

# EXHIBITOR PROSPECTUS



## The 72<sup>nd</sup> Annual Conference of the California School Nutrition Association



November 13-16, 2024  
Sacramento Convention Center



# EXHIBITOR PROSPECTUS

## 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 Child Nutrition 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 Child Nutrition Directors and their representatives/advisors for more than 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 App
- Admittance to CSNA's 40+ educational workshops
- Exhibitor badges provided at 2 per 100 sf purchased
- Standard Booth package with carpet, dividers and sign
- Access to an estimated 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

There will be a special competition for booths decorated in keeping with the theme. This year's theme is "Hitting a Home Run for Child Nutrition!"



## Up-to-the-Date Information

Visit our website at [www.calsna.org](http://www.calsna.org) for up-to-the-minute information regarding this year's conference.

### BOOTH PRICING

(10' x 10' Booths or 20' x 20' Booths as Noted on Floor Plan)

#### Members

Regular Booths	\$1,275
Premium Booths (Designated with *)	\$1,425
20' x 20' Island	\$6,500

#### Non-Members

Regular Booths	\$1,525
Premium Booths (Designated with *)	\$1,675
20' x 20' Island	\$7,500

Your exhibit fee includes:

- 8' back drape and 3' side rails
- Carpet in booth
- Identification sign
- Listing in program given to all attendees
- 2 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  
available soon!

CSNA makes this package available  
as a way of thanking our exhibitors.

### WE BRING THE BUYERS TO YOU!

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

TRADESHOWS HELP YOU CLOSE SALES FOR LESS! SO SEND IN YOUR APPLICATION TODAY!

\$2,208 cost of converting a field prospect to a sale vs. \$562 cost of converting a tradeshow prospect to a sale.



# EXHIBITOR PROSPECTUS

## 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 emailing Amber Ardizone at [amber@calsna.org](mailto:amber@calsna.org). 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 Poppy Seeds Magazine
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 emailing Amber at [amber@calsna.org](mailto:amber@calsna.org). 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 \$250 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, no refunds will be given.***

## 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.

**FOR MEMBERSHIP INFORMATION, PLEASE VISIT [WWW.CALSNA.ORG](http://WWW.CALSNA.ORG) OR 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 App
- Bold sponsor recognition signage located on-site
- Sponsor recognition on CSNA website

## Conference Co-Sponsorship

**\$15,000**

Your Company Logo displayed on conference signwork. Your logo and link on the Conference Website, and Conference Brochure. You will receive 4 Conference Registrations, and 4 California SNA Memberships! You'll be given the opportunity to address the entire conference when you introduce the Thursday Keynote session. You will also be allowed to present up to 5 Educational Sessions (Thus - Sat) so you can provide training on topics that you feel are most beneficial to School Nutrition Professionals. You will receive 1 full page color ad in 4 issues of CalSNA's quarterly magazine.

**1 OPPORTUNITY AVAILABLE**

## Conference Tote Bags

**\$8,500**

Your Company Logo will be in the hands of over 1,000 attendees when you sponsor the Official 2024 Conference tote that will be used at conference and beyond!

**1 OPPORTUNITY AVAILABLE**

## General Sessions/Keynote

**\$7,500**

Your Company Logo displayed on General Session signwork and displayed/projected on stage, as appropriate. Mention from the podium during opening remarks. You will also be given the opportunity to address the entire conference when you introduce the Friday Keynote session. Recognition in Conference App and in Poppy Seeds Magazine.

**2 OPPORTUNITIES AVAILABLE**

1 Friday | 1 Saturday

## Lanyards/Badgeholders

**\$6,000**

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**

## State Co-Sponsor

**\$5,000**

Your logo and link on the Conference Website, logo and recognition on signage at conference and Conference Brochure. You will receive 4 Conference Registrations, and 4 California SNA Memberships! You will also receive Keynote session on Friday to address the entire conference, and 1 track during Educational Sessions (Thus - Fri) will be dedicated to you and you can provide training on topics that you feel are most beneficial to School Nutrition Professionals.

**MULTIPLE OPPORTUNITIES AVAILABLE**

## Awards Brunch

**\$3,500**

Your Company Logo displayed on Awards Breakfast signwork and displayed/ projected on stage, as appropriate. Mention from the podium during opening remarks. Recognition in Conference App and in Poppy Seeds Magazine.

**1 OPPORTUNITY AVAILABLE**

## Mobile App Sponsor

**\$3,500**

Your company logo will show on the conference welcome home screen. You will receive recognition as a conference sponsor on signage and also in PoppySeeds.

