



Feeding Bodies. Fueling Minds.™

2022-2023 MEMBERSHIP, ADVERTISING & EXHIBITING INFORMATION

June 6, 2022

Dear Food Service Partner,

The Maryland School Nutrition Association invites you to discover the benefits of partnering with us for our 2022-2023 membership year. We are excited to offer many partnership opportunities including membership, advertising, exhibiting and sponsorships for our annual convention.

This year's 2022 annual convention will be held at the Roland E. Powell Convention Center on October 21-22, 2022. The theme is "**Charting the New Course of Child Nutrition**". Please join us for this opportunity to inspire more than 350 school food service professionals across the state of Maryland, including county supervisors, directors and buyers, at one of the lowest state show booth prices across the country.

Show hours will be Saturday, October 22nd from 10:00 AM - 2:00 PM, Roland E. Powell Convention Center, 4001 Coastal Highway, Ocean City, Maryland 21842. Set up times are Friday, October 21st from 11:00 AM until 4:00 PM and Saturday, October 22nd, 8:00 AM – 10:00 AM.

We have an exciting new format this year! A full day packed with an energizing keynote speaker, great education sessions and of course a great venue to showcase the latest and greatest food and equipment for our members. The convention culminates in a cocktail and hors d'oeuvre networking reception at a favorite Ocean City location, Seacrets! Each Sustaining Industry Member will receive one complimentary ticket; additional tickets will be available for purchase. You will be able to make the required RSVP on our website. A link for discounted hotel rooms will be found on our website too. We hope you will join us while we continue **Charting the New Course of Child Nutrition!**

A full packet of information about all of our partnership opportunities follows this letter. Below are some reminders about your booth(s) reservation:

1. The first booth location picks go to our last show's Best Booth Award winners.
2. If you would like your booth to be separated from a competitor or competitors, please make a note on your form and we will try to honor that request.
3. Your booth will include one six-foot draped table in the front, and one six-foot, undraped table in the back.

4. Each booth will include one 120 volt / 20 amp standard electrical connection. There is additional electric available at an additional charge. Forms for additional electric will be distributed after booth assignments and will be returned directly to the Convention Center. You will work directly with the Convention Center for your additional electrical needs.
5. Information regarding shipping items directly to the Convention Center will be distributed after booth assignments and will be returned directly to the Convention Center. You will work directly with the Convention Center for your item shipping needs. Each exhibitor is responsible for all unloading, uncrating, setting up and breaking down of their entire booth(s) using the proper entrances.
6. No bags may be given away in the Exhibition Hall.
7. The Convention Center kitchen and ice machine will be available for use on Saturday during setup and the show.
8. **If you purchase an MdSNA 2022-2023 membership package, you will enjoy discounts on exhibiting and advertising.** Please select a membership package (Diamond, Platinum, Gold or Silver) on the **Industry Opportunities Form** in order to take advantage of these discounts. Do not order your extra booths from the a la carte section of the form. Brokers who take advantage of a membership package may purchase booth(s) for their manufacturers at the discounted booth price only if they pay for the booth(s) on behalf of their manufacturer(s). Manufacturer(s) who purchase booths on their own will be charged the full a la carte price unless they purchase their own membership package (Diamond, Platinum, Gold or Silver).
9. Your booth(s) will not be reserved without full payment and a completed registration form.
10. **Please bring your own name badge ids to wear at the show. We do not provide name badges.**
11. We will email you upon receipt of your reservation and deposit. *If Covid health regulations change between now and October 21 and prohibit us from hosting this October in-person event, MdSNA will carry forward exhibiting funds to the 2023 fall show.*

On behalf of our president and ourselves, we want to thank you in advance for your support. We look forward to having you join us this year, and for many years to come.

