



EXHIBITOR PROSPECTUS



THE 58TH ANNUAL CONFERENCE
OF THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION

PASADENA
JANUARY 13-16, 2011

PASADENA CONVENTION CENTER
300 E. GREEN ST.
PASADENA, CA 91101
(626) 793-2122

EXHIBITOR OPPORTUNITIES

DON'T LEAVE YOUR AUDIENCE HANGING

The CSNA Annual Conference is an excellent opportunity to reach School Nutrition Personnel. With an expected audience of more than 1000 School Nutrition Professionals, the conference is designed to provide a one-stop shopping opportunity, focusing on variety of products and services created specifically for them. The CSNA Annual Conference and Trade Show is the one show that the School Food Service Directors, Managers, Cooks, Bakers and Administrators can all attend to gather information that will influence their buying decisions for the months and years ahead.

OPPORTUNITIES

As an exhibitor you will have the opportunity to meet with School Food Service Directors and their representatives/advisors for over 10 hours of exhibit time, as well as network with them during the conference and at the special events. Remember, many Food Service Directors send "line" staff to the show to bring back recommendations on products.

Please treat all attendees with the same respect.

Exhibit package includes:

- *Listing in Conference Program*
- *Admittance to CSNA's 40+ educational workshops*
- *Exhibitor badges provided at 4 per 100 sf purchased*
- *Standard Booth package with carpet, dividers and sign*
- *Access to over 1,000 attendees, representing 700 school districts*
 - *9 hours of exclusive selling time*
- *Admittance to meal functions at 1 per 100 sf purchased*

THEME

This year's theme is "Serving Education" The alternate theme is that of the Banquet which is "Disco" so either can be used in decorating your booth. There will be a special competition for booths decorated in keeping with the theme.

UP TO THE MINUTE INFORMATION

Visit our website at www.calsna.org for up-to-the-minute information regarding this year's conference in Pasadena

SHOW POLICIES

PAYMENT POLICY

For each 10' x 10' booth, a deposit of 50% of the exhibit fee must accompany the Exhibit Application before it can be processed. The balance of the fee is due by September 25, 2010 in order to avoid a late fee or the possibility of the space being reassigned. If the balance is not received by that date, we reserve the right to resell the exhibit space, or to reassign your space to a less desirable location

SPACE ASSIGNMENT POLICY

As in previous years, we are using a system of space assignment that allows us to thank our long-time vendors, while allowing plenty of prime space for small or newer exhibitors. Points are accumulated by continuing participation in CSNA activities.

Weighting is accumulated as follows:

1. Participation as past CSNA Industry Advisor/Representative
2. Each year participating as an exhibitor with CSNA
3. Sustaining Membership with CSNA
4. Advertising in PoppySeeds

The vendors with the highest number of points have first choice of exhibit space. These vendors will receive the exhibit application first, and have a limited amount of time to respond with their application and deposit. If they do not respond immediately, all space becomes available to the remaining vendors.

If you wish to reserve a space, a temporary hold can be made by calling (818) 842-3040. Space will be held for five business days. If completed application AND deposit are not received in that time, the space will be released.

CANCELLATION POLICY

If exhibit space is cancelled more than 120 days prior to the conference, a \$150 administrative fee will be charged and all other deposits will be refunded. If exhibit space is cancelled between 90 and 120 days prior to the conference, one half of the Booth Price will be held as a cancellation fee, and all other deposits will be refunded. If exhibit space is cancelled less than 90 days prior to conference, CSNA reserves the right to charge the entire exhibit fee.

EXHIBITOR OPPORTUNITIES

BOOTH PRICING

10' by 10' Booths

Regular Booths	\$1,125
Premium Booths	\$1,275

Your exhibit fee includes:

- 8' back drape and 3' side rails,
 - carpet or mat in booth
 - identification sign
- listing in program given to all attendees
- 4 badges for your representatives (per 100 sq ft space)
- admittance to meal functions for 1 rep. (per 100 sq ft space)

Optional Booth Package Available for only \$150

For each 10' x 10' booth, a special equipment package is available if ordered with this application. The package includes:

- One 500-watt outlet
- One 8' draped table with skirting
- Two chairs
- One wastebasket (does not include trash removal)

The price for this package is only \$150. Compared to the cost of renting these items separately, this package is a great value.