**MULTIPLE OPPORTUNITIES AVAILABLE**

## Registration Desk Kick Panels

**\$2,000**

Your Company Logo on the front of a Registration Desk Counter. 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**

## Education Session Sponsor

**\$1,500**

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**

1 Thursday | 1 Friday | 1 Saturday

## President's Party Reception Sponsor

**\$750**

Your Company Logo displayed on conference signwork. CSNA is looking for Industry supporters to sponsor the President's Party Reception on Friday, November 15, from 6:30 - 9:30 p.m. 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 conference app and in Poppy Seeds Magazine. 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).

**MULTIPLE OPPORTUNITIES AVAILABLE**

## Nutrition Advisory Council Sponsorships

**\$500**

Your Company name listed in the conference app (Paid in Full by the deadline) and recognition in Poppy Seeds Magazine. 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. For more information, please visit [www.calsna.org/NAC/NAC.php](http://www.calsna.org/NAC/NAC.php)

**MULTIPLE OPPORTUNITIES AVAILABLE**

## Attendees Scholarship Sponsorship

**\$350**

Your Company name listed in the conference app and on website. Attendees will be selected from a pool of qualified applicants

**MULTIPLE OPPORTUNITIES AVAILABLE**

## Fitness Fundraiser

**\$300**

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**

**Step up to the plate a swing for the fences with these great  
2024 Conference Sponsorship and Marketing opportunities!  
Sponsor/Marketing Registration Form  
is available on the middle of the next page**



# SPONSORSHIP/MARKETING REGISTRATION FORM

The California School Nutrition Association has numerous opportunities for you to reach your customers leading up to and at conference! Leading up to Conference, you can place an ad in Poppy Seeds - The Official Journal for the School Nutrition Professional, which will have two issues dropping prior to the show. This is a great way for you to announce your plans to participate and to invite CSNA members to your booth at the show!

Additionally, you can Sponsor the Nutrition Advisory Council program and reach your customers, the kids, who will be at conference and will see, feel and taste your products first-hand.  
(Please see next page, Sponsorship Opportunities, for more information and to sign up for this sponsorship.)

The President's Party Reception is another great opportunity to sponsor and get your company name in the eyes of attendees.

Please take a look at the information regarding Sponsorships and sign up early to best promote your company!

Please fill out the following information if interested.

These opportunities are available on a first paid, first served basis, so act quickly!

Send completed Registration Form with payment Fax: 818-843-7423 or Mail: CSNA, Attn. Exhibit Manager | P.O. Box 11376, Burbank, CA 91510

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

We would like to sponsor: \_\_\_\_\_

2nd Choice or Additional Sponsorship: \_\_\_\_\_ TOTAL AMOUNT: \$ \_\_\_\_\_

PAYING BY CHECK - Made payable to CSNA CHECK # \_\_\_\_\_

COMPLETE INFORMATION BELOW TO PAY BY CREDIT CARD: SIGNATURE: \_\_\_\_\_

CARD NO.: \_\_\_\_\_ EXP DATE: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

## ADVERTISE IN POPPY SEEDS MAGAZINE



# Poppy Seeds

The Official JOURNAL for the California Child Nutrition Professional

- Poppy Seeds Magazine is the "Official Journal for the Child Nutrition Professional" and has a readership of more than 2,500!
- 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

For more information about advertising, please visit [www.calsna.org/poppySeedsAds.php](http://www.calsna.org/poppySeedsAds.php) or email [poppyseeds@calsna.org](mailto:poppyseeds@calsna.org).



# The 72<sup>nd</sup> Annual Conference of the California School Nutrition Association

## SAFE Credit Union Convention Center

1400 J St, Sacramento, CA 95814

916.808.7777 ~ [visitsacramento.com](http://visitsacramento.com)



