



**Department of  
Education &  
Workforce**

## **2024 School Nutrition Expo & Education Event**

*presented by SNA of Ohio and ODEW!*

**September 24-25, 2024**

**Cherry Valley Hotel & The Ohio Event Center – Newark, Ohio**

We hope you can join us on September 24-25 in Newark, Ohio (30 minutes east of Columbus) for SNA of Ohio's annual Expo & Education event - *co-presented by The Ohio Department of Education & Workforce (ODEW)! We expect a sold-out event this year, as school district staff registration is FREE, thanks to generous support by ODEW!*

### **WHO ARE THE ATTENDEES?**

Along with our valued industry partners/exhibitor attendees, attendees will span from ODEW representatives to school district directors managing multiple schools/districts to kitchen staff who are experts in using the products and services on a day-to-day basis.

### **WHY EXHIBIT?**

- You will be face to face with key decision makers in school nutrition.
- You will have the opportunity to demonstrate your product first-hand.
- You will contribute to the educational process for child nutrition professionals in Ohio.
- Please note that the Expo serves as the lunch for the event to encourage food tastings from attendees for our food vendors.

## **Exhibitor Application/Information – September 25<sup>th</sup> Expo**

Exhibit Booth Reservations: **This online system is the only method for reserving your booth. You may register and reserve your booth(s) by August 31<sup>st</sup> at <https://fig.events/conference-detail/eb39c207-d080-48f3-b6d0-74f04becb75d>.** (If you are represented by a broker but will be reserving your own booth individually, please confirm with your broker before submitting your booth reservation to avoid duplicate reservations.)

## Step-by-step Booth Reservation Instructions:

- Click <https://fig.events/conference-detail/eb39c207-d080-48f3-b6d0-74f04becb75d> to be directed to the FIG Events website.
- Click to “Become an Exhibitor” – you will be redirected to sign in.
- Enter your email address and user name. If you do not have an account, create one now.
- After Log In – Click the FIG Logo in the top left corner.
- Select **Ohio SNA 2024 Expo & Education Event**
- Click Continue As Exhibitor.
- Select the booth(s) you wish to reserve then click “Save” located at the top left of the map.
- Then select (using the plus sign) to add any team members that will be operating your booth(s). If you represent multiple booths select the company associated with each booth. Please be sure to select for each person if they will attend the networking reception and/or breakfast event.
- Click Select Booth & Agree to the Terms & Conditions
- Add any additional items (oven space, designer handbag raffle donation, lead tracking) to your cart
- Enter Discount Code if you have one and click Apply;
  - **Please note the following in regard to discount codes:**
  - To verify your current industry membership status with SNA of Ohio, you may click Payment at the top of the page, then click User Association Payment History to verify that you have submitted your 2024-25 Membership. If you do not see 2024-25 membership in your payment history, you will need to join/renew before registering and utilizing any of the membership discount codes below.
    - Current (2024-25) **Platinum members**: Select Plat24 discount code to reserve your complimentary booth included with your membership. Select Platplus1 to reserve your complimentary booth, plus one paid booth at \$550. Select Platplus2 to reserve your complimentary booth, plus two paid booths at \$550 each.
    - Current (2024-25) **Gold members**: Select Gold24 discount code to reserve your complimentary booth included with your membership. Select Goldplus1 to reserve your complimentary booth, plus one paid booth at \$550. Select Goldplus2 to reserve your complimentary booth, plus two paid booths at \$550 each.
    - Current (2024-25) Silver Members: Select **Silver24** to reserve your booths at the discounted member rate of \$850 each (up to two booths).
- Choose Payment Method
- Pay Online or Request An Invoice

**Brokers:** If you ARE a broker reserving multiple booths for various manufacturers that you would prefer be placed together, we suggest reserving ALL of your booths ASAP. Please note that there is no method to hold booths without a reservation and payment.

### Please note:

- **Exhibitor rates follow industry partnership level with SNA of Ohio – membership year is August 1-July 31. If you have not yet joined/renewed for the 2024-25 year, please do so before registering for your exhibit booth to receive the discounted member rates to exhibit (unless you are selecting the non-member booth rate).**
- ***You will receive an email with the link to the Fern Service packet (including information to order electricity by August 31<sup>st</sup>) after you complete this online exhibitor application.***

## **Exhibit Booth Rates**

*Please note the exhibit booth reservation deadline of August 31, 2024. Payment in full is due no later than September 15, 2024. Please note that membership and/or event registration payments are required to be paid in full before the event.*

- Platinum Members - First booth - no charge, \$550 each for up to two additional booths.
- Gold Members - First booth - no charge, \$650 each for up to two additional booths.
- Silver Members - \$850 per booth – up to two booths maximum.
- Non Members - \$1700 per booth

## **Exhibitor Specifications and Conditions**

### **Please remember:**

- You may be the only person receiving this information at your company. Your company's success at this show depends on the correct person receiving this information. Please pass it along to the correct individual if you are not the person handling trade shows for your company.