Very truly yours,
MdSNA 2022 Exhibits Co-Chairs,

Mike Birkmeyer
(410) 767-0206
mbirkmeyer@msde.state.md.us

Dane Emery
(410) 222-5900
dmemery@aacps.org

Tom Burch
(410) 350-4849
tburch@bcps.org



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Description of MdSNA 2022-2023 Industry Partnership Opportunities & Recognition

ANNUAL MEMBERSHIP | FALL CONVENTION EXHIBITING | MAGAZINE ADVERTISING WEBSITE RECOGNITION & MULTIPLE SPONSORSHIP OPPORTUNITIES

PACKAGES



Diamond Member\$2,250

- Acknowledgment of Diamond Membership on MdSNA website **homepage**
- Diamond member recognition with **company logo and website link included in quarterly email** correspondence to entire MdSNA 700+ membership
- **One booth** at our annual convention with FIRST CHOICE of booth locations (each booth includes one draped and one undraped table)
- A **full-page ad** color in the digital event program as well as **recognition in the event mobile app**
- A **convention attendee email address list**, provided one week prior to event
- **Recognition at the convention** as a Diamond Member in the digital event program and with a sign in the exhibit area
- A **full-page full color ad** in each MdSNA quarterly digital online journal of the *Serving Spoon*, with one of these being located on the **outside back cover**, the most prominent location of the magazine* (*Limited to first 4 organizations to sign up.*)
- **Pre-release** invitation to exhibit with booth selection for our 2023 Fall Convention in Ocean City* (*Booth not included.*)
- One-year industry **membership**



Platinum Member\$2,000

- Acknowledgment of Platinum Membership on MdSNA website **homepage**
- Platinum member recognition **with company logo and website link included in quarterly email** correspondence to entire MdSNA 700+ membership
- **One booth** at our annual convention with SECOND CHOICE of booth locations (each booth includes one draped and one undraped table)
- A **full-page color ad** in the paperless digital event program as well as **recognition in the event mobile app**
- A **convention attendee email address list**, provided one week prior to event.
- **Recognition at the convention** as a Platinum Member in the digital event program and with a sign in the exhibit area
- A **full-page color ad** in each MdSNA quarterly digital online journal of the *Serving Spoon*, with one of these being located on the **inside front or back cover**, the more prominent locations of the magazine* (*Limited to first 8 organizations to sign up.*)
- **Pre-release** invitation to exhibit with booth selection for our 2023 Fall Convention in Ocean City* (*Booth not included.*)
- One-year industry **membership**



Gold Member\$1,750

- Acknowledgment of Gold Membership on industry page of MdSNA **website**
- **One booth** at our annual convention (each booth includes one draped and one undraped table)
- A **full-page ad** color in the digital event program as well as **recognition in the event mobile app**
- A **convention attendee email address list**, provided one week prior to event
- **Recognition at the convention** as a Gold Member in the digital event program and with a sign in the exhibit area
- A **full-page color ad** in each MdSNA quarterly digital online journal of the *Serving Spoon*
- **Pre-release** invitation to exhibit with booth selection for our 2023 Fall Convention in Ocean City* (*Booth not included.*)
- One-year industry **membership**

Description of MdSNA 2020-2021 Industry Partnership Opportunities & Recognition

MdSNA INDUSTRY PARTNERSHIP PACKAGES, CONTINUED:



Silver Member.....\$1,500

- Acknowledgment of Silver Membership on industry page of MdSNA **website**
- **One booth** at our annual convention (each booth includes one draped and one undraped table)
- A **half-page color ad** in the digital event program as well as **recognition in the event mobile app**
- **Recognition at the convention** as a Silver Member in the digital event program and with a sign in the exhibit area
- A **half-page color ad** in each MdSNA quarterly digital online journal of the *Serving Spoon*
- One-year industry **membership**

Sustaining Member\$200

- Acknowledgment of Sustaining Membership on industry page of MdSNA **website**
- One-year industry **membership**

Additional Booths When Purchased With A Membership Package\$975/booth

QUICK REFERENCE COMPARISON OF PACKAGES

	Diamond	Platinum	Gold	Silver	Sustaining
MdSNA.org homepage recognition with logos and website links	✓	✓			
Recognition with company logo and website link included in quarterly email correspondence to entire MdSNA 700+ membership	✓	✓			
Premier advance choice of exhibit booth location , tiered	✓	✓			
One booth at our annual convention (each booth includes one draped and one undraped table)	✓	✓	✓	✓	
Full page outside cover color advertising in digital quarterly magazine,	✓				
Full page inside cover color advertising in digital quarterly magazine,		✓			
Full page color advertising in digital quarterly magazine	✓	✓	✓		
Full-page color ad in digital event program as well as recognition in event mobile app	✓	✓	✓		
Half-page color ad in the digital event program as well as recognition in the event mobile app				✓	
Convention attendee contact email address list	✓	✓	✓		
Pre-release invitation to exhibit with booth selection for our 2023 Fall Convention in Ocean City (Booth not included.)	✓	✓	✓		
Opportunity to Purchase Additional Exhibit Booths, discounted	✓	✓	✓	✓	
One-year MdSNA industry membership	✓	✓	✓	✓	✓

Please reserve your booth by July 31, 2022.

