

2016 Conference Exhibits



WASHINGTON
SCHOOL
NUTRITION
ASSOCIATION

Making the right food choices, together.

August 2, 2016

**Group Health Exhibit Hall ~ Spokane Convention Center
Spokane, Washington**

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Renew Relationships and Foster New Ones

The Washington School Nutrition Association's Conference Exhibits provide an opportunity for you to promote your products and services to nearly 500 WSNA and SNA members, many of whom are potential buyers. The networking opportunity is invaluable.

Reserve Your Space Today!

Complete the application form on page 7 and return it to the address listed on the form. If you have questions, contact Peggy Rieper, WSNA Executive Director, 509.220.6121, wsnaexec@comcast.net.

Exhibit Details

Date: Tuesday, August 2, 2016

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

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

Theme: *Building Legacies*

Cost:

Early Bird Special	\$900
Register and pay by May 15, 2016	
After May 15, 2016	\$950
Non-profit Early Bird	\$250
Register and pay by May 15, 2016	
Non-profit after May 15, 2016	\$300

Exhibitor Set-up Hours:
Monday, August 1, 2016 1 pm - 5 pm

Night of Entertainment:
Monday, August 1, 2016 6 pm - 9 pm
(Two attendees per booth)

Exhibit Hall Hours
8:30 am to 2:00 pm:
8:30 am - 10:30 am:
Directors & Supervisors ONLY
10:30 am - 2 pm:
All Attendees

Exhibit Dismantling Hours:
Tuesday, August 2, 2016
2:00 pm to 6:00 pm
(No early breakdowns; it is dangerous for attendees and looks unprofessional.)

Exhibit Package:

- Standard booth setup, including 8' high back drape and 3' high draped side rails
- Complimentary sign (one per booth) listing company name
- Complimentary 6' draped table with two chairs and a waste basket
- Security service overnight Monday and during exhibit hours
- Refrigerated and freezer truck service
- Two (2) complimentary NOE tickets per booth

Payment
Space request must be made on the official Application/Contract for Exhibit Space and is to include a 20-word maximum description of your product(s) or service(s) to assist in booth assignment. **Full payment of the contracted space must be made by May 15, 2016, in order to purchase booth space at the Early Bird rate.** After priority is given to Platinum Sponsors (paid by 4/30/16), 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.

12th Annual Booth Decorating Contest

This year's conference theme is *Building Legacies*, so it's time to be creative and decorate your booth with historical figures or Lego's.

Judging information will follow in your confirmation packet.

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 Peggy Rieper, Executive Director, wsnaexec@comcast.net, 509.220.6121.

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 of sponsorship.

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

In addition to the above, Level 1 sponsors will also 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 Walk Sponsor (3 available) \$300

Sponsor provides recognition items for participants of the Wellness Walk. Exact items will be determined in cooperation with WSNA and may include your company logo (items not included in the sponsorship fee).

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

In addition to the above, Level 2 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 (\$1,000 & 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.

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) \$1,500

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 March 31, 2016.)
- Half-page color ad (or equivalent) in four issues of the *Apple Press*.
- Full-page ad in conference program book.
- 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 program book as a Platinum Supporter.
- Listed on WSNA's website with active link to your website.
- One display table at Industry Seminar
- Two President's Banquet tickets and recognition at President's Banquet.
- 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 Peggy Rieper at 509.220.6121, wsnaexec@comcast.net.

Industry Seminar Speaker Sponsor \$1,000 Deadline for this sponsorship is April 1, 2016.

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 for the event, and listing on signs at the event.

Industry Seminar \$150

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

Annual one-day events (one on each side of state) 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

LCD Exposition Services is the decorator for the 2016 Conference Exhibits. You will receive an exhibitor's packet from LCD in June with instructions for ordering such items as carpet, furniture, etc. It will also include information on shipping and material handling; DO NOT ship anything directly to the hotel. DO NOT INCLUDE ANY LCD FEES WITH YOUR BOOTH/ADVERTISING PAYMENT TO WSNA.