CSNA makes this package available as a way of thanking our exhibitors. If you wish to supplement the package, or change any of the items in the package, you must order directly through show decorator.

~NON-MEMBER EXHIBITORS PLEASE ADD \$250 PER BOOTH~

FOR MEMBERSHIP INFORMATION, PLEASE CONTACT CSNA OFFICE (818)842-3040 OR VISIT WWW.CALSNA.ORG

EXHIBIT DISPLAY REGULATIONS

Show management has developed these Exhibit Display Regulations in accordance with the guidelines adopted by the International Association of Exhibitor Management. These regulations will ensure that all exhibits, regardless of site, will have an equal opportunity, within reason, to present their product in the most effective manner possible.

- **Booth assignment format:** In fairness to all exhibitors, multiple booths will not be assigned across aisles.
- **Height restrictions/Line of Sight:** booths may not block the view of another booth in any part of booth design.
- **No signs or banners may be placed in the aisles.**
- **Additional exhibit guidelines and information will be provided upon receipt of application.**

WHAT DOES THE CSNA SHOW MEAN TO EXHIBITORS?

If you want to sell your products or ideas to schools ~ this is a show you must attend.

If you want to see the latest trends in school marketing, California leads the nation.

We owe a great deal of our success to this show. It is very important to us, and a show we always look forward to.

You can not effectively deal with schools and not attend this show.

- Mike Boden, Michael B's Food Products

Speaking as a former School Food Service Director and currently Director of School Food Service Sales of Bay Brokerage, "I have attended over 30 CSNA Conferences and I continue to be amazed at this extravaganza extraordinary. Participants view and test the newest and finest food products available and that are specifically designed for Child Nutrition Programs. As well as the most recent developments in computer technology and kitchen equipment of all kinds. It's a conference and exhibition that strengthens our partnership . . . vendors and school food service employees feeding children.

- Judy Smothers, Bay Brokerage

Send in your application today!

Tradeshows help you close sales for less!

