



JULY 9 – 11
OMNI ATLANTA HOTEL, GA

Exhibit Hall Shipping & Sampling Overview

To maximize your ROI, we have arranged on-floor sampling to get sips to lips. However, we want to exercise caution and best practices to ensure the attendees have a positive event experience.

We have guidance from the regulatory authorities that if you are not currently registered to sell your product in the State of Georgia and will only be sampling the product at an age-gated trade event, you do not need to obtain any special license.

We have approval from the hotel to allow sampling.

Exhibit Hall sampling

- No product can be sampled at the Omni other than in the Exhibit Hall during event hours.
- All Activated Product for the exhibit hall must be shipped to the Advanced Warehouse by June 27th and use the **Product Sample Shipping label**.
- Product must be in a packaged 12 oz serving container with no more than 10 mg of THC. Smaller serving containers allowed with proportional THC levels.
- The State of Georgia currently does not allow large format or high concentrate syrups.
- Sample size is limited to 2 oz pours.
- We will be providing ice, bus tubs, and sample cups to all exhibitors who need them.
- We will cover up to 200 lbs. of the material handling for samples above and beyond the 200 lbs. of material handling included in your booth.
- We do not have refrigerated storage available onsite.
- All Activated Product will be stored in the Product Storage Room. Exhibitors can pick up their product starting an hour before the Exhibit Hall opens each day, during the event hours, and you will be required return any unopened product at the end of the day.
- Exhibitors are required to provide a COA for all products to be sampled. See details in COA Requirements.

Infused & Uninfused

We strongly encourage you to send non-active product along with your activated to give potential buyers' a choice. You can send these using the same shipping labels.

Keep in mind that if a buyer is walking the event and has 6 samples in a row (10 mg), then walks the event, they can end up consuming 60-70 mgs or more.

For additional assistance, please email us at success@hempbeverageexpo.com or call 206-201-3696





JULY 9 – 11
OMNI ATLANTA HOTEL, GA

How Much to Send

Short answer: We recommend 72-96 twelve-ounce cans or bottles per SKU.

We are expecting between 1000-1200 attendees. Assuming 60% of the attendees sample your product over the two days, that would be between 500-600 two-ounce samples, or 1000-1200 ounces. That would equate to roughly 72-96 twelve-ounce cans per SKU.

The hosted material handling for your PRODUCT should cover approx. 240 twelve-ounce cans.

Safe Sampling

We ask that each exhibiting company use best practices to determine if anyone has overconsumed. We will have signs posted throughout for attendees to “Know Your Limit” as well as a Chill Room with an EMT and hydrating and calming products to assist with anyone who overindulges.

Post Event

Following the close of show, you are welcome to collect any remaining product from the Product Storage Room and either dispose of these or shipped back to your offices. Any unclaimed product at 5 pm on Friday, July 11th will be disposed of by event management.

