



# Suffolk County Celiacs

Support and Awareness Group - A branch of the Gluten Intolerance Group

## Why should my company be involved in the Suffolk County Celiacs Gluten Free Vendor Fair and Fundraiser?

In the past, the Fair has grown in attendance from 700 attendees to over 1,600 attendees. This year because of the two day event and the room we have, we expect to have over 2,000 attendees, each with a keen interest in the gluten free diet and gluten free foods. Being present at the Fair gives your company exposure to celiacs and people suffering from gluten intolerance in a single location.

## Where is the 4<sup>th</sup> Gluten Free Fair and Fundraiser being held?

All activities of the Fair will be held at the IBEW Hall at 370 Vanderbilt Motor Parkway, Hauppauge NY 11788. The IBEW Hall has ample free parking available for the duration of the conference and is convenient to many modes of public transportation.

## EXHIBIT HALL Q and A

### What are the Exhibit Hall Hours?

#### **Saturday, August 28<sup>th</sup> through Sunday August 29<sup>th</sup>**

Vendor setup will begin 9:00 am on August 28<sup>th</sup>.

Exhibit Teardown will begin at 3:00 pm on August 29<sup>th</sup>.

Exhibit hours: August 28<sup>th</sup> – from 11:00 am to 3:00 pm

August 29<sup>th</sup> – from 11:00 am to 3:00 pm

### What is the cost of an exhibit space?

Registration fee before April 15, 2010 is **\$400.00** per exhibit space for the two days. This is a 8 foot by 8 foot booth, including a six foot table, two chairs. Electrical power (if needed) will cost an extra \$25.00 for a standard 20 amp, 110 volt circuit.

### What is the deadline for registration?

Early Registration deadline is **April 15, 2010**. After April 15, 2010, registration fees increase to \$500.00 and space cannot be guaranteed.

### What will an exhibit space look like?

Each exhibit space will be approximately 8' by 8' and will include one six foot table and two chairs. Pipe and drape will be included. Tables will be covered.

### Is extra exhibit space available?

Extra exhibit tables will be on a space available basis. Please request extra space on the EXHIBITOR FORM. Suffolk County Celiacs will contact you regarding your needs.

### What may I include in my space?

Free standing display units may be used as long as they fit within the 8 foot space and do not block sightlines to neighboring exhibits. Nothing may be adhered to the walls of the Exhibit Hall, but may be hung on the back wall drape. Glitter and confetti are not allowed.

### What about electric hookups?

Electric hookups are available at a nominal charge. Indicate electrical needs on the EXHIBITOR FORM for Exhibitors/Donations.

### What about electronic equipment?

Electronic equipment may be used in the Exhibit Hall.

### Is wireless internet available in the Exhibit Hall?

No. Wireless internet is not available in the Exhibit Hall.

### What equipment is allowed in exhibit spaces?

The IBEW Hall allows most types of cooking and refrigeration equipment. Please indicate the specific equipment you will be bringing or shipping on the EXHIBITOR FORM for Exhibitors/Donations. Deep fat fryers and any equipment that has an open flame (chafing dishes) are not permitted.

### What about shipping to and from the Conference?

Specific shipping instructions will be emailed to registered exhibitors and vendors who have indicated shipping needs on the EXHIBITOR FORM for Exhibitors/Donations.

### What about door prizes and giveaways?

Individual exhibitors who wish to give door prizes from their exhibit space are welcome to do so.

### May I sell product from my exhibit space?

**Yes!** Pre-packaged product may be sold from the Fair, in fact, it is encouraged. You are required to provide SCC with a copy of your order form, detailed ingredient lists for any product sold or sampled in your space.

### Our Company cannot participate in person at the Fair, but we would like our product to be sampled.

Each attendee will be given a "goodie" bag as they enter the Fair. If you cannot participate in person and wish to have your product and/or literature included in the "goodie" bags, a fee of \$200.00 will be required in addition to the samples and literature. Please contact SCC for more information.

