WASHINGTON SCHOOL NUTRITION ASSOCIATION

2022 Conference Exhibits



WASHINGTON S C H O O L NUTRITION ASSOCIATION

July 26, 2022

SPOKANE CONVENTION CENTER WEST SPOKANE, WASHINGTON

Exhibitor Prospectus Look inside for...

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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 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 WSNA Executive Director Mindy Cass, 509.999.5076, <u>wsnaexecmc@gmail.com</u>.

Exhibit Details

Date:	Tuesday, July 20	6, 2022
Location:	Spokane Conve Spokane, Wash	
Booth Size:	Single booths: 1 Multiple booths	
Theme:	Celebrate Good	Times
Cost: Early Bird Register a After Mag	and pay b y May 9	\$1,150 9, 2022 \$1,200
•	fit Early Bird and pay b y May 9	\$300 9, 2022
Non-profi	t after May 9, 202	22 \$350
Exhibitor Set-up Hours: Monday, July 25, 2022 11 am - 5 pm		

Night of Entertainment:

Monday, July 25, 2022 6 pm - 9:30 pm (Two attendees per booth)

Exhibit Hall Hours:

8;30 am to 1:30 pm: **8:30 am - 10:30 am:** Directors & Supervisors ONLY **10:30 am - 1:30 pm:** All Attendees

Exhibit Dismantling Hours:

Tuesday, July 26, 2022 1:30 pm to 6:00 pm (No early breakdowns; it is dangerous for attendees and appears 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 overnight Monday and during exhibit hours
- Refrigeration/freezer service & ice on site
- 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 9, 2022, in order to purchase booth space at the Early Bird rate.* After priority is given to Platinum Sponsors (paid by 4/30/22), booths are assigned on a first-come/ first-served basis. Please refer to the terms and conditions for the cancellation clause.

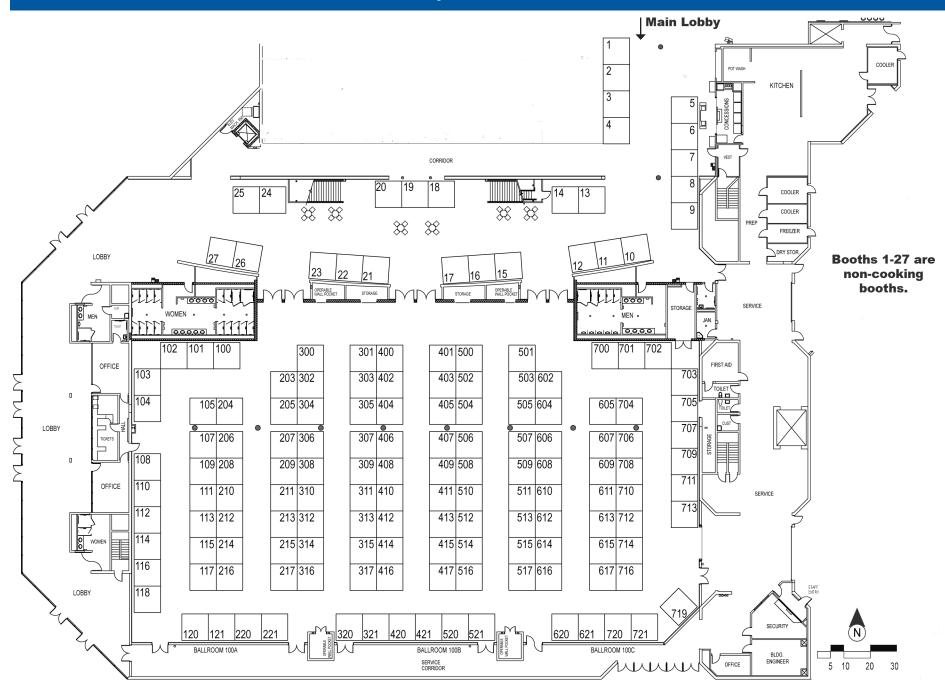
FULL PAYMENT MUST BE MADE BEFORE AN EXHIBITOR WILL BE ALLOWED TO SET UP BOOTH.

