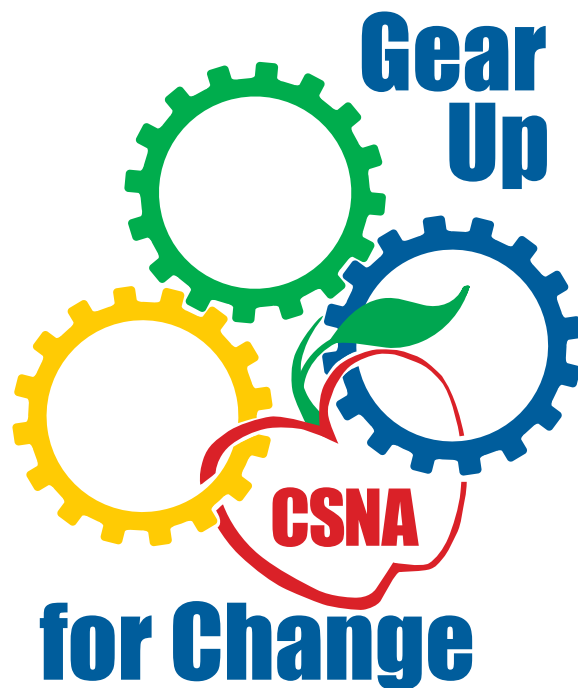


EXHIBITOR PROSPECTUS



The 61st Annual Conference of the California School Nutrition Association



**Palm Springs Convention Center
November 14 - 17, 2013**

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 8 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.

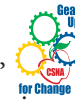
Please treat all attendees with the same respect.

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
 - 8 hours of exclusive selling time
- Admittance to meal functions at 1 per 100 sf purchased

THEME

This year's theme is "Gear Up for Change"
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 Palm Springs.

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 full payment are not received in that time, the space will be released to other vendors.***

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 IN BOOTH
 - IDENTIFICATION SIGN
- LISTING IN PROGRAM GIVEN TO ALL ATTENDEES
 - 4 BADGES FOR YOUR REPRESENTATIVES (PER 100 SQUARE FEET OF SPACE)
 - ADMITTANCE TO MEAL FUNCTIONS FOR 1 REP. (PER 100 SQUARE FEET OF 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?

"As a broker and manufacture representative for over 16 years, I have had the pleasure of working and attending 16 years of CSNA State Conferences and I have enjoyed each and every one. This is the SHOW...the show where all those that have a vested interest in our Child Nutrition Programs have come together to share new and innovative products and services. *For many, this is the only time that a potential customer will be able to view your products and services.* So put on your smile, show your joy, and let's put on another successful and cheerful CSNA State Conference for your customers...the Kids!"

- Ken Barsanti, Education Segment Manager, BDM, KeyImpact Sales & Systems, Inc

"The CSNA is the most valuable asset to me because it gives me a chance to connect with the school district contacts that attend the CSNA conference. I do have brokers in both Northern and Southern California that do a great job of presenting my products. However, the CSNA food show is the place that I can have a one-on-one with my customer in a short period of time to be able to present everything that Shannon's bakes. If you and your company are serious about selling products in California, this is a must attend food show."

- Dale Bowman, Owner Shannon's Imperial Brand.

Tradeshows help you close sales for less! So, send in your application today!