Continue to next page for Sponsorship & A La Carte Options.

SPONSORSHIPS

Maryland SNA Convention Sponsorships

October 21-22, 2022 | Ocean City, Maryland



Would you like to increase your school food service sales in Maryland? Enhance your company's image as a supporter of school food service and nutrition? Raise your company's visibility for key buyers? An event sponsor guarantees your company maximum exposure to MdsNA food service buyers, delegates and nutrition professionals! *Convention sponsors must also be exhibitors.*

BECOME A SPONSOR! VISIT MdsNA.ORG TO SIGN UP.

Convention Mobile App Sponsor \$500

(3 available)

Sponsor this year's new mobile app for maximum exposure to every attendee. Your organization's name and logo will appear on the home page every time a user opens the mobile app. This exciting new technology for the MdsNA's 68th annual convention will surely be a highlight for our 350+ attendees.

Convention Mobile App Push Notification..... \$100

(10 available)

Send a push notification on behalf of your exhibiting organization. Reach each attendee with a message such as "Visit Tommy's Pizza at Booth 24 to see our new product line and receive a give-away."

Convention Tote Bags \$2,500 SOLD OUT

(1 available)

Your full color logo will be placed on the convention tote bags that each attendee receives at registration.

Attendee Lanyards \$1500 SOLD OUT

(1 available)

Your company name will be printed on the name badge lanyards worn by every attendee.

Welcome Gift..... \$1000

(4 available)

Welcome gift such as spiral bound notebook and pen imprinted with your logo and the MdsNA convention logo will be given to each attendee at registration.

Photobooth Backdrop..... \$500

(6 available)

Your company logo will be printed on a photo backdrop displayed in the convention hallways in front of which members can stand to have their photos taken and upload to social media sites.

Continue to next page for A La Carte Opportunities & Exhibiting Rules, Regulations & General Information.

A LA CARTE OPTIONS

Booths when purchased without a membership package\$1,250 each
Advertising, Full Page Full Color – Four Issues of digital *Serving Spoon Magazine*.....\$800
Advertising, Half Page Full Color – Four Issues of digital *Serving Spoon Magazine*.....\$500

EXHIBITING RULES, REGULATIONS & GENERAL INFORMATION

A. CONFERENCE DETAILS

1. **Installation of Exhibits.** The hours for the installation of exhibits shall be on Friday, October 21st from 11:00 AM - 4:00 PM and Saturday, October 22nd from 8:00 AM - 10:00 AM. Any booth not occupied after this hour may be reassigned to another exhibitor. A representative of MdSNA will be available at the Exhibit Hall to assist in answering questions pertinent to exhibits during the installation. The MdSNA representative will not sign for, nor be responsible for any exhibitor's materials.

B. TERMS AND CONDITIONS

1. **Sublet.** No exhibitor shall assign, sublet, or share the space allotted without the consent of MdSNA. No more than two manufacturers per booth will be permitted.
2. **Exhibit size.** Exhibits must not project beyond the height and width and length allotted and shall not obstruct the view of the exhibits of others. Space must be provided within the confines of the booth for interviews, demonstrations, distribution of materials, etc., in order that visitors do not obstruct the aisles. The Exhibits Committee must approve any unusual displays.
3. **Decorations.** All booths must be attractively decorated with suitable display materials.
4. **Sound.** The operation of audio equipment must be conducted at a tone level, low enough to not interfere in any way with the other exhibitors. The Chairpersons of the Exhibits Committee shall determine violation of this rule.
5. **Models.** The use of models should in no way violate standards of good taste.
6. **Posting.** Exhibitors shall not post or exhibit signs, advertisements, show bills, lithographs, posters, or cards of any description inside, or in front, or in any part of Exhibit Hall except within their designated booth area.
7. **Damage.** Exhibitor shall protect the building and its contents from damage. The exhibitor shall be liable to the owners of the Exhibit Hall for any damage to the building or equipment resulting from his negligence.
8. **Fire and Safety.** Inflammable booth decorations must be flame proofed. All hangings must clear the floor. Electrical wiring must conform to National Electrical Codes and State, County, and City safety rules. If inspection indicates that an exhibitor has failed to comply with these regulations, otherwise incur a hazard, MdSNA reserves the right to cancel all or part of his exhibit. Booths that will be cooking items must have a 4A40BC fire extinguisher.
9. **Minors.** No one under the age of 16 will be permitted into the Exhibit Hall.
10. **Bags.** To maximize traffic flow through the exhibit area, we have a no bags policy. No bags may be distributed to attendees.

