

# 2023 Conference Exhibits



**W**ASHINGTON  
**S**CHOOL  
**N**UTRITION  
**A**SSOCIATION

**July 24-26, 2023**

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

## **Exhibitor Prospectus** Look inside for...

Exhibit Details .....	2
Exhibit Hall Diagram.....	3
Sponsorships.....	4
Other Sponsorships .....	4-5
Service Kits .....	5
Electrical Service.....	5
Hotels.....	5
Silent Auction .....	5
Advertising Opportunities .....	5
Door Prizes.....	5
Official Decorator .....	5
Terms & Conditions.....	6
Application/Contract .....	7

# 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 , [wsnaexecmc@gmail.com](mailto:wsnaexecmc@gmail.com)

### Exhibit Details

**Date:** Tuesday, July 25, 2023

**Location:** Greater Tacoma Convention and Trade Center  
Tacoma, Washington

**Booth Size:** Single booths: 10' W x 10' D  
Multiple booths are available

**Theme:** *Navigating into the Future-Together*

**Cost:**

<b>Early Bird Special</b> <b>Register &amp; pay by May 7 2023</b>	\$1,150
<b>After May 7 2023</b>	\$1,200
<b>Non-profit Early Bird</b> <b>Register and pay by May 15, 2023</b>	\$300
<b>Non-profit after May 15, 2023</b>	\$350

**Exhibitor Set-up**  
**Hours:** July 24, 2023 1-5 PM

**Night of Entertainment:**  
Monday, July 24, 2023 6 pm - 9:30 pm  
(Two attendees per booth)

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

**Exhibit Dismantling Hours:**  
Tuesday, July 25, 2023  
1:30pm 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 7, 2023 in order to purchase booth space at the Early Bird rate.** After priority is given to Platinum Sponsors (paid by 4/30/23), 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.**

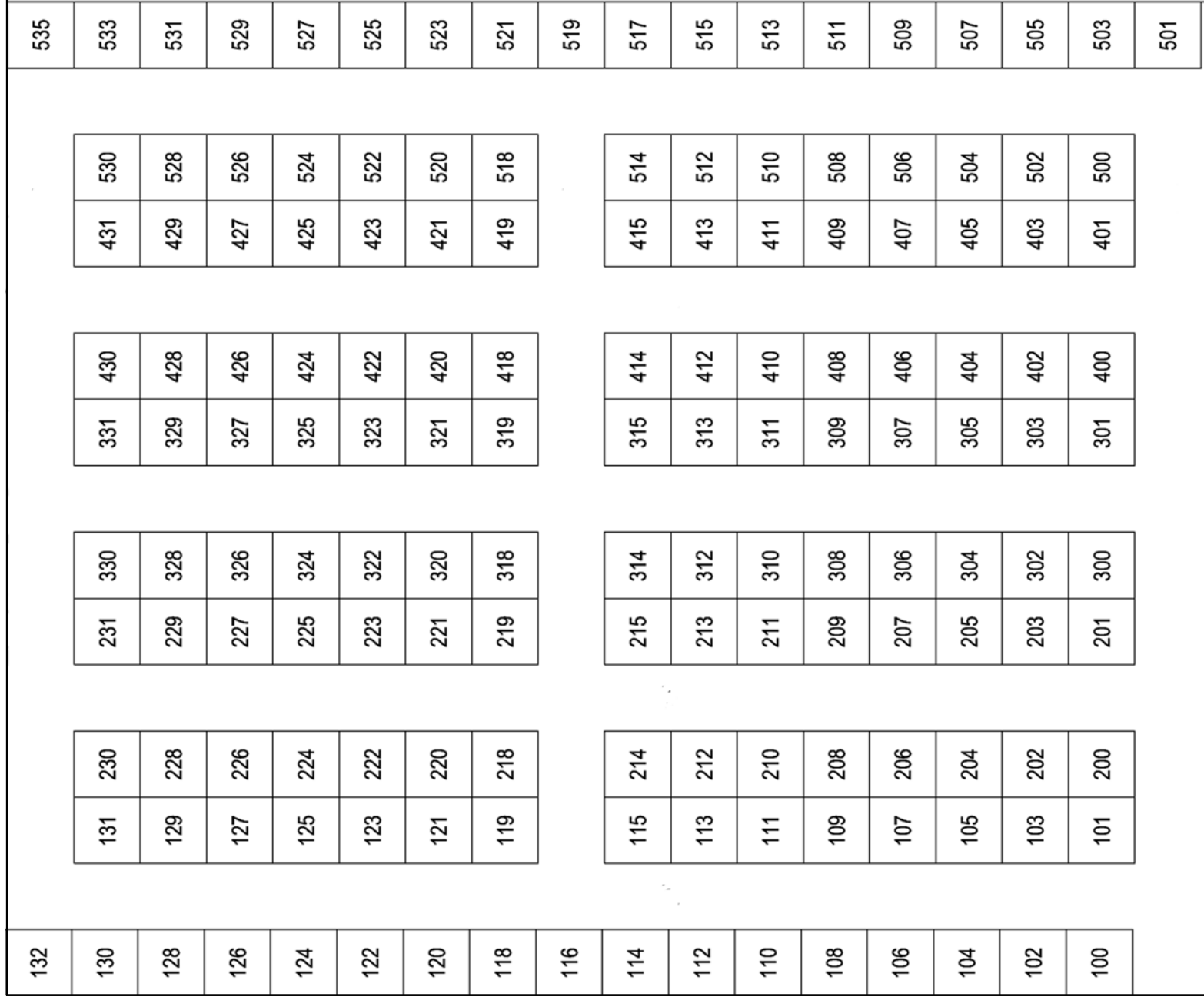
### 17th Annual Booth Decorating Contest

