

# 2024 Conference Exhibits



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

**July 29-31, 2024**

**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 nearly 400 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. You may also email it. If you have questions, contact: Karen Brown at [fpschools.org](mailto:kbrown@fpschools.org) or at 253-677-3931.

### Exhibit Details

**Date:** Tuesday, July 30, 2024  
**Location:** Spokane Convention Cntr West  
Spokane, Washington  
**Booth Size:** Single booths: 10' W x 10' D  
Multiple booths are available

**Theme:** *Go For the Gold!*

**Cost:**  
**Early Bird Special** \$1,150  
Register **and** pay by **May 17, 2024**  
**After May 17, 2024** \$1,200  
**Non-profit Early Bird** \$300  
Register **and** pay by **May 17, 2024**  
**Non-profit after May 17, 2024** \$350

**Exhibitor Set-up Hours:**  
Monday, July 29, 2024 1 pm - 5 pm

**Night of Entertainment:**  
Monday, July 29, 2024 6 pm – 8 pm  
(Two attendees per booth)

**Exhibit Hall Hours:**  
9:00 am to 1:00 pm:  
**9:00 am - 10:15 am:**  
Directors & Supervisors ONLY  
**10:15 am – 1:00 pm:**  
All Attendees

**Exhibit Dismantling Hours:**  
Tuesday, July 30, 2024  
1:00 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 and carpet
- Complimentary sign (one per booth) listing company name
- Complimentary 8' draped table with two chairs and a waste basket
- Security service overnight Monday and during exhibit hours
- Limited refrigeration/freezer space in kitchen
- Two (2) complimentary NOE tickets per booth

**Payment**  
Space requests 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 17, 2024, in order to purchase booth space at the Early Bird rate.** After priority is given to Platinum Partners (paid by 4/30/24), 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.**

### 18th Annual Booth Decorating Contest

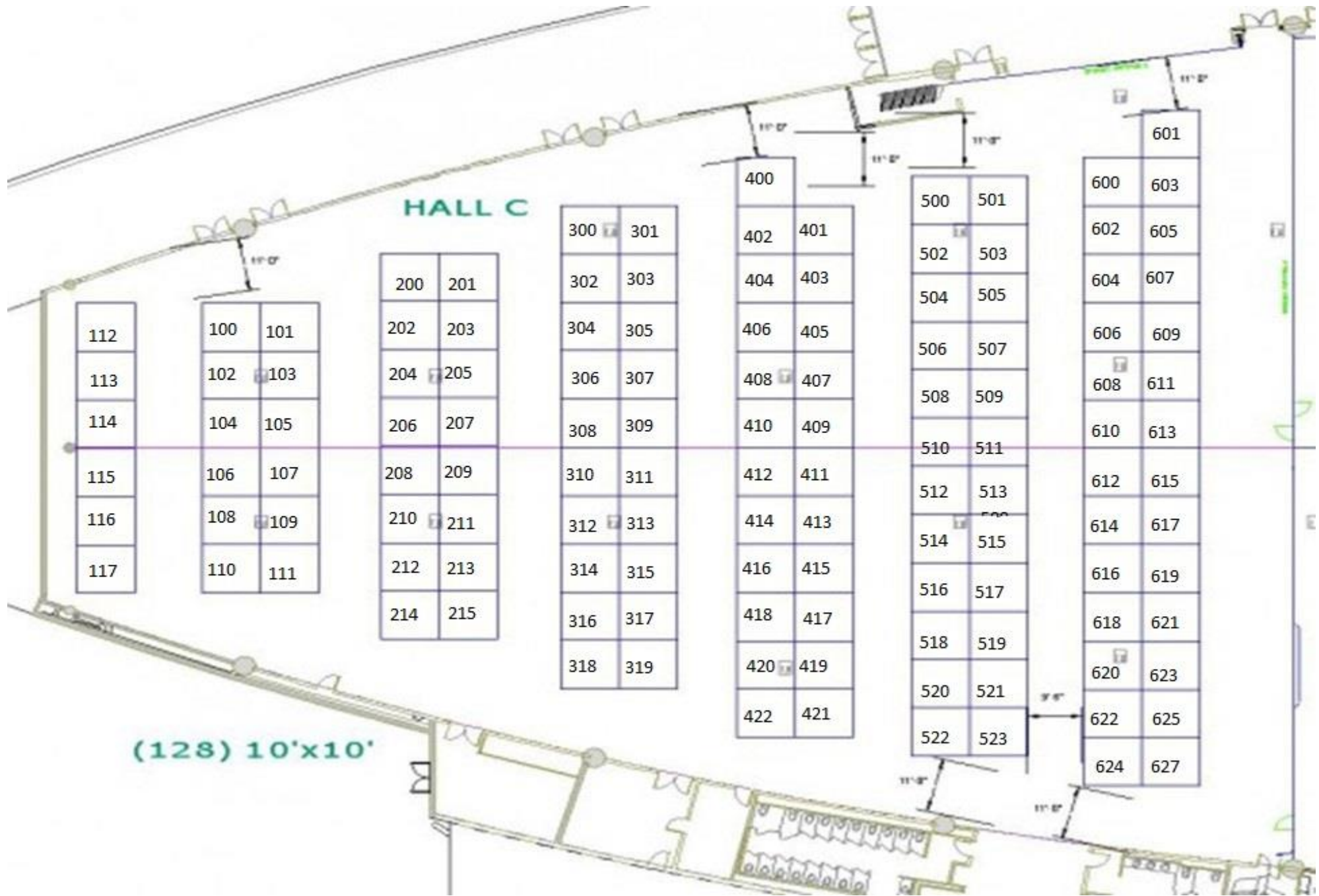
This year's conference theme is:

***Go For the Gold-Imagine the Possibilities!***

Decorate your booth with all things Olympics!

