



GO THE DISTANCE
WITH YOUR SCHOOL FOOD SERVICE

AT THE SWEETEST CONFERENCE ON EARTH...



2016 ANNUAL CONFERENCE

AT THE

HERSHEY *Lodge*

July 31 to August 3, 2016



EXHIBITOR'S PROSPECTUS

2016 BUSINESS & INDUSTRY PARTNER APPLICATION



**SCHOOL
NUTRITION
ASSOCIATION**
of PENNSYLVANIA



Go The Distance With Your School Food Service

The School Nutrition Association of Pennsylvania's Annual Food & Equipment Show is the leading school food service event in the Commonwealth! Come ready to network and showcase your products and services to school nutrition professionals and potential buyers.

Exhibit Details

- Date:** August 2, 2016
- Location:** The Hershey Lodge
Hershey, Pennsylvania
- Booth Size:** Single Booths are 8' x 10' and include 6' table, draped and skirted, 33" draped side rails, 8' backdrop, two chairs, one wastebasket and a vendor sign.
- Multiple booths are available.
Availability of half-booths is limited.
- The exhibit hall is carpeted.

Cost: *A booth is included in the annual membership fee for both Platinum and Gold Business & Industry Partners.*

Additional Single Booth:	\$1,250
Half Booth (Separate)	\$675
Half Booth (Shared Full)	\$625

SNAPa's policy is that in order to exhibit, participate in a booth or gain access to the exhibit floor, you must be at least a Basic Business & Industry Partner.

Payment

A request for a booth/exhibit space must be made on the Exhibit Space Contract included in this Prospectus or via the form on the SNAPa website.

Full payment for all booths is required within 10 days of your request in order to finalize assignment of booth space. Spaces not paid for within 10 days will be made available to other exhibitors.

SNAPa accepts MasterCard, Visa, American Express, Discover and checks.

Schedule *(Subject to change)*

Exhibitor Set-up

Monday, August 1	1:00 pm to 4:00 pm
Tuesday, August 2	7:00 am to 10:30 am

Exhibit Schedule - Tuesday, August 1

10:30 am	Booth judging by the SNAPa 2016 Annual Conference Committee
11:00 am	Open to Food Service Directors
12 Noon to 3:00 pm	Open to everyone!

Please do not plan to dismantle your booth until the Food and Equipment Show closes at 3:00 pm. Thank you.

Exhibit Package

- Standard booth setup as listed above
- 4 Exhibitor Badges per booth
- Complimentary sign listing your company name and signage throughout the Annual Conference based on your Partner membership level
- Security service from installation through dismantling
- Refrigerated/freezer truck service
- Registration list of all attendees prior to, at and following the Annual Conference
- Electricity is not included. This must be arranged directly through The Hershey Lodge. *See the SNAPa website (www.SNAPa.org) for details.*
- Kitchen facilities will be available on-site. *Prior arrangements for specific needs must be requested and coordinated through the Annual Conference Chair Tony Brochu. Deadline for all requests is July 13, 2016.*

Platinum Partners!

Platinum Business & Industry Partners will be assigned "information tables" placed outside the Annual Conference meeting room areas. These tables will be for educational/informational materials only ... and may be set up as early as Sunday, July 31. They will be removed at the conclusion of the Annual Conference. Materials should be sent directly to The Hershey Lodge to be held for SNAPa.



Sponsorship Opportunities!

Please check the appropriate box on the Exhibit Space Contract and include the price of your Sponsorship with your registration fees. You may contact SNAPa at 717.732.1100 or ExecutiveDirector@SNAPa.org if you have any questions or need additional information. All Sponsors will be recognized in the Annual Conference program and throughout the Annual Conference.

PRESIDENT'S GOLD MEDAL DINNER **\$5,000**

Primary sponsor of the 2016 Annual Conference and our Gold Medal Dinner with multiple signage displayed throughout the Annual Conference.

1 Opportunity Available

PRESIDENT'S ALL MEMBER RECEPTION **\$3,000**

Sponsorship of the "All SNAPa Member" Reception immediately prior to the President's Gold Medal Dinner.

Combined Multiple Opportunities Available

ANNUAL CONFERENCE TOTE BAGS **SOLD** **\$3,500**

Your logo and web address in the hands of more than 500 attendees as the sole sponsor of the 2016 Annual Conference tote bag.

