



HEROES

ON THE FRONT LINE OF HUNGER

68th Annual Conference & Expo
Myrtle Beach Convention Center
Myrtle Beach, SC
October 14-16, 2021



Feeding Bodies. Fueling Minds.™



An Affiliate of the School Nutrition Association

School Nutrition Association of South Carolina (SNA of SC)
Post Office Box 1795, Columbia, South Carolina 29202
803-331-8632; snasc@bellsouth.net; Website: www.schoolnutritionsc.com
Joyce C. Lovett, Executive Director

Feeding Bodies. Fueling Minds.™

April 1, 2021

Dear Industry Partners:

As you are aware, COVID-19 threw us off track for 2020, but 2021 is here and we are looking forward to a wonderful show. It is my pleasure to invite you to participate in the 68th School Nutrition Association of South Carolina Annual Conference and Expo to be held October 14-16, 2021, at the Myrtle Beach Convention Center, Myrtle Beach, South Carolina. The expo will be held on Friday, October 15, 2021, (12 noon-5:00 p.m.) Buyers Time for directors, supervisors, and decision makers will be 12:00–2:30 p.m. and the expo will be open for all conference attendees from 2:30-5:00 p.m. During these times you will have the perfect opportunity to display your newest products and services to the leaders of the foodservice industry who are the purchasing decision makers.

Please note that booths are available on a first come, first serve basis (after Diamond and Ruby Sponsors, and multi-vendors). The booths layout diagram is on page 6. ***The booths will not be assigned until later as we are waiting on final health guidelines regarding COVID-19.*** Other important dates are listed in this packet on pages 4 and 5.

Electrical~~The Convention Center has moved away from ordering electric via the sheet. All vendors must use this link to order online. Vendors must click on this link to submit your orders: <https://myrtlebeachconventioncenter.myshopify.com/>

Our expo decorator is the George Fern Company. After your contract has been received, they will send you the information packet. Fern's contact information is provided on the bottom of page 6.

Please make plans to attend the directors/supervisors and vendor reception on Thursday evening beginning at 7:00 p.m. This will provide you the opportunity to network with our district directors/supervisors and buyers. This year, the event will be held at TopGolf Myrtle Beach, 2850 Robert Grissom Pkwy, Myrtle Beach, SC. We are excited about this new venue and hope you will be there with us. Tickets information is available on pages 4 and 10 in this packet.

All sponsorship opportunities are included in this registration packet. Please review the information on pages 3, 4, and 10 to make your sponsorship selections. When reviewing the contract, please note the liability and insurance information on page 7, item 6. Also note items 12, 13, and 14 on page 7.

After reviewing all information, you may register by completing and sending pages 7-11, by email or mail (address on page 11). Again, please note that booths will not be assigned until later as we are waiting on final health guidelines regarding COVID-19. You will then have the option for booth selections. Additionally, please note the COVID-19 information that is on page .

Please see page 12 for hotel reservation information.

I am delighted to have the opportunity to be a part of this event and to be associated with such a wonderful group and we look forward to having you participate in the 68th Annual School Nutrition Association of South Carolina Expo. Again, thanks for all that you do to make sure our children are served healthy and nutritious meals in our South Carolina schools.

Please don't hesitate to contact me if you have questions or need additional information. Also, please check on our website as changes and new information will be posted there as it is available: www.schoolnutritionsc.com, call 803-331-8632, or email snasc@bellsouth.net.

Sincerely,

Joyce C. Lovett, Executive Director and Expo Coordinator

SCHOOL NUTRITION ASSOCIATION OF SOUTH CAROLINA

2021~~Industry Booth Packages

Diamond Sponsor

\$2,750 Booth at Annual Conference, advertisement at Annual Conference, SNA of SC home page website ad w/link to your company's website-home page for the next calendar year, first choice for booth selection for next year, designated table at the banquet (you will have passes for your table guests who are conference attendees), two one-year industry memberships*, a whole page ad in Annual Conference program book or online, and complimentary dinner invitation to the 2021 Supervisors/Directors' Meeting.

Ruby Sponsor

\$1,900 Booth at Annual Conference, advertisement at Annual Conference, SNA of SC website ad w/link to company's website—other than home page for the next calendar year, first choice (after Diamond selection) for booth selection for next year, a one-year industry membership*, one half page ad in Annual Conference program book or online, and complimentary dinner invitation to the 2021 Supervisors/Directors' Meeting.

