

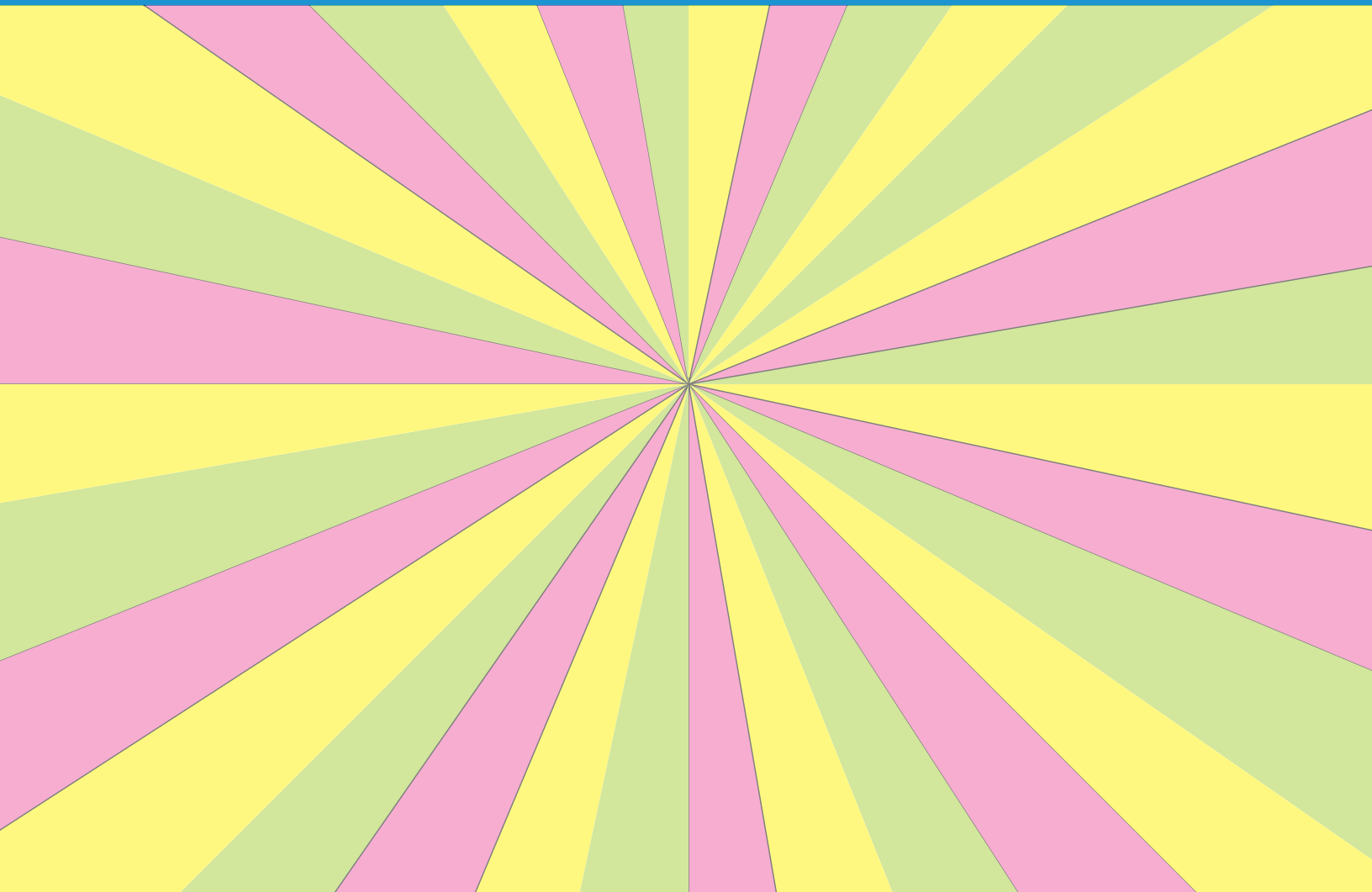
Florida School Nutrition Association

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# **Spring & Fall 2016 School Food & Equipment Expos**

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**FSNA Exhibitor Prospectus**



**May 12-14, 2016  
Ocean Center  
Daytona Beach, Florida**

# Don't miss the fun!

The Florida School Nutrition Association, Inc.'s Food and Equipment Expo is the leading school food service event in Florida. Come ready to network and showcase your products and services to SFS professionals and potential buyers.

