

2009 Conference Exhibits



WASHINGTON
SCHOOL
NUTRITION
ASSOCIATION

AUGUST 4, 2009

**GREATER TACOMA CONVENTION & TRADE CENTER
TACOMA, WASHINGTON**

Exhibitor Prospectus

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Renew Relationships and Foster New Ones

The Washington School Nutrition Association's Conference Exhibits provide an opportunity for you to promote your products and services to nearly 500 WSNA and SNA members, many of whom are potential buyers. The networking opportunity is invaluable.

Reserve Your Space Today!

Complete the application form on page 7 and return it to the address listed on the form. If you have questions, contact Kathy Buchanan, WSNA Executive Director, 509.926.9177, wsna@comcast.net.

Exhibit Details

- Date:** August 4, 2009
- Location:** Greater Tacoma Convention and Trade Center
Tacoma, Washington
- Booth Size:** Single booths are 10' x 10'
Multiple booths are available
- Theme:** "Yee Haw! Kick up Your Heels for Child Nutrition" (Western)
- Cost:**
- | | |
|--|-------|
| Early Bird Special | \$750 |
| (register and pay on or before May 15, 2009) | |
| After May 15, 2009 | \$800 |
- Exhibitor Set-up Hours:**
Monday, August 3, 2009 1 pm - 5 pm
- Night of Entertainment:**
Monday, August 3, 2009 6 pm - 10 pm
Stadium High School, Tacoma
(Two complimentary tickets per booth)

- Exhibit Hall Hours**
9:30 am to 2:30 pm
- Exhibit Dismantling Hours:**
Tuesday, 8/4/2009
2:30 pm to 6:00 pm
(No early breakdowns; it is dangerous for attendees and looks unprofessional.)

- Exhibit Package:**
- Standard booth setup, including 8' high back drape and 3' high draped side rails
 - Complimentary sign (one per booth) listing company name
 - Complimentary 6' draped table with two chairs and a waste basket
 - Security service during exhibit hours
 - Refrigerated and freezer truck service
 - Two (2) complimentary NOE tickets per booth

Payment

Space request must be made on the official Application/Contract for Exhibit Space and is to include a 20-word maximum description of your product(s) or service(s) to assist in booth assignment. **Full payment** of the contracted space must be made by May 15, 2009, in order to purchase booth space at the Early Bird rate. After priority is given to Platinum Sponsors (paid by 4/30/2009), booth space is assigned on a first come/ first served basis. Please refer to the terms and conditions for the cancellation clause.

FULL PAYMENT MUST BE MADE BEFORE AN EXHIBITOR WILL BE ALLOWED TO SET UP BOOTH.

5th Annual Booth Decorating Contest

"Child Nutrition Is Changing the World" is this year's theme, so it's time to be creative! Decorate your booth to reflect a theme that reflects the cultural diversity of the world in which we live.

Judging information will follow in your confirmation packet.

Diagram of Exhibit Hall

531	529	527	525	523	521	519	517	515	513	511	509	507	505	503	501
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612
610

528	526	524	522	520	518	516
429	427	425	423	421	419	417

512	510	508	506	504	502	500
413	411	409	407	405	403	401

606

428	426	424	422	420	418	416
329	327	325	323	321	319	317

412	410	408	406	404	402	400
313	311	309	307	305	303	301

604

328	326	324	522	520	318	316
229	227	225	223	221	219	217

312	310	308	306	304	302	300
213	211	209	207	205	203	201

602

228	226	224	222	220	218	216
129	127	125	123	121	119	117

212	210	208	206	204	202	200
113	111	109	107	105	103	101

600

130	128	126	124	122	120	118	116	114	112	110	108	106	104	102	100
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Entrance

Sponsorship Opportunities

Please check the appropriate box on the *Exhibit Space Application/Contract* and include the price of sponsorship with your registration fees. Contact Kathy Buchanan at 509.926.9177, wsna@comcast.net, if you have any questions or need additional information.

All conference sponsors will be recognized in the conference program book, on the WSNA website, in the fall issue of the *Apple Press*, with special signage during exhibits, and on signage at the sponsored event. See description of each opportunity for other benefits of sponsorship.