16th Annual Booth Decorating Contest

This year's conference theme is *Celebrate Good Times,* so it's time to be creative and decorate your booth accordingly.

Judging information will follow in your confirmation packet.

Diagram of Exhibit Hall



WSNA 2022 Sponsorship Opportunities

Check the appropriate box on the Exhibit Space Application/Contract and include the price of sponsorship with your registration fees. If you have any questions contact Executive Director Mindy Cass, 509.999.5076, <u>wsnaexecmc@gmail.com</u>.

Platinum Sponsor ~ \$3,500; Non-profit Platinum Sponsor ~ \$2,750 Includes one Exhibit Booth

- Exhibit booth at Annual State Conference with special signage. (\$1,180 Value; \$300 value for non-profit) (Preferred choice of booth location if sponsorship paid by 4/30/2022.)
- Half-page color ad (or equivalent) in ALL (3) issues of the *Apple Press*. (\$895 value)
- Full-page ad in conference program. (\$100 value)
- Two Recognition & Celebration Banquet tickets (formerly President's Banquet) and recognition at the Banquet. (\$120 value)

\$300

\$400

\$300

\$300

- Display table at Fall & Spring Workshops
- Corporate Membership for 1 year (up to 6 people; \$160 Value)
- Listed as a Platinum Partner on signage and programs at all events through the year.
- One registration with display table at Industry Seminar (\$150 value)
- Listed in all (3) issues of the Apple Press as a Platinum Partner.
- Listed in conference program book as a Platinum Partner
- Logo on WSNA's website with active link to your website.

Conference & Education Fund Sponsorships

Recognition for all Conference Sponsorships

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.

Level 1 Sponsorships (\$300 - \$499):

In addition, sponsors receive a 1/4-page program book ad (\$50 value), 1 Banquet ticket (\$60 value), and recognition at the Banquet.

Bronze Education Fund Sponsor Silver Education Fund Sponsor

Funds are used for the education of members.

Conference Bags (1 available) Promotional Inserts (5 available)

Sponsor provides either a *recyclable* conference bag for each registrant (may be imprinted with sponsor's logo) *OR* one promotional item (may be imprinted with the sponsor's logo) to be inserted in the conference bag. (Items are not included in the sponsorship fee).

Wellness Events Sponsor (3 available) \$300 Sponsor provides recognition items for participants in Conference wellness events.

Level 2 Sponsorships (\$500 - \$999)

In addition, sponsors will receive a 1/2-page program book ad (\$75 value), 2 Banquet tickets (\$120 value), and recognition at the Banquet.

Gold Education Fund Sponsor\$600

Funds are used for education of members.

Thank you for considering a WSNA sponsorship. Your generous contributions allow us to continue to offer quality programs to our members, and we are grateful

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.

Level 3 Sponsorships (\$1,000 & above)

In addition, sponsors will also receive a fullpage program book ad (\$100 value), 2 Banquet tickets (\$120 value), and recognition at the Banquet.

Breakfast Sponsor (3 available) \$1,250

Sponsor one of three breakfasts at conference.

Banquet Sponsor (1 only)

Sponsor the Recognition & Celebration Banquet (formerly President's Banquet) where the contributions of our members and Industry sponsors are recognized.

\$1,500

General Session Speaker (2 available) **\$2,500** Sponsor a general session keynote speaker.

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Other Sponsorship Opportunities (cont.)

Opportunities also exist for sponsorship of other WSNA events. Please check the appropriate box on the Exhibit Space Application/Contract and include the price of sponsorship with your registration fees. If you have any questions or need additional information, contact Mindy Cass, 509.999.5076, wsnaexecmc@gmail.com.