\$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 HALL FLOORPLAN

California
School Nutrition Association



**CALIFORNIA
SCHOOL NUTRITION
ASSOCIATION**

61st Annual Conference
November 14-17, 2013

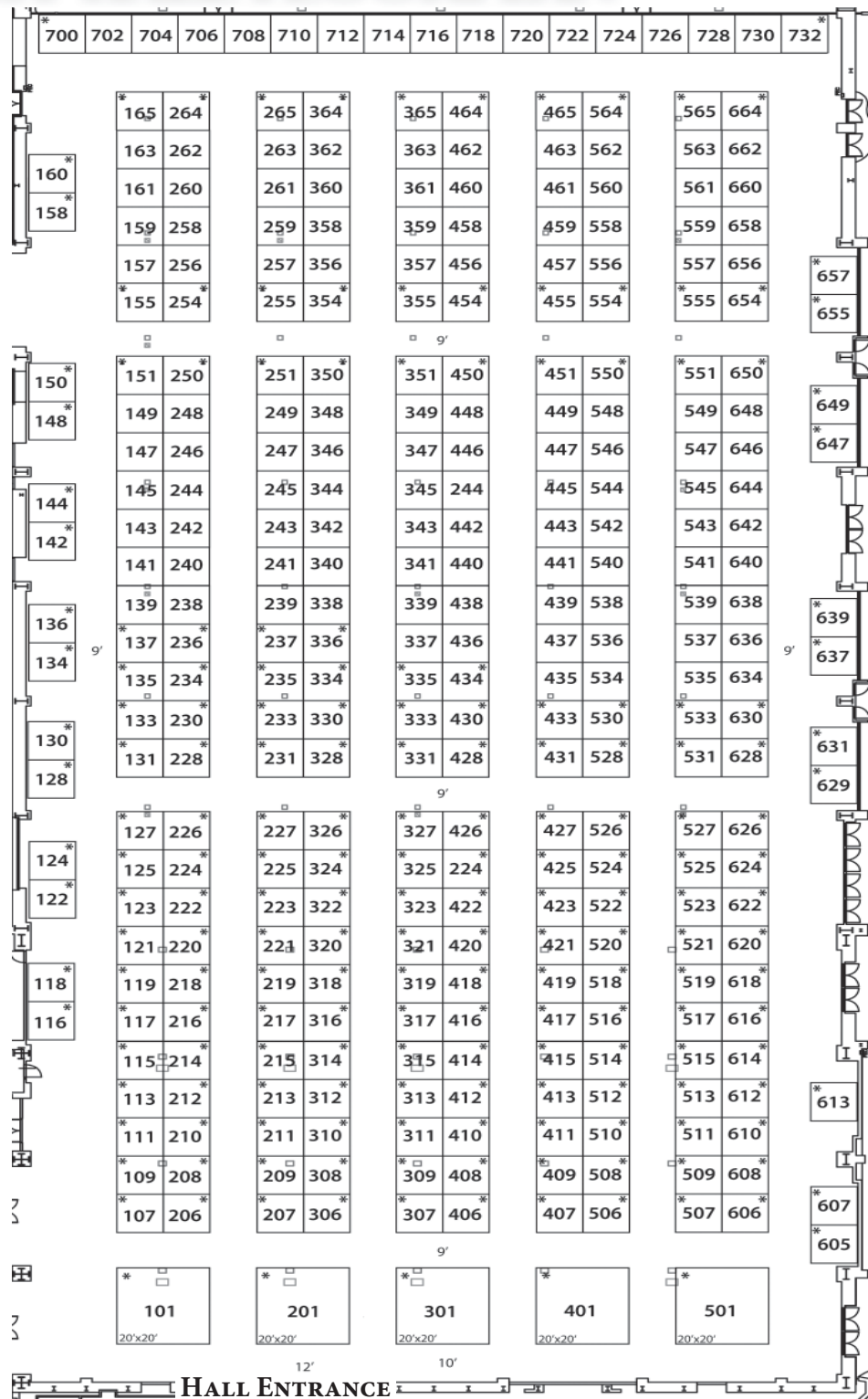


**Gear
Up**

CSNA

for Change

Palm Springs Convention Center
277 N Avenida Caballeros
Palm Springs, CA 92262



For a larger floorplan, and to see what spaces are still available, please visit:

WWW.CALSNA.ORG

then click on the link to Exhibitor Information

Questions? Call (818)842-3040

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 2013 Conference tote that will be used at conference and beyond!

1 OPPORTUNITY AVAILABLE

CONFERENCE THUMB DRIVES **\$7500**

Your Company Logo will be in the hands of over 1000 attendees when you sponsor the Official 2013 Conference Thumb Drive that will be used at conference and beyond!

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

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

CYBER CAFÉ **\$1000***

* **PLUS 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

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

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.

OPPORTUNITY AVAILABLE FOR FRIDAY

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

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

CHOPED COMPETITION SPONSOR **\$500**

Your Company Logo printed on aprons given to each participating team member. You will receive recognition as a conference sponsor as listed above and on a banner at the competition. All proceeds go to the California School Nutrition Association

MULTIPLE OPPORTUNITIES AVAILABLE

NUTRITION ADVISORY COUNCIL SPONSORSHIPS **\$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 morning 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 2012?

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

MULTIPLE OPPORTUNITIES AVAILABLE

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

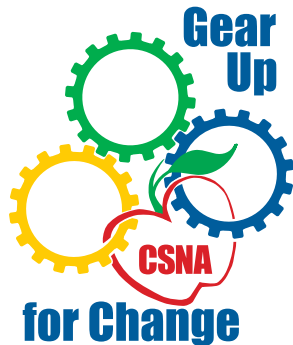
*If you are interested in any of the above Sponsorships, please fill out the following information.
These opportunities are available on a first paid, first served basis, so please act quickly.*

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 OFFICIAL CONFERENCE PROGRAM!



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
Ad and payment must be received by October 1, 2013

The latest conference information can be found on-line at
<http://www.calsna.org/Conference2013.php>

NAC - 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 10:30 A.M. on Friday, November 15, 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 Sandy Bernstein.

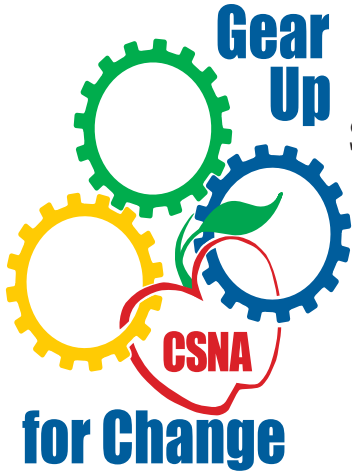
Jill Lancaster, SNS ● Murrieta Valley USD, 41870 McAlby Ct., Murrieta, CA 92562
Bus: (951) 696-1600 ● E-mail: jlancaster@murrieta.k12.ca.us

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

ADVERTISE IN POPPY SEEDS BEFORE CONFERENCE!

Poppy Seeds Magazine is the Official Journal of the Child Nutrition Professional and has a readership of more than 2400! Get your ad on the pages of Poppy Seeds leading up to Conference and let attendees know that you will be there! Poppy Seeds is published four times a year, so you may wish to advertise with us all year long!

Call the CSNA Office for more details about advertising in Poppy Seeds! (818)842-3040



**Sponsorship is
Only \$400!**

Attention Industry Members!

Support Student Nutrition Advisory Councils (NAC)

Become a NAC Partner!

Held at our annual conference, this event will be exciting and educational for everyone! Your sponsorship allows students to have interactive experiences about nutrition, physical activity, and making healthy food choices. NAC students will walk through the exhibit hall with a chaperone, visiting NAC sponsor booths for sampling nutritious items. Students will evaluate your products, and you will receive their feedback.

Your \$400 sponsorship covers....

*So-Cal NAC Conference
Palm Springs Convention Center
277 N. Avenida Caballeros
Palm Springs, CA. 92262*

In addition, your donation will also include:

- Recognition as a NAC sponsor in Poppy Seeds.
- Recognition as NAC sponsor at State Conference and vendor booth.
- Free t-shirt from the NAC Art Contest.

Manufacturer	
Contact	
Address	
Phone FAX	
Email	

Broker	
Contact	
Address	
Phone FAX	
Email	

Please complete this form and mail to the address below. Be sure to enclose your check of \$400, made payable to CSNA-NAC.

Thank you for your support and partnership!

Send completed form with check to:
California School Nutrition Association
Attn: NAC
210 N. Glenoaks Blvd. Ste C
Burbank, CA 91502

**DEADLINE: PLEASE SUBMIT SPONSORSHIP
FORMS BY SEPTEMBER 30, 2013**

NAC Chair Contact Information:

Murrieta Valley USD
Director of Nutrition Services - Jill Lancaster, SNS
41870 McAlby Ct., Murrieta, CA 92262
(951) 696-1600 ext 1145
jlancaster@murrieta.k12.ca.us

Note: Because the mission of NAC is to promote nutritious habits, we ask that products for sampling comply with California Education Code guidelines (see sec. 49431) for healthy foods and beverages.

CALIFORNIA SCHOOL NUTRITION ASSOCIATION
POPPY SEEDS ADVERTISING CONTRACT

This insertion order will authorize CSNA to run our ad in the following issue(s) of *Poppy Seeds* Magazine.

YEAR	AD SIZE/TYPE/COVER	BASE RATE
	<small>1/2 PAGE ADS, PLEASE INDICATE VERTICAL OR HORIZONTAL INSIDE COVERS & BACK COVER BASED ON AVAILABILITY</small>	
WINTER	_____	_____
SPRING	_____	_____
SUMMER	_____	_____
FALL	_____	_____
		SUB-TOTAL _____

One complimentary issue of *Poppy Seeds* will be mailed to each Advertiser. Additional Copies of *Poppy Seeds* available for \$6 each. Annual Subscription (4 issues) - \$20

OPTIONS	ADDITIONAL FEE	X # OF ISSUES	ADDITIONAL COST(S)
Full Color	@ \$800	X # of issues _____ =	_____
Spot Color (Each)	@ \$300	X # of issues _____ =	_____
Bleed	plus 10%	X # of issues _____ =	_____
Guaranteed Position*	plus 15%	X # of issues _____ =	_____

*BASED ON AVAILABILITY

TOTAL COST \$ _____

TERMS AND CONDITIONS

- Payment is required with contract for first insertion and by the camera-ready copy/payment deadline for each following contracted issue.
- If payment is not received by the issue payment deadline, the publisher reserves the right to exclude the advertisement.
- Rates subject to change upon 30 days notice in writing from publisher.
- Publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by camera-ready copy deadline.
- Cover positions are non-cancelable.
- No cancellations will be accepted after the deadline for space and must be in writing.
- Cancellation of any portion of a contract voids all rate and position protection.
- Placement is on a first-come, first-reserved basis. The publisher makes every attempt to separate ads of competing companies by no fewer than three pages.
- The publisher reserves the right to cancel or reject any advertising.
- The publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such moneys as are due and payable to the publisher.
- All advertisements are accepted and published by the publisher upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof.
- Advertiser and agency agree to indemnify and save the publisher harmless from any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism or copyright infringement.
- Publisher's liability for any error will not exceed the value of space occupied by such error.

Firm Name _____

Contact Name _____ Title _____

Address _____ City _____ State _____ Zip _____

Email _____ Phone _____ FAX _____

By signing, you agree to the Terms & Conditions outlined in the Contract and on the Rate Card. No Ads will be accepted without signed contract.

Signature _____

PAYMENT IS REQUIRED WITH CONTRACT FOR FIRST INSERTION AND BY THE PAYMENT DEADLINE FOR EACH FOLLOWING CONTRACTED ISSUE. CHECKS MADE PAYABLE TO CSNA. CREDIT CARD PAYMENTS MAY BE FAXED TO (818)843-7423.

Credit Card Number _____ Expires _____ Security Code _____

Billing Address _____ Billing Zip Code _____

Name on Card _____ Authorized Signature _____

SEND COMPLETE ADVERTISING CONTRACT TO:

CSNA, 210 N. GLENOAKS BLVD., SUITE C, BURBANK, CA 91502 OR FAX TO (818)843-4423

QUESTIONS? CALL (818)842-3040 OR EMAIL TO POPPYSEEDS@CALSNA.ORG

SEND FILES TO POPPYSEEDS@CALSNA.ORG OR CALL (818)842-3040 FOR INSTRUCTIONS ON SENDING LARGER FILES TO FTP SITE.

Be a chop Ed Sponsor!

CSNA will be holding the second ever "Chop-Ed" cooking contest on Friday, November 15, at the 2013 CSNA Conference in Palm Springs



Teams of four cafeteria staff members will compete for prizes and bragging rights. The teams will be presented with a mystery basket full of ingredients donated by sponsors and then challenged to make lunch suitable for an elementary school menu or a secondary school menu. The meals will be judged on presentation, taste, how well it meets the new 2010 HHFKA guidelines, and the team's work habits.

Sponsorship Opportunity

There are ten sponsorship opportunities.

Each costs \$500 plus the donation of a speed scratch ingredient (enough for 50 servings) that fits the following categories.

(Suitability of ingredients will be determined by the Conference Committee.)

Elementary School

Speed Scratch Ingredient Categories

Dairy
Protein
Produce
Grain
Smallwares

Secondary School

Speed Scratch Ingredient Categories

Dairy
Protein
Produce
Grain
Smallwares

SPONSOR BENEFITS

- Your company logo on banners in cooking labs.
- Announced as sponsor at General Session when Chop-Ed winners are announced.
- Your company logo on aprons presented to Chop-Ed winners.
- Your company logo listed as a Chop-Ed sponsor in the Official Show Program.
- Winning meals/recipes will be published in Poppy Seed with your company listed as a sponsor.

For more information contact:

Suzanne Morales, SNS, Dir. of Food Svcs.
Los Alamitos Unified School District
Phone: (562) 799-4590
Email: smorales@losal.org





CALIFORNIA
SCHOOL NUTRITION
ASSOCIATION



Sponsor Sign Up Application

Company Name _____
Contact Person _____
Phone # _____
Address _____
City _____ State _____ Zip _____
Email _____

Sponsorship Category (ex. Elementary Dairy)

Speed Scratch Item or Smallwares

Authorized By (Signature) _____
Name (Printed or Typed) _____
Title _____ Date _____

Complete information below to pay by credit card.

Amount \$500
Card Number _____ V-code _____
Expiration Date _____
Billing Address _____ Zip _____
Signature _____

Sponsor will be selected on a first come first served basis and suitability of speed scratch ingredient.

Application due October 1, 2013

Please submit the logo you would like us to use to identify your company.

EXHIBITOR APPLICATION

CALIFORNIA SCHOOL NUTRITION ASSOCIATION
61ST ANNUAL CONFERENCE AND TRADE SHOW

NOVEMBER 14-17, 2013 ● PALM SPRINGS, 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 \$ _____

_____ **One 20' X 20' ISLAND (Equiv. 4 Premium Booths) \$5,500** \$ _____

***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 JULY 31, 2012)

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

PLUS SPONSORSHIP/ADVERTISING FEE:

_____ FITNESS FUNDRAISER SPONSORSHIP @\$250 \$ _____

_____ **ChopEd** SPONSORSHIP @\$500 \$ _____

_____ OTHER SPONSORSHIP (SEE PG 5) \$ _____

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

LESS \$200 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 and MC Cards and the 4 Digit Code on the front of AMEX Cards

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 _____

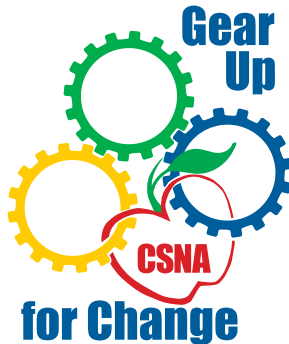
___ Yes, I have enclosed the

MANDATORY
CERTIFICATE OF INSURANCE.

I am enclosing with this form \$ _____ (payable to CSNA) which represents **the total exhibit fee plus** any Sponsorship or Ad fees. I understand that the full balance is due with Registration Form and that if the full balance is not received with the Registration Form, my requested space may be sold or reassigned. I also understand that if there is a balance due after July 31, 2013, a \$150 late fee, per booth will apply. Brokers: **100% 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 and send with completed Registration Form:
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



**THE 61ST ANNUAL CONFERENCE OF THE
CALIFORNIA SCHOOL NUTRITION ASSOCIATION**

GEAR UP FOR CHANGE

www.CALSNA.org

Exhibitors Schedule

THURSDAY, NOVEMBER 14, 2013

8:00 am - 5:00 pm	Exhibitor Registration
8:00 am - 5:00 pm	Exhibit Move-In
8:00 am - 5:00 pm	Pre-Conference Workshops
12:00 pm - 1:00 pm	Exhibitor Appreciation Lunch & Pre-Show Meeting
12:00 pm - 4:00 pm	SNS Exam

FRIDAY, NOVEMBER 15, 2013

7:00 am - 5:00 pm	Exhibit Registration
8:00 am - 9:00 am	Breakout Sessions
9:15 am - 10:15 am	Breakout Sessions
10:30 am - 3:00 pm	Exhibits Open
3:15 pm - 4:45 pm	First General Session

SATURDAY, NOVEMBER 16, 2013

7:30 am - 3:00 pm	Exhibitor Registration
7:00 am - 8:00 am	Dance Lessons
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 17, 2013

8:00 am - 8:45 am	Breakout Sessions
9:00 am - 9:45 am	Breakout Sessions
10:00 am - 10:45 am	Breakout Sessions
11:00 am - 12:30 pm	Regional Brunch

SUMMARY OF KEY DATES

7/31/13	Deadline for regular fee. After this date, a \$150 late fee applies.
10/1/13	Final deadline for all information to be included in the Conference Program Book
11/14 - 17, 2013	61st Annual Conference in Palm Springs, CA Palm Springs Convention Center

EXHIBIT MANAGER:

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

MEETING FACILITY:

**PALM SPRINGS
CONVENTION CENTER**
277 N. Avenida Caballeros
Palm Springs, CA 92262
(760) 325-6611

CONFERENCE HOTELS:

**RENAISSANCE
PALM SPRINGS HOTEL**
888 TAHQUITZ CANYON WAY
PALM SPRINGS, CA 92262
(760) 322-6000
SINGLE/DOUBLE \$149

HILTON PALM SPRINGS
400 E. TAHQUITZ CANYON WAY
PALM SPRINGS, CA 92262
(760) 320-6868
KING/DOUBLE \$145
PLAZA SUITE \$175

