

EXHIBITOR PROSPECTUS

# Happy Healthy Days

THE 65<sup>TH</sup> ANNUAL CONFERENCE  
OF THE CALIFORNIA SCHOOL NUTRITION ASSOCIATION



Sacramento Convention Center  
November 9-12, 2017

# 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 a 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 about 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 "Happy Healthy Days"

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.

# 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. Advertising in PoppySeeds
4. Sustaining Membership with CSNA

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 payment 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 without refund.

# EXHIBITOR OPPORTUNITIES

## BOOTH PRICING

(10' x 10' BOOTHS OR 8' x 10' BOOTHS AS NOTED ON FLOORPLAN)

### MEMBERS

REGULAR BOOTHS	\$1,125
PREMIUM BOOTHS (DESIGNATED WITH *)	\$1,275
20' X 20' ISLAND	\$6,000

### NON-MEMBERS

REGULAR BOOTHS	\$1,375
PREMIUM BOOTHS (DESIGNATED WITH *)	\$1,525
20' X 20' ISLAND	\$7,000

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)

## DISCOUNTED FURNITURE & ELECTRIC PACKAGE AVAILABLE

YOU MUST ORDER DIRECTLY THROUGH  
TRICORD FOR THE SPECIAL DISCOUNTED  
FURNITURE & ELECTRICAL PACKAGE

ALL FORMS ARE AVAILABLE IN THE TRICORD  
EXHIBITOR KIT

FOR TRICORD KIT:

[HTTP://WWW.CALSNA.ORG/DOCUMENTS/EVENTS/  
2017CONFERENCE/2017EXHIBITORKIT.PDF](http://www.calsna.org/documents/events/2017conference/2017exhibitorkit.pdf)

CSNA MAKES THIS PACKAGE AVAILABLE  
AS A WAY OF THANKING OUR EXHIBITORS.

FOR MEMBERSHIP INFORMATION, PLEASE CONTACT CSNA OFFICE (818)842-3040 OR VISIT [WWW.CALSNA.ORG](http://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 many years, I have had the pleasure of working and attending numerous 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, Past CSNA Industry Advisor

"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



**HAPPY HEALTHY DAYS**  
*The 65th Annual Conference of  
 The California School Nutrition Association  
 November 9-12, 2017*

242	243 342	343 442	443 542	543 642	643 742	743 842	843 942	943 1042	1043
240	241 340	341 440	441 540	541 640	641 740	741 840	841 940	941 1040	1041
238	239 338	339	439 538	539 638	639	739 838	839 938	939	1039
134	135 234	235 334	335 434	435 534	535 634	635 734	735 834	835 934	935 1034
132	133 232	233 332	333 432	433 532	533 632	633 732	733 832	833 932	933 1032
130	131 230	231 330	331 430	431 530	531 630	631 730	731 830	831 930	931 1030
128	129 228	229 328	329 428	429 528	529 628	629 728	729 828	829 928	929 1028
126	127 226	227 326	327 426	427 526	527 626	627 726	727 826	827 926	927 1026
124	125 224	225 324	325 424	425 524	525 624	625 724	725 824	825 924	925 1024
120	121 220	221 320	321 420	421 520	521 620	621 720	721 820	821 920	921 1020
118	119 218	219 318	319 418	419 518	519 618	619 718	719 818	819 918	919 1018
116	117 216	217 316	317 416	417 516	517 616	617 716	717 816	817 916	917 1016
114	115 214	215 314	315 414	415 514	515 614	615 714	715 814	815 914	915 1014
112	113 212	213 312	313 412	413 512	513 612	613 712	713 812	813 912	913 1012
110	111 210	211 310	311 410	411 510	511 610	611 710	711 810	811 910	911 1010
108	109 208	209 308	309 408	409 508	509 608	609 708	709 808	809 908	909 1008
	107 206		307 407		507 606		707 806	807 906	907 1007
104	105 204	* 203 20'x20'	305 404	* 403 20'x20'	505 604	* 603 20'x20'	705 804	805 904	* 903 20'x20'
102	103 202		303 402		503 602		703 802	803 902	903 1003

