

Saddle Up for Success



NYSNA 59TH ANNUAL CONFERENCE
OCTOBER 22-24, 2010 ~ SARATOGA SPRINGS, NY

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CONFERENCE EXHIBIT DETAILS

Every day New York schools are open, over 1.8 *million* lunches and half a million breakfasts are eaten by students. During this period of economic uncertainty, school meals are more in demand than ever. If you have a product or service to benefit School Food Service programs, you'll want to exhibit at the New York School Nutrition Association *Buying* Conference where over 500 SFS professionals will be eager to learn about your company.

Reserve Your Space Today!

Exhibit Chair – Melodie Marco
Executive Director – Carol Beebe

Date

October 22-23, 2010

Site

Saratoga Springs City Center
534 Broadway
Saratoga Springs, NY 12866

Theme

Saddle Up for Success

Booth Set-up

Friday, Oct. 22– 7:00 am to 1:00 pm

Booth Size

8' x 8' - comes with one 6" table (59 available)
8' x 10' - comes with one 8' table (88 available)

Show Hours

Friday, Oct. 22 – 1:30 – 5:00 pm
Saturday, Oct. 23 – 10:15 – 1:15 pm

Required:

Signed Application/Contract
Certificate of Insurance
Payment to secure exhibit space
Desk Reference Information
Exhibitor Category Form

Booth Cost – ****Prices held from 2008 ****

Early Bird : Before August 1 - \$1150
After August 1 - \$1350
Less \$200 discount for Corporate Members
Additional \$100 for premium booth space (see floor plan)
Additional \$75 to participate in *Name That Horse!* Contest
\$5.00 for a second table ordered with booth application

Official Decorator

Mark Dries
Great Lakes Events (GLE)
100 Bickford Street
Rochester, NY 14606 585-458-2200 x 267

Exhibitor kits will be sent directly from GLE to registered exhibitors. Kits will contain information on drayage, extra furniture, carpeting for the