## Spring 2016 Exhibit Details

Date: May 12-14, 2016  
Location: Ocean Center  
Daytona Beach, Florida  
Booth Size: Single Booths are 10' x 10'  
Multiple booths or island purchases are available  
Theme: "Runnin' Down a Dream"  
Colors: Blue, expo green, white

## Fall 2016 Exhibit Details

Date: October 7-8, 2016  
Location: Orange County Convention Center  
Orlando, FL  
Booth Size: Single Booths are 10' x 10'  
Multiple booths or island purchases are available  
Theme: TBD by 2016-17 FSNA President, after Spring expo  
Colors: TBD to coordinate with 2016-17 FSNA President's theme

## Schedule\*

### Spring 2016 Exhibitor Set-up Hours

Thursday, May 12 ..... 10:00 am - 4:30 pm  
Friday, May 13 ..... 6:30 am - 8:30 am  
Saturday, May 14 ..... 6:30 am - 8:30 am

### Exhibit Hall Hours

Friday, May 13  
8:30 am - 11:00 am ..... Open to District Office Personnel only  
11:00 am - 2:00 pm ..... Exhibits open to everyone

Saturday, May 14  
8:30 am - 11:00 am ..... Exhibits open to everyone

### Exhibitor Dismantling Hours

Saturday, May 14 ..... 11:00 am - 3:00 pm  
(No early breakdowns)

### Fall 2016 Exhibitor Set-up Hours

Schedule of Set-up, Exhibit Hall, and Dismantling Hours will be determined by Board of Directors after the Spring expo.

## Exhibit Package

- Standard booth setup, including 8' high back wall drape and 3' high side draped partition
- Complimentary sign listing company name
- Complimentary 8' draped table with two chairs and a waste basket  
(Changes or additions will need to be made through Excel Decorators and will incur fees)
- Security service from installation through dismantling
- Refrigerated and freezer truck service
- Listing in official show program distributed to all attendees  
(If received on or before February 22, 2016)
- One (1) complimentary County Purchasing Profile on disk
- One (1) complimentary listing of conference attendees emailed prior to event

\*schedule subject to change

In order to be eligible to participate in one event, you must participate in both events (2016 Spring Annual Conference and 2016 Fall Commodity Show and Food & Equipment Expo). The only companies that are exempt from being required to attend both events are "new" companies, defined as not having exhibited with FSNA in the any one of the following years: 2015, 2014, or 2013.

2016 is the Association's transition year to move the expo and commodity shows permanently to the fall – having two expos in one year will only happen in 2016. We hope we will have your support during this period as this change will benefit bid timing and was requested by both school food service employees and industry.

	Register and Pay between Dec. – Jan. 31 (Only SIP Members can register Dec. 17 - Jan. 16)		Register and Pay between Feb. 1 – March 31		Register and Pay between April 1 – May 12 (Space permitting)	
	SIP Member Early-Bird	Non-Member Early Bird	SIP Member Early-Bird	Non-Member Early Bird	SIP Member Early-Bird	Non-Member Early Bird
2016 Spring Annual Conference Expo dates: May 13 & 14 ★ Daytona Beach, FL Hilton Hotel Room Rate: \$139	\$1,200	\$1,300	\$1,300	\$1,400	\$1,400	\$1,500
2016 Fall Food & Equipment Expo Expo date: October 8 ★ Orlando, FL Rosen Plaza Hotel Room Rate: \$149	\$1,200	\$1,300	\$1,300	\$1,400	\$1,400	\$1,500
<b>Transition Year Discount</b>	<b>-\$240</b>	<b>-\$200</b>	<b>-\$130</b>	<b>-\$100</b>	<b>-\$0</b>	<b>-\$0</b>
Conference & Expo Package Total	\$2,160	\$2,400	\$2,470	\$2,700	\$2,800	\$3,000

If your company is an approved commodities processor through the FL Department of Agriculture and Consumer Services, you may register for the additional "Commodity Only" bonus time during the October 2016 event:

2016 Commodity Show Show date: October 7 ★ Orlando, FL	\$700	\$800	\$800	\$900	\$900	\$1,000
<b>Transition Year Discount</b>	<b>-\$70</b>	<b>-\$50</b>	<b>-\$40</b>	<b>-\$30</b>	<b>-\$0</b>	<b>-\$0</b>
Conference, Expo & Commodity Package Total	\$2,790	\$3,150	\$3,230	\$3,570	\$3,700	\$4,000

**Reserve your space today!** Call Lorie Grooms, Trade Show Manager at (850) 878-1832 or email [lgrooms@floridaschoolnutrition.org](mailto:lgrooms@floridaschoolnutrition.org).

# Spring 2016 Exhibit Hall Diagram

## Interactive Maps!

To view available booths and location of committed exhibitors, visit the FSNA website to check out these maps in real time!