C. RESERVATIONS

1. **Restrictions.** MdSNA reserves the right to restrict or evict exhibits which fail to abide by these rules and regulations and act in good taste. This includes persons, personal conduct, and equipment or materials. In the event of such restriction or eviction, MdSNA shall not be liable for any refunds or other exhibit expenses. NO MORE THAN TWO MANUFACTURERS PER BOOTH.

EXHIBITING RULES, REGULATIONS & GENERAL INFORMATION, CONTINUED:

2. **Convention Cancellation.** This agreement for exhibit space and the formal notice of assignment, after full payment of rental charges, shall constitute a contract for the right of the exhibitor to use his assigned space. In the event of fire, strike, national emergency, or other uncontrollable circumstances rendering the exhibit area unfit or unavailable for use or causing the convention or exhibit to be canceled prior to the opening date, the full rental fee, minus an administrative service charge of \$50 per booth, will be refunded to the exhibitor.

3. **Vendor Cancellation.** Cancellation of exhibit reservation by the exhibitor shall be subject to the following refund schedule:
Any exhibitor who has made full payment for his exhibit space and notifies the Exhibits Committee within less than 60 days prior to the opening of the Show that s/he will be unable to exhibit, for any reason shall forfeit all money paid, unless the Exhibits Committee shall have leased and received payment for all exhibit spaces in the Show. In such event, the exhibitor may be refunded rental paid for exhibit space less an administrative service charge of \$50 per booth.

D. INSURANCE/SECURITY

1. Reasonable care will be exercised to protect the exhibitors from losses. MdSNA is insured; however, exhibitors must assume liability for injury to persons or property resulting from any exhibitor's activities.

E. ALLOWABLE PRODUCTS IN EXHIBIT SHOWS AND SPONSORSHIPS

Allowable products should only include items that either meet the Smart Snacks Regulations and/or fit with the reimbursable meal pattern for school meals and be Buy American compliant. Applicant is asked to make a full statement of the nature of proposed exhibit, listing materials, services, or products. Nutrition information for all products must be available to Directors.

F. PROGRAM DEADLINE

Your organization's name and contact information will be listed in the digital event program *if you are registered and if your contact information is provided no later than August 15, 2022*. Copy will be edited at MdSNA's discretion.

G. TRASH REMOVAL

All vendors are responsible from removing all of the trash from their booths during setup, exhibiting, and breakdown of the show.

Please turn to next pages for mail-in registration form

OR

Visit www.MdSNA.org to register.

Maryland School Nutrition Association greatly values our industry partnerships as together we promote child nutrition across the state of Maryland.

Note:

- *Artwork must be pre-approved by MdSNA and be of a professional quality and high resolution.*
- *Event pending local jurisdiction health guidelines.*

2022-2023 Industry Opportunities Registration Form



Please mail your completed form to:

MdSNA, 21912 Goshen School Road, Gaithersburg, MD 20882.

Registration deadline for Exhibits is July 31. Forms received after July 31 are subject to a \$200 per booth late fee.

Would you rather register and pay online? Visit us at www.mdsna.org and then click on the tab called "Industry" at the top.

Today's Date: _____ MdSNA Use Only: Received date/time: _____

Tell Us About Your Company

Company Name: _____

Contact Person: _____ Phone: _____

Address: _____

If you have a broker, please provide brokerage name (required): _____

Email Address (required): _____ Website: _____

Packages

Our membership packages offer savings for companies interested in exhibiting, advertising and sustaining industry membership. To purchase a membership package, simply check the box to the left of the package you would like to purchase. **Need more than one booth?** Write the number of additional booths you would like to purchase at the bottom of this section. Extra booths are only \$975 when purchased with a package. **All booths include two 6-foot tables, one draped and one undraped.**