This year's conference theme is *Navigating into the Future-Together*, so it's time to be creative and decorate your booth accordingly

Judging information will follow in your confirmation packet.

## Diagram of Exhibit Hall

**Exhibitor  
Entrance**



**Attendee  
Entrance**

## Conference Sponsorship Opportunities

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 contact Mindy Cass Executive Director, wsnaexecmc@gmail.com

### Recognition for all Conference Sponsorships

All conference sponsors will be recognized on the App. and 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 / \$400):**

In addition, sponsors will receive a quarter-page black-and-white program book ad, 1 President's Banquet ticket, and recognition at the President's Banquet.

**Bronze Education Fund Sponsor \$300**  
**Silver Education Fund Sponsor \$400**

Funds are used for the education of members.

**Promotional Inserts (5 available) \$300**

Sponsor provides 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 Event Sponsor (3 available) \$300**

Sponsor provides recognition items for participants in conference wellness events

#### **Level 2 Sponsorships (\$500)**

In addition, sponsors will receive a half-page black-and-white program book ad, 2 President's Banquet tickets, and recognition at the President's Banquet.

**Gold Education Fund Sponsor \$500**

Funds are used for education of members.

#### **Level 3 Sponsorships (\$1,250 & above)**

In addition to the benefits for all conference sponsors, Level 3 sponsors will also receive their logo on the WSNA website, a full-page black-and-white program book ad, 2 President's Banquet tickets, and recognition at the President's Banquet.

**Breakfast Sponsor (3 available) \$1,250**

Sponsor one of three breakfasts at conference.

**Monday Luncheon Sponsor (1 only) \$1,500**

Sponsor the Monday Luncheon.

**Presidents Banquet Sponsor (1 only) \$1,500**

Sponsor the President's Banquet where the contributions of our members are recognized.

**General Session Speaker (2 available) \$2,500**

Sponsor a general session keynote speaker.

## Other Sponsorship Opportunities

### **Platinum Sponsor \$3,500** (Includes one Exhibit Booth)

- Corporate Membership for 1 year.
- Exhibit booth at Annual State Conference with special signage. (Preferred choice of booth location if sponsorship payment received by May 7, 2023)
- Half-page color ad (or equivalent) in three issues of the *Apple Press*.
- Ad in conference app.
- Listed as a Platinum Supporter on signage and programs at all events through the year.
- Listed in all issues of the *Apple Press* as a Platinum Supporter.
- Listed in conference app as a Platinum Supporter.
- Listed on WSNA's website with active link to your website.
- One registration with display table at Industry Seminar
- Two President's Banquet tickets and recognition at President's Banquet.
- Display table at Fall and Spring Workshops.

**Thank you for considering a WSNA sponsorship. Your generous 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 (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 at (509) 999-5076, [wsnaexecmc@gmail.com](mailto: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, recognition on the WSNA website and in 1 issue of the *Apple Press*, recognition at Industry Seminar, and 2 complimentary tickets and recognition at the President's Banquet at Annual State Conference.