1 Opportunity Available

LANYARDS/BADGE HOLDERS **SOLD** **\$2,000**

Your name and logo on the most visible item worn by every Annual Conference attendee.

1 Opportunity Available

SPEAKERS/GENERAL SESSIONS **\$4,000**

Sponsorship of two keynote speakers and the two main General Sessions.

2 Opportunities Available

PRE-CON EDUCATIONAL SESSIONS **\$1,000**

Educational sessions throughout the day on Sunday, July 31, with exclusive sponsorship.

2 Opportunities Available

EDUCATION SESSIONS **\$500**

Multiple opportunities to sponsor a session focusing on your company or have your company featured as a sponsor during sessions on Monday, Tuesday or Wednesday.

SNACK BREAKS **\$500**

We always need a snack during the Annual Conference, whether munchies or drinks. The Hotel has specific limitations on what our sponsors may bring into the hotel.

Multiple Opportunities Available

TUESDAY DINNER & FUN **\$2,000**

We're always looking for fun on the last night of the Annual Conference!

1 Opportunity Available

ANNUAL CONFERENCE WI-FI **\$2,500**

The official sponsor of Wi-Fi for all areas of the Annual Conference center, including meeting rooms, common areas and the food & equipment show floor.

1 Opportunity Available

HERSHEY LODGE ROOM KEY **\$2,500**

Everytime someone uses their room key ... your logo on the key will be a reminder of your support for SNAPa and school nutrition in Pennsylvania!

1 Opportunity Available

Annual Conference Theme

The "Red-White-And-Blue Theme" of SNAPa's 2016 Annual Conference is "Go The Distance With Your School Food Service" which is a tie-in to the 2016 Olympics!

Our Annual Conference Committee will be judging the booths for creativity, originality, imagination and in keeping with our theme. Winners will receive a complimentary booth at our 2017 Annual Conference, with the purchase of at least a single additional booth. Awards are not transferable.

Cancellations

If exhibit space is cancelled less than 45 days prior to the Annual Conference, SNAPa reserves the right to charge one half of the Booth Price as a cancellation fee. If exhibit space is cancelled sooner than 45 days prior to the Annual Conference, all fees will be refunded.



2016 Platinum Partner: \$2,200

Renew or Join by May 15, 2016

- One (1) booth at the Food & Equipment Show at the 2016 Annual Conference is included with your membership ... with designation as a “Platinum Partner.”
- You will receive an “Information Table” as part of your participation in the 2016 Annual Conference. This table will be for “paper” marketing/ informational materials only and should not be staffed. The tables will be located throughout the Annual Conference area and accessible to all registrants from Sunday through Wednesday of the Annual Conference.
- A private “*President’s Gold Medal Reception*” with Food Service Directors at the 2016 Annual Conference with information tables and two complimentary tickets to the *President’s Gold Medal Dinner*.
- A full page ad in the 2016 Annual Conference “program book” and additional signage at the Annual Conference. (*Please note the ad deadlines.*)
- Your logo will be featured as an active, scrolling link on the SNAPa website’s homepage as well as on the Business & Industry Partners page.
- A one-half page, full color ad in one (1) issue of *SNAPa Happenings* during the 2016-2017 school year.
- You may provide articles for the *SNAPa Happenings* “Spotlight” section as well as additional articles/updates for the magazine. *Happenings* is a digital publication and your ad will have an embedded URL of your choosing.
- *Monday Morning* is a digital newsletter published every other week and we welcome your information and pictures ... as often as you would like.
- The SNAPa Membership Directory is housed on our website. Platinum Partners have full access to all member information and the data base is downloadable and searchable.
- Continuing education for SNAPa members is a necessity and Platinum Partners will have the ability to create original webinars or participate in SNAPa-hosted webinars.
- You may post the SNAPa *Logo* on your company’s website.
- SNAPa’s continuing goal is to provide you with additional Partner benefits, increasing the value of your membership throughout the year. We will continue to update the benefits we provide.