Industry Seminar Speaker Sponsor \$1,000 *Event to be held during the next school year; date TBD.*

Sponsor helps underwrite the cost of a keynote presenter. Sponsor will receive 2 complimentary registrations (including 1 display table) at Industry Seminar (\$260 value), recognition at Industry Seminar, on the WSNA website and in 1 issue of the *Apple Press*, and 2 tickets and recognition at the Banquet at Annual State Conference (\$120 value).

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

Industry Seminar

This annual one-day event is a networking and educational event for 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.

2022 Fall Workshops (4 available)

Two annual one-day events for the education of members. More than 300 members attend these workshops. Donations of speakers, food items, or door prizes may also be made.

2023 Spring Workshop (4 available)

Annual one-day event held in a central location for the education of members. Over 200 members generally attend this workshop. Donations of speakers, food items, or door prizes may also be made.

Service Kit

LCD Exposition Services is the 2022 exhibits decorator. You will receive an exhibitor's packet from LCD in June with instructions for ordering such items as furniture. (The facility is fully carpeted.) It will also include infor-

mation 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.

Hotel

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

Rates: Single/Double: \$139; \$10 each additional person. You may also reserve your rooms online by going to *www.my-event.hilton.com/wsna2022annualconventionexhibitorblock/* Group code is WEX.

Reservation deadline is July 1, 2022. Please ask for the group rate for the Washington School Nutrition Association Annual Conference.

Annual Auction

\$200

\$200

\$200

WSNA's goal is to promote nutritious meals for children

by placing a strong emphasis on the continuing education of school food service professionals in our state. One of the ways we fund this effort is by our auction that takes place at our Annual State Conference. You can help us meet our goal with a donation of an item. In that way, you play a direct 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.

Official Decorator

LCD Exposition Services PO Box 4487 Spokane, WA 99220 509.325.9656

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 16, 2022, and artwork must be received by June 1, 2022.*

<u>Advertisement</u>	<u>Trim Size</u>	<u>Cost</u>
Full Page	4 3/4" W x 7 1/2" H	\$100
Half Page	4 3/4" W x 3 3/4" H	\$ 75
Quarter Page	2 3/8" W x 3 3/4" H	\$ 50

Complete the Advertising Section of the Application/ Contract or contact Mindy Cass, 509.999.5076, *wsnaexecmc@gmail.com,* to reserve your space.

Door Prize Donations

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

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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 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, Spokane Convention Center 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. <u>WSNA</u> 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 Partners, assignment of space is made on a *paid* first come, first served 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 (May 27, 2022), 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. <u>No</u> <u>exhibitor may begin dismantling his exhibit until AFTER the closing hour of exhibits</u>. The exhibit tor 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 overnight Monday and in the exhibit hall during show hours.

Insurance: Each exhibiting company must provide a certificate of insurance in the amount of \$1,000,000 per occurrence/\$2,000,000 aggregate and naming WSNA as an additional insured. Proof of insurance should be received by July 1, 2022.

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 on the set of the s

Exhibit Space Application/Contract

WSNA Annual Conference Exhibits

July 26, 2022 Spokane Convention Center West Spokane, Washington

I. Company Information

Company			
Address			
City	State	Zip	
Area Code Phone #			
Fax #			

II. Exhibitor Contact

III. Broker (if applicable)
Website Address
CityState Zip
Address (if different than above)
Contact Email Address
Contact Fax #
Area Code Contact Phone #
Contact Name

Diokei (ii applicable)

Broker Name			_
Will you exhibit with your broker?	□Yes	□No	

IV. Booth Preference



To whom do you **NOT** want to be next?

Booths are assigned on a *paid* first-come, first-served basis.

IV. Payment

Check (enclosed) Visa MasterCard AmEx Discover

Credit Card #

Security Code 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:

A \$15 fee will be assessed for returned checks.

V. Authorization (REQUIRED FOR ALL)

Each exhibiting company must provide a certificate of insurance in the amount of \$1,000,000 per occurrence/\$2,000,000 aggregate that names WSNA as an additional insured on the policy AND provide an authorized signature below. Proof of insurance should be received by July 1, 2022. Authorized Signature indicates acceptance of and agreement to abide by the official Terms and Conditions, the booth payment schedule and to all conditions under which exhibit space is leased. If paying by credit card, signature authorizes payment. Please contact Mindy Cass, wsnaexecmc@gmail.com, if you have guestions.

Signature _____

Date _____

VI. Other Donations

We are very grateful for the generous donations of our industry friends. If you are interested in this way, please place a \checkmark in any of the following for which you would like to make a donation. You will receive recognition in our guarterly newsletter and at the event.

		<u>Even</u>	<u>nt</u>	
<u>ltem</u> :	Conference	Fall Wkshp	Ind Sem	Spring Wkshp
Speaker				
Door Prizes				
Food/Supplies				
Cash Donation				
We will contact	ct you regard	ding any do	onation m	narked above.

Please send your application with appropriate payment to:

WASHINGTON SCHOOL NUTRITION ASSOCIATION

c/o Mindy Cass, 13514 W Sunset Hwy, B362, Airway Heights, WA 99001 509.999.5076 ~ wsnaexecmc@gmail.com Tax ID #: 23-7404031

VII. Order

Booth Space

Nonprofit booth(s) @ \$ 300 Late Fee* @ \$ 50 _____ *Payment after May 9, 2022 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

Advertising Total Sponsorships (see pages 4 and 5)

		-
	Bronze Education Fund (inc. 1/4 page ad)\$	300
	Silver Education Fund (inc. 1/4 page ad)\$	400
	Conference Bags (inc. 1/4 page ad)\$	300
	Promotional Inserts (inc. 1/4 page ad)\$	300
	Wellness Events Sponsor (inc. 1/4 page ad)\$	300
	Gold Education Fund (inc. 1/2 page ad)\$	600
	Industry Seminar Speaker\$	1,000
	Breakfast Sponsor (inc. full page ad)\$	1,250
	Banquet Sponsor (inc. full page ad)\$	1,500
	General Session Speaker (inc. full page ad)\$2	2,500
	Platinum Sponsor (inc. full page ad)\$	3,500
	Platinum Non-profit Spnsr. (inc. full page ad) .\$ 2	2,750
	*Fall Workshop Sponsor\$	200
	*Spring Workshop Sponsor\$	200
	Industry Seminar Sponsor\$	200
	Individual Industry Dues (Complete p. 8)\$	40
	Corporate Industry Dues (Complete p. 8)\$	160
	Sponsorship Total \$	
Tot	tal Due (Booth + Advertising + Sponsorships) \$	

* If you wish to donate speakers, food items or door prizes,

please indicate in Section VI, Other Donations. 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.

A	Washington School Nutrition Association
WASHINGTON	Industry Member Application
SCHOOL NUTRITION	
ASSOCIATION D	Pate: New Renew (Please check one)
Choose one: Individual M	
	lembership (\$160) Membership designed for companies that wish to have a for up to six employees of that company.)
Section I: (Complete for	or Individual Membership Only) ~ Please Print
Last Name	First Name
Company Name	
	lress
City	StateZIP
Phone ()	Email
	for Corporate Membership Only) ~ Please Print
Company Name	
	First Name
Preferred Mailing Add	lress
_	State ZIP
	Email
Additional Member Na	
1. Last	First
	First
	First
	First
	First
. <u>1965</u>	1 II SU
Payment: Check ((enclosed) □Visa □MasterCard □Discover □American Express
Card #	Security Code Exp. Date
Billing Address	ZIP
-	

Please send this completed form to: WSNA, 13514 W Sunset Highway B362, Airway Heights, WA 99001 (509) 999-5076, wsnaexecmc@gmail.com