### What about sales tax?

In New York State, there is no sales tax on prepackaged food. There is, however a 8.625% sales tax on NON FOOD items such as books, DVDs etc. If you are selling NON FOOD items from your exhibit space, you must obtain and fill out a DTF-17 Form. This is an application to register for sales tax certificate. If you fill out the form on line, permits will be issued within 20 business days. If you fill out a paper form, expect a 4 week turnaround time. Forms may be

obtained through the following website [www.tax.state.ny.us](http://www.tax.state.ny.us). Following the Fair, remittance may be accomplished electronically or by check.

### What about samples?

Distribution of gluten-free product samples to Fair attendees is limited to the Exhibit Hall. SCC requires ingredient lists for all samples given at the Fair.

### What paperwork is needed to obtain an exhibit space?

Call SCC or use the website instructions to request a EXHIBITOR FORM for more information. Fill out the form completely and remit to SCC with your payment by check. Include the following with your completed EXHIBITOR FORM:

1. Carefully read and sign the "SCC Fair Exhibitor Agreement". Return a signed signature page to SCC by mail or email.
2. Proof of liability insurance—Proof of liability insurance naming SCC and The IBEW in Hauppauge, NY is required. Directions are included on the final page of the SCC Fair Exhibitor Agreement. Proof of insurance may be sent directly to SCC from your insurance carrier via email or mail.
3. Ingredient lists—Provide SCC with ingredient lists for any food items sampled or sold. Ingredient lists must also be available to the Fair attendees in your exhibit space.
4. Order forms, flyers, etc—Provide SCC with copies of order forms, flyers, and literature to be distributed at the Conference.

### I wish to participate as an exhibitor, but will not have personnel available to staff an exhibit space. Is local support available to staff an exhibit?

A limited number of SCC members are available to staff exhibits in the Exhibit Hall. SCC requests a tax deductible donation of \$100.00 for this service, in addition to the cost of the booth. All donations collected will be given to GIG and The Celiac Disease Center at Columbia.

### What about meals and breaks?

There should be plenty of gluten free foods available. If you require break for meals or other personal business, we will have volunteers available to stand in for you. The volunteer uniform is a green shirt with the SCC logo on it. Just ask one of the volunteers and we will get you a substitute.

### What about lodging?

There are a number of large and small hotels in the area. A list will be available to the exhibitors which will offer discounted prices. This list will be sent to each exhibitor as soon as the EXHIBITOR Form is received.

## DONATIONS

**This is a Fair and Fundraiser. Monies raised in excess of the costs will be donated to both the Celiac Disease Center at Columbia and the Gluten Intolerance Group (GIG).**

### Are sponsorships of Fair and activities available?

Yes! Detailed information on suggested sponsorships has been sent out separately. If you did not receive a copy of this information, please contact Sue Moller at [suemoller@gmail.com](mailto:suemoller@gmail.com). All sponsors will be recognized in the Fair Journal on the SCC website.

### What advertising opportunities are available?

A half page black and white ads in the official Fair Journal are available for \$175. Full page ads cost \$250.00 each. Use the EXHIBITOR FORM to indicate your desire to advertise. All ads must be received by June 15, 2010 to meet publication deadlines. The material should be camera ready artwork, in the form of a jpg, tif, pds, psd, png, etc. file. The files can be emailed to Les Doti at [LDoti@verizon.net](mailto:LDoti@verizon.net). Payment must be made with or prior to the ad being sent.

### How should I contact SCC?

- By phone:
  - Barbara Pepitone – Fair Chairperson – 631-553-9161
  - Sue Moller – Sponsorship Chairperson – 516.632.9138
  - Les Doti – Journal Chairperson – 631-513-9521
  
- By email at [Suffolk countyceliacs@gmail.com](mailto:Suffolkcountyceliacs@gmail.com)
- By mail: Suffolk County Celiacs  
P.O. Box 13  
Kings Park, NY 11754

The Suffolk County Celiac Support Group thanks you for your interest in the 4<sup>th</sup> Gluten Free Fair and Fundraiser. Your support as a sponsor, exhibitor and/or donator does much to enhance the Fair experience for attendees. The SCC staff looks forward to working with you.