2016 Gold Partner: \$1,600

Renew or Join by May 15, 2016

- One (1) booth at the 2016 Annual Conference is included with your membership ... with designation as a “Gold Partner”.
- Your logo will be featured as an active, scrolling link on the SNAPa website’s homepage as well as on the Business & Industry Partners page.
- A one-quarter page full color ad in one (1) issue of *SNAPa Happenings* during the 2016-2017 school year.
- You may provide articles for the *SNAPa Happenings* “Spotlight” section as well as additional articles/updates for the magazine. *Happenings* is a digital publication and your ad will have an embedded URL of your choosing.
- *Monday Morning* is a digital newsletter published every other week and we welcome your information and pictures ... as often as you would like.
- The SNAPa Membership Directory is housed on our website. Gold Partners have almost full access to all member information and the data base is downloadable and searchable.
- Continuing education for SNAPa members is a necessity and Platinum Partners will have the ability to create original webinars or participate in SNAPa-hosted webinars.
- You may post the SNAPa *Logo* on your company’s website.
- SNAPa’s continuing goal is to provide you with additional Partner benefits, increasing the value of your membership throughout the year. We will continue to update the benefits we provide.

2016 Basic Partner: \$350

- You may participate as a vendor at the Food & Equipment Show at the 2016 Annual Conference providing a broker or another company purchases a booth for you at \$1,250 per booth. A limited number of “half” booths are available through your broker.
- The SNAPa Membership Directory is housed on our website. Basic Partners have “basic” access to member information.
- You may provide articles for the *SNAPa Happenings* “Spotlight” section as well as additional articles/updates for the magazine. *Happenings* is a digital publication and your article will have an embedded URL of your choosing.
- *Monday Morning* is a digital newsletter published every other week and we welcome your information and pictures ... as often as you would like.



Terms & Conditions of Food & Equipment Show Agreement

LIMITATION OF EXHIBITS: SNAPA reserves the right to stop or remove from the Show any exhibitor, or his representative, performing an act or practice which in the opinion of SNAPA is objectionable or detracts from the dignity of the Show or is unethical to the business purpose of the Show. SNAPA reserves the right to refuse admittance of exhibits or materials to the Show until all dues and fees owing are paid in full.

ASSIGNMENT OF SPACE: Full payment must accompany the contract in order for booth(s) to be assigned. SNAPA accepts MasterCard, Visa, American Express, Discover and checks. If payment does not accompany contract, the contract will be held until received. There are a limited number of booths that may be shared by exhibiting companies. A shared booth may be occupied by a maximum of two (2) exhibiting companies. When space is reserved to share a booth, both exhibiting companies must submit separate, completed contracts. SNAPA will not match single companies who want to have a shared booth space. Each company must identify which company they are sharing the exhibit booth space with.

REGISTRATION: Registration packets and badges will be distributed on the Show site. Badges are required for admission to the Show floor. A maximum of four (4) badges will be provided to each exhibitor. Names for the badges must be received by SNAPA no later than July 12, 2016, 3 weeks prior to the Show date.

CANCELLATION OR WITHDRAWAL: Cancellation of space and refund is subject to the following conditions. Exhibitors shall provide written notice of cancellations. If exhibit space is cancelled less than 45 days prior to the Annual Conference, SNAPA reserves the right to charge one half of the Booth Price as a cancellation fee. If exhibit space is cancelled sooner than 45 days prior to the Annual Conference, all fees will be refunded.

GENERAL SHOW POLICIES: No exhibitor or part of an exhibit will be admitted to any space until rent-

al of that space has been paid in full. 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 SNAPA. SNAPA shall have sole control over all admission policies at all times.

RELOCATION OF EXHIBITS: SNAPA reserves the right to alter the official floor plan and/or re-assign any exhibitor's location as deemed advisable. SNAPA 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 Show. **COLLECTION POLICY:** The exhibitor agrees to pay the balance of fees due before the booth(s) is/are assigned.

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.

PLATINUM PARTNERS: The President's Gold Medal Reception will be held on Monday, August 1 for all Platinum Partners and all Food Service Directors in attendance at the 2016 Annual Conference. Invitations to the reception will be sent prior to the Annual Conference to all Platinum Partners (*as of May 15, 2016*). Platinum Partners should provide one-day-only coupon information to the Exhibits Chair, Shawn Harlacher, two weeks (July 13, 2016) prior to the Annual Conference. These coupons will be provided to all Food Service Directors attending for their use at the next day's show.

B&I PARTNERS ONLY: SNAPA's policy is to allow only current, fully paid Business & Industry Partners to participate in our Annual Conference Food & Equipment Show. No exceptions. Platinum and Gold Partners receive a complimentary booth. Basic Partners may participate as an exhibitor providing a broker or another company purchases the booth on your behalf. All exhibitors in a booth must be at least a Basic Partner and all products represented must be from a Business & Industry Partner.



***SNAPa 2016 Business & Industry Partner Renewal
2016 Food & Equipment Show Application & Contract
August 2, 2016 • The Hershey Lodge***

Business & Industry Partner Information

Company _____

Address _____

City _____ **State** ____ **Zip** _____

Contact _____

Phone _____ **E-Mail** _____

Address (if different than above) _____

City _____ **State** ____ **Zip** _____

Broker (if applicable) _____

Broker Company _____

Booth Preference (See Floorplan On-line)

1. _____ 2. _____ 3. _____ 4. _____

Exhibitor Name Badges

1. _____

2. _____

3. _____

4. _____

Questions and/or payment for an annual Business & Industry Partner membership or for a booth may be sent along with the completed documentation to:

**SCHOOL NUTRITION ASSOCIATION
OF PENNSYLVANIA (SNAPA)
P.O. Box 1559 • CAMP HILL, PA 17001-1559
FAX: 717.732.1144 • PHONE: 717.732.1100
EXECUTIVEDIRECTOR@SNAPA.ORG**

Business & Industry Partner Application & Renewal

Platinum Partner: \$2,200 \$ _____

(Includes one booth at the 2016 Annual Conference)

Gold Partner: \$1,600 \$ _____

(Includes one booth at the 2016 Annual Conference)

Basic Partner: \$350 \$ _____

Additional FULL Booths @ \$1,250 \$ _____

Additional HALF Booths @\$675 \$ _____

Additional HALF Booths @\$625 \$ _____

Booth Space Total \$ _____

Sponsorships \$ _____

Advertising \$ _____

Total Amount Due \$ _____

Full payment must accompany this contract in order for the booth(s) to be assigned. All exhibitors must be current SNAPa Business & Industry Partners.

Make checks payable to SNAPa

PROVIDE INFORMATION BELOW TO PAY BY CREDIT CARD:

Card No: _____

EXP Date: _____ Security Code: _____

TOTAL DUE: \$ _____

Billing Address _____

City _____ State ____ Zip _____

Name on Card: _____

Sponsorship Opportunities & Advertising

All 2016 Annual Conference Sponsors will be recognized in signage located throughout the Annual Conference hotel, on the SNAPa website, in SNAPa publications, and in the Annual Conference Program Booklet. All Sponsors (as of June 10, 2016) at \$750 and above will be featured on the "Annual Conference Banner" in the hotel registration area.

Program Booklet Advertising

Copy, camera-ready art (jpg format, please), and payment for all ads are due no later than Friday, May 13, 2016. All ads will be printed in color. Platinum Partners who are current as of May 15, 2016 will receive a complimentary, full page ad. Please e-mail copy and artwork to Jeffrey Kavelak at jkavelak@clearfield.org. SUBJECT: SNAPa Ad

Payment for Ads should be either mailed to SNAPa or credit card information provided on the Food & Equipment Show Contract contained in this Business & Industry Partner Renewal/Exhibitor's Prospectus.

BACK COVER ... 4.5" x 7.5"	\$200
INSIDE FRONT OR INSIDE BACK COVER ... 4.5" x 7.5"	\$150
FULL PAGE AD ... 4.5" x 7.5"	\$100
<i>(All Platinum Partners receive a complimentary, full page ad with their paid membership.)</i>	
HALF PAGE AD ... 4.5" x 3.75"	\$50
BUSINESS CARD	\$25

Sponsorships/Advertisements

Sponsorships are available and confirmed on an "as available" basis. Payment for all Sponsorships must be received by SNAPa prior to confirmation. Use of the SNAPa logo is governed by SNAPa policy and the approval to use the logo must be obtained from SNAPa.