Judging information will follow in your confirmation packet.

# Diagram of Exhibit Hall



# WSNA 2024 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 Karen Brown at 253-677-3931, [kbrown@fpschools.org](mailto:kbrown@fpschools.org).

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

- Exhibit booth at Annual State Conference with special signage and special recognition. (\$1,150 value) Preferred choice of booth location if sponsorship paid by 4/30/2024.
- Half page color ad in ALL (3) issues of the Apple Press. (\$805 value)
- Listed in all issues of the Apple Press as a Platinum Partner.
- Two President's Banquet tickets and recognition at President's Banquet (\$160 value)
- Display table at Fall & Spring Workshops
- Corporate Membership for 1 year (up to 6 people; (\$240 Value)
- Listed as a Platinum Partner on signage and programs at all events through the year.
- Banner ad on conference app. (\$200 value)
- Listed on conference program app as a Platinum Partner
- Listed 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 on the conference program app; 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 will receive an ad on the program app (\$150 value), 1 President's Banquet ticket (\$80 value), 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 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 an ad on the program app (\$150 value), 2 President's Banquet tickets (\$160 value), and recognition at the President's Banquet.

**Gold Education Fund Sponsor \$600**

Funds are used for the education of members.

**Thank you for considering a WSNA sponsorship. Your generous contributions allow us to continue to offer quality programs for 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 their logo on the WSNA website, an ad on the conference app (\$150 value), 2 President's Banquet tickets (\$160 value), and recognition at the President's Banquet.

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

Sponsor one of three breakfasts.

**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.

## Official Decorator

### LCD Exposition Services

PO Box 4487  
Spokane, WA 99220  
509.325.9656

**LCD Exposition Services** is the 2024 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 information on shipping and material handling; **DO NOT** ship anything directly to

the hotel or convention center. **DO NOT INCLUDE ANY LCD FEES WITH YOUR BOOTH/ADVERTISING PAYMENT TO WSNA.**

**There will be NO electrical service provided as part of your**

## Electrical Service

**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.

## Other Partnership Opportunities

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 Karen Brown, 253.677.3931 [kbrown@fpschools.org](mailto:kbrown@fpschools.org)

## 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: \$145; \$10 each additional person up to four. You may also reserve your rooms online: <https://www.hilton.com/en/attend-my-event/washingtonschoolnutrition-july2024/>

Reservation deadline is July 7, 2024. The group code is WNA for the Washington School Nutrition Association Annual Conference. Or ask for the rate for WSNA 2024.

## Annual Auction

**Fall Workshops** (4 available) **\$200**  
An annual one-day event for the education of members. More than 100 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 members. Over 200 members generally attend this workshop. Donations of speakers, food items, or door prizes may also be made.

One of the ways we fund the effort to provide excellent educational opportunities for members is by our auction that takes place at our Annual State Conference. This year we will have a silent auction. 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 nutrition employees. If you are interested in donating an item, please mark the appropriate square on the Exhibit Space Application/Contract.

## Advertising

Color ads are available on the conference app. **Deadline for reserving ad space is May 15, 2024.**  
**Art work must be received by June 1, 2024.**

<u>Advertisement</u>	<u>Size</u>	<u>Cost</u>
Full Page	414 x 414 png	\$150

Complete the Advertising Section of the Application/Contract or contact Kim Elkins, 509.951.7462, [kim.elkins@mead354.org](mailto:kim.elkins@mead354.org), to reserve your space.

# 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 showing 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. **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 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 29, 2024), 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 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, 2024.**

**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).

# Exhibit Space Application/Contract

## WSNA Annual Conference Exhibits

July 30, 2024  
Spokane Convention Center West  
Spokane, Washington

### I. Company Information

Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Area Code \_\_\_\_\_ Phone # \_\_\_\_\_  
Fax # \_\_\_\_\_

### II. Exhibitor Contact

Contact Name \_\_\_\_\_  
Area Code \_\_\_\_\_ 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 1, 2024. 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 Peggy Rieper, wsnaexec@comcast.net, 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 an **X** 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	Spring Wkshp
Speaker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Door Prizes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food/Supplies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cash Donation	<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**  
c/o Karen Brown  
26009 114<sup>th</sup> St Ct E, Buckley, WA 98321  
(253) 677-3931 kbrown@fpschools.org  
Tax ID #: 23-7404031