Level 1 Sponsorships (\$200 - \$499): In addition to the above, Level 1 sponsors will also receive the following: a quarter-page black-and-white program book ad; 1 ticket to the President's banquet; recognition at the President's Banquet.

Bronze Education Fund Sponsor \$200
Silver Education Fund Sponsor \$300
Funds are used for education of members.

**Promotional Inserts -
up to 5 sponsors @ \$300 each**

Sponsor provides one promotional item, may be imprinted with the sponsor's logo, to be inserted in the conference bag given to conference attendees (items are not included in the sponsorship fee).

Wellness Walk Sponsor \$300
Sponsor provides Wellness Walk items for participants of the Wellness Walk. Exact items will be determined in cooperation with WSNA and may include your company logo (items not included in the sponsorship fee). Three available.

Level 2 Sponsorships (\$500 - \$999): In addition to the above, Level 2 sponsors will also receive the following: a half-page black-and-white program book ad; 2 tickets to the President's banquet; recognition at the President's Banquet.

Gold Education Fund Sponsor \$500
Funds are used for education of members.

Lanyards or Name Badge Holders \$750
Company logo (1 color) on WSNA-approved lanyards or name badge holders (your choice), distributed to all attendees. One sponsor.

Level 3 Sponsorships (\$1,000 & above): In addition to the above, Level 3 sponsors will also receive: your logo on the WSNA website; a full-page black-and-white program book ad; 2 tickets to the President's banquet; recognition at the President's Banquet.

Breakfast Sponsorship \$1,000
Sponsor one of three breakfasts at conference.

Area Luncheon Sponsorship \$1,000
Sponsor the Area Luncheon where the contributions of our members are recognized. One available

General Session Speaker \$1,200
Sponsor a speaker for any one of four general sessions. Four available.

Platinum Sponsor ~ \$2,700 (Includes one Exhibit Booth)

- Corporate Membership for 1 year.
- Exhibit booth at Annual Conference with a special sign. (*Preferred choice of booth location if sponsorship paid by April 30, 2009.*)
- Half-page black-and-white ad in four issues of the *Apple Press* (or equivalent).
- Half-page ad in conference program book.
- Listed as a Platinum Sponsor on signage and programs at **all** events through the year.
- Listed in all four issues of the *Apple Press* as a Platinum Sponsor.
- Listed in our conference program book as a Platinum Sponsor.
- Listed on WSNA's website with active link to your website.
- One display table at Industry Seminar
- Two President's Banquet tickets and recognition at President's Banquet
- Sponsor ribbon for name badge

Thank you for considering a sponsorship of WSNA. Your contributions allow us to continue to offer quality programs to our members. We are grateful for your partnership with us.

*Although WSNA (Federal ID #23-7404031) is a not-for-profit organization, donations to WSNA are **not** tax deductible as gifts to a non-profit organization.*

Other Sponsorship Opportunities

Opportunities also exist for sponsorship of other WSNA events throughout the year. Please check the appropriate box on the *Exhibit Space Application/Contract* and include the price of sponsorship with your registration fees. Contact Kathy Buchanan at 509.926.9177, wsna@comcast.net if you have any questions or need additional information.

All sponsorships below include listing in the program of the event sponsored, listing on the WSNA website as a sponsor for the event, listing on signs at the event.

Fall Workshops \$200

Annual one-day events (one on each side of state) for the education of our members. More than 300 members generally attend one of these workshops. Donations of food items or door prizes may also be made. Four sponsorships.

Spring Workshop \$200

Annual one-day event held in a central location for the education of our members. More than 200 members generally attend this workshop. Donations of food items or door prizes may also be made. Four sponsorships.

Industry Seminar \$150

This annual one-day event is a networking and educational seminar geared toward school food service directors and supervisors and industry members. This seminar includes educational presentations, tabletop displays, and networking time. Attendance is approximately 80 district directors and supervisors. Unlimited sponsorships.