Pearl Sponsor

\$1,200 Booth at Annual Conference, listed on Website for the next calendar year, one-year industry membership*, listed in Annual Conference program book.

***One-year industry membership includes:**

- ❖ Listing of SNA of SC's Executive Board
- ❖ SNA of SC's Calendar of Event
- ❖ Picture directory--SFS Directors/Supervisors, State Office of Health and Nutrition, Industry Partners, and SNA of SC Board sent via email
- ❖ Listed on industry page of SNA of SC's Website (Virtual Marketplace)
- ❖ Listed on SNA of SC sponsored events documents—SIFT, Directors/Supervisors Meeting, Single Unit Meeting, etc.

Other Sponsorship Opportunities (see page 10 for details)

Sponsors will be noted on promotional signage at State Conference and listed on sponsorship page in booklet as well as items (example—speakers, door prizes, souvenirs, etc.)

Speakers for: Key Note, Banquet, Workshop Presenters

Banquet

Name Badge Holders

Conference Souvenirs

Program Ad—Full Page, Half Page, or Quarter Page

Dr. Vivian B. Pilant Scholarship Donation

Door Prize Donations (for Gift Cards)

Silent Auction Basket Donation

Wellness Walk

Other

EXHIBITORS SCHEDULE

Thursday, October 14, 2021-----7:00 p.m.

Directors/Supervisors and Vendor Reception

TopGolf Myrtle Beach, 2850 Robert Grissom Pkwy, Myrtle Beach, SC. Ticket Packet is \$125 (includes two (2) tickets) and \$35 for each additional ticket (must make a \$125 purchase first)

Thursday, October 14, 2021-----1:00 p.m.-5:00 p.m.

Move in Hours

Friday, October 15, 2021 -----8:00 a.m.

Vendor Parade during General Session

Friday, October 15, 2021 -----8:00 a.m. – 11:30 a.m.

Move in Hours Continued

Friday, October 15, 2021 -----11:30 - 12 noon

Inspection Time--(Fire Department and Fern)

Friday, October 15, 2021 -----12:00 p.m. – 2:30 p.m.

Directors/Supervisors/Buyers Time

Friday, October 15, 2021 -----2:30 p.m. – 5:00 p.m.

Expo~~All Conference Attendees

Friday, October 15, 2021

Booth Contest~~Booths will be judged beginning at 2:30 p.m.

Friday, October 15, 2021 -----Beginning at 5:00 p.m.

Move Out

OTHER INVITATIONS

- Industry Partners are invited to attend all classes and general sessions. Dates and times will be sent later and will be updated on our website at: www.schoolnutritionsc.com
- Directors/Supervisors and Vendor Reception will be held on Thursday night at 7:00 p.m. at TopGolf Myrtle Beach, 2850 Robert Grissom Pkwy, Myrtle Beach, SC. Ticket Packet is \$125 (includes two (2) tickets) and \$35 for each additional ticket (must make a \$125 purchase first)
- Vendor Parade during general session beginning at 8:00 a.m. on Friday morning
- Banquet on Saturday evening at 7:00 p.m. You are invited to attend our banquet. Please contact Joyce for ticket information.

All ***DIAMOND SPONSORS*** will receive a table and have the option to invite conference attendees to SIT at their table (see Joyce by Friday of the expo for ticket and seating)

BOOTH INFORMATION

Booth Rental Include:

- ✓ 10' X 10' Draped Space, with carpet
- ✓ 1 – 6' Table with Skirting
- ✓ 2 Chairs
- ✓ 1 Line Sign
- ✓ 1 Trash Can
- ✓ Carpeted Booth and Aisles
- ✓ Exhibitor Badges for all Working Personnel (4 per booth)
- ✓ Company Name and Products/Service Listing in Program (along with all contact information)

Exhibit Cost and Deadlines

- ✓ \$1,200---*Early Bird Special Rate*~~through September 1st
- ✓ \$1,400---September 2nd through September 21st
- ✓ \$1,600---September 22nd through October 13th (only if booths are available)

Payment Deadline

- ✓ **All costs for booth space must be paid in full before move-in hours.** Check or Credit Card payment accepted.