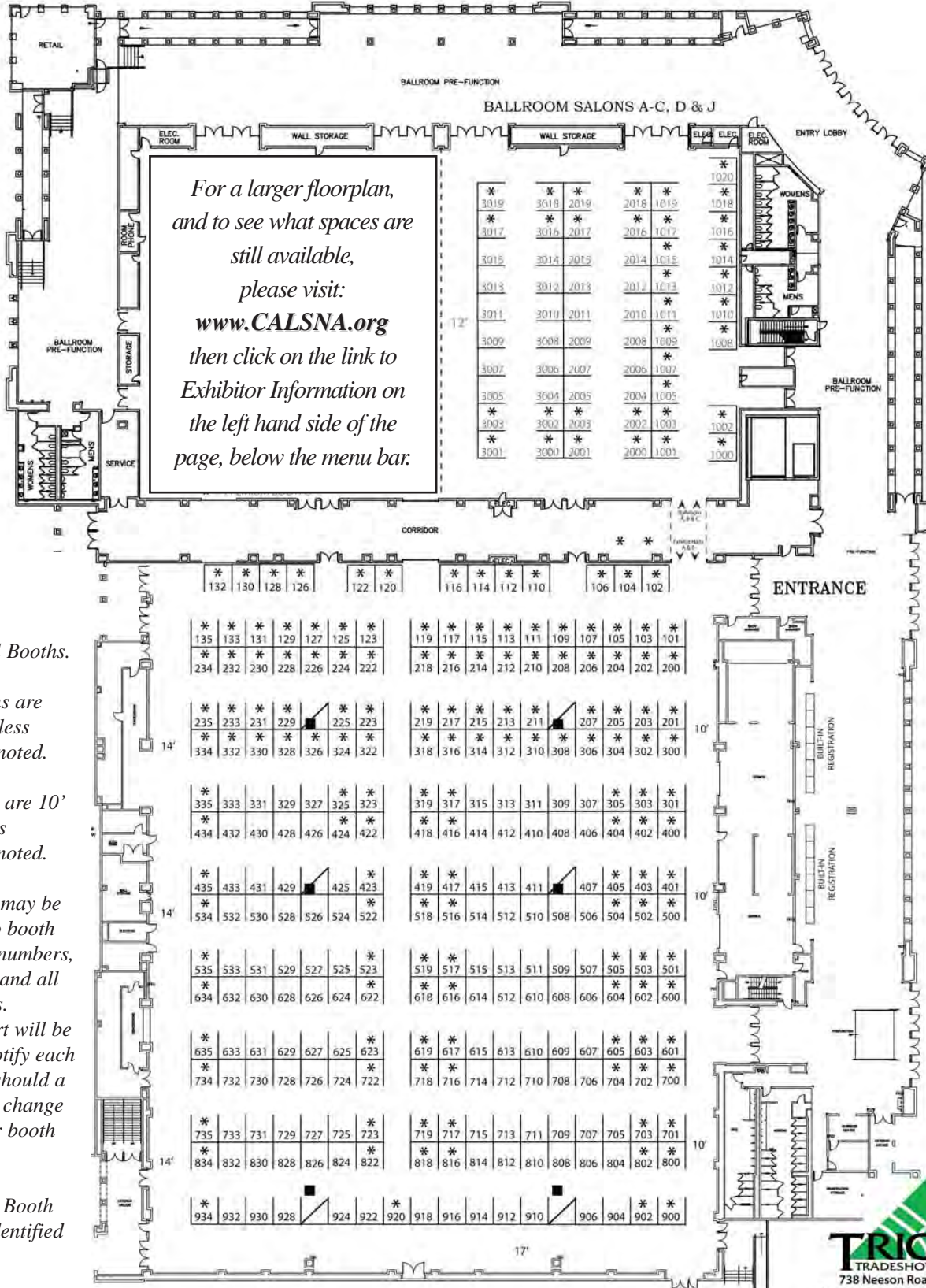
***\$1,840 cost of converting a field prospect to a sale
vs. \$484 cost of converting a tradeshow prospect to a sale.***

We Bring The Buyers to You

***School Food Service Directors, Supervisors, Administrators, Managers, Purchasing Agents, Cooks, Bakers,
Warehouse Personnel, Accountants, School Board Members, Superintendents***

EXHIBIT FLOORPLAN

CALIFORNIA SCHOOL NUTRITION ASSOCIATION
 JANUARY 13-16, 2011
 EXHIBIT HALLS A-B
 & BALLROOM SALONS A-C, D&J
 PASADENA CONVENTION CENTER



NOTES:

- 322 Total Booths.

- All Booths are 10'x10' unless otherwise noted.

- All aisles are 10' wide unless otherwise noted.

- Changes may be required to booth locations, numbers, aisle sizes and all dimensions.

Every effort will be made to notify each exhibitor, should a significant change occur after booth selection.

- Premium Booth Space is identified by an *

SPONSORSHIP OPPORTUNITIES

All sponsors will be recognized in the following meeting-related publications as well as any additional benefits listed under specific opportunities:

- Sponsor appreciation in Conference Program provided on-site
- Bold sponsor recognition signage located on-site
- Sponsor recognition on CSNA website

Conference Tote Bags

\$7500

Your Company Logo and web address will be in the hands of over 1000 attendees when you sponsor the Official 2011 Conference tote that will be used at conference and beyond!

1 OPPORTUNITY AVAILABLE

General Sessions

\$2500

Your Company Logo displayed on General Session signwork and displayed/projected on stage, as appropriate. Mention from the podium during opening remarks. Recognition in Poppy Seeds.