Service Kits

GES Exposition Services is the official decorator for the 2009 WSNA Conference Exhibits. You will receive an exhibitor's packet from GES in June with further instructions for ordering such items as carpet, furniture, decoration rentals, and cleaning. It will also include information on shipping and material handling. **DO NOT INCLUDE ANY GES FEES WITH YOUR BOOTH/ADVERTISING PAYMENT TO WSNA.**

Electrical Service

There will be NO electrical service provided as part of your basic booth package. Those exhibitors who require electrical service will order it from the Greater Tacoma Convention Center. Hollywood Lights will provide electrical service, and an order form will be included with your confirmation packet from GES.

Host Hotel

Hotel Murano, 1320 Broadway Plaza, Tacoma, WA 98402
Phone: (888) 627-7044
Rates: Single: \$145; \$10 each additional person

You may also reserve your rooms online at: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=194278&fromResdesk=true

Reservation deadline is July 10, 2009. Please ask for the Washington School Nutrition Association block.

Silent Auction

The goal of WSNA is to promote nutritious meals for children by placing a strong emphasis on the continuing education of all school food service professionals in our state. One of the ways by which we fund this effort is through our Silent Auction that takes place each year at our Annual State Conference. You can help us in our education efforts with a donation of an item. By supporting this event, you play a direct, personal role in contributing to the professional growth of all school food service employees. If you are interested in donating an item, please mark the appropriate square on the Exhibit Space Application/Contract.

Advertising

A limited number of black-and-white advertisements will be published in this year's program book. Deadline for reserving ad space is May 15, 2009, and artwork must be received by June 1, 2009.

Advertisement	Trim Size	Cost
Full Page	4 3/4" x 7 1/2"	\$100
Half Page	4 3/4" x 3 3/4"	\$75
Quarter Page	2 3/8" x 3 3/4"	\$50
Eighth Page	2 3/8" x 1 7/8"	\$35

Complete the Advertising Section of the Application/Contract or contact Kathy Buchanan, 509.926.9177, wsna@comcast.net, to reserve your space today.

Official Decorator

GES Exposition Services
4060 Lind Avenue SW
Renton, WA 98057
425.251.6565

Door Prize Donations

Vendors who wish to contribute "extra" can do so by offering items as door prizes at exhibits or at general sessions. Please complete the appropriate section of the Application/Contract. *Those responding by July 1 will receive recognition in the Conference program book.*

Terms and Conditions of Exhibit Space Agreement

Eligible Exhibits: The Washington School Nutrition Association (WSNA) reserves the right to determine the eligibility of any company or product to exhibit in WSNA's State Conference Exhibits and further reserves the right to reject any application and/or limit space assigned to any one company. Show management also has the right to stop exhibiting companies from the showing of products or services which would negatively impact the show's reputation.

Limitation of Liability: The exhibitor agrees to make no claim for any reason whatsoever against WSNA and/or The Greater Tacoma Convention & Trade Center and/or GES Exposition Services, wherein the exhibits are held, for loss, theft, damage or destruction of goods, nor for any injury to himself or employees while exhibits are in progress, being set up or dismantled. Exhibitor agrees to indemnify and hold harmless WSNA, The Greater Tacoma Convention & Trade Center, GES Exposition Services, and their employees, against any and all claims of any person, arising out of acts, omissions or negligence of exhibitor, its agent or employees. Organizer makes no warranties regarding the number of persons who will attend the event. If any term of this agreement is declared invalid or unenforceable, the remainder shall continue in full force and effect. Any action arising out of this agreement of the Event shall be brought in Pierce County, Washington, and governed by the law of that locale, exclusive of the choice of law rules of any jurisdiction. Organizer shall be entitled to recover reasonable attorney's fees and costs in any action to enforce this Agreement.

Limitation of Exhibits: WSNA reserves the right to stop or remove from the exhibits any exhibitor, or his representative, performing an act or practice which in the opinion of WSNA is objectionable or detracts from the dignity of the exhibits or is unethical to the business purpose of the exhibits. **WSNA reserves the right to refuse admittance of exhibits or materials to the exhibits until all fees owing are paid in full. No exhibitor shall hold any social event or entice WSNA members off the exhibit floor during official exhibit events or during scheduled conference events (as printed in Conference at a Glance).**

Assignment of Space: After priority is given to WSNA Platinum Sponsors, assignment of space is made on a "first come, first serve" basis by date. No assignment of space will be made or held unless full payment accompanies the request for space.