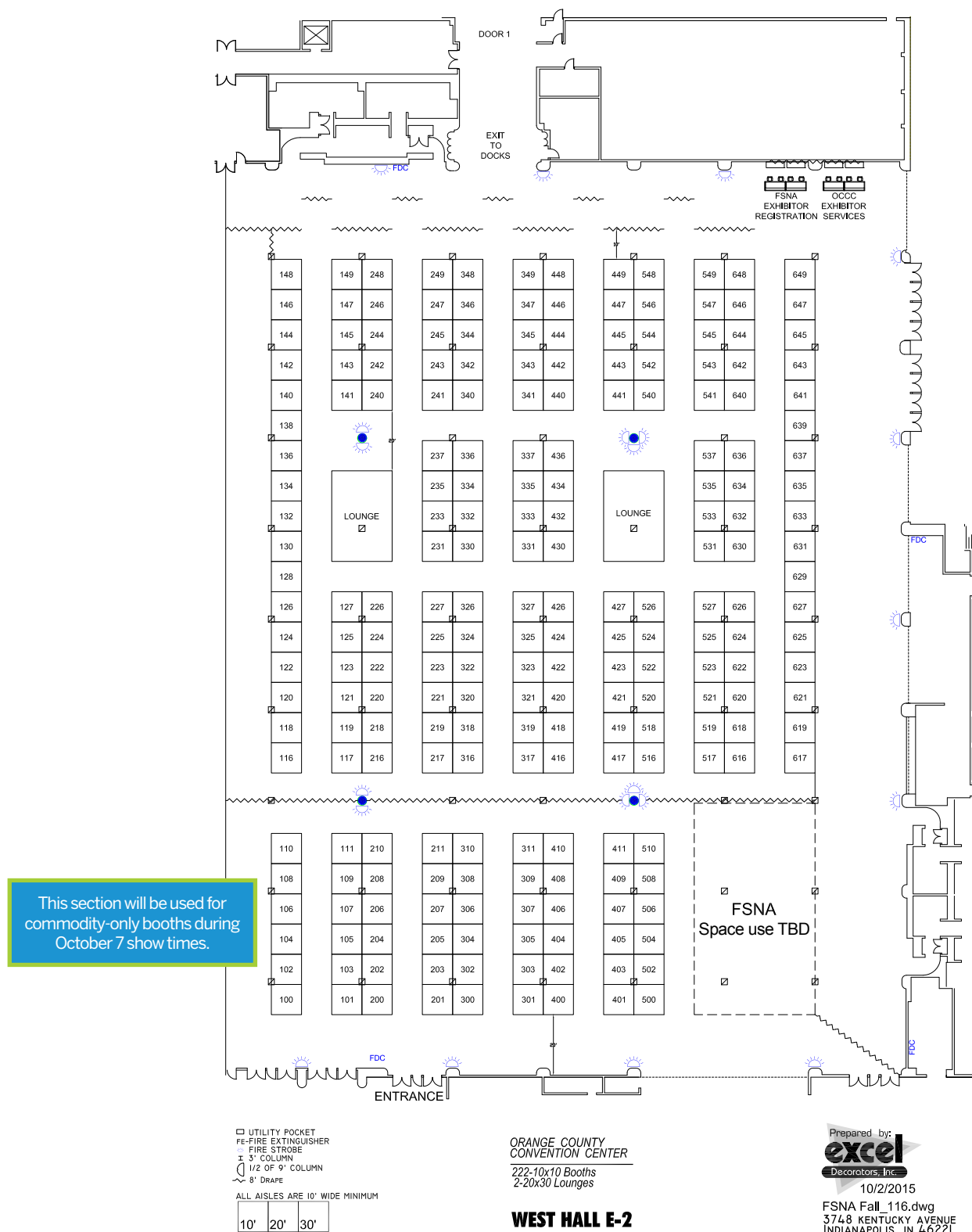
Ocean Center  
Daytona Beach, FL

EXHIBIT HALL  
234-10'x10' BOOTHS

Prepared by:  
**excel**  
Decorators, Inc.  
10/1/2015  
FSNA\_216.dwg

Ocean Center

# Fall 2016 Exhibit Hall Diagram



# Sponsorship Opportunities

Please check the appropriate box on the Exhibit Space Application/Contract and include the price of sponsorship with your registration fees. Contact Lorie Grooms at (850) 878-1832 if you have any questions or need additional information. All sponsors will be recognized in the conference program and a *School Food in Florida* publication.

## Name Badge Pouch

**\$5,000**

### *Year-long opportunity!*

This year's name badge will be used at ALL FSNA events for the calendar year. Get your company's name in front of every attendee at every event! Each attendee will receive a name badge pouch where they can store additional items like their hotel room key and tickets. Imprint area will include a 3" x 1" horizontal space for a one-color company logo. Sponsorship includes all fees associated with production and shipping of holder. One sponsor. Deadline for commitment and logo is January 5, 2016.

## Conference Bag Sponsorship

**\$6,000 exclusive  
OR \$2,500 each  
for up to 3 sponsors**

### *Year-long opportunity!*

Increase your company's visibility by sponsoring the official attendee conference bag, given to all attendees at the Spring Annual Conference and Fall Show & Expo! Members love receiving their bag to keep track of all of their conference materials. Even after the conference they continue to use it throughout the year, expanding your reach even further. Sponsor provides digital 4-color logo art. Deadline for commitment and logo is February 2, 2016. Conference bag type and design is subject to change from each event. One sponsor (\$6,000) OR up to 3 sponsors (\$2,500 each).

## Saturday Evening Gala

**\$3,500**

### *Spring 2016 only.*

This is the final event of the conference, where attendees enjoy food and festivities! Sponsorship includes prominent displayed company logo, event tickets for up to 4 company representatives, and 3 drawing giveaways (each featuring a \$300 gift card). Eligible gift card winners include conference attendees that submit a completed breakout session evaluation form and are present at the gala. One sponsor.