- Diamond Member \$2,250
- Platinum Member \$2,000
- Gold Member \$1,750
- Silver Member \$1,500
- I would like _____ (enter #) additional booths with a package at \$975 ea\$ _____

Total for Section 1: _____

A La Carte Items

Prefer to select your items separately? Check the boxes or fill in quantities to purchase a la carte items below. *Please note that our package options above offer discounted pricing.*

- Sustaining Industry Membership \$200
- Advertising, Full Page Color, 4 Issues of digital *Serving Spoon* Magazine \$800
- Advertising, Half Page Color, 4 Issues of digital *Serving Spoon* Magazine..... \$500
- I would like _____ (enter #) additional booths without a package at \$1,250 ea ...\$ _____

Total for Section 2: _____

*** Turn to Next Page ***



Sponsorship Opportunities

Would you like to increase your school food service sales in Maryland? Enhance your company's image as a supporter of school food service and nutrition? Raise your company's visibility for key buyers? An event sponsor guarantees your company maximum exposure to MdSNA food service buyers, delegates and nutrition professionals! Convention sponsors must also be exhibitors. *See separate page for details.* **Please confirm with MdSNA office that sponsorship is available before sending in payment by emailing admin@mdsna.org.**

- Convention Mobile App Sponsor (3 available) \$500
- Convention Mobile App Push Notification Sponsor (10 available) \$100
- Convention Tote Bags Sponsor (1 available)SOLD.OUT.. \$2,500
- Convention Attendee Lanyards (1 available).....SOLD.OUT.. \$1,500
- Convention Attendee Welcome Gift (4 available)..... \$1,000
- Convention Photobooth Backdrop (6 available)..... \$500

Total for Section 3: _____



Booth Preferences

Diamond and Platinum Members receive first preference in booth selection, followed by Gold and then Silver members. List booth number preference below (See Exhibit Hall Map). MdSNA will attempt to satisfy all booth requests, but there is no guarantee that requests will be fulfilled. Booth assignments can be confirmed September 15.

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____
 4th Choice: _____ 5th Choice: _____ 6th Choice: _____

Please list all companies to be represented: _____

Product/Service to be exhibited: _____

Competitors from whom we desire booth separation: _____

Booth detail continued on next page - BROKERS MUST USE FORM ON NEXT PAGE.

*** Turn to Next Page ***

Booth Detail for Brokerages

This form is required for all brokers requesting more than one booth. The requested booth numbers ARE NOT the booth numbers you are requesting in the Exhibit Hall. They are the quantity you are requesting so that we may track manufacturer locations.

Booth	Manufacturer #1	Manufacturer #2
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Program Information

This information will appear in our digital event program exhibitor directory. Please be accurate and write clearly.

Contact Name: _____ Phone Number: _____

Payment and Signature

We do hereby make application to lease the exhibit space listed above and understand that this application is pursuant and subject to the terms and conditions governing exhibitors, as shown on pages 1-2 of the Application & Contract for Exhibit Space. We understand that booth choices are not guaranteed; however, best efforts will be made to accommodate choices. Space availability is subject to plumbing and electrical connections. Please note that deadlines for submitting artwork for each publication are available on our website at www.MdSNA.org or by request from Advertising Chair Jodi Risse at jrisse@aacps.org. We are not able to offer refunds/credit to advertisers who are unable to meet artwork deadlines.

Please note that if your payment is received after July 31, 2022, you will be billed a late fee equal to \$200 per booth.

Authorized Signature: _____

Total Due Section 1: \$ _____ Total Due Section 2: \$ _____ Total Due Section 3: \$ _____

Total Due: \$ _____

If paying by check, please make payable to: Maryland School Nutrition Association. If paying by credit card, please include ALL information below so we can process your payment and complete your reservation.

To Submit via U.S. Mail: Complete entire form, sign and mail via US Mail with check or credit card information to the address on the front of this form: MdSNA, 21912 Goshen School Road, Gaithersburg, MD 20882. For your safety, DO NOT send credit card information via email. Alternatively, you can register and pay online at www.MdSNA.org.

Payment method (check one) Check (payable to MdSNA) Discover Master Card Visa Am. Express

Card Number: _____ Exp. Date Month/Year: _____ CVC: _____

Signature: _____ Billing Zip Code: _____

Print Name as it appears on credit card: _____ Email where receipt should be sent: _____