## Exhibit Hall Floor Plan

Sacramento Convention Center  
Halls



**TRICORD**  
TRADESHOW SERVICES

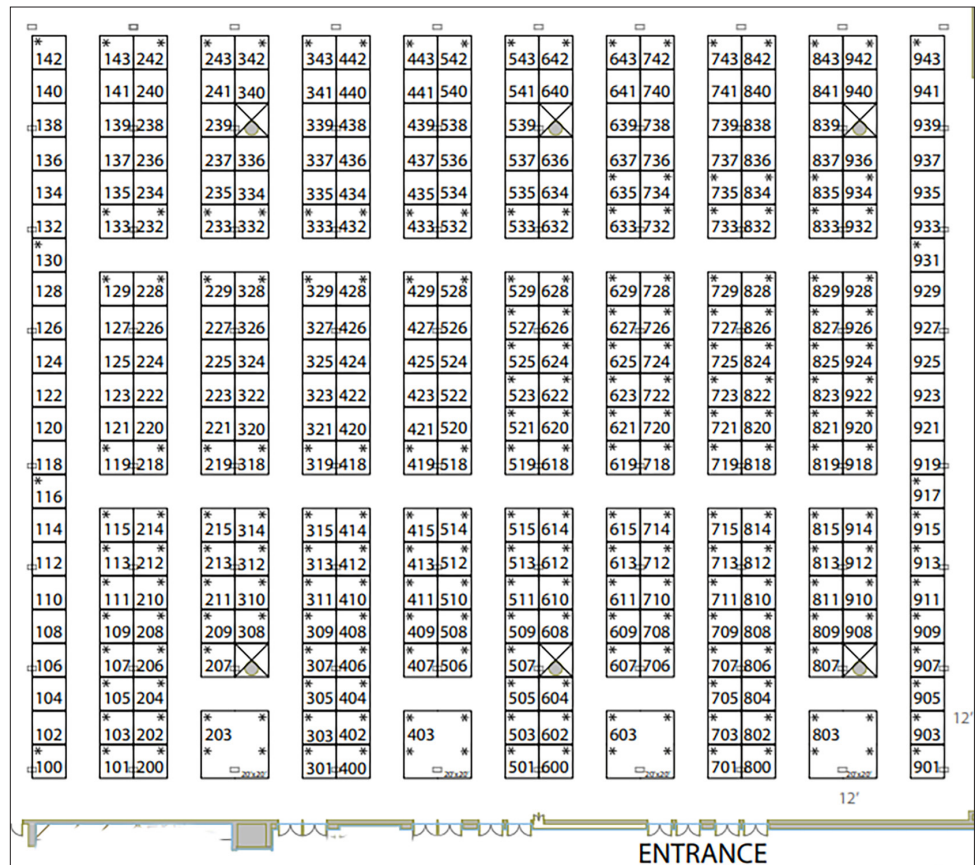
738 Neeson Road  
Marina, CA 93933

Phone: 831-883-8600

Fax: 831-883-8686

[orders@tricord.net](mailto:orders@tricord.net)

[www.tricord.net](http://www.tricord.net)



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

[calsna.org/events/annualConference2024.php](http://calsna.org/events/annualConference2024.php)

then click on the link to Exhibitor Information

Questions: Please email Amber Ardizone,  
Exhibit Manager at [amber@calsna.org](mailto:amber@calsna.org)

### Notes:

- All Booths Are 10'x10' Unless Otherwise Noted
- (334) 10'x10' Booths; (4) 20'x20' Booths
- All Aisles Are 10' Wide Unless Otherwise Noted
- \* Floor Plan Is Subject To Fire Marshal Approval



# EXHIBITOR APPLICATION

72<sup>ND</sup> Annual Conference • California School Nutrition Association  
November 13-16, 2024 • SAFE Credit Union Convention Center

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 RESERVING: \_\_\_\_\_ REGULAR BOOTHS \_\_\_\_\_ PREMIUM BOOTHS

PREFERRED BOOTH LOCATION: 1<sup>ST</sup> \_\_\_\_\_ 2<sup>ND</sup> \_\_\_\_\_ 3<sup>RD</sup> \_\_\_\_\_

PRODUCTS TO BE DISPLAYED: \_\_\_\_\_

## CONTACT INFORMATION FOR INCLUSION IN THE CONFERENCE APP

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Broker: \_\_\_\_\_

If exhibit space is cancelled more than 120 days prior to the conference, a \$250 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, no refunds will be given.**

## Payment Information

### MEMBER EXHIBIT FEES:

\_\_\_\_ NUMBER OF REGULAR BOOTHS @\$1,275 \$ \_\_\_\_\_  
\_\_\_\_ NUMBER OF PREMIUM BOOTHS @\$1,425 \$ \_\_\_\_\_  
\_\_\_\_ 20' X 20' ISLAND @ \$6,500 \$ \_\_\_\_\_

### NON-MEMBER EXHIBIT FEES:

\_\_\_\_ NUMBER OF REGULAR BOOTHS @\$1,525 \$ \_\_\_\_\_  
\_\_\_\_ NUMBER OF PREMIUM BOOTHS @\$1,675 \$ \_\_\_\_\_  
\_\_\_\_ 20' X 20' ISLAND @ \$7,500 \$ \_\_\_\_\_