**HALL ENTRANCE**

Sacramento Convention Center  
 Exhibit Halls A & B

1400 J St  
 Sacramento, CA 95814

\* *Indicates Premium Booth*

*ALL BOOTHS ARE 10' x 10' UNLESS OTHERWISE NOTED  
 ALL AISLES ARE 10' - 0" WIDE UNLESS OTHERWISE NOTED*

*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  
65<sup>TH</sup> ANNUAL CONFERENCE AND TRADE SHOW

NOVEMBER 9-12, 2017 • SACRAMENTO, CALIFORNIA

COMPANY NAME: \_\_\_\_\_  
 COMPANY NAME YOU WOULD LIKE ON THE ID SIGN FOR YOUR BOOTH?  
 \_\_\_\_\_  
 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: \_\_\_\_\_  
 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** Please check the categories which most closely describe the products or services you will be displaying.

Company	_____ Baked Products/Frozen/Fresh	_____ Food, Frozen
Contact Name	_____ Beverages	_____ Food, IQF
Address	_____ Canned Goods	_____ Food, Fruits & Vegetables
City	_____ Computer Hardware	_____ Food, Snack
State	_____ Computer Software	_____ Food, Staples
Zip	_____ Dairies	_____ Food Courts/Furniture
FAX	_____ Distributors	_____ Janitorial
	_____ Equipment, Banquet	_____ POS Equipment/Money Counters
	_____ Equipment, Large	_____ Packaging Equipment/Supplies
	_____ Equipment, Small Wares	_____ Paper Supplies
EMail	_____ Equipment, Software	_____ Resource Agencies
Broker	_____ Food, Condiments	_____ State Agencies
	_____ Food, Dry Goods	_____ Uniforms
		_____ Other

## PAYMENT INFORMATION

### MEMBER EXHIBIT FEES:

NUMBER OF REGULAR BOOTHS @ \$1,125 \$ \_\_\_\_\_  
 NUMBER OF PREMIUM BOOTHS @ \$1,275 \$ \_\_\_\_\_  
 20' X 20' ISLAND @ \$6,000 \$ \_\_\_\_\_

### NON-MEMBER EXHIBIT FEES:

NUMBER OF REGULAR BOOTHS @ \$1,375 \$ \_\_\_\_\_  
 NUMBER OF PREMIUM BOOTHS @ \$1,525 \$ \_\_\_\_\_  
 20' X 20' ISLAND @ \$7,000 \$ \_\_\_\_\_

SUBTOTAL \$ \_\_\_\_\_

PLUS LATE FEE (IF NOT PAID IN FULL BY JULY 31, 2016)  
 BOOTHS @ \$150 PER BOOTH \$ \_\_\_\_\_

### PLUS SPONSORSHIP/ADVERTISING FEE:

OTHER SPONSORSHIP (SEE PG 6) \$ \_\_\_\_\_  
 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, 2017 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) \_\_\_\_\_ DATE \_\_\_\_\_  
 TYPED OR PRINTED NAME \_\_\_\_\_

TITLE \_\_\_\_\_

Yes, I have enclosed the **MANDATORY CERTIFICATE OF INSURANCE.**  
 Send completed Registration Form with payment to:  
**California School Nutrition Association, Attn. Exhibit Manager**  
 PO Box 11376, Burbank, CA 91510  
**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 CO-SPONSORSHIP **\$12,000**

Your logo and link on the Conference Website, logo and recognition on banner at conference, and on Conference Brochure. You will receive 6 Conference Registrations, 4 School Nutrition Association memberships, 4 California SNA Memberships, and 2 Premium Exhibit Booths; booth packages (500 watts electricity, 2 8' draped tables, 4 chairs and 2 wastebaskets) and up to \$1000 in drayage services! You will also receive "State Day" promotion for the pre-conference which includes CSNA providing room, AV and lunch for all participants. 1 track during Educational Sessions (Friday - Sunday) will be dedicated to you and you can provide training on topics that you feel are most beneficial to School Nutrition Professionals.

