



SMART MEALS • SMART KIDS

RIDING THE WAVES

THE 62ND ANNUAL CONFERENCE
OF THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION



SACRAMENTO CONVENTION CENTER
NOVEMBER 13-16, 2014

EXHIBITOR PROSPECTUS

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 "SMART MEALS ● SMART KIDS - *Riding the Waves*" 
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
20' X 20' ISLAND	\$6,000

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!

\$2208 cost of converting a field prospect to a sale vs. \$562 cost of converting a tradeshow prospect to a sale.

We Bring The Buyers to You!

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

EXHIBIT HALL FLOORPLAN

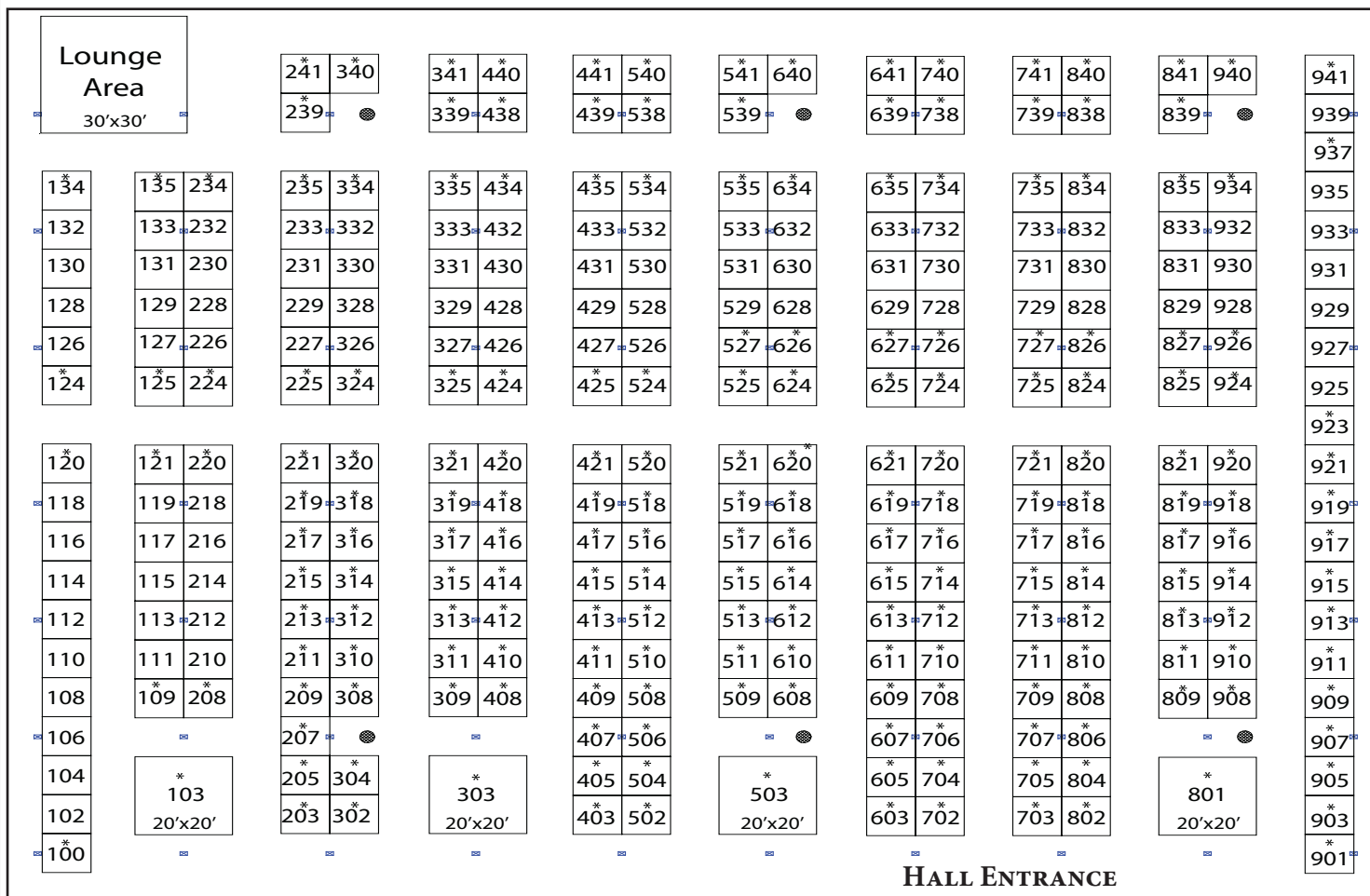


SMART MEALS • SMART KIDS
Riding the Waves...

The 62nd Annual Conference of
The California School Nutrition Association



November 13-16, 2014



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

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

EXHIBITOR APPLICATION

CALIFORNIA SCHOOL NUTRITION ASSOCIATION
62ND ANNUAL CONFERENCE AND TRADE SHOW

NOVEMBER 13-16, 2014 ● 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 _____

PRODUCTS TO BE DISPLAYED: _____

CONTACT INFORMATION FOR INCLUSION IN THE PROGRAM IF DIFFERENT FROM ABOVE	Please check the categories which most closely describe the products or services you will be displaying.
Company _____	<input type="checkbox"/> Baked Products/Frozen/Fresh <input type="checkbox"/> Food, Frozen
Contact Name _____	<input type="checkbox"/> Brokers <input type="checkbox"/> Food, IQF
Address _____	<input type="checkbox"/> Beverages <input type="checkbox"/> Food, Fruits & Vegetables
City _____ State _____ Zip _____	<input type="checkbox"/> Canned Goods <input type="checkbox"/> Food, Snack
