

# EXHIBITOR PROSPECTUS



THE 59TH ANNUAL CONFERENCE  
OF THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION

SACRAMENTO CONVENTION CENTER  
NOVEMBER 10-13, 2011



CAPITOL AT SACRAMENTO.

# **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 "School Nutrition Hero" The alternate theme is that of the Banquet which is "Super Heros" 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](http://www.calsna.org) for up-to-the-minute information regarding this year's conference in Sacramento

# **SHOW POLICIES**

## ***PAYMENT POLICY***

For each 10' x 10' booth the exhibit fee must accompany the Exhibit Application before it can be processed. 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.

## ***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*

<b>Regular Booths</b>	<b>\$1,125</b>
<b>Premium Booths</b>	<b>\$1,275</b>

#### **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.**

Construction may not obscure the view of adjoining booths. Except in the case of booths located along perimeter walls, booth back wall height for draped or fabric exhibits or their construction shall not exceed 8 feet including signs and electrical lighting. End Cap Booths may not extend more than 4 feet from center on either side. 8 foot height restriction does not apply to a piece of equipment that is regularly sold and used within the industry as long as the item is placed in the space so that it does not obscure the view of adjoining booths.

## 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

*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***



# 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 Panels** **\$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.  
MULTIPLE OPPORTUNITIES 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?

**Cyber Café** **\$1000 + Computers and internet connection**  
 Internet/Email stations set up in Registration area. Sponsor to provide, set-up and maintain computer stations and internet hook-up (minimum of 6) at conference. Company logo will be displayed on signwork at Cyber Café.  
1 OPPORTUNITY AVAILABLE

For more information, please visit  
[www.calsna.org/NAC/NAC.asp](http://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 October 1, 2011.

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  
<http://www.calsna.org/Conference2011Sac.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, November 11, 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 Southern California NAC Kids that cannot attend the Northern 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 Rachel Gekas.

Rachel Gekas, 15510 Usher St., San Lorenzo, CA 94580  
(510)317-4660 Email: [rgekas@slzusd.org](mailto:rgekas@slzusd.org)

*Information and Registration Forms available at*  
[www.calsna.org/NAC/NAC.asp](http://www.calsna.org/NAC/NAC.asp)

# EXHIBITOR APPLICATION

CALIFORNIA SCHOOL NUTRITION ASSOCIATION  
59TH ANNUAL CONFERENCE  
NOVEMBER 10-13, 2011 ● SACRAMENTO, 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, 2 chairs, 1 wastebasket & ONE 6' OR ONE 8' table)

\_\_\_\_\_ BOOTH PACKAGES @ \$150 EACH \$ \_\_\_\_\_

I want a:  6 ft. table  8 ft. table SUBTOTAL \$ \_\_\_\_\_

**PLUS LATE FEE (IF NOT PAID IN FULL BY AUGUST 31, 2011)**

\_\_\_\_\_ (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.
- Packaging Equipment Supplies
- 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 the total exhibit fee. I understand that the full balance is due with registration form and that if the full balance is not paid, the space may be sold or reassigned.

*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**

## EXHIBITORS SCHEDULE

### Thursday, November 10, 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, November 11, 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, November 12, 2011

- 7:30 am - 3:00 pm 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, November 13, 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

- 8/31/11 Deadline for regular fee, after this date a \$150 late fee applies  
10/1/11 Final deadline for all information to be included in the Conference Program Booklet  
11/10/11 - 11/13/11 **59th Annual Conference in Sacramento, CA**  
Sacramento Convention Center

### Exhibit Manager:

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

### Meeting Facility:

Sacramento Convention Center  
1400 J Street  
Sacramento, CA 95814  
  
(916)808-5291

### Conference Hotels:

**Sheraton Grand Sacramento**  
1230 J St.  
Sacramento, CA 95814  
**(800) 325-3535**  
Single/Double \$134  
Triple \$159, Quad \$184

**Hyatt Regency Sacramento**  
1209 L Street  
Sacramento, CA 95814  
**(888) 421-1442**  
Single/Double \$139  
Triple \$164, Quad \$189

*Cut-Off Date for Hotel  
Reservations is  
September 10, 2011*

**Return Service Requested**

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