Expo Calendar

- ✓ Deadline for payment on reserved booths and program listing information (your contact info)
 - *September 1st*
- ✓ Deadline for all electrical and utilities to the Myrtle Beach Convention Center
 - *September 1st or whatever date as designed by the Convention Center*
- ✓ Deadline for payment to George Fern Company for decoration requests
 - *September 1st or whatever date as designated by the Fern Company*
- ✓ Move-In
 - *Thursday~~1:00 p.m.-5:00 p.m. and Friday~~8:00 a.m.-11:30 a.m.*
- ✓ Move-Out
 - *Friday~~beginning at 5:00 p.m. (Do not break down early! Review Contract for early breakdown fine (page 7 item 13—will be enforced).*

Booth(s) Assignments

Booth(s) assignments will be based on receipt of contract and full payment. If the Exhibitor's choice is not available, the Expo Coordinator will assign the next best available space. The Expo Coordinator reserves the right to reassign booths when necessary. Booth(s) confirmation will be sent upon receipt of signed contract and payment. Please note that booths will not be assigned until later as we are waiting on final health guidelines regarding COVID-19. You will then have the option for booth selections. Additionally, please note the COVID-19 information that is on page 8.

✓

Additional Services

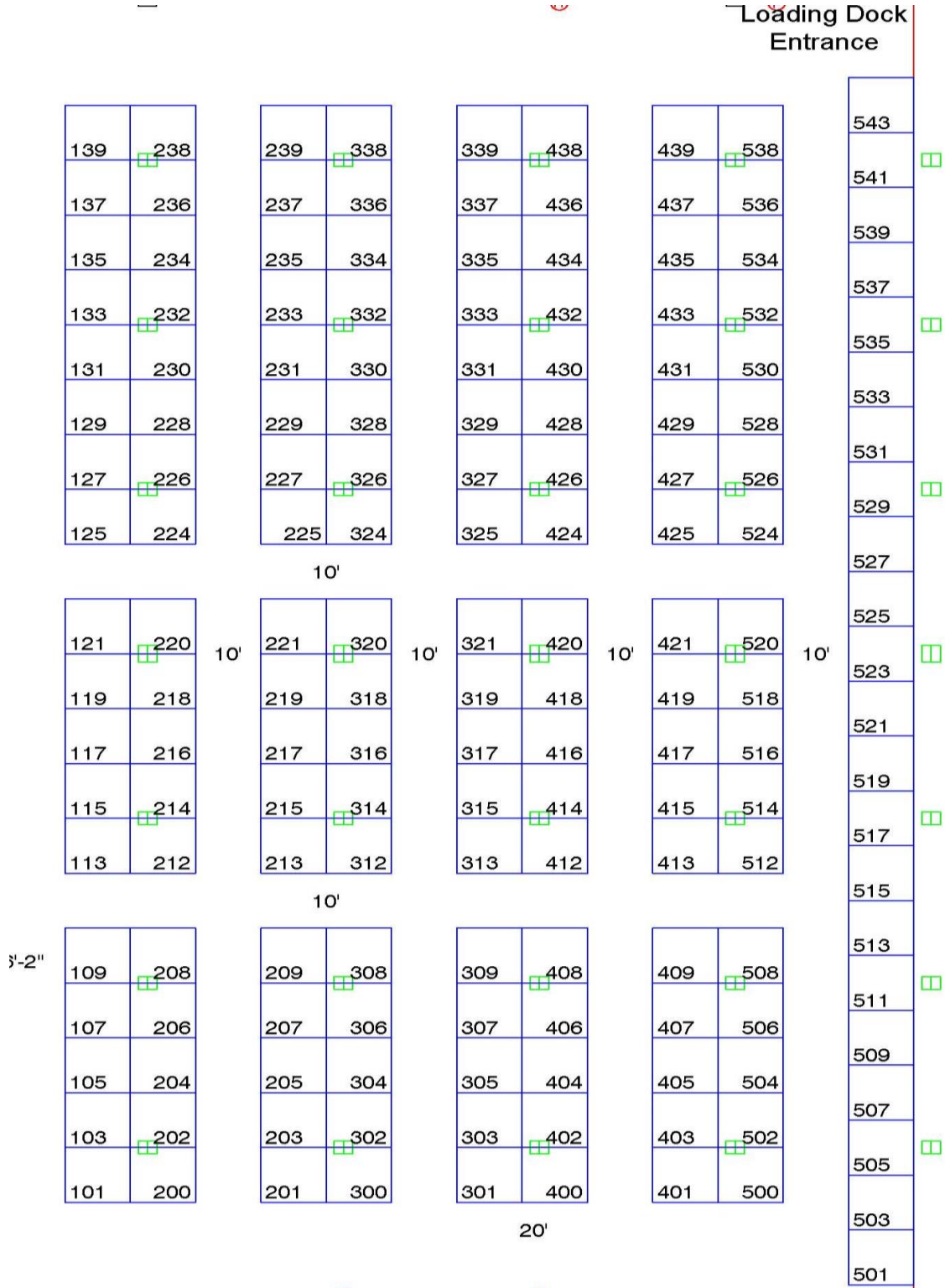
Electrical~~The Convention Center has moved away from ordering electric via the sheet. All vendors must use this link to order online. <https://myrtlebeachconventioncenter.myshopify.com/>

