

2010 Conference Exhibits



WASHINGTON
SCHOOL
NUTRITION
ASSOCIATION

AUGUST 3, 2010

**Group Health Exhibit Hall ~Spokane Convention Center
Spokane, 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 3, 2010

Location: Group Health Exhibit Hall
Spokane Convention Center
Spokane, Washington

Booth Size: Single booths are 10' x 10'
Multiple booths are available

Theme: *Educating the Whole Child . . .
And All That Jazz*

Cost:

Early Bird Special	\$750
(register and pay on or before May 15, 2010)	
After May 15, 2010	\$800

Exhibitor Set-up Hours:
Monday, August 2, 2010 1 pm - 5 pm

Night of Entertainment:
Monday, August 2, 2010 6 pm - 10 pm
Riverfront Park
(Two complimentary tickets per booth)

Exhibit Hall Hours
9:30 am to 2:30 pm

Exhibit Dismantling Hours:
Tuesday, August 3, 2010
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, 2010, in order to purchase booth space at the Early Bird rate. After priority is given to Platinum Sponsors (paid by 4/30/10), 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.

6th Annual Booth Decorating Contest

This year's conference theme is *Educating the Whole Child . . . And All That Jazz*, so it's time to be creative and decorate your booth with a jazz theme.

Judging information will follow in your confirmation packet.

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.

All conference sponsors will be recognized in the program book, on WSNA's 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 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 spon-

sorship fee). Three available.

Level 2 Sponsorships (\$500 - \$999): In addition to the above, Level 2 sponsors will also receive 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 \$750
Company name (1 color) on WSNA-approved lanyards, distributed to all attendees. **Deadline: May 15.** One available.

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. Two available.

Flash Drives **New!**

Provide enough flash drives so that each registrant can receive one with all conference materials copied to it. Must be provided by June 1. **Contact Kathy Buchanan, wsna@comcast.net to discuss details.** One available.

Conference Bags

Provide enough bags so that each registrant can receive one when they check in for registration. **Contact Kathy Buchanan, wsna@comcast.net, by June 1, 2010, to discuss details.** One 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, 2010.*)
- 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

LCD Exposition Services is the decorator for the 2010 Conference Exhibits. You will receive an exhibitor's packet from LCD in June with instructions for ordering such items as carpet, furniture, etc. It will also include information on shipping and material handling; DO NOT ship anything directly to the hotel. DO NOT INCLUDE ANY LCD 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 Spokane Public Facilities District on a form that will be included with the confirmation letter you receive from us in June.

Host Hotel

Doubletree Hotel, Spokane City Center
322 North Spokane Falls Court, Spokane, Washinton 99201
Phone: (509) 744-2363 or Toll Free (800) 222-8733

Rates: Single/Double: \$125; \$10 each additional person. This hotel is attached to the Group Health Exhibit Hall (exhibits site) via a sky bridge on the third floor. You may also reserve your rooms online by following the link on this page: http://www.washingtonsna.org/exhibitor_information.htm. You will also find other valuable exhibitor information on the same page. Reservation deadline is July 9, 2010. Please ask for the group rate for the Washington School Nutrition Association Annual Conference.

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, 2010, and artwork must be received by June 1, 2010.**

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

LCD Exposition Services
PO Box 4487
Spokane, WA 99220
509.325.9656

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 LCD Exposition Services and/or The Spokane Convention Center, 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 Spokane Convention Center, LCD 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 Spokane 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/Name Badges: 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 3, 2010), 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: Cooking and/or warming devices producing grease laden vapors shall be electric. Exception: Approved cooking devices that use no more than (2) 10-ounce non-refillable LPG containers having a maximum water capacity of 1.08lb per container connected directly to the appliance at any time, shall be allowed. Sterno may be used for warming trays. Other open flame devices are prohibited. Cooking devices shall be approved by a recognized testing laboratory (i.e. UL or FM) Fire protection shall be provided with any booth utilizing cooking/warming devices **with no** vegetable or animal oils and fats, and each device must be **either** (1) a 20B:C extinguisher and a lid for smothering, or (2) an approved automatic extinguishing system (hood system). Fire protection shall be provided with any booth utilizing cooking/warming devices cooking **with** vegetable or animal oils and fats, and each device must be **either** (1) a Class K fire extinguisher and a lid for smothering, or (2) an approved automatic extinguishing system (hood system). Please check the confirmation packet you will receive in June for more complete information regarding cooking regulations.