**1 OPPORTUNITY AVAILABLE**

## CONFERENCE TOTE BAGS **\$7500**

Your Company Logo and web address will be in the hands of over 1000 attendees when you sponsor the Official 2016 Conference tote 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**

## 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/KEYNOTE **\$7500**

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 Program Book and 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. Recognition in Program Book and in Poppy Seeds.

**1 OPPORTUNITY AVAILABLE**

## FRIDAY NIGHT "SCHOOL NUTRITION HEROES"

### RECEPTION SPONSOR **\$750**

CSNA is looking for Industry supporters to sponsor the School Nutrition Heroes Recognition Reception at the Sacramento Convention Center, November 10th from 5:15 -6:30. This Reception will include appetizers and a cash bar. The event will begin immediately following the First General Session and will be open to all conference attendees. Your generous sponsorship will allow all of our "Regular School Members" to attend at no cost. You will be recognized at the conference in the Program book and in Poppy Seeds. Additionally, we will post your logo and link in a scrolling banner ad on our website that will run through, at least, January 15. Your logo will be added on July 15 or as we receive your sponsorship payment and your logo (no more than 50 pixels high and 150 pixels wide). If you would like a link attached to your logo, please include the link with your logo submission.

**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 please consider sponsoring the NAC Program in 2017?

For more information, please visit [www.calsna.org/NAC/NAC.php](http://www.calsna.org/NAC/NAC.php)

**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**

### 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**

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, PO Box 11376, Burbank, CA 91510**

# 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, 2016

The latest conference information can be found on-line at  
<http://www.calsna.org/events/annualConference.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 2500! 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



The 65th Annual Conference • November 9 - 12, 2017  
SACRAMENTO, CALIFORNIA

## 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 with regard to nutrition, physical activity, and healthy food choices. NAC students will walk through the exhibit hall with a chaperone, visiting NAC sponsor booths to sample your nutritious items.

Students will evaluate your products, and you will receive their feedback.

### Your \$400.00 sponsorship covers...

#### CSNA-NAC Mini-Conference

Date: Friday, November 10th, 2017  
Location: Sacramento Convention Center  
Sacramento, CA

### *In addition, your sponsorship will also include:*

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

### **Broker**

Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E Mail: \_\_\_\_\_

### **Manufacturer**

Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E Mail: \_\_\_\_\_

Please complete this form and mail to the address Below.  
Be sure to enclose your check for \$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  
PO Box 11376, Burbank, CA 91510 [jnichols@calsna.org](mailto:jnichols@calsna.org)**

**DEADLINE: PLEASE SUBMIT SPONSORSHIP FORMS BY OCTOBER 6TH, 2017**

### **NAC Coordinator's Contact Information:**

Mary Ellen McIntyre, Elementary Food Service Lead  
Elk Grove USD  
8140 Caymus Dr  
Sacramento, CA 95829  
(916) 688-7450 [beifnsld@egusd.net](mailto:beifnsld@egusd.net)

### **Note:**

*Because the mission of NAC is to promote nutritious habits, we ask that product sampling comply with the Smart Snacks in Schools and follow the guidelines set out in the Health Hunger Free Kids Act, 2010.*

**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 PER FULL PAGE, PER ISSUE	\$800
FULL COLOR PER 1/2 OR 1/4 PAGE, PER ISSUE	\$400