Registration: Registration packets and name badges will be distributed on show site on day of set-up.

Cancellation or Withdrawal: Cancellation of space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation. If written notice is received more than 60 days prior to Exhibits (June 5, 2009), total monies less \$100 cancellation fee will be refunded to Exhibitor. No refunds will be allowed for any cancellation less than 60 days prior to the opening of exhibits.

Exhibit Restrictions: No exhibitor or part of an exhibit will be admitted to any space until rental of that space has been paid in full. Actual selling of products from the exhibit floor is prohibited. **No exhibitor may begin dismantling his exhibit until AFTER the closing hour of exhibits.** The exhibitor shall properly staff the exhibit during exhibit hours. Exhibitors are liable for any damage caused to building walls, floors or columns or other exhibitors' property. Vendors for whom WSNA makes exhibit space available are those who have products/services that are of interest and use to the school food service industry. The acceptance of an exhibiting firm does not constitute an endorsement or approval by WSNA of the quality or value of claims made by the firm. Foods of minimal nutritional value should not be shown at exhibits. These include carbonated beverages (unless approved by USDA for use in child nutrition programs), chewing gum, some water ices, certain candies, jellies and marshmallow candies, fondant, licorice, spun candy and candy-coated popcorn.

Boundaries: All parts of all exhibits must be exhibited within exhibitor's assigned space boundaries. Aisle space is under the control of WSNA.

General Show Policies: Noisy or offensive exhibits are prohibited. **Children under the age of 16 are not permitted in the exhibit hall. Any exceptions must be cleared through WSNA.** Distribution of literature or samples must be related to exhibit and distribution limited to within exhibitor's space. Assignment or subletting of assigned space by exhibitor is not permitted for any reason without approval of WSNA. Exhibitor must comply with all local laws, rules, regulations and ordinances in force. The exhibitor may not display signs that are not professionally prepared or in the opinion of WSNA detract from the appearance of the exhibits in any manner whatsoever. The Exhibits Manager shall have sole control over all admission policies at all times.

Termination of Show: If WSNA determines the premises where the exhibits are to be held has become unfit for occupancy, or if the premises are materially interfered with by any reason of strike, embargo, injunction, act of war, act of God, act of terror, any other emergency, or any act or event not the fault of WSNA, this agreement may be terminated by WSNA. In the event of such termination, the exhibitor waives any and all damages to WSNA.

Relocation of Exhibits: WSNA reserves the right to alter the official floor plan, and/or reassign any exhibitor's location as deemed advisable. WSNA further reserves the right to make such changes, amendments and additions to these rules and such further regulations as it considers necessary to act in the best interest of the exhibits.

Booth Construction and Show Services: Standard booths are limited to 8 ft. background drapes and 3 ft. high side drapes. Maximum height of standard exhibit is 8 ft. and may extend only one-half the booth depth from the back wall. Height in the front half of the exhibit space cannot exceed 3' high, except for product height which may exceed the 3' height limitation. Booth decorations, additional furniture, additional signs and electrical connections are available to the exhibitor through independent contractors who will directly bill the exhibitor. WSNA is not responsible for any service provided by independent contractors.

Collection Policy: The exhibitor agrees to pay any and all cost incurred by WSNA to collect any portion of fees due and owing to WSNA not paid in full prior to the opening of the exhibits.

Security: Security guards will be furnished by WSNA in the exhibit hall during show hours.

Insurance: It shall be the responsibility of each exhibitor to maintain such insurance against injury to person or damage or loss of property in such amounts as the exhibitor shall deem adequate.