### **Important Dates**

**August 31, 2024...**deadline for booth reservations AND to place booth electricity orders.

**September 4, 2024...**deadline for all other orders to Fern.

**September 15, 2024...**deadline for payment in full and booth cancellation requests.

**September 24-25, 2024...School Nutrition Expo & Education Event!** (Expo

### **Exhibitor Timeline:**

- September 24, 2024 – Noon-5:00 p.m. – Exhibitor move in/set up
- September 25, 2024 – 8:00-11:30 a.m. - Exhibitor move in/set up
- September 25, 2024 – Noon-2:30 p.m. – School Nutrition Expo
- September 25, 2024 – 2:45-5:00 p.m. – Exhibitor Move Out

SNA of Ohio will place exhibitor packets on the booths before move in, but an SNA of Ohio staff booth will be located in the exhibit hall (near the Fern booth), should you have onsite questions/requests. Please note: Exhibitor packets will include the name of the contact person registering for the booth only. (If you wish to have name badges the contact person and any other reps in your booth, you may bring them.)

### **Booth Specifications**

Booth fee includes: Up to three representatives for your booth, one 8' high flame proofed back and 8' side rail drape, one booth identification sign with company name and booth number, two 8' x 2' x 30" tables with white vinyl cover and skirting on three sides, one waste basket. All booth sizes are 10' deep X 10' wide.

### Additional Registration/Attendees

You may have up to three representatives in your booth. With your exhibit booth online registration, you may also register your representative(s) for the additional non-Expo optional events – networking reception (Sept. 24) and networking breakfast (Sept. 25).

### Space Assignment

**When you are registering, you will select your booth at that time via our online interactive floor plan. Please note that there is no method to hold booths without full registration and payment. SNA of Ohio reserves the right to make booth assignment adjustments if necessary (for example if the floor plan needs to be adjusted to add/remove any booths after booth registration closes).**

### Ovens

You may reserve on your exhibitor registration form access to shared oven space in the exhibit hall at the rate of \$100. **An oven booth will be designated for shared access for up to 10 exhibitors who pre-register for oven usage (first come, first served to register for access, and a list of those with access will be posted on the booth).**

- Access will be available September 25th from 10:00 a.m. – 1:30 p.m.
- The shared oven booth will contain one Rational Self Cooking Center and one Royal Convection Oven.
- Usage onsite will be first come, first served for the 10 exhibitors who sign up only.
- You must provide your own sheet pans and oven gloves, as well as a cart to transport your items to your booth if needed

Please note that you are permitted to provide your **own** oven in your booth space if you prefer (or if the shared oven booth reaches capacity for sign-ups). Be sure to arrange for additional electricity required on the electric form in your Fern service packet, should you provide your own oven. If you will be cooking/warming food in your **own** booth, you must provide your own fire extinguisher. Also, please note that cooking/warming equipment must be placed at the back of the booth, away from attendees.

### Sponsorship/Donation Opportunities

In lieu of event sponsorships, we would appreciate your donation of a designer handbag for the Industry Advisory Council Fundraiser Raffle! If you can donate, please indicate this on your exhibit booth registration form **OR** (after the August 31<sup>st</sup> exhibit booth registration deadline) contact Alison Jordan at [AlisonJordan@jtmfoodgroup.com](mailto:AlisonJordan@jtmfoodgroup.com) with your intent to donate. Please note that all donations should be brought onsite for live raffles at the conclusion of the Expo.

### Exhibit Decoration/Theme/Colors

The colors will be red and white. SNA OF OHIO will be using *Fern Expo* as the official decorator of the show. After your booth selection is confirmed, you will receive an email from [exhibitorservices@fernexpo.com](mailto:exhibitorservices@fernexpo.com). If you do not receive this email by August 31<sup>st</sup>, please contact [снаоhio@assnoffices.com](mailto:снаоhio@assnoffices.com) or 614-228-4702.

## Additional Information/Equipment/Services

- Food Exhibitors:
  - Exhibitors are encouraged to go with pre-packaged/sealed food items. Expo attendees have suggested that smaller samples and more displays/ideas for utilizing items is a benefit to them. Also, attendees have especially enjoyed the “grab and go” items from vendors that includes food and literature. If you prefer a “greener” method, you may utilize a QR code for attendees to view your literature/marketing materials.
  - Ovens/Food Warming/Steam equipment - You are permitted to provide your own warming oven, steam oven, heating lamp, and/or chafers with sternos in your booth space. You must order the appropriate electricity by August 31<sup>st</sup> (see the form in the Fern service packet) and supply a fire extinguisher at your booth. Please note that cooking/warming equipment must be placed at the back of the booth, away from attendees.
  - Exhibitors who are serving food are encouraged to wear gloves.
- Bags for giveaways/samples will be provided to attendees. The bags are to assist attendees with carrying food items if necessary, but you are also welcomed to provide marketing materials and other promotional giveaways (including bags) at your booth, if you wish.
- An exhibitor order guide will be included in your Fern service packet with additional information and available services that you may order from both Fern and the The Ohio Event Center. Please note that there is no prep/kitchen space in the exhibit hall.
- Onsite Loading/Unloading and Shipping information will be included in your Fern service packet. All shipping will be handled through Fern. No items may be shipped directly to The Ohio Event Center
- The Ohio Event Center will handle the disposal of all trash receptacles that are placed throughout the facility. Exhibitors may dispose of large items in the dumpster trash receptacle just outside the exhibit hall.
- Please note that access to water is limited to handwashing sinks in the The Ohio Event Center.
- There is no access to ice onsite. Please be sure to bring ice if your booth requires it, or you may purchase it from one of many local merchants in Newark near The Ohio Event Center.