Payment should be either mailed to SNAPa or credit card information provided on the Food & Equipment Show Contract contained in this Business & Industry Partner Renewal/Exhibitor's Prospectus.

President's Gold Medal Dinner	\$5,000
President's All Member Reception	\$3,000
Annual Conference Tote Bags	\$3,500
Badge Holders	\$2,000
Keynote Speaker	\$4,000
Education Sessions	\$500 - \$1,000
Tuesday Dinner & Fun	\$2,000
Wi-Fi	\$2,500
Hershey Lodge Room Key	\$2,500
Snack Breaks	\$500

The Hershey Lodge

The Hershey Lodge is the host hotel for SNAPa's 2016 Annual Conference. Room reservations may be made by contacting The Hershey Lodge at 717-533-3311 or 1-800-HERSHEY (1-800-437-7439) on or before July 9, 2016.

Please identify yourself as part of the School Nutrition Association of Pennsylvania's group. The hotel will require a credit card deposit in the amount of one (1) night at the group rate plus applicable taxes. SNAPa's group rate is \$199/night for single/double accommodations, European Plan, plus applicable taxes.

SNAPa's 2016 Annual Conference Committee

Annual Conference Chair – Anthony Brochu

Cornwall-Lebanon School District abrochu@clsd.k12.pa.us

Annual Conference Co-Chair – LuAnn Fee

Armstrong School District lfee@asd.k12.pa.us

SNAPa President-Elect – Pamela Gallagher

North Penn School District gallagp@npenn.org

SNAPa Secretary/Treasurer – Curtistine Walker

Pittsburgh Public Schools cwalker2@pghboe.net

Program Chair – Pamela Hittinger

Lehigh County AVTS hittingerp@lcti.org

Exhibits Chair – Shawn Harlacher

South Western School District shawn_harlacher@susd.k12.pa.us

Local Arrangements Chair – Carol Gilbert

Carol Gilbert Consulting carol@chgilbert.com

Program/Advertisements Chair – Jeffrey Kavelak

Clearfield Area School District jkavelak@clearfield.org

Registration Chair – Diane Kaag

Wyomissing Area School District dkaag@wyoarea.org

Business & Industry Partner – Bob Sheridan

Concept Food Sales bsheridan@conceptfoodsales.com

SNAPa Executive Director – Rick Voight

executivedirector@snapa.org

2015 ~ 2016 SNAPa Board of Directors

Karen Castaneda, President

Lower Merion School District

Pamela Gallagher, President-Elect

North Penn School District

Vice President Melissa Froehlich
Upper Merion Township School District

**Secretary/
Treasurer** Curtistine Walker
Pittsburgh Public Schools

Past President Lori McCoy
Colonial School District

**School Nutrition
Mgr/Emp Rep** Carol Beuten
Norwin School District

Annual Conf. Anthony Brochu
Cornwall-Lebanon School District

**Nominating &
Membership** James Cameron
Montgomery County Youth Center

**Nutrition Ed &
Pro. Develop.** Christopher M. Dunn
Cocalico School District

Public Comm. Gerry Giarrantana
Palisades School District

**Public Policy &
Legislation** Megan Schaper
State College Area School District

**Scholarship &
Awards** Diane Ruff
Dallas School District

Dept. of Ed. Vonda Cooke
Dept of Ag Joseph Quattrocci

Region 1 Rep Laura Frye
Philipsburg-Osceola Area School District

Region 2 Rep Beth Hufnagel
Loyalsock Township School District

Region 3 Rep Kristan Delle
Upper Dublin School District

Region 4 Rep Nichole Taylor
Chester Community Charter School

Region 5 Rep Vacant

Region 6 Rep Jillian Meloy
Greater Latrobe School District

Region 7 Rep Joyce Weber
Baldwin-Whitehall School District

Region 8 Rep Jennifer Zellefrow
Moniteau School District

**Business &
Industry
Partners** Bob Sheridan
Concept Food Sales, Inc.

Scot Klick
KeyImpact Sales

Georgine Miley
*Mrs. T's Pierogies/
Ateeco, Inc.*

ADDITIONAL QUESTIONS? If you have any additional questions, concerns or specific needs that have not been addressed in this document, please call SNAPa at 717-732-1100. We would be happy to help!