Phone _____ FAX _____	<input type="checkbox"/> Computer Hardware <input type="checkbox"/> Food, Staples
E-Mail _____	<input type="checkbox"/> Computer Software <input type="checkbox"/> Food Courts/Furniture
Broker _____	<input type="checkbox"/> Dairies <input type="checkbox"/> Janitorial
	<input type="checkbox"/> Distributors <input type="checkbox"/> POS Equipment/Money Counters
	<input type="checkbox"/> Equipment, Banquet <input type="checkbox"/> Packaging Equipment/Supplies
	<input type="checkbox"/> Equipment, Large <input type="checkbox"/> Paper Supplies
	<input type="checkbox"/> Equipment, Small Wares <input type="checkbox"/> Resource Agencies
	<input type="checkbox"/> Equipment, Software <input type="checkbox"/> State Agencies
	<input type="checkbox"/> Food, Condiments <input type="checkbox"/> Uniforms
	<input type="checkbox"/> Food, Dry Goods <input type="checkbox"/> Other _____

PAYMENT INFORMATION

EXHIBIT FEES:

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

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

____ 20' X 20' ISLAND @ \$6,000 \$ _____

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

____ BOOTH PACKAGES @ \$150 EACH \$ _____

(Includes 500 watt outlet, 2 chairs, 1 wastebasket & ONE 6'OR ONE 8'table)

I WANT A: 6 FT. TABLE 8 FT. TABLE **SUBTOTAL** \$ _____

PLUS LATE FEE (IF NOT PAID IN FULL BY JULY 31, 2014)

____ (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 \$200 DEPOSIT PER BOOTH PAID (IF ANY) \$ (_____)

TOTAL AMOUNT DUE \$ _____

PAYING BY CHECK - Made payable to CSNA CHECK # _____

COMPLETE INFORMATION BELOW TO PAY BY CREDIT CARD:

CARD NO. _____

EXP DATE _____ SECURITY CODE _____

BILLING ADDRESS _____

CITY _____ ST _____ BILLING ZIP _____

SIGNATURE _____

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, 2014 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.