## By applying to exhibit with the SNA of Ohio, the following is understood:

- Guidelines/restrictions detailed above are current. SNA of Ohio will update you as an exhibitor with any/all changes to CDC guidelines and other regulations as they occur.
- Your company is required to hold a certificate of liability which would cover any damage caused at this Expo. Certificates should be kept onsite at each booth and be available upon request. (You do NOT need to submit your certificate to SNA of Ohio. Again, please have it at your booth.) Below is information for the certificate.

## Certificate of Insurance

- Insured - Vendor/Company
  - Policy Effective Date - Must include the event dates – Sept. 24-25, 2024
  - General Aggregate - Must be at least \$5,000,000 in coverage
  - Workers Compensation & Employers' Liability - Must respectively include \$500,000 per article
  - Description of Operations –Event: SNA of Ohio Expo & Education Event – September 24-25, 2024. SNA of Ohio should be listed as Additional Insured with respect to the General Liability and (if applicable) Automobile policies.
  - Certificate Holder/Additional Insured – SNA of Ohio, 400 W. Wilson Bridge Rd., Suite 120, Worthington, OH 43085
- SNA of Ohio, The Ohio Event Center, and Fern Exposition do not assume responsibility for damage or loss of any kind.
  - SNA of Ohio staff does not have the resources to provide any exhibitor with additional booth needs such as water, ice, electricity, furniture, etc. SNA of Ohio is not responsible for any of these costs.
  - Cancellations with full refund are available through September 15<sup>th</sup>. Email your request to [snaohio@assnoffices.com](mailto:snaohio@assnoffices.com). Cancellations after this date and no-shows with payment pending are responsible for full payment.

### **Hotel Accommodations**

**Cherry Valley Hotel, 2299 Cherry Valley Rd SE, Newark, OH 43055**

You may reserve your hotel room now at Cherry Valley Hotel! You may contact the hotel by the September 6<sup>th</sup> deadline at 740-788-1200 or 800-788-8008. Please be sure to request the SNA of Ohio room block to receive the discounted rate of \$139 per night for the nights of September 23 & 24, 2024.

### **Parking**

Parking is onsite and complimentary for Cherry Valley Hotel/Ohio Event Center.

## **2024 School Nutrition Expo & Education Event Agenda**

### **Tuesday, September 24**

**Noon-4:15 p.m.            Onsite Check-In for Educational Sessions**  
**Location: Woodhull Ballroom Foyer**

**1:00-3:00 p.m.            Nutrition Standards for New Rule**  
**Location: Woodhull Ballroom**

**3:15-4:15 p.m.            Farm to School**  
**Location: Woodhull Ballroom**

### ***Dinner on Your Own***

**7:00-10:00 p.m.            Networking Reception - for School District, Industry/Exhibitors, and ODEW Representatives!**  
*Join us after dinner for music, laughter, and pure entertainment! Take an opportunity to network with your colleagues and put your talent on display with some karaoke fun! (Singing is not required, but we are sure you'll at least want to stop by to check out the many SNA of Ohio amateur singers!)*  
**Location: Cherry Valley Hotel Barrel Room/Tap House/Ohio Event Center Foyer**

**Wednesday, September 25**

- 8:00-9:00 a.m.**      **Networking Continental Breakfast - for School District, Industry/Exhibitors, and ODEW Representatives!**  
Location: Cherry Valley Hotel Barrel Room/Tap House/Event Center Foyer
- 9:00-10:30 a.m.**      **Mandatory Procurement Training**  
Location: Woodhull Ballroom
- 10:45-11:15 a.m.**      **Enhancing Your Exhibit Hall Experience**  
Location: Woodhull Ballroom
- 11:15-11:45 a.m.**      **ODEW Update**  
Location: Woodhull Ballroom
- 11:45-12:00 p.m.**      **SNA of Ohio Update**  
Location: Woodhull Ballroom
- 12:00-2:30 p.m.**      **School Nutrition Expo**  
*Always a highlight, the Expo will include the newest products, equipment, and services available to school nutrition personnel! You will also have an opportunity to meet your ODEW Program Specialists and other ODEW representatives! And, back by popular demand - our industry partners will be holding a designer handbag raffle again this year! Raffle tickets will be sold onsite on September 24-25 by check, cash or credit card. Your ticket must be present to win, and winners will be drawn live in the Expo hall at 2:00 p.m.!*  
Location: The Ohio Event Center