

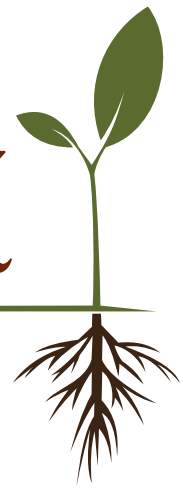
Spring Conference & Market



Organic Growers School



MOTHER EARTH NEWS



EXHIBITOR KIT

March 18-20, 2022 • Mars Hill, North Carolina



Questions? email info@motherearthnewsfair.com or call (800) 234-3368

WHAT IS INCLUDED IN YOUR BOOTH PACKAGE?

Chambers Gymnasium

- 8' x 8' area
- Table
- Two chairs
- Five exhibitor badges

WHAT ARE THE HOURS OF THE SPRING CONFERENCE?

Friday, March 18

9:30 a.m. - 4:30 p.m. (NO EXHIBIT HALL)

Saturday, March 19

7:30 a.m. - 6:00 p.m.

Sunday, March 20

7:30 a.m. - 4:00 p.m.

WHERE DO YOU PARK DURING THE SPRING CONFERENCE?

Exhibitors will receive 1 parking pass at check-in that is good for the entire weekend. The pass is transferable, but must be visible in whichever vehicle is parked in the lot. The lot reserved for Exhibitors is located on Hwy NC213 just west of and across the road from the football field.

WILL YOU BE SAMPLING FOOD?

Exhibitors that wish to sample food or beverages must submit a Certificate of Insurance (COI) form unless food is factory-sealed when sample is given. Organic Growers School and Ogden Publications, Inc., requires that the form specifies a minimum limit of \$1,000,000 and names MOTHER EARTH NEWS AND ORGANIC GROWERS SCHOOL as additional insured.

COI must read: Ogden Publications, Inc, d/b/a Ogden Publications and Organic Growers School is named as additional insured with regard to the Spring Conference & Market, March 18-20, 2022.

Exhibitors must follow North Carolina Safety Guidelines. For more information, including the North Carolina Food Code, please check the [North Carolina Food Code Manual](#).

Submit Certificate of Insurance by March 1, 2022.

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WHAT ARE THE LOAD-IN AND MOVE OUT PROCEDURES?

Load-in on Friday, March 18 from 9:00 a.m. - 6:00 p.m.

From I-26, Exit 11, drive west on NC 213 to the traffic light at NC213 and South Main Street. Turn right onto S Main St. Go two blocks to a left turn onto Bailey Street at Mars Hill Baptist Church. Follow Bailey down the hill and around to the right. Chambers Gymnasium will be on your left. If you can hand-carry or cart your materials without assistance from our volunteers, you may park in the lot directly across the street from Chambers and wheel your materials into the building.

If you need assistance with your Load-In, you'll need to get into the Load-In queue as directed by staffing. One lane of Bailey Street in front of the gym will be blocked off to use as the loading area. There are three places to unload. Staff will direct you to one of those.

Please wait in your vehicle until you're granted access to the loading zone. Bailey Street is an active city street so it must remain open. Please be patient.

You'll be given your weekend parking pass, Exhibitor Packet and instructions at exhibitor check-in located in the lobby of the gymnasium.

When it is your turn, please drive to the loading zone, park, and unload your materials to a designated staging area. Event staff will assist and label your items.

DO NOT go to your booth space or do any unpacking or set-up: stay with your vehicle!

Wait for a staff attendant to instruct you to drive out of the loading zone. Please proceed directly to the temporary parking area (staff will direct you) and walk back to the Exhibit Hall to check in and set up.

When you return to the Chambers Gymnasium, please proceed to the exhibitor registration table in the lobby area to check in with staff.

Walk-in Load-in on Saturday, March 19 6:30 a.m. -7:00 a.m.

You may choose to park in regular parking and do a walk-up load-in via hand truck, cart, or by hand on Saturday morning. You must move your vehicle to the Exhibitor lot!

Proceed to Exhibitor Registration to check in. You can then go to your booth and set up! **You MUST be fully set up by 7:30 a.m.!** Please arrive in time to accommodate these steps!