AUTHORIZED BY (SIGNATURE) _____

TYPED OR PRINTED NAME _____

TITLE _____ DATE _____

____ Yes, I have enclosed the **MANDATORY** CERTIFICATE OF INSURANCE.

Send completed Registration Form with payment to:
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

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 2014 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 2014 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.

3 OPPORTUNITIES AVAILABLE

- FRIDAY SATURDAY SUNDAY

GENERAL SESSIONS **\$5000**

Your Company Logo displayed on General Session signwork and displayed/projected on stage, as appropriate. Mention from the podium during opening remarks with the option to introduce Keynote Speaker to the audience.

Recognition in Poppy Seeds.

2 OPPORTUNITIES AVAILABLE

- FRIDAY SATURDAY

AWARDS BREAKFAST **\$2500**

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

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 2014?

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, 2014

The latest conference information can be found on-line at
<http://www.calsna.org/events/annualConference2014.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 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 Valerie McDonald.

Valarie McDonald ● Tracy USD, 1875 W. Lowell Ave., Tracy, CA 95376
Bus: (209) 830-3255 ● E-mail: vmcdonald@tusd.net

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



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.

**Sponsorship is
Only \$400!**

Your \$400 sponsorship covers....

NAC Conference
Sacramento Convention Center
1400 J St, Sacramento, CA 95814
(916) 808-5291

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, 2014**

NAC Chair Contact Information:

Tracy USD

Director of Food Service - Valerie McDonald

1875 W. Lowell Ave., Tracy, CA 95376

Bus: (209) 830-3255

E-mail: vmcdonald@tusd.net

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 RATE CARD AND CONTRACT**

ADVERTISING RATES

BLACK AND WHITE BASE RATES PER ISSUE

<u>AD SIZES</u>	<u>RUNS... 1 TIME</u>	<u>2 TIMES</u>	<u>4 TIMES</u>
FULL PAGE	\$500	\$485	\$450
TWO PAGE SPREAD	\$1000	\$970	\$900
1/2 PAGE	\$325	\$315	\$293
1/4 PAGE	\$175	\$169	\$158
INSIDE COVERS*	\$750	\$729	\$675
BACK COVER*	\$1000	\$970	\$900

*BASED ON AVAILABILITY

COLOR RATES PER ISSUE (ADD TO PRICES ABOVE)

SPOT COLOR (CYAN, MAGENTA, YELLOW)
PER COLOR, PER ISSUE \$300

FULL COLOR PROCESS PER PAGE, PER ISSUE \$800

BLEEDS ADD 10% OF SPACE RATE
GUARANTEED POSITIONING* ADD 15% OF SPACE RATE

*BASED ON AVAILABILITY

FREQUENCY DISCOUNTS

Advertising must be inserted within one year of first insertion to earn the 2 and 4 times discount. Frequency discounts may also be earned by running 2 or 4 ads in the same issue(s). Different sized ads may be combined to earn frequency discounts in a contract year.

MECHANICAL REQUIREMENTS

- Electronic version of ad MUST be supplied. *A Press Ready PDF with fonts/art embedded*
- Screen - 133-150 line screen
- Publication size is 8.5 inches x 11 inches
- Bleed size is 8.75" x 11.25"
- Type area is 7.5" x 10"

ELECTRONIC FILES

- Digital ad in InDesign, Adobe Illustrator, Adobe Photoshop in CMYK (no rgb files). Include ALL fonts and art work. Include PDF of final ad with fonts/art embedded to ensure accuracy.
- Transfer media via ZIP, FTP or Disc. Call or email CSNA for FTP information
- Poppy Seeds preference is to have files built in layers. If you have embedded files, please ensure that they are included in what is sent
- Work performed on ads not built to specifications outlined above will be billed direct production fees at a rate of \$80 per hour