Cooking Regulations: (1) Deep fat fryers can be used without prior approval or permit **only** under the following conditions: (a) Maximum capacity 1 gallon (b) A metal cover capable of covering the deep fat fryer shall be readily available in the booth. (c) A fire extinguisher is readily available in the booth with a **minimum UL rating of Class K**. (2) Candles may only be used in public assembly areas if done under permit for Open Flame, and only within an approved container. Chafing dishes and sterno do not require a permit. (3) Liquefied Petroleum Gas is prohibited with the exception of one 8 oz butane canister per booth. If additional canisters are needed, they must be stored outside the building in an area that is acceptable to the Special Events Department. (4) **One fire extinguisher with a minimum UL rating of 2A:10B:C, with current tag, must be at each booth cooking with any heat source. (See higher requirement for deep fat fryers in (1)(c) above.**

Exhibit Space Application/Contract

WSNA Annual Conference Exhibits

August 4, 2009
Greater Tacoma Convention & Trade Center
Tacoma, Washington

I. Company Information

Company _____

Address _____

City _____ State _____ Zip _____

Area Code _____ Phone # _____

Fax # _____

Website Address _____

II. Exhibitor Contact

Contact Name _____

Area Code _____ Contact Phone # _____

Contact Fax # _____

Contact Email Address _____

Address (if different than above) _____

City _____ State _____ Zip _____

III. Broker (if applicable)

Broker Name _____

Will you exhibit with your broker? Yes No

IV. Booth Preference

1. _____ 2. _____ 3. _____

4. _____ 5. _____ 6. _____

Who do you **NOT** want to be near? _____

IV. Payment

Check (enclosed) Visa MasterCard Discover

Credit Card # _____

Exp. Date _____ Name on Card _____

If credit card address and zip code differ from Section I, please provide information as it appears on credit card billing:

Address: _____ ZIP _____

A \$5 fee will be assessed for returned checks. A \$15 fee will be assessed for a declined credit card payment.

V. Authorization

The signature below hereby authorizes the Washington School Nutrition Association (WSNA) to assign exhibit space in accordance with the Exhibitor's choice wherever possible. If the Exhibitor's choice is not available, WSNA will assign the next best available space. The Signature below acknowledges receipt and agrees to abide by the official Terms and Conditions, the booth payment schedule and to all conditions under which exhibit space is leased to WSNA. If paying by credit card, signature authorizes payment.

Signature _____

Date _____

VI. Other Donations

Please contact me about donations for the following:

Spring Workshop
 Speaker Food Items Door Prizes

Fall Workshops
 Speaker Food Items Door Prizes

State Conference Silent Auction Item(s)
 State Conference Door Prizes (you can choose whether the door prize will be given during General Sessions or during exhibits.)

Please send your application with appropriate payment to:

WASHINGTON SCHOOL NUTRITION ASSOCIATION
9116 E Sprague Ave #471 ~ Spokane, WA 99206-3601
(509) 926-9177 ~ Fax (509) 926-0674
wsna@comcast.net
Tax ID #: 23-7404031

VII. Order

Booth Space

_____ 10 x 10 booth(s) @ \$750 _____

After May 15, 2009 add \$50 per booth _____

Booth Space Total \$ _____

Please refer to Cancellation or Withdrawal section on page 6 for refund information.

Advertising

Full page \$ 100

Half page \$ 75

Quarter page \$ 50

Eighth page \$ 35

Advertising Total \$ _____

Sponsorships (see pages 4 and 5)

Bronze Education Fund \$ 200

Silver Education Fund \$ 300

Promotional Inserts \$ 300

Wellness Walk Sponsor \$ 300

Gold Education Fund \$ 500

Lanyards or Name Badge Holders \$ 750

Breakfast Sponsor \$ 1,000

Area Luncheon Sponsor \$ 1,000

General Session Speaker \$ 1,200

Platinum Supporter \$ 2,700

Industry Seminar \$ 150

*Fall Workshop \$ 200

*Spring Workshop \$ 200

Sponsorship Total \$ _____

Overall Total \$ _____

(Booth + Advertising + Sponsorships)

* If you wish to donate food items or door prizes, please indicate those items in the space at the left.