2 OPPORTUNITIES AVAILABLE (1 EACH DAY)

Conference Thumb Drives

\$7500

Your Company Logo will be in the hands of over 1000 attendees when you sponsor the Official 2011 Conference Thumb Drive that will be used at conference and beyond!

1 OPPORTUNITY AVAILABLE

Awards Breakfast

\$1500

Your Company Logo displayed on Awards Breakfast signwork and displayed/projected on stage, as appropriate. Mention from the podium during opening remarks.

1 OPPORTUNITY AVAILABLE

Lanyards/Badgeholders

\$4000

Have your company name and logo printed on these highly visible items that are worn by more than 1,000 attendees during the conference and collected as souvenirs.

1 OPPORTUNITY AVAILABLE

Fitness Fundraiser

\$250

Your Company Logo printed on t-shirt given to each participating member. You will receive recognition as a conference sponsor as listed above. All proceeds go to the California School Nutrition Association

MULTIPLE OPPORTUNITIES AVAILABLE

Registration Desk Kick Panel

\$2000

Your Company Logo on the front of the Registration Desk Counters. A GREAT opportunity to display your logo AND your support of CSNA at Conference! Be seen by EVERYBODY that walks by the Registration Desk during Conference.

1 OPPORTUNITY AVAILABLE

NAC Sponsorship

\$400

Your Company name printed in the Official Show Program (Paid in Full by the deadline) and recognition in Poppy Seeds. NAC Sponsor Booths will have Special Signage to ensure all attendees are aware of the commitment your company has to the health and well-being of California's School Kids! NAC students will be available on Friday afternoon to stop by your booth for a taste testing of your designated products. This program doesn't work without the generous support of our Industry Partners, so won't you consider sponsoring the NAC Program in 2011?

For more information, please visit
www.calsna.org/NAC/NAC.asp

MULTIPLE OPPORTUNITIES AVAILABLE

Education Session Sponsor

\$1500

Your company name and logo printed on the signage listing individual breakout sessions for the day. Sponsor may provide any appropriate materials for sessions (i.e. Logo Pens, pads of paper, highlighters, brochures, packaged sample item, etc.)

2 OPPORTUNITIES AVAILABLE (1 EACH DAY)

Attendee Scholarship Sponsorship

\$250

Your Company Name listed in program book and on website. Attendees will be selected from a pool of qualified applicants.

MULTIPLE OPPORTUNITIES AVAILABLE

If you are interested in any of the above Sponsorships, please fill out the following information.
These opportunities are available on a first paid, first served basis, so please act quickly.

Company _____

Contact _____ Phone _____

Email _____ Website _____

We would like to Sponsor _____

2nd Choice or Additional Sponsorship _____

Total Amount \$ _____

Credit Card Number _____ Expires _____

Billing Address _____

Billing Zip _____ V-Code _____ Signature _____

FAX with credit card for Payment in full to (818) 843-7423
Or, pay by check: CSNA, 210 N Glenoaks Blvd, Suite C, Burbank, CA 91502

ADDITIONAL MARKETING OPPORTUNITIES

ADVERTISE IN THE CONFERENCE PROGRAM

Ad and payment must be received by December 15, 2010.

Full Page Black & White (5 1/4" wide, 8 1/4" tall max) \$350

Half Page Black & White (5 1/4" wide, 4" tall max) \$200

The latest conference information can be found on-line at

www.calsna.org/Conference2011.asp



NUTRITION ADVISORY COUNCIL

As in past years, the NAC kids will be a vital part of the Conference experience. The NAC program provides kids with a morning of education about the importance of good nutrition and exercise in their daily routines. With the official opening of exhibits at 10 A.M. on Friday, January 14, the NAC participants will walk the show floor, stopping at the booths of our NAC sponsors. This gives NAC partners the unique opportunity to meet the actual consumers of school food, providing samples and gathering feedback to better serve this important target audience. A second NAC program will be scheduled for Northern California NAC Kids that cannot attend the Southern California NAC Program.

The success of this great program is dependent on the contribution and participation of CSNA's Industry Members and your support is greatly appreciated.

