Certified SC Showcase

WEDNESDAY, MARCH 31, 2027

COLUMBIA METROPOLITAN CONVENTION CENTER

AGENDA

9:00 – 10:00 AM	BALLROOMS B & C	**EXHIBITOR SET-UP**	Mingle with other exhibitors as you set up your booths.
10:00 – 10:45 AM	HALL OF FAME MEETING ROOM (UPPER LEVEL)	**EDUCATIONAL SESSION 1**	**Certified South Carolina Update** Certified South Carolina is turning 20 years old! In that time, the program has experienced many changes and updates. This session, led by our new Certified SC Program Coordinator, will review the Certified SC program, its member benefits, and the new website features you can utilize to help grow your brand. **Speaker:** Helen Harrison, SCDA
11:00 – 11:45 AM	CAROLINA MEETING ROOM (LOWER LEVEL)	**EDUCATIONAL SESSION 2**	**How to Trade Show** You've decided to start selling your products to the wholesale market. You need to connect and network with buyers. Should you attend a trade show? What will you need? What information will the buyers request from you? In this session, Eric McClam, Founder of City Roots Farm, will discuss his transition to wholesale markets and how to best leverage trade show opportunities. **Speaker:** Eric McClam, City Roots Farm **Moderator:** Michael Cranford, SCDA
12:00 – 1:00 PM	BALLROOM A	**LUNCH**	**Meet the New Commissioner** Commissioner Cody Simpson
1:00 – 3:30 PM	BALLROOMS B & C	**TRADE SHOW**	Open for ALL attendees. South Carolina Producers exhibit their products and make connections with potential buyers and peers.
3:30 – 5:00 PM	BALLROOMS B & C	**EXHIBITOR BREAK-DOWN**	Mingle with other exhibitors as you break down your booths.