2008 WSNA Conference Exhibitors

ABCco Marketing	Crescor	Kellogg's	Pansaver	Shannon's Imperial Brands
AccuTemp Products	Custom Culinary	Kelly-Mincks	Parway Tryson	Shasta Sales
Acme Foods	Cutie Pie	Ken's Food Service	Pear Bureau NW	Simplot
Advance Food Products	Daisy Brands	Kenco Foodservice	Pemco	Simply Blues Food Marketing
American Produce Express	Dakota Gourmet	Kings Command	Pepsico Foodservice	Simply Fresh Fruit
Amy Foods	Dale and Thomas Popcorn	Lamb Weston	Performance Reps NW	Smith & Greene
Apple & Eve	Darigold	Land o'Lakes	Piazza Pizza	Smuckers Un crustables
Auburn Dairy	Dave's Baking Company	Leahy	Pierre Foods	Summit Brokerage
Avista Corporation	Dole Food Company	Ling's	Pilgrims Pride	Sunbutter
Bageler's	Dole Fresh Fruit & Vegetable	Litehouse	Pinnacle Foods	Sunny Fresh
Baker Boy	DuPont Liquid Box	Low Temp/Colorpoint	Pleasant Valley Farms	Sunrich
Bakery Chef	Eastside Entrees	Madison Grace	Popchips	Super Bakery
Bargreen Ellingson	Encore Sales & Marketing	Malt-o-Meal	Precision Foods	T. Marzeeti Company
Barilla Pasta	Fairlight Bakery	MarkeTeam	Pro-Pacific Agents	Taco-Loco Products
Basic American	Flat Out Flatbread	Master Food Service	Professional Services NW	Talking Rain Beverage
Bell Tasty Foods	Food Services of America	Masterpiece Cookies	ProTeam Marketing	Tasty Bake
Bonzer's Cookies	Form Plastics Company	McCain	PSE	Teeny Foods
Bosco	Foster Farms	MCI Foods - Los Cabos	Puget Sound Energy	Tim's Cascade Chips
Brakebush Brothers	Fresca Mexican Foods	McKee Foods	Quincy Street	Tony Roberts Company
Bridgford Foods	General Mills	Mealtime--CLM Group	Raging River Distributing Co.	Tools for Schools
Bright Harvest Sweet Potato Co.	GFR	Mission Foods	Rational	Tree Top
Brittan English Associates	GM Marketing	MJM Marketing	Reliance Marketing	True Food Service Equipment
Brookside Fruit	Grand Prairie	Morton & Associates	RHI Solutions	Tyson Foodservice
Buena Vista Foods	H C Brill	Mott's	Rich Products	United Commodity Group
Butter Buds	Heinz	Naturally Fresh	Rizzuto Pizza Crust	Uno Foods, Inc.
C & C Brokers	Hobart & Traulsen Companies	Nestle Food Service	Roller & Associates	Upstate Farms
Campbell's Foodservice	Hope's Country Fresh Cookies	Nestle Waters	Rose	Ventura Foods
Carlisle	House of Raeford	North Sound Beverage	Ruiz	Voeller & Associates
Cascade Beverage Service	Innovasions	Nutrikids	Roadrunner Pizza	Washington State Beef Comm.
Chicken of the Sea	Integrated Food Service	Ocean Spray	Rocket Scan	Washington State Dairy Council
Clear Springs Foods	Intek	Oliver Products	Roller & Associates	Waterworks
Coastal Marketing	J & J Snack Foods	OSPI Child Nutrition	Rose	Wawona Frozen Foods
Coca Cola Bottling Company	Jack Link's Beef Jerky	Otis Spunkmeyer	Sara Lee	Western Facilities Supply
ConAgra Foods	Jennie O Turkey Store	Pacific Foodservice	Schultz Associates	Western Foodservice Marketing
Crayons, Inc.	Johanna Beverage Company	Pacific NW Canned Pear	Schwan's	Westminster Crackers
Country Home	Jones Dairy Farm	Palmer Hamilton	SECU of Washington	Windsor Foods
			SFSPac	WSECU

WASHINGTON SCHOOL NUTRITION ASSOCIATION AUGUST 4, 2009

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TACOMA, WASHINGTON