Exhibit Space Application/Contract

WSNA Annual Conference Exhibits

August 3, 2010

Group Health Exhibit Hall ~ Spokane Convention Center
Spokane, 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 **don't** you want to be near? _____

IV. Payment

Check (enclosed) Visa MasterCard

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 (Required for all)

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, 2010 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 \$ 750

Breakfast Sponsor \$ 1,000

Area Luncheon Sponsor \$ 1,000

General Session Speaker \$ 1,200

Flash Drives (See page 4) TBD

Conference Bags (See page 4) TBD

Platinum Supporter \$ 2,800

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.

2009 WSNA Conference Exhibitors

4U2U Brands
Acme Foods
Adam & Eve
ADM Foodservice
Advance Food Compnay
American Produce Express
Amoy
Amy Food
BagelFuls
Baker Boy
Bargreen Ellingson
Barilla Pasta
Basic American
Bell Tasty Foods
Bridgford
Brittan English*
Brookside Fruit
C & C Brokers
Cafe Favorites
Campbell's Foodservice
Cargill Kitchen Solutions
Clear Springs Foods
Coastal Marketing
College Bound Scholarship
ConAgra Foods
Crayons
Country Home Bakers
Custom
Cutie Pie
Daisy
Dakota Gourmet
Dannon
Darigold
Dave's Baking Company
Del Monte
Dole Food Company
Dole Fresh Fruit
Duck Delivery of Washington
DuPont LiquiBox
Eastside Entrees

Encore Sales & Marketing
Fairlight Bakery
First Choice Foods
Food Sales West
Food Services of America*
Form Plastics Company
Foster Farms
FPI
General Mills*
GM Marketing
Harlan's
Heinz
Hobart Corporation
Hopes Cookies
Horizon Software
Ice Cream Express
Icelandic
Integrated Food Service
J & J Snacks*
Jack Links
Jennie O Turkey Store
Johanna Beverage Company
Jones Dairy Farm
JSL
Kellogg
Kelly-Mincks
Ken's Dressing
Kenco Foodservice
KidSmart Foods
Kings Command
Kozy Shack
Lamb Weston
Land o'Lakes
Ling's
Litehouse
Los Cabos
MarkeTeam
Mars Food Service
McCain
McKee

Mealtime--CLM Group
Michael Foods
Mission
MJM Marketing
Morton & Associates
Mrs. Klein Pickle Company
Naked Juice
Nestle Professional*
Norpac
Notables
Nutrikids
Ocean Spray
OSPI Child Nutrition
Otis
Pacific Support Systems*
Pacific Foodservice
Pansaver
Par-Pak
Parway Tryson
Pear Bureau Northwest
PEMCO Insurance
Pepsico Foodservice
Performance Reps NW
Pierre Foods
Pilgrims Pride
Pinnacle Foods
Pop Chips
Precision Foods
Pro-Pacific Agents
Professional Servies NW
Puget Sound Energy
Raging River Distributing Co.
Ralcorp
Reliance Marketing
RHI/Carlisle
Rich Products
Rips
Rizzuto
Roller & Associates
Rosati Ice

Rotella's Italian Bakery
Ruiz
S.A. Piazza
School-Link Technologies
Schwan's Food Service
SECU of Washington*
Simply Blues Food Marketing
SmarTemp*
Smith & Greene Company
Smucker's
Stemilt Growers, Inc.
Summit Brokerage
Sun-Rype
Sunrich
Super Bakery
T Marzetti Company
Tasty Bake
Tekvisions, Inc.
Teton Valley Ranch
The Fathers Table
The Switch Beverage Company
Tim's
Tony Roberts Company
Tools for Schools
Trident Seafoods
Tyson Foods
Univex Corporation*
Uno Foods
Upstate Farms
Ventura Foods
Voeller & Associates
Washington State Beef Comm.
Washington State Dairy Council
Wells Blue Bunny
Western Foodservice Mrktng.*
Westminster Crackers
Windsor Foods
WSECU
Zegan Foods

***2009 WSNA Sponsor**

WASHINGTON SCHOOL NUTRITION ASSOCIATION

AUGUST 3, 2010

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