- ✓ Furniture and Decorations~~Order forms and other information will be sent to you from the George Fern Company (The Fern packet is also posted on our website: www.schoolnutritionsc.com). Contact information for the Fern Company is included in this packet on the bottom of page 6.

Show Colors

- ✓ Purple, gold, white

**PLEASE NOTE THAT HALL LAYOUT IS SUBJECT TO CHANGE
BASED ON HEALTH REQUIREMENTS.**



CONTACT INFORMATION: George Fern Company, Exhibitor Services, mwelch@fernexpo.com; 800-774-2251 ext 1, <https://www.fernview.com>

CONTRACT FOR SPACE

This reservation for exhibit space is subject to acceptance by the School Nutrition Association of South Carolina, and upon such acceptance will constitute a Contract to use the space assigned.

1. Character of Exhibits: The School Nutrition of South Carolina reserves the right to decline or prohibit any exhibit or part of an exhibit or prohibit or restrict any activity or conduct within the exhibition area(s) which in their opinion is not suitable.
2. Payment of Spaces: Payment of the rental charges(s) for exhibit space reserved, along with executed Contract, must be received by the School Nutrition Association of South Carolina on or before October 1, 2021, and no cancellations or refunds can be made after that date. Confirmed exhibit space for which payment is not received by October 1, 2021, may be assigned to other applicants. Any cancellations prior to October 1, 2021, carries a 50% of booth rate service charge.
3. Exhibitor Registration: Exhibitors must register in advance by submitting the forms no later than September 1, 2021.
4. Subletting of Space: No Exhibitor shall assign, sublet or apportion the whole or any part of the space allotted or permit any other party to exhibit therein without the written permission of the School Nutrition Association of South Carolina.
5. Materials to be shipped: The Myrtle Beach Convention Center cannot accept exhibit materials for storage. Information concerning the official Drayage Company will be mailed to you from George Fern Company.
6. Liability: The School Nutrition Association of South Carolina Expo will not be responsible for the safety of exhibits from theft, damage by fire or other causes. The Exhibitor hereby expressly assumes responsibility for injury or damage to persons, property or things occurring within the exhibit space assigned each Exhibitor in accordance with the terms of the Contract. The Show, the School Nutrition Association of South Carolina, and the Myrtle Beach Convention Center will not be responsible for any injury that may arise to Exhibitors or their Employees or for the loss of or damage to any goods from any cause whatsoever while in transit to or from, or while in the Myrtle Beach Convention Center.
 - a) Each exhibitor must maintain their own certificate of insurance.
 - b) In the event of inclement weather, the School Nutrition Association will follow the leadership of the venue. If the venue is open and accessible, the expo and conference will continue as planned. No refunds will be provided unless prior notice is sent out by the School Nutrition Association of South Carolina.
 - c) It is suggested that exhibitors update their insurance needs for additional coverage they feel appropriate.
7. **ELECTRICITY**~~The Convention Center has moved away from ordering electricity via the sheet. All vendors must use this link to order online. All vendors must use this link to order online.
<https://myrtlebeachconventioncenter.myshopify.com/>.
8. Equipment and Supplies: The Show will furnish each Exhibitor with a uniform, single-line sign with the Exhibitor's name thereon, one 6-foot table and two chairs. No balloons are allowed. Additional booth furnishings can be ordered in advance from the George Fern Company.
9. Harmful Chemicals: NO hazardous or toxic materials will be permitted in ANY exhibit booth under any circumstances whatsoever.
10. Exhibitor Attendance: Any Exhibitor who has paid for booth space and fails to show up at the Myrtle Beach Convention Center at least three (3) hours prior to the opening of the Show will forfeit his/her right to the booth space as well as any refund. Emergencies will be dealt with on an individual basis by the School Nutrition Association of South Carolina.
11. Consumable Products: Under the terms of our agreement with the Myrtle Beach Convention Center, consumable samples must be limited to no more than two (2) oz. food and four (4) ounces liquid with the exception of manufactured "pre-packaged" items such as milk, cereal, etc.
12. Fire Extinguishers: If the exhibitor has a deep fryer, they must have a Class K extinguisher.
13. **Breakdown: Friday, October 15, 2021, beginning at 5:00 PM is Move-Out Time. Any Exhibitor who breaks down early without permission from the Expo Coordinator will be subject to a \$1,000.00 fine and will not be allowed in future shows until fines are paid.**
14. **NO ONE UNDER THE AGE OF 18 WILL BE ALLOWED ON THE EXPO FLOOR AT ANYTIME.**
15. **THESE PROVISIONS BECOME PART OF THE CONTRACT BETWEEN THE SCHOOL NUTRITION ASSOCIATION OF SOUTH CAROLINA AND THE EXHIBITOR. ITEMS NOT COVERED ARE SUBJECT TO THE DECISION OF THE SCHOOL NUTRITION ASSOCIATION OF SOUTH CAROLINA.**