Sunday Move Out Procedures

- Exhibits must remain in place until 4:00 p.m.
- Vehicles may enter grounds after 4:00 p.m.
- Chambers Gymnasium closes at 7 p.m.

WHAT IS OUR APPROACH TO COVID-19?

Our COVID-19 policy is as follows:

- While indoors, we ask that all participants wear their masks at all times.
- While outdoors, we ask that participants do their best to maintain 6 ft of physical distance from one another and the instructor. If and when that is not possible, we ask that everyone wear their mask.
- We are asking for all participants to exercise caution when attending our events. If you have had a known exposure to COVID-19, are feeling sick, or have symptoms associated with COVID-19, please stay home.

HOW DO YOU PAY SALES TAX?

If you are selling goods at the conference, you must have a North Carolina Sales and Use Tax ID number unless the items you are selling is exempt from the tax. For information on North Carolina sales tax please visit: North Carolina Department of Revenue Sales & Use Tax division at <https://www.ncdor.gov/taxes-forms/sales-and-use-tax>.

If you are from out-of-state, you may request a 'Seasonal' number good for this con-

ference only. Note: this conference is in Mars Hill which is in Madison County, NC. The Sales Tax rate in Madison is 7%. You will need to adjust your Square or Paypal, etc., accordingly. Furthermore, an organization's nonprofit status has no bearing on charging and collecting Sales Tax. If you are selling taxable goods, you must have a Sales Tax ID number and file with the state.

RULES AND REGULATIONS

- Exhibitors are required to abide by city and state ordinances, including all necessary health and fire permits.
- No open flame is allowed inside the building without a fire permit from the Fire Department. This includes burning of candles or incense.
- Aisles and exits must be kept clear and free of all obstacles. Literature must be kept within booths.
- Exhibitors shall not stand in the aisles to hand out literature or place chairs or other furniture in the aisles.
- No solicitation of any kind is allowed outside of booth.
- Individuals are not allowed to bring alcoholic beverages onto premises.
- Keep music, microphones, or other noise-producing items to a level that does not disturb other exhibitors.
- Make sure that every product you are selling is listed on your contract AND that you have verbally informed your exhibitor event coordinator of any product that you intend to represent.
- Use only professional signage.
- Be on time! Make sure your booth is fully set up before show opening each day.
- DO NOT break down your exhibit space until 4:00 p.m. on Sunday.
- All food giveaways and sampling requires compliance with all necessary North Carolina Department of State Health Services regulations.
- Literature on display shall be limited to reasonable quantities in the booth (two-day supply).
- Reserve supplies shall be kept in booth.
- Helium balloons and confetti are prohibited.
- The facility's no smoking policy is strictly enforced.
- The house paging system is available only for emergencies and show announcements. Individual paging will not be provided.
- Vacuuming and emptying of waste bins are not included in booth rental.
- Do not nail, screw, staple, pin, glue, tack, or tape any material directly to the fabric, walls, steel frame, or carpeting. Please note that the use of pins, staples, tape, or other adhesives to affix materials to the drapery back walls and hardware is not permitted. Sign hooks are available at the Information Desk.
- Damaged draperies and hardware will be considered as purchased by the exhibitor and the exhibitor will be charged accordingly. Do not attempt to display heavy materials from the booth structures. Mother Earth News Fair will accept no liability for damage or injury resulting from misuse of this equipment.
- Exhibitors are responsible for the security of their booth items. Mother Earth News and the Organic Growers School assume no liability. Although security is provided overnight, exhibitors are advised to bring coverage materials to protect their goods.
- Leave No Trace Policy: If your booth is not clean and free of materials, with the exception of freight packaged and labeled for shipment, you may be charged a fine of \$50 to offset the costs associated with cleanup.
- Displays may not reach heights higher than 8 feet.
- Mother Earth News and Organic Growers School has the right to close an exhibit that fails to comply with the policies above.

CAN YOU BRING YOUR DOG?

Pets are strictly prohibited from the venue and Parking Lots (including parked cars). Service animals, dogs that are individually trained to do work or perform tasks for the benefit of an individual with a disability, are welcome.