## Key Note Speaker Introduction and Friday Opening General Session & Awards

**\$2,500**

### *Spring 2016 only.*

The 2016 Annual Conference will be kicked off with this session, which will feature a Key Note Speaker. Congratulate our school nutrition professionals for their enthusiasm and dedication when we present the multiple awards and recognition. By supporting this opening session, one company representative can welcome the attendees and introduce the Key Note Speaker, your company logo will be displayed prominently during the session and you may also drop promotional material in attendee seats prior to session. One sponsor.

## Saturday General Session & Awards

**\$2,000**

### *Spring 2016 only.*

This is the closing event at the Ocean Center, recognizing award winners for their commitment to their local districts. Congratulate our school nutrition professionals for their outstanding work for the 2015-2016 school year. By supporting this opening session, one company representative can address the audience, your company logo will be displayed prominently during the session and you may also drop promotional material in attendee seats prior to session. One sponsor.

## Friday Night Party

**\$2,000**

### *Spring 2016 only.*

The opening evening of the conference is always an exciting event! Members look forward to dancing and socializing with their friends and co-workers. Drinks, food and music are not included in the sponsorship amount. One sponsor.

## Exhibit Hall Attendee Lounge

**\$1,000 each**

### *Available for Spring and Fall expos!*

What could you do with an additional 600 square feet in the exhibit hall to decorate and be able to meet with SFS professionals? Sponsor sign displaying company logo as well as carpeting will be provided by FSNA. All other items including chairs, tables, and decorations will be an additional cost to the sponsor. Ideas for your lounge must be approved by FSNA prior to the expo. Up to 2 Sponsors.

## Promotional Inserts in Conference Bag

**\$600 each**

### *Available for Spring and Fall expos!*

Sponsor provides one promotional item to be inserted in the conference bag, given to all attendees. Physical items and shipping are not included in the sponsorship amount. Promotional item may include a logoed flyer, coupon, product sample, pen, stress ball, key chain, etc. Item CANNOT be a bag and must be approved by FSNA prior to providing items. Up to 5 sponsors.

## Electronic Marketing

**\$500 each**

### *Available for Spring and Fall expos!*

Busy, but still want to reach your clients? Let FSNA do it for you! FSNA will send out 2 emails to registered attendees, prior to the conference date – 3 weeks prior and 1 week prior. The email will include your booth location, company's logo, link to your website, your contact information, and up to 200 words of text (provided by sponsor) highlighting your product or service being showcased at the expo. Up to 2 sponsors.

## Silver Circle & Presidents' Celebration

**\$500 each**

### *Spring 2016 only.*

Prior to the Friday Night Party, join the Silver Circle members (retired members and those who have been in school food service for 25 years or more) and 2015-16 Local Chapter Presidents in celebrating their successful year of service to their districts. This event is replacing the "Silver Circle & Presidents' Breakfast" usually held on Friday morning. Up to 3 sponsors.

## House of Delegates

**\$500**

### *Spring 2016 only.*

Be recognized during FSNA's annual meeting, where members vote on Resolution & Bylaw changes instrumental to the advancement of the Association. Members present will include board members, past presidents, directors, local chapter presidents and various association members. Sponsor may drop promotional material in attendee seats prior to session. One sponsor.

## Water Station

**\$350 each**

### *Spring 2016 only.*

Help quench the members' thirst with one of the three water stations at conference. Logo on signage next to sponsored water station. Up to 4 sponsors.

## SIP Sponsored Event (Included in Membership)

**\$0**

### *Spring 2016 only.*

**Returning FOR 2016:** Included in your SIP Membership Dues, each member company will be invited to participate in a SIP Sponsored Event along with the FL District Directors & Supervisors. Event details will be emailed to all SIP Members, after FSNA Board finalizes arrangements.

# Advertising

The Spring 2016 Conference Program is your best chance to invite all of the conference attendees – everyone from District Directors and Supervisors to managers and cafeteria employees – to your booth by placing an advertisement noting your booth number, location and/or any special drawings your company will have during expo hours.

★ ★ Artwork must be received by February 27, 2016. ★ ★

ADVERTISEMENT	LIVE AREA	COST
Back Cover (Color)	8 1/4" x 10 3/4"	\$1,000
Inside Back Cover (Color)	8 1/4" x 10 3/4"	\$1,000
Inside Front Cover (Color)	8 1/4" x 10 3/4"	\$1,000
Full Page (Color, Inside)	8 1/4" x 10 3/4"	\$1,000
Full Page (B&W)	8 1/4" x 10 3/4"	\$600
Half Page Horizontal (B&W)	7 1/2" x 4 3/4"	\$400
Half Page Vertical (B&W)	4 3/4" x 7 1/2"	\$400

**TRIM SIZE: 8.5" X 11"**

**GRAB THEIR ATTENTION WITH YOUR AD, AND WATCH TRAFFIC AT YOUR BOOTH INCREASE.**

Complete the Advertising Section of the Application/Contract or call Lorie Grooms at (850) 878-1832 to reserve your space today.