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

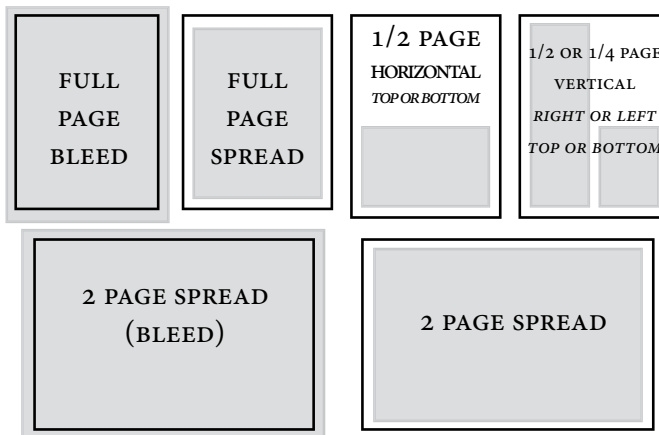
SEND FILES TO [POPPYSEEDS@CALSNA.ORG](mailto:POPPYSEEDS@CALSNA.ORG)

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 &amp; PAYMENT DUE</u>
Winter	January	November 15
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.

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

<b>OPTIONS</b>	<b>ADDITIONAL FEE</b>	<b>X # OF ISSUES</b>	<b>ADDITIONAL COST(S)</b>
Full Page Color	@ \$800	X # of issues _____	= _____
1/2 or 1/4 Page Color	@ \$400	X # of issues _____	= _____
Spot Color (Each)	@ \$300	X # of issues _____	= _____
Bleed	plus 10%	X # of issues _____	= _____
Guaranteed Position*	plus 15%	X # of issues _____	= _____
<small>*BASED ON AVAILABILITY</small>			
<b>TOTAL COST</b>			<b>\$</b> _____

**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, PO Box 11376, BURBANK, CA 91510 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 65<sup>TH</sup> ANNUAL CONFERENCE OF THE  
CALIFORNIA SCHOOL NUTRITION ASSOCIATION**

**NOVEMBER 9 - 12, 2017  
SACRAMENTO, CALIFORNIA**

**WWW.CALSNA.ORG**

**Exhibitors Schedule**

**THURSDAY, NOVEMBER 9, 2017**

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 10, 2017**

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  
 5:15 pm - 6:30 pm School Nutrition Hero Reception

**SATURDAY, NOVEMBER 11, 2017**

7:30 am - 3:00 pm Exhibitor Registration  
 7:00 am - 8:00 am Fitness Event  
 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 12, 2017**

8:00 am - 9:00 am Breakout Sessions  
 9:15 am - 10:15 am Breakout Sessions  
 10:30 am - 12:00 pm Regional Brunch

**SUMMARY OF KEY DATES**

**7/31/17** *Deadline for regular fee. After this date, a \$150 late fee applies.*  
**10/1/17** *Final deadline for all information to be included in the Conference Program Book*  
**11/9-12/17** *65th Annual Conference in Sacramento, CA  
Sacramento Convention Center*

**EXHIBIT MANAGER:**

Amber Ardizone  
 CSNA  
 PO Box 11376  
 Burbank, CA 91510  
 (818) 842-3040  
 Fax: (818) 843-7423

**TRADE SHOW FACILITY:**

Sacramento  
 Convention Center  
 Exhibit Halls A&B  
 1400 J St  
 Sacramento, CA 95814  
 Phone: (916) 808-5291

**CONFERENCE HOTELS:**

**Hyatt Regency Sacramento**

1209 L STREET, SACRAMENTO, CA 95814  
 PHONE: (916) 443-1234  
 ONLINE: [HTTPS://AWS.PASSKEY.COM/EVENT/16031281/OWNER/2084/HOME](https://aws.passkey.com/event/16031281/owner/2084/home)  
 SACRAMENTO.REGENCY.HYATT.COM/EN/HOTEL/HOME.HTML  
 SINGLE/DOUBLE \$160 TRIPLE \$185 QUADRUPLE \$210

**ROOM CUT-OFF WEDNESDAY OCTOBER 18TH**

**Sheraton Grand Sacramento**

1230 J STREET (13TH AND J), SACRAMENTO, CA 95814  
 PHONE: (916) 447-1700  
 SINGLE/DOUBLE \$155 TRIPLE \$180 QUADRUPLE \$205

**ROOM CUT-OFF MONDAY OCTOBER 16TH**