Electrical Service

There will be NO electrical service provided as part of your basic booth package. Those exhibitors who require electrical service will order it from the Spokane Public Facilities District on a form that will be included with the confirmation letter you receive from us in June.

Host Hotel

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

Rates: Single/Double: \$125; \$10 each additional person. This hotel is attached to the Group Health Exhibit Hall (exhibits site) via a sky bridge on the third floor. You may also reserve your rooms online by going to <http://goo.gl/ETnFMW>

Reservation deadline is June 30, 2016. Please ask for the group rate for the Washington School Nutrition Association Annual Conference.

Silent Auction

The goal of WSNA is to promote nutritious meals for children by placing a strong emphasis on the continuing education of all school food service professionals in our state. One of the ways by which we fund this effort is through our Silent Auction that takes place each year at our Annual State Conference. You can help us in our education efforts with a donation of an item. By supporting this event, you play a direct, personal role in contributing to the professional growth of all school food service employees. If you are interested in donating an item, please mark the appropriate square on the Exhibit Space Application/Contract.

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 15, 2016, and artwork must be received by June 1, 2016.**

<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 Kathy Buchanan, 509.926.9177, wsna@comcast.net, to reserve your space today.

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 LCD Exposition Services and/or The Spokane Convention Center, wherein the exhibits are held, for loss, theft, damage or destruction of goods, nor for any injury to himself or employees while exhibits are in progress, being set up or dismantled. Exhibitor agrees to indemnify and hold harmless WSNA, The Spokane Convention Center, LCD Exposition Services, and their employees, against any and all claims of any person, arising out of acts, omissions or negligence of exhibitor, its agent or employees. Organizer makes no warranties regarding the number of persons who will attend the event. If any term of this agreement is declared invalid or unenforceable, the remainder shall continue in full force and effect. Any action arising out of this agreement of the Event shall be brought in Spokane County, Washington, and governed by the law of that locale, exclusive of the choice of law rules of any jurisdiction. Organizer shall be entitled to recover reasonable attorney's fees and costs in any action to enforce this Agreement.

Limitation of Exhibits: WSNA reserves the right to stop or remove from the exhibits any exhibitor, or his representative, performing an act or practice which in the opinion of WSNA is objectionable or detracts from the dignity of the exhibits or is unethical to the business purpose of the exhibits. **WSNA reserves the right to refuse admittance of exhibits or materials to the exhibits until all fees owing are paid in full. No exhibitor shall hold any social event or entice WSNA members off the exhibit floor during official exhibit events or during scheduled conference events (as printed in Conference at a Glance).**

Assignment of Space: After priority is given to WSNA Platinum Sponsors, assignment of space is made on a "first come, first serve" basis by date. No assignment of space will be made or held unless full payment accompanies the request for space.

Registration/Name Badges: Registration packets and name badges will be distributed on show site on day of set-up.

Cancellation or Withdrawal: Cancellation of space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation. If written notice is received more than 60 days prior to Exhibits (June 3, 2016), 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 15, 2016.**

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

August 2, 2016

Group Health Exhibit Hall ~ Spokane Convention Center
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. _____

4. _____ 5. _____ 6. _____

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

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 15, 2016. 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 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.

	<u>Event</u>			
<u>Item:</u>	<u>Conference</u>	<u>Fall Wkshp</u>	<u>Ind Sem</u>	<u>Spring Wkshp</u>
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

PO Box 686 ~ Loon Lake, WA 99148

(509) 220-6121 ~ Fax (509) 233-0230

wsnaexec@comcast.net

Tax ID #: 23-7404031

VII. Order

Booth Space

_____ Booth(s) @ \$900 _____

_____ Nonprofit booth(s) @ \$250 _____

_____ Late Fee* @ \$ 50 _____

***Payment after May 15, 2016 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 \$ 300

Silver Education Fund \$ 400

Promotional Inserts \$ 300

Wellness Walk Sponsor \$ 300

Gold Education Fund \$ 500

Industry Seminar Speaker \$ 1,000

Breakfast Sponsor \$ 1,250

President's Banquet Sponsor \$ 1,500

General Session Speaker \$ 1,500

Platinum Supporter \$ 3,500

*Fall Workshops \$ 200

*Spring Workshop \$ 200

Industry Seminar \$ 150

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.