_____ (Initial)

**School Nutrition Association of South Carolina
Annual Conference and Expo ~~ October 14-16, 2021**

Sheraton Hotel and Myrtle Beach Convention Center

Event Waiver Information

Assumption of the Risk and Waiver of Liability Relating to Coronavirus/COVID-19

The novel coronavirus, COVID-19, has been declared a worldwide pandemic by the World Health Organization. COVID-19 is extremely contagious and is believed to spread mainly from person-to-person contact. As a result, federal, state, and local governments and federal and state health agencies recommend social distancing and have, in many locations, prohibited the congregation of groups of people.

The School Nutrition Association of South Carolina, working with the Sheraton Hotel and the Myrtle Beach Convention Center, has put in place preventative measures to reduce the spread of COVID-19 and will follow current Department of Health guidelines in regard to this event. ALL safety protocols and guidelines as determined by the CDC will be followed.

By registering to attend this event, you acknowledge the contagious nature of COVID-19 and voluntarily assume the risk that you may be exposed to or infected by COVID-19 by attending the 2021 School Nutrition Association of South Carolina Annual Conference and Expo. You hereby release, covenant not to sue, discharge, and hold harmless The School Nutrition Association of South Carolina, its employees, agents, and representatives, of and from the Claims, including all liabilities, claims, actions, damages, costs or expenses of any kind arising out of or relating thereto. You understand and agree that this release includes any Claims based on the actions, omissions, or negligence of The School Nutrition Association of South Carolina, its employees, agents, and representatives, whether a COVID-19 infection occurs before, during, or after participation in the 2021 School Nutrition Association of South Carolina Conference and Expo.

Additionally, please note that the above applies to all exhibitors that are associated with your booth(s) and they agree to the waiver. (List exhibitors on page 9 of the contract—limit four (4) per booth.)

Name of Company

Signature and Date

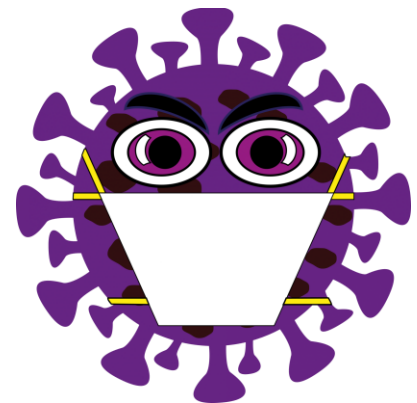


EXHIBIT SPACE CONTRACT

DUE DATE: September 1, 2021 (for early bird rate)

Name of Company _____

Product Line or service _____

Address _____

City, State, Zip _____

Preferred Telephone _____

Email address _____

Website address _____

Contact Person _____

Check all that apply

_____ Individual Vendor

_____ Manufacturer--(please complete this sheet for each vendor to include their individual contact information)

_____ Broker--(please complete this sheet for each vendor to include their individual contact information)

Number of space(s) to be reserved:

_____ (if you desire more than one, please contact Joyce Lovett for assistance with selection)

Exhibit Space to be Reserved

_____ Check here if you want the same booth(s) as last year

1st Choice _____ 2nd Choice _____ 3rd Choice _____

Representative(s) at trade show~~include all names for name badges (4 allowed per booth)