### VII. Order

#### Booth Space

\_\_\_\_\_ Booth(s) ..... @ \$1150 \_\_\_\_\_  
 \_\_\_\_\_ Nonprofit booth(s) . . . . . @ \$ 300 \_\_\_\_\_  
 \_\_\_\_\_ Late Fee\* . . . . . @ \$ 50 \_\_\_\_\_  
**\*Payment after May 10, 2024 add \$50 per booth**  
**Booth Space Total \$ \_\_\_\_\_**

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

#### Advertising

Full page ..... \$ 150

**Advertising Total \$ \_\_\_\_\_**

#### Sponsorships (see pages 4 and 5)

- Bronze Education Fund (includes app ad) . \$ 300
- Silver Education Fund (includes app ad) \$ 400
- Promotional Inserts (includes app ad) \$ 300
- Wellness Events Sponsor (includes app ad) \$ 300
- Gold Education Fund (includes app ad) \$ 600
- Breakfast Sponsor (includes app ad) \$ 1,250
- President's Banq. Sponsor (includes app ad) \$ 1,500
- General Session Speaker (included app ad) \$ 2,500
- Platinum Partner (includes banner ad) \$ 3,500
- \*Fall Workshop Sponsor .....\$ 200
- \*Spring Workshop Sponsor .....\$ 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.

# 2023 WSNA Conference Exhibitors

Affinity  
Ajinomoto  
Albies  
Amazing Fruit  
Amplify  
Apple & Eve  
Aryzta (Otis)  
Asian Food Solutions  
At Your Services Sales  
**Auburn Dairy\***  
B & D Foods  
Bake Crafters  
Baker Boy  
Bargreen Ellingson  
Basic American  
Bongard's  
Bonzer's  
Bridgford Foods  
Brookwood Farms  
Buena Vista Foods  
Butter Buds  
C. H. Guenther  
Campbell's  
Cargill  
RHI Solutions  
Chef's Corner  
Cloverdale Meat  
Comida Vida  
ConAgra Foodservice  
Country Pure Foods

Daisy  
Dakota Growers  
Darlington Snacks  
Dave's Baking  
David's  
Del Monte  
Del Real Foods  
Desert Peak Marketing  
Diamond Crystal Brands  
Dole Foods  
Domino's Smart Slice  
Edward Don  
Envy  
ES Foods  
Fieldstone Bakery  
**Food Services of America\***  
Foster Farms  
Franz Bakery  
Fresh Innovations  
Garner Foods~Texas Pete  
**General Mills\***  
Harvest Hill  
**Health-e Pro\***  
Heartland Food Products Group  
Highliner  
**Hobart Corporation~ITWFEG\***  
Horizon Software International  
Idahoan  
Integrated Food Service  
IPS Rebates  
J & J Snacks

J. R. Simplot  
Jack Link's Beef Jerky  
JG Neil & Company  
JM Smucker Company  
Proview Foods  
Jones Dairy  
**JTM Food Group\***  
Kellogg's  
Kelly-Mincks  
Kent Precision Foods Group  
KeyImpact Sales & Systems  
Kikkoman  
Kraft Heinz Company  
Land O Lakes  
LINQ  
Longhorn Barbecue  
MarkeTeam Foodservice  
Marzetti  
McCain  
MCI~Los Cabos  
McKee  
Mealtime~The CLM Group  
Michael Foods  
Mission Food Service  
MJM Marketing  
Mott's  
Muffin Town  
Nardone Brothers Baking  
Nathan's Famous Franks  
National Food Group

Ocean Spray  
Oliver Packaging & Equipment Co.  
OSPI  
P & R Paper Supply Co.  
Pacific Coast Producers  
**Pacific Support Systems~SFS Pac\***  
Pan Saver~M & Q Packaging  
Parway Tryson  
Penny's Salsa  
PepsiCo Foodservice  
**Performance Reqs NW\***  
**Peterson Farms Fresh, Inc.\***  
Goldkist  
Popcorn Indiana  
Post Consumer Brands  
PrimeroEdge  
Red Gold  
**Rich Products\***  
Right Start  
Rose & Shore  
Ruiz  
S. A. Piazza  
Safe & Fair Food Company  
Sara Lee  
Schwan's  
Shannon's  
Sky Blue Bakery  
Smithfield  
Starkist  
Sun Maid

SunButter  
Super Bakery  
Superior Foods  
Talking Rain  
Tasty Brands  
TekVisions, Inc  
The Father's Table  
The Platinum Packaging Group  
The Tony Roberts Company  
TMI Trading  
Tools for Schools  
Tree Top  
Trident  
Tyson Foods  
Uncle Ben's  
UNOX  
USA Pears  
**Voeller & Associates\***  
WA Red Rasp. Commission  
WA State Beef Commission  
**WA Dairy Council\***  
**WA Potato Commission\***  
Waypoint  
Well's/Blue Bunny  
World Centric  
WOW Butter  
WSDA Farm to School  
**Yang's 5th Taste\***  
  
**\*2023 WSNA Sponsor**

# WASHINGTON SCHOOL NUTRITION ASSOCIATION

## July 30, 2024

Spokane Convention Center West  
Spokane, Washington