## Spring 2016 Host Hotel

Hilton Daytona Beach Oceanfront Resort  
100 N. Atlantic Ave.  
Daytona Beach, FL 32118  
Phone: 1-866-536-8477

### Rates:

Single/Double..... \$139  
Each Additional Person per night ..... \$10  
Please be sure to mention the "Florida School Nutrition Association" or "FSNA."  
Room Rate Cut-off: Monday, April 11, 2016

## Fall 2016 Host Hotel

Rosen Plaza Hotel\*  
9700 International Drive  
Orlando, FL 32819  
Phone: 1-800-627-8258

### Rates:

Single/Double..... \$149  
Each Additional Person per night ..... \$20  
Please be sure to mention the "Florida School Nutrition Association" or "FSNA."  
Room Rate Cut-off: Monday, September 5, 2016

**\*PLEASE NOTE:** There are three (3) ROSEN Hotels, two of which are located on International Drive – each adjacent to the Orange County Convention Center. Our meeting is being held at ROSEN PLAZA HOTEL located on International Drive across from Pointe Orlando.

## Official Decorator

Excel Decorators, Inc.  
3748 Kentucky Avenue  
Indianapolis, IN 46221  
(800) 780-5476  
(800) 222-4825 (fax)



## Service Kits

As the official decorator/drayage contractor, you will receive an email with the Excel Decorators' welcome letter 60-90 days prior to the Spring and Fall Expos with further instructions for ordering online. A link to the kit will also be provided by FSNA upon receiving booth payment. This kit will outline how to access all rates, services and forms on their website, such as: labor, furniture, decoration rentals, cleaning, shipping and material handling, etc. DO NOT INCLUDE ANY EXCEL FEES WITH YOUR BOOTH/ADVERTISING PAYMENT TO FSNA.



# Terms & Conditions of Exhibit Space Agreement

**ELIGIBLE EXHIBITS:** The Florida School Nutrition Association (FSNA) reserves the right to determine the eligibility of any company or product to exhibit in FSNA's Spring (May) and Fall (October) Expos 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 FSNA and/or Ocean Center Daytona Beach, Orange County Convention Center and/or Excel Decorators, Inc. wherein the Expo is held, for loss, theft, damage or destruction of goods, nor for any injury to himself or employees while Expo is in progress, being set up or dismantled. Exhibitor agrees to indemnify and hold harmless FSNA, Ocean Center Daytona Beach, Orange County Convention Center, Excel Decorators, Inc. 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 or the Event shall be brought in Volusia or Orange County, Florida, 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 attorneys' fees and costs in any action to enforce this Agreement.

**LIMITATION OF EXHIBITS:** FSNA reserves the right to stop or remove from Expo any exhibitor, or his representative, performing an act or practice which in the opinion of FSNA is objectionable or detracts from the dignity of Expo or is unethical to the business purpose of Expo. FSNA reserves the right to refuse admittance of exhibits or materials to Expo until all dues and fees owing are paid in full. **No exhibitor shall hold any social event or entice FSNA members off Expo floor or away from conference activities during official Expos, conference hours, or scheduled FSNA events.**

**ASSIGNMENT OF SPACE:** Sustaining Industry Partners receive the exhibitor contract one month prior to non-members. Therefore, they have the opportunity to reserve and pay for booth(s) before non-members. **Full payment must accompany contract in order for booth(s) to be assigned. FSNA accepts MasterCard, Visa, American Express 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. The total number of booths that may be shared is fifteen (15). Each of these 15 booths may only be occupied by two (2) exhibiting companies. When space is reserved to share a booth, both exhibiting companies must submit separate, completed contracts on the same date. A single exhibiting company may not request a shared booth space, without an accompanying exhibiting company that is willing to share the space. FSNA 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 at the show.

**REGISTRATION:** Registration packets and badges will be distributed on show site.

**CANCELLATION OR WITHDRAWAL:** Cancellation of space and refund is subject to the following conditions. Exhibitors shall give written notice of cancellations. **If written notice is received more than 30 days prior to Expo opening (April 12, 2016 or before for the Spring expo and September 6, 2016 or before for the Fall expo), total monies less \$500 will be refunded to Exhibitor. No refunds will be allowed for any cancellation less than 30 days prior to the opening of Expo.**

**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 Expo. The exhibitor shall properly staff the exhibit during Expo hours. Exhibitors are liable for any damage caused to building walls, floors or columns or other exhibitors' property. Vendors for whom FSNA 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 FSNA of the quality or value of claims made by the firm. **One exhibitor per booth. Any exceptions must be made in advance in writing for consideration.**

**BOUNDARIES:** All parts of all exhibits must be exhibited within exhibitor's assigned space boundaries. All exhibitors and their space must follow "The International Association of Exhibition Management (IAEM) Guidelines for Display Rules and Regulations." To review a copy of this document, please contact FSNA or Excel Decorators. Aisle space is under the control of FSNA.