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

### PLUS LATE FEE (IF NOT PAID IN FULL BY JULY 31, 2024)

\_\_\_\_ BOOTHS @ \$150 PER BOOTH \$ \_\_\_\_\_

### PLUS SPONSORSHIP/ADVERTISING FEE:

\_\_\_\_ OTHER SPONSORSHIP (SEE PG 6) \$ \_\_\_\_\_

TOTAL AMOUNT DUE \$ \_\_\_\_\_

PAYING BY CHECK - Made payable to CSNA CHECK # \_\_\_\_\_

### COMPLETE INFORMATION BELOW TO PAY BY CREDIT CARD:

CARD NO.: \_\_\_\_\_

EXP DATE: \_\_\_\_\_

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 within 5 days of reserving space, or my requested space may be sold or reassigned.** I also understand that if there is a balance due after July 31, 2024 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  
P.O. Box 11376, Burbank, CA 91510

Questions? 818-842-3040 or [amber@calsna.org](mailto:amber@calsna.org)



# The 72<sup>nd</sup> Annual Conference of the California School Nutrition Association

NOVEMBER 13-16, 2024  
SAFE CREDIT UNION CONVENTION CENTER - SACRAMENTO

## CONFERENCE SCHEDULE

### THURSDAY, NOV. 14, 2024

- 8:00 a.m. - 5:00 p.m. Exhibitor & Member Registration
- 8:45 a.m. - 9:45 a.m. Education Sessions
- 9:00 a.m. - 5:00 p.m. Exhibitor Move-In
- 10:30 a.m.-12:30 p.m. Regional Awards Brunch & 1st General Session
- 1:00 p.m. - 3:15 p.m. Education Sessions
- 3:00 p.m. - 4:00 p.m. Exhibitor Pre-Show Meeting
- 1:00 p.m. - 5:00 p.m. SNS Exam

### FRIDAY, NOV. 15, 2024

- 7:00 a.m. - 5:00 p.m. Exhibitor & Member Registration
- 8:00 a.m.-10:15 a.m. Educational Sessions
- 9:00 a.m. - 1:30 p.m. NAC Conference
- 10:30 a.m. - 3:00 p.m. Exhibits Open
- 3:15 p.m. - 5:00 p.m. 2nd General Session
- 6:30 p.m.-10:00 p.m. President's Party

### SATURDAY, NOV. 16, 2024

- 7:30 a.m - 12:00 p.m. Exhibitor & Member Registration
- 7:00 a.m. - 8:00 a.m. Fitness Event
- 8:45 a.m. - 9:45 a.m. Educational Session
- 10:00 a.m. - 1:30 p.m. Exhibits Open
- 1:30 p.m. - 2:30 p.m. Educational Session

## SUMMARY OF KEY DATES

### JULY 31, 2024

Deadline for regular fee. After this date, a \$250 late fee applies.

### OCTOBER 15, 2024

Final deadline for all information to be included in the Conference App

### NOVEMBER 13-16, 2024

72nd Annual Conference in Sacramento, CA  
at the Sacramento Convention Center

## EXHIBIT MANAGER

Amber Ardizzone  
CSNA  
P.O. Box 11376  
Burbank, CA 91510  
amber@calsna.org  
Tel: 818-842-3040  
Fax: 818-843-7423

## TRADE SHOW FACILITY

SAFE Credit Union  
Convention Center  
1401 K St,  
Sacramento, CA 95814  
916.808.7777  
visitsacramento.com

## CONFERENCE HOTELS



HYATT REGENCY SACRAMENTO  
1209 L ST., SACRAMENTO, CA 95814  
(916) 443-1234  
SINGLE/DOUBLE \$220  
TRIPLE \$245 ~ QUAD \$270  
ROOM CUT-OFF WEDNESDAY, OCTOBER 23RD

SHERATON GRAND SACRAMENTO HOTEL  
1230 J STREET (13TH & J), SACRAMENTO, CA 95814  
(916) 447-1700  
SINGLE/DOUBLE \$209 ~ TRIPLE \$234  
QUADRUPLE \$259  
ROOM CUT-OFF WEDNESDAY, OCTOBER 23RD

ROOMS WILL SELL OUT EARLY, SO PLEASE DON'T WAIT UNTIL THE LAST MINUTE TO BOOK!

