the following giveaways / raffle prize(s):

TOTAL FEES ENCLOSED OR TO BE CHARGED \$ _____

Check (to North Carolina Blueberry Council) Visa MasterCard American Express

Name on Card _____ Card #: _____
 Expiration Date: _____ Security Code: _____

Mail this completed form with payment to: North Carolina Blueberry Council
 213 Davidson Road
 Greenville, SC 29609

Or email to: b.park@ncblueberrycouncil.org

I AGREE TO ABIDE BY SHOW RULES, REGULATIONS AND POLICIES:

Sign: _____ Date: _____

Please contact us if you have special needs or if you require total space in excess of 500 sq. ft. Your payment will be refunded only if space is not assigned. Fees include both days. Vendors will receive further information (floor plan, directions, and facilities)

FOR MORE INFO: Brenda Park, Executive Director (864) 361-1598 or email b.park@ncblueberrycouncil.org
SPONSOR/EXHIBIT QUESTIONS: Ginger Hubner, Trade Show Manager (919) 349-5696 or email gingerh@resortmarketing.com



2026 Open House and Trade Show Exhibitor Information

Location:

Crown Center Complex - Charlie Rose Expo Center
1960 Coliseum Drive
Fayetteville, NC 28306

Booth Assignment: TBD

Your booth assignment along with a floorplan will be included in your onsite registration package.

Registration:

When arriving at the Expo Center, come to the NCBC registration desk to pick up your Exhibitor Envelope (one per company) which will include your name badges and other general information.

Trade Show Dates and Times:

| | | |
|--------------------|--------------------|--|
| Monday, 1/12/26 | 9:00 am – 4:00 pm | Exhibitor Move-In (Coffee and Beverages Available) – <i>EXPO B</i> |
| Tuesday, 1/13/26 | 12:15 pm | Exhibitors are invited to join attendees for lunch – <i>Ballroom Pre-Function Area</i> |
| Tuesday, 1/13/26 | 1:30 pm – 5:00 pm | TRADE SHOW – <i>EXPO B</i> |
| Wednesday, 1/14/26 | 8:30 am – 10:30 am | TRADE SHOW (Breakfast will be available) - <i>EXPO B</i> |
| | 11:00 am – 4:00 pm | Exhibitor Move-Out |
| | 12:00 Noon | Exhibitors are invited to join attendees for lunch – <i>Ballroom Pre-Function Area</i> |

Shipping Information:

Smaller shipments may be shipped to arrive on Friday, January 9. Large (freight) shipments should be shipped to arrive on Monday, January 12.

Crown Complex - Exposition Center
1960 Coliseum Drive
Fayetteville, NC 28306
ATTN: NC Blueberry Council

Please be sure to include Exposition Center on the mailing labels to ensure that the shipments are delivered to the correct venue within the Crown Complex. There will be no added costs associated with shipments that are delivered as instructed.

Door prizes / Giveaways needed:

Please consider donating a door prize or giveaway (or several!) for our raffle which will be held at the end of the Business Meeting on Wednesday. It is another opportunity to get your name and/or logo in front of our growers– they look forward to it every year! Items can be left with Brenda Park or Ginger Hubner at the Registration Desk.