**GENERAL SHOW POLICIES:** Noisy or offensive exhibits are prohibited. Children under the age of 16 are not permitted in the exhibit hall. Any exceptions will have to be cleared through FSNA. 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 FSNA. 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 FSNA detracts from the appearance of Expo in any manner whatsoever. Expo Manager shall have sole control over all admission policies at all times.

**TERMINATION OF SHOW:** If FSNA determines the premises where the Expos are to be held have 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 FSNA, this agreement may be terminated by FSNA. In the event of such termination, the exhibitor waives any and all damages to FSNA.

**RELOCATION OF EXHIBITS:** FSNA reserves the right to alter the official floor plan, and/or re-assign any exhibitor's location as deemed advisable. FSNA 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 Expo.

**BOOTH CONSTRUCTION AND SHOW SERVICES:** Standard booths are limited to 8 ft. background drapes and 36" 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 36" high, except for product height which may exceed the 36" height limitation. Booth decorations, furniture, signs and electrical connections are available to the exhibitor through independent contractors who will directly bill the exhibitor. FSNA is not responsible for any service provided by independent contractors.

**COLLECTION POLICY:** The exhibitor agrees to pay the balance due before booth(s) is/are assigned.

**SECURITY:** Security guard(s) will be furnished by FSNA to be on duty in the exhibit hall when exhibits are closed, but the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor.

**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.

**COOKING REGULATIONS:** All decorations used as backdrops and partitions for booths must be flame retardant. Locations of all fire extinguishers must be visible; fire extinguisher locations shall be marked by readily visible signs. Portable cooking equipment may be fueled by small heat sources easily extinguishable by water, i.e., candles, solid alcohol. Such devices must be supported by a non-combustible surface. One 2A40 BC rated fire extinguisher, with current tag, must be at each booth cooking or reheating foods with heat sources.

# Exhibit Space Application/Contract

Spring FSNA School Food & Equipment Expo ★ May 12-14, 2015 ★ Daytona Beach ★ Ocean Center

Fall FSNA Commodity Show and Food & Equipment Expo ★ October 7-8, 2016 ★ Orlando ★ Orange County Convention Center

## I. Program Information

Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone# \_\_\_\_\_  
Website Address \_\_\_\_\_

Twenty words or less description of products/services to be displayed (text included in conference program):  
\_\_\_\_\_  
\_\_\_\_\_

## II. Exhibitor Contact

Show Contact Person \_\_\_\_\_  
Contact Phone # \_\_\_\_\_  
Contact Email Address \_\_\_\_\_  
Address (if different than above) \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## III. Broker (If applicable)

Broker Contact Name \_\_\_\_\_  
Broker Company \_\_\_\_\_

## IV. Booth Preference (See page 3 & 4)

### Spring 2016

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_  
4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_

### Fall 2016

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_  
4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_

List competitors and/or which companies you don't want to be near. It might not always be possible, but FSNA will make every effort to grant your request.  
\_\_\_\_\_  
\_\_\_\_\_

## V. Exhibitor Name Badges

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_  
4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_

## VI. Payment & Authorization

The signature below hereby authorizes the Florida School Nutrition Association (FSNA) to assign exhibit space in accordance with the Exhibitor's choice wherever possible. If the Exhibitor's choice is not available, FSNA will assign the next best available space. The Signature below acknowledges receipt and agrees to abide by the official Terms and Conditions (on page 6), the booth payment schedule and to all conditions under which exhibit space is leased to FSNA. If paying by credit card, signature authorizes payment.

**Full payment must accompany contract in order for booth(s) to be assigned. Please check appropriate payment option below.**

☐ Check (enclosed) ☐ Visa<sup>1</sup> ☐ MasterCard<sup>1</sup> ☐ AmEx<sup>1</sup> ☐ Discover<sup>1</sup>

<sup>1</sup>All credit card payments will incur a \$25 processing fee

Name on Card \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_  
Credit Card Number \_\_\_\_\_  
Exp. Date (MM/YYYY) \_\_\_\_\_ CVV\* (required) \_\_\_\_\_

\*3 digit number on back of Visa/MC/Discover; 4 digit number on AmEx above account number

## VII. Order

**Rates include (1) booth space at each of the Spring & Fall Expos**

### Register and pay by January 31

- ☐ (1) 10' x 10' booth SIP Member rate: \$2,160  
☐ (1) 10' x 10' booth Non-Member: \$2,400

(Must read page 7, section "Assignment of Space" before selection this option)

- ☐ (1) Shared 10' x 10' booth SIP Member rate: \$1,280  
☐ (1) Shared 10' x 10' booth Non-Member rate: \$1,400  
Sharing booth with company: \_\_\_\_\_

**Bonus Commodity-Only Time during Fall Expo:**

Available only with purchase of booth from section above.

- ☐ (1) 10' x 10' Commodity booth SIP Member rate: \$630  
☐ (1) 10' x 10' Commodity booth Non-Member rate: \$750

### Register and pay between Feb. 1 and March 31

- ☐ (1) 10' x 10' booth SIP Member rate: \$2,470  
☐ (1) 10' x 10' booth Non-Member: \$2,700

(Must read page 7, section "Assignment of Space" before selection this option)

- ☐ (1) Shared 10' x 10' booth SIP Member rate: \$1,435  
☐ (1) Shared 10' x 10' booth Non-Member rate: \$1,550  
Sharing booth with company: \_\_\_\_\_

**Bonus Commodity-Only Time during Fall Expo:**

Available only with purchase of booth from section above.