Name for Booth Sign _____

PACKAGE SELECTION

DUE DATE: September 1, 2021 (for early bird rate)

Industry Booth Package Selection (see page 3 for package details)

Diamond	_____	x	\$2,750	\$ _____
Ruby	_____	x	\$1,900	\$ _____
Pearl	_____	x	\$1,200	\$ _____

Use of Cooking area (must provide equipment & electricity) \$250 \$ _____
Contact Joyce for cooking area questions

Other Sponsorship Opportunities

*Key Note Speaker	_____	x	\$500	\$ _____
*Banquet	_____	x	\$500	\$ _____
*Wellness Walk	_____	x	\$500	\$ _____
*Workshop Presenter	_____	x	\$200	\$ _____
*Conference Souvenirs	_____	x	\$200	\$ _____
**Program Ad—Full Page	_____	x	\$100	\$ _____

Ruby Booth Package Only

Upgrade to full page ad	_____	x	\$50	\$ _____
**Program Ad—Half Page	_____	x	\$75	\$ _____
**Program Ad—Quarter Page	_____	x	\$50	\$ _____
Website Ad	_____	x	\$100	\$ _____
Vendors/Directors Reception	_____	x	\$125	\$ _____
Extra Reception Tickets	_____	x	\$35	\$ _____
Dr. Vivian B. Pilant Scholarship Donation				\$ _____
Door Prize Donations (for Gift Cards)				\$ _____
Silent Auction Basket Donation				\$ _____
Other				\$ _____

GRAND TOTAL	\$ _____
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*Multiple sponsors needed or for exclusive sponsorship, contact Joyce at snasc@bellsouth.net

**Please note that Program Ads may be online

PAYMENT INFORMATION

DUE DATE: September 1, 2021 (for early bird rate)

SNA of SC~~~~~EIN: 57-0689852

EMAIL TO: snasc@bellsouth.net

AUTHORIZATION TO MAKE CREDIT CARD CHARGE

*All transactions will be handled with the utmost confidence.
Please do not fax this info unless you have confirmed that I am able to
retrieve this document immediately.*

**This information is NOT saved for future transactions.
Complete all information. Please PRINT/TYPE except for signature. Thank you.**

Charge to: <input type="checkbox"/> AmEx press <input type="checkbox"/> MasterCard <input type="checkbox"/> VISA		
Credit Card Number:		
Expiration Date:	Amount to Charge: \$	
Purpose (Event):	Expo 2021	
Name on Credit Card:		
District/Company:		
Billing Address:		
City:	State:	Zip:
Telephone:		
Email Address: <i>(Receipt will be sent to this email address.)</i>		
Signature:		Date:
SNA of SC use only: Processed: <input type="checkbox"/> Yes <input type="checkbox"/> No	Date:	Initials:

Email to: snasc@bellsouth.net

Mail to: SNA of SC, PO Box 1795, Columbia, SC 29202

Or

Check Enclosed ~~~~~Check Number _____ Amount \$ _____

Checks made payable to SNA of SC and mailed along with signed contract to:
SNA of SC, Post Office Box 1795, Columbia, SC 29202 ~~~ snasc@bellsouth.net

Exhibit space will be assigned according to the date and time contract and payment are received

Notes or other information:

Signature _____ **Date** _____

Hotel Information

***Sheraton Myrtle Beach Convention Center Hotel
2101 North Oak Street
Myrtle Beach, SC 29577
843-918-5000***

Register for hotel online:

[Book your group rate for SCHOOL NUTRITION OF SOUTH CAROLINA ANNUAL CONFERENCE](#)

Last Day to Book: Monday, September 13, 2021

Rate: \$96 (or state rate) (plus taxes)

SEE YOU NEXT YEAR!!!!

***Same Place
Myrtle Beach Convention Center***

October 13-15, 2022



68th SNA of SC Annual Conference & Expo
Myrtle Beach, South Carolina
October 14-16, 2021

“HEROES ON THE FRONTLINE OF HUNGER”

Myrtle Beach, SC



School Nutrition Association of SC

Contact: Joyce Lovett

Post Office Box 1795, Columbia, SC 29202

Phone~~~803-331-8632

E-mail: snasc@bellsouth.net~~www.schoolnutritionsc.com