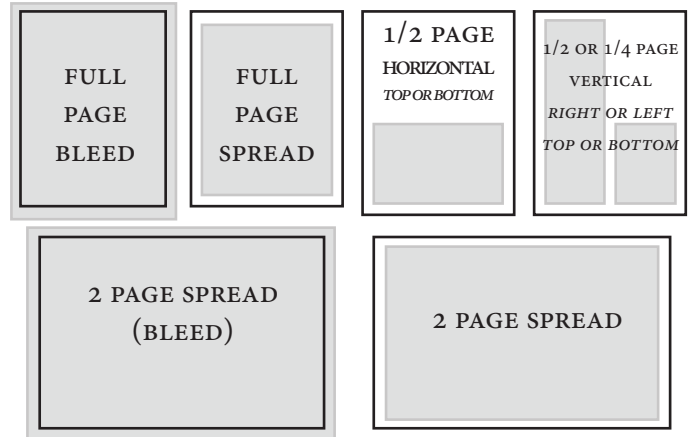
SEND FILES TO POPPYSEEDS@CALSNA.ORG

OR CALL (818)842-3040

FOR INSTRUCTIONS ON SENDING LARGER FILES TO FTP SITE.

STANDARD AD SIZES & PLACEMENT

	<u>WIDTH</u>	<u>DEPTH</u>
2 PAGE SPREAD (BLEED)	16.75" X	11.75"
2 PAGE SPREAD	16" X	10"
FULL PAGE (BLEED)	8.75" X	11.75"
FULL PAGE IMAGE	7.5" X	10"
1/2 PAGE HORIZONTAL	7.5" X	4.5"
1/2 PAGE VERTICAL	3.75" X	10"
1/4 PAGE VERTICAL	3.75" X	4.75"



PLACEMENT OF ADS

Ads are placed throughout the magazine to give balance and facilitate press runs. Full page ads are given right hand page preference. Guaranteed page placement is available for an additional fee and is subject to availability of preferred space. When applicable, Preferential placement of ads is given to those firms that have been advertising in Poppy Seeds for the longest period of time. Preferred space is honored on the basis of date of receipt of the advertising contract. Every effort is made to ensure that ads of competing companies are separated by no less than three pages.

ISSUE AND CLOSING DATES

POPPY SEEDS IS PUBLISHED QUARTERLY

<u>ISSUE</u>	<u>IN MAIL</u>	<u>PRESS READY ART & PAYMENT DUE</u>
Winter	January	November 20
Spring	April	February 15
Summer	July	May 15
Fall	October	August 15

- Cancellations not accepted after space reservation deadline and MUST be made in writing
- When change in copy is not received by the closing date for copy, the copy run in the previous issue will be inserted. Publisher reserves the right to bill the advertiser for the space ordered
- Exact dimensions must be specified with reservations

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 <small>1/2 PAGE ADS, PLEASE INDICATE VERTICAL OR HORIZONTAL INSIDE COVERS & BACK COVER BASED ON AVAILABILITY</small>	BASE RATE
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.



**THE 62ND ANNUAL CONFERENCE OF THE
CALIFORNIA SCHOOL NUTRITION ASSOCIATION**

**SMART MEALS • SMART KIDS
RIDING THE WAVES**

www.CALSNA.org

Exhibitors Schedule

THURSDAY, NOVEMBER 13, 2014

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 14, 2014

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 15, 2014

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 16, 2014

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

7/31/14	Deadline for regular fee. After this date, a \$150 late fee applies.
10/1/14	Final deadline for all information to be included in the Conference Program Book
11/13-16, 2014	62nd Annual Conference in Sacramento, CA Sacramento 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:

**SACRAMENTO
CONVENTION CENTER**
1400 J St,
Sacramento, CA 95814
(916) 808-5291

CONFERENCE HOTELS:

HYATT REGENCY
1209 L St
SACRAMENTO, CA 95814
(916) 443-1234
SINGLE/DOUBLE \$147
TRIPLE/QUAD \$147

SHERATON GRAND HOTEL
1230 J St
SACRAMENTO, CA 95814
(916) 447-1700
SINGLE/DOUBLE \$142
TRIPLE \$167 QUAD \$192