- ☐ (1) 10' x 10' Commodity booth SIP Member rate: \$760  
☐ (1) 10' x 10' Commodity booth Non-Member rate: \$870

### Register and pay between April 1 and May 12

- ☐ (1) 10' x 10' booth SIP Member rate: \$2,800  
☐ (1) 10' x 10' booth Non-Member: \$3,000

(Must read page 7, section "Assignment of Space" before selection this option)

- ☐ (1) Shared 10' x 10' booth SIP Member rate: \$1,600  
☐ (1) Shared 10' x 10' booth Non-Member rate: \$1,700  
Sharing booth with company: \_\_\_\_\_

**Bonus Commodity-Only Time during Fall Expo:**

Available only with purchase of booth from section above.

- ☐ (1) 10' x 10' Commodity booth SIP Member rate: \$900  
☐ (1) 10' x 10' Commodity booth Non-Member rate: \$1,000

### ADVERTISING (see page 6)

- ☐ Back Cover (Color).....\$1,000  
☐ Inside Front Cover (Color).....\$1,000  
☐ Inside Back Cover (Color).....\$1,000  
☐ Full Page (Color, Inside).....\$1,000  
☐ Full Page (B/W).....\$600  
☐ Half Page (B/W).....\$400

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

### SPONSORSHIPS (see page 5)

- ☐ Name Badge Pouch.....\$5,000  
☐ Conference Bag Sponsorship.....\$6,000 exclusive OR \$2,500 each  
☐ Saturday Evening Gala.....\$3,500  
☐ Key Note Speaker Introduction and Friday Opening  
☐ General Session & Awards.....\$2,500  
☐ Saturday General Session & Awards.....\$2,000  
☐ Friday Night Party.....\$2,000  
☐ Exhibit Hall Attendee Lounge.....\$1,000 each  
☐ Spring 2016 ☐ Fall 2016  
☐ Promotional Inserts in Conference Bag.....\$600 each  
☐ Spring 2016 ☐ Fall 2016  
☐ Electronic Marketing.....\$500 each  
☐ Spring 2016 ☐ Fall 2016  
☐ Silver Circle & Presidents' Celebration.....\$500 each  
☐ House of Delegates.....\$500  
☐ Water Station.....\$350 each

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

**Overall Total \$** \_\_\_\_\_

(Booth + Advertising + Sponsorships)

Please send your application with the appropriate payment to: Florida School Nutrition Association Attn: Lorie Grooms  
124 Salem Court ★ Tallahassee, FL 32301 ★ (850) 878-1832 Fax ★ (850) 656-0149 ★ lgrooms@floridaschoolnutrition.org