2015 WSNA Conference Exhibitors

Acme Foods	Clif Bar	Heartland School Solutions	MJM Marketing	Skeeter Snacks
Acosta Sales & Marketing*	Cloverdale Foods	Heinz Foodservice	Morton & Associates	Sky Blue Bakery
Advance Pierre	Coastal Marketing	Highliner Seafoods	National Food Group	Smith & Greene*
Advantage Waypoint	Con Agra Bakery	Hobart Corporation*	NORPAC Foods	Sun-Maid Growers of California*
Al Brittan & Associates	Con Agra Foodservice	Horizon Food Group	Ocean Spray~Mott's	Sunbutter
American Produce Express	Cool Tropics	Horizon Software International	Oliver Packaging & Equipment	SunOpta
Apple & Eve	Country Pure Foods	Idahoan	Otis Spunkmeyer	Sunwise-Muffin Town
Asian Food Solutions	Dakota Growers	In Harvest	Pacific NW Canned Pear Service*	Super Bakery
Aspire Beverages*	Dannon	Institute of Child Nutrition	Parway Tryson	Superior Foods
Atrium Packaging	Darigold	Integrated Food Service	Passport Foods	Sysco*
Auburn Dairy	Darlington Snack	Island Oasis	Pear Bureau NW	Tajin International
B & D Foods	Dave's Baking	JG Neil & Company*	PEMCO Insurance	Talking Rain
Bake Crafter's	Del Monte	J & J Snacks~Country Home Bakers	Pepsico Foodservice*	Tasty Brands
Baker Boy	Del Monte Fresh	Jack Link's Beef Jerky	Performance Reps NW	TekVisions, Inc
Bama Company	DeWafelbakker	JM Smucker Company	Pilgrim's Pride	Terry's Dairy
Bare Snacks	Diamond Crystal Brands	Johanna Beverage	Pinnacle Foods	The Father's Table
Bargreen Ellingson	Dole	Jones Dairy	Pizza Hut	Tillamook
Barilla Pasta	Don Lee	JTM Food Group	Popchips	Tools for Schools
Basic American	Double Dog's	Kellogg's*	Pro-Pacific Agents	Tree Top
Beanitos	Dr. Praeger's	Kelly-Mincks	Proview Foods~Chicken	Trident Seafoods
Best Maid Cookies	Duck Delivery Produce	Kings Command	Red Gold	True Foodservice Equipment
Beyond Meat	E S Foods	Kronos	RHI Solutions	Tyson Food Service
Blazing Bagels	Elite Associates NW	Land o'Lakes	Rich Products	Vanee
Bongards Creameries	Envy 100% Juice	Ling's	Rizzuto	Ventura
Brakebush Brothers	Fernando's	Los Cabos	Roller & Associates	Voeller & Associates*
Bridgford Foods	Fieldstone Bakery	Major Products	Rose & Shore	Washington State Dairy Council*
Buena Vista Foods	Food Services of America*	MarkeTeam	Rotella	Washington State Potato Comm.*
Bush Brothers Beans	Foster Farms	Mars Uncle Ben's	Ruiz	Western Foodservice Mrktng.*
Campbell's~Pepperidge Farms	Franz Bakery	Marzetti Foods	S. A. Piazza	Westminister Bakery Co
Cargill	Fresca Mexican Foods	McCain	Schulz Associates	Wheat Montant
CH Guenther	Fruit 66	McCormick & Company	Schwan's Food Service	Windsor Foods
Chef's Corner	General Mills*	Mealtime/The CLM Group	SECU of Washington	
CI Foods	Goody Man Distributing	Michael Foods	SFS Pac*	
Clear Spring Foods	Health-e Meal Planner Pro	Mission Foods	Simplot	*2015 WSNA Sponsor

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