For more information, or to become a NAC Partner, please contact NAC Chair Harold Sullins.

Harold Sullins, 8426 Mango Ave., Fontana, CA 92335
(909) 357-5160 x26 Email: sullhj@fusd.net

Information and Registration Forms available at
www.calsna.org/NAC/NAC.asp

EXHIBITOR APPLICATION

CALIFORNIA SCHOOL NUTRITION ASSOCIATION
58TH ANNUAL CONFERENCE
JANUARY 13 - 16, 2011 ● PASADENA, CALIFORNIA

COMPANY NAME: _____
ADDRESS: _____
CITY: _____ STATE _____ ZIP: _____
CONTACT NAME: _____
PHONE: _____ FAX: _____
E-MAIL: _____

ARE YOU A BROKER? ___ Yes ___ No

IF SO, WHO WILL YOU BE REPRESENTING? _____
*PLEASE FILL OUT A SEPARATE FORM FOR EACH MANUFACTURER YOU WILL BE REPRESENTING
AT THE SHOW AND SUBMIT ALL FORMS TOGETHER. (YOU MAY PHOTOCOPY THIS FORM)*

ARE YOU REPRESENTED BY A BROKER? ___ Yes ___ No

IF SO, PLEASE INDICATE THE BROKER'S NAME: _____

COMPANY YOU WOULD LIKE ON THE ID SIGN FOR YOUR BOOTH? _____

NUMBER OF EXHIBIT SPACES YOU WOULD LIKE TO RESERVE:
_____ REGULAR BOOTHS _____ PREMIUM BOOTHS

PREFERRED BOOTH LOCATION: 1ST _____ 2ND _____ 3RD _____

PLEASE LIST PROBABLE EXHIBITORS YOU WISH TO BE NEAR: _____

PLEASE LIST PROBABLE EXHIBITORS YOU DO NOT WANT TO BE NEAR: _____

PRODUCTS TO BE DISPLAYED: _____

EXHIBIT FEES:

_____ NUMBER OF REGULAR BOOTHS @ \$1,125 \$ _____

_____ NUMBER OF PREMIUM BOOTHS @ \$1,275 \$ _____

***NON-MEMBER EXHIBITORS ADD \$250 PER BOOTH** \$ _____

BOOTH PACKAGES: (INCLUDES 500 WATT OUTLET, 8' TABLE, 2 CHAIRS, 1 WASTEBASKET)

_____ BOOTH PACKAGES @ \$150 EACH \$ _____

SUBTOTAL \$ _____

PLUS LATE FEE (IF NOT PAID IN FULL BY SEPTEMBER 25, 2010)

_____ (10' x 10) BOOTHS @ \$150 PER BOOTH \$ _____

PLUS SPONSORSHIP/ADVERTISING FEE:

_____ FITNESS FUNDRAISER SPONSORSHIP @ \$250 \$ _____

_____ OTHER SPONSORSHIP (SEE PG 5) \$ _____

_____ AD IN PROGRAM BOOK - FULL PG \$350 OR 1/2 PG \$200 \$ _____

LESS \$100 DEPOSIT PER BOOTH PAID (IF ANY) \$ (_____)

TOTAL AMOUNT DUE \$ _____

AUTHORIZED BY (SIGNATURE) _____

TYPED OR PRINTED NAME _____

TITLE _____ DATE _____

COMPLETE INFORMATION BELOW TO PAY BY CREDIT CARD: AMOUNT _____

CARD No. _____ EXP DATE _____

BILLING ZIP _____ BILLING STREET No. _____ V-CODE _____

SIGNATURE _____

V-Code is the 3 Digit Code on the back of VISA & MC and the 4 Digit Code on the Front of AMEX

Faxed applications will not be processed without credit card payment. If not paying by credit card, your check MUST accompany this form.

Please check the categories which most closely describe the products or services you will be displaying.

- ___ Baked Products/Frozen/Fresh
- ___ Brokers
- ___ Beverages
- ___ Canned Goods
- ___ Computer Hardware
- ___ Computer Software
- ___ Dairies
- ___ Distributors
- ___ Equipment, Banquet
- ___ Food, Condiments
- ___ Food, Dry Goods
- ___ Equipment, Large
- ___ Equipment, Small Wares
- ___ Equipment, Software
- ___ Food Courts/Furniture
- ___ Food, Frozen
- ___ Food, IQF
- ___ Food, Fruits & Vegetables
- ___ Food, Snack
- ___ Food, Staples
- ___ Janitorial
- ___ Money Counters/POS Equip.
- ___ Paper Supplies
- ___ Resource Agencies
- ___ State Agencies
- ___ Uniforms
- ___ Other _____

___ **Yes, I have enclosed the Mandatory Certificate of Insurance.**

I am enclosing with this form \$_____ (payable to CSNA) which represents 50% of the total exhibit fee. I understand that the full balance is due by Sept. 25, 2010 and that if the full balance is not paid by this date, the space may be sold or reassigned. I also understand that if there is a balance due after Sept. 25, 2010, a \$150 late fee, per booth will apply. Brokers: 50% of each booth reserved must accompany this form. Complete information on services and supplies will be sent upon receipt of application and deposit.

Please make check payable to:

**CSNA or California School Nutrition Association
attn. Exhibit Manager
210 N. Glenoaks Blvd, Suite C
Burbank, CA 91502**

Questions? Call (818) 842-3040

Fax: (818) 843-7423

EXHIBITS SCHEDULE

Thursday, January 13, 2011

8:00 am - 5:00 pm Exhibitor Registration
8:00 am - 5:00 pm Exhibit Move-In
12:00 pm - 1:00 pm Exhibitor Appreciation Lunch
& Pre-Show Meeting

Friday, January 14, 2011

7:00 am - 5:00 pm Exhibit Registration
8:45 am - 9:45 am Breakouts
10:00 am - 3:00 pm Exhibits Open
3:15 pm - 4:45 pm First General Session

Saturday, January 15, 2011

7:30 am - 11:00 am Exhibitor Registration
7:00 am - 8:00 am Fitness Fundraiser
8:15 am - 9:45 am House of Delegates
8:45 am - 9:45 am Breakout Sessions
10:00 am - 1:30 pm Exhibits Open
1:30 pm - 2:30 pm Breakout Sessions
2:45 pm - 3:45 pm Breakout Sessions
2:00 pm - 5:00 pm Exhibit Move-Out
4:00 pm - 5:30 pm Second General Session
6:30 pm - 11:00 pm Industry Toast/President's Party

Sunday, January 16, 2011

8:00 am - 9:00 am Breakout Sessions
9:00 am - 10:30 am Awards Breakfast
10:45 am - 11:30 am Breakout Sessions
11:45 am - 12:30 pm Breakout Sessions

SUMMARY OF KEY DATES

9/25/10 Deadline for regular fee, after this date a \$100 late fee applies
12/20/10 Final deadline for all information to be included in the Conference Program Booklet
1/13/11 - 1/16/11 *58th Annual Conference in Santa Clara, CA*
Pasadena Convention Center

Exhibit Manager:

Amber Brown
CSNA
210 N Glenoaks Blvd
Suite C
Burbank, CA 91502
(818) 842-3040
Fax: (818) 843-7423

Meeting Facility:

Pasadena Convention Center
300 E. Green St.
Pasadena, CA 91101

(626) 793-2122

Conference Hotels:

Hilton Pasadena
168 S. Los Robles Ave
Pasadena, CA 91101
(626) 577-1000
Single/Double \$129 Triple
\$154, Quad \$179

Sheraton Pasadena
303 E. Cordova St.
Pasadena, CA 91101
(626) 449-4000
Single/Double \$129 Triple
\$139, Quad \$159

*Cut-Off Date for Hotel
Reservations is
December 10, 2010*

Return Service Requested

California School Nutrition Association
210 N Glenoaks Blvd., Suite C
Burbank, CA 91502