# 2015 FSNA Expo Exhibitors

Acosta Foodservice	De Wafelbakkers, Inc.	Island Oasis	Raisels - Chortles
Advance Pierre Foods	Dean Foods / McArthur Dairy	ITD Food Safety	Red Gold, LLC
Advantage Waypoint	Del Monte Foods	J&J Snack Foods Corp	Rich Chicks
Advantage Waypoint	Descon Signage Solutions	J.T.M. Food Group	Rich Ice Cream
Albie's Foods, Inc.	Dessert Innovations	Jennie O Turkey Store	Rich's
Alpha Foods Co.	Diamond Crystal Brands	Jones Dairy Farm	Ridgefield Sidekicks
Amazing Fruit Products - US	Dick and Jane Baking Company	Kangaroo Brands	RocketSCAN by Image One Corporation
American Cook Systems	Diversified Foods	Kellogg's Food Away From Home	Rockin'ola - Sargent Foods LLC
American Foods Group	Dole	Ken's Foods	Rodelle Inc.
Anchor Food Brokers	Domino's Pizza LLC	Kent Precision Foods Group, Inc.	Rosati Italian Ices
Apple & Eve	Don Lee Farms	KeyImpact Sales & Systems, Inc.	Rose Packing
Arizona	Don Pancho	Kikkoman	Ruiz
Arthur Schuman, Inc.	Dr. Pepper Snapple Group	Kitchen Craft	Savannah Food Company
Aryzta	Eaton Marketing and Associates	Knouse Foods	Schwans Foodservice
Asian Food Solutions	Eaton Marketing and Associates	Koch Foods	Serv-Pak Products, Inc.
Aspire Beverages	El Mirasol, Inc.	Lamb Weston	Silver Springs Farm, Inc.
Atlantic Coast Marketing	Envy Foods	Land Mark Products, Inc.	Simplot
Atlantic Coast Marketing	Epic 1	Land O' Lakes Inc.	Skeeter Snacks
Au'Some Snack Naturally	Ernie Morris Enterprises, Inc.	Lantmannen Unibake	Sky Blue Bakery
Azteca Foods	ES Foods	Learning ZoneXpress	Smartfoods 4 Schools
B & G Foods	FatCat Bakery	Ling's 5th Taste	Smuckers
B&A Food Sales	Finn Marketing Group, Inc.	Localecopia Marketplace	Snak King
Bake Crafters	Florida Agents	Los Cabos / M.C.I. Foods, Inc.	Snak Time Foods
Bare Snacks	Florida Agents	M & B Products, Inc.	Sparkling ICE
Barilla America	Florida Distributing Source	Marjon Specialty Foods Inc.	Spraymaster Technologies
Barrel O' Fun Snacks	Florida Peanut Producers	Market Forge	Steve's Frozen Chillers, Inc.
Basic American Foods	Florida REPs	McCain Foods USA	Sun Marketing Agents, Inc.
Basil Boss Pizza	Florida REPs	McKee Foods Corporation	SunButter
Bay Valley Foods (Naturally Fresh)	Florida Tropical Chillers	Meals Plus	Sunny Delight Beverages Co.
Beanitos	Flowers Foods	MealViewer	Sunny Sky Products, LLC
Beyond Meat	Food Equipment Reps	Metro	SunRich
Bongards' Creameries	Food Sales East of Florida	Michael Foods	SunWise
Brakebush Brothers	Foodlink	Milford Valley	Super Bakery, Inc.
Bridgford Foods Corporation	Form Plastics Company	MJM Marketing	Supreme Great Lakes
Brookwood Farms, Inc.	Foster Farms	MMI Culinary	T. Marzetti Foodservice
Bush Bros	GA Foods	MOM Brands	Tabatchnick Fine Foods Inc.
Butter Buds	GA Systems	Morabito Baking Co., Inc.	Tasty Brands
C.H. Guenther / Pioneer	General Mills	Mrs. T's / Ateco, Inc.	Taylor Farms Florida
Campbell's	Giorgio Foods, Inc.	Muffin Town	Taylor Freezer Sales Co.
Cargill	Glanbia Nutritionals	Nardone Brothers Baking Co., Inc.	Tech 24
Carl Buddig & Company	Global Foods, Inc.	National Food Group, Inc.	TekVisions, Inc.
CEM	Gold Kist / Pilgrims	NatureSeal, Inc.	The Father's Table
Champion Foodservice	Gold Medal Products	NORPAC Foods Inc.	The Humane Society of the United States
Channel Fish Processing Co	Green Nature Marketing	Notables	The SoyNut Butter Company
Chef Paul Prudhomme - Magic Seasoning Blends	Gregory Packaging, Inc.	Ocean Spray Cranberries Inc.	The Veitch Group
Chef's Corner Foods	Hadley Farms, Inc.	Pacific Northwest Canned Pear Service	The Vollrath Co. LLC
Chernoff Sales Inc.	Handgard Incorporated	PanSaver / M&Q Plastic Products	Trellis Earth Products, Inc.
CitraPac, Inc.	Harvest Hill Beverage Co.	Paramount Marketing Group LLC	Trident Beverage Inc.
Clark Food Service Equipment	Health Fusion Brands, Inc.	Par-Pak, Inc.	Trident Seafood
Coastal Sales & Marketing, LLC	Heartland School Solutions	Par-Way Tryson Companies	True Food Service Equipment
Coca-Cola Refreshments	HEINZ	Payless ShoeSource	Tubito's Pizza
ConAgra Foods	Hershey Creamery Company	PCS Revenue Control Systems	Tyson Foods
Contrax Furnishings	High Liner Foods (USA), Inc.	Peninsular Paper Company	U.S. Waffle Co.
Cookie Tree	Highland Beef Farms	PepsiCo Foodservice	Uncle Bens (Mars)
Cool School Cafe	Hobart Corporation	Perdue Farms	Unisource Marketing Group
Cool Tropics	HomAde	Peterson Farms, Inc.	Unisource Marketing Group
Costanzo's Bakery, Inc.	HOPCO Foodservice Marketing	Pinnacle Foods	Uno Foods, Inc.
Country Fresh	Horizon Snack Foods	Plas-Tique Products, Inc.	Upstate Niagara Cooperative
Country Pure Foods	Horizon Software International	popchips, inc.	Visual Solutions
Cutting Edge Beverages	House of Raeford	Popcorn Indiana	VMP Nutrition
Dairy Council of Florida	HPS	Preferred Packaging Sales and Service	Well's Blue Bunny
Dakota Growers	Idaho Pacific Potatoes	Premier All Natural Filters, Inc.	Westminster Bakers Co.
Dannon Company, Inc.	Idahoan	Prime Food Brokers	Whaley Foodservice
Darlington	InHarvest	Prime Pak Foods	Windsor Foods
Data Business Systems	inTEAM Associates, LLC	Pro View Foods	Ziyad Brothers - Wild Garden
David's Cookies	Integrated Food Service	Profit Solutions Group	
	IPS Rebates	Promotion in Motion Co.	
		Quick Cuisine - IBS-Interbev	