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

### Fall Workshops (4 available) \$200

3 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.

### Spring Workshop (4 available) \$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 speakers, food items, or door prizes may also be made.

## Service Kit

GES Exposition Services is the official decorator for the 2023 WSNA Conference Exhibits. You will receive an exhibitor's packet in early 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**

## 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 & Trade Center. Information about ordering the service will be provided in early June.

## Hotel

**Hotel Murano**  
1320 Broadway Plaza  
Tacoma, WA 98402  
Phone: (877)628-4408

Rates: Single/Double: \$159 \$10 each additional person

Reservations may be made online at [goo.gl/5bWTos](http://goo.gl/5bWTos) or by calling either 253-238-8000 or 877-986-8083.

**When calling, please request the WSNA - Washington School Nutrition Association Room 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 app. **Deadline for reserving ad space is May 15, 2023, and artwork must be received by June 1, 2023.**

### Advertisement

\$100

Complete the Advertising section of the Application/Contract or contact Mindy Cass (509) 999-5076 [wsnaexecmc@gmail.com](mailto:wsnaexecmc@gmail.com) to reserve your space today.

## Official Decorator

Fern Expositions Events  
Experiences

## 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.*

# 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 Tacoma 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, Tacoma 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 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 exhibitors 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 Supporters, 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 26, 2023, 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 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 8, 2023.

**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). No butane allowed.

# Exhibit Space Application/Contract

## WSNA Annual Conference Exhibits

July 25, 2023

Greater Tacoma Convention & Trade Center  
Tacoma, Washington

### I. Company Information

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # \_\_\_\_\_

Fax # \_\_\_\_\_

### II. Exhibitor Contact

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

Contact Phone # \_\_\_\_\_

Contact Fax # \_\_\_\_\_

Contact Email Address \_\_\_\_\_

Address (if different than above) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Website Address \_\_\_\_\_

### III. Broker (if applicable)

Broker Name \_\_\_\_\_

Will you exhibit with your broker?  Yes  No

### IV. Booth Preference

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

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:

Address: \_\_\_\_\_ ZIP \_\_\_\_\_  
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 WSNA by July 8, 2023. 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 to WSNA. If paying by credit card, signature authorizes payment. Please contact Mindy Cass [wsнаexecmc@gmail.com](mailto:wснаexecmc@gmail.com) if you have questions.

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 ✓ in any of the following for which you would like to make a donation. You will receive recognition in our quarterly newsletter and at the event.

Item:	Event			
	Conference	Fall Wkshp	Ind Sem	Spring Wkshp
Speaker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Door Prizes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food/Supplies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cash Donation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

We will contact you regarding any donation marked above. Please send your application with appropriate payment to:

**WASHINGTON SCHOOL NUTRITION ASSOCIATION**  
Mindy Cass, 13514 W Sunset Hwy, B362, Airway Heights, WA 99001  
(509) 999-5076  
[wsнаexecmc@gmail.com](mailto:wснаexecmc@gmail.com)  
Tax ID #: 23-7404031

### VII. Order

#### Booth Space

\_\_\_\_\_ Booth(s) ..... @ \$1150 \_\_\_\_\_

\_\_\_\_\_ Nonprofit booth(s) ..... @ \$300 \_\_\_\_\_

\_\_\_\_\_ Late Fee\* ..... @ \$ 50 \_\_\_\_\_

\*Payment after May 7, 2023 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

Promotional Inserts (inc. 1/4 page ad) ..... \$ 300

Wellness Walk Sponsor (inc. 1/4 page ad) ..... \$ 300

Gold Education Fund (inc. 1/2 page ad) ..... \$ 500

Industry Seminar Speaker ..... \$ 1,000

Breakfast Sponsor (inc. full page ad) ..... \$ 1,250

Monday Lunch Sponsor (inc. full page ad) ..... \$ 1,500

President's Banq. Sponsor (inc. full page ad) \$ 1,500

General Session Speaker (inc. full page ad) ... \$ 1,500

Platinum Supporter (inc. full page ad) ..... \$ 3,500

\*Fall Workshops ..... \$ 200

\*Spring Workshop ..... \$ 200

Individual Industry Dues (see insert) ..... \$ 40

Corporate Industry Dues (see insert) ..... \$ 160

**Sponsorship Total** \$ \_\_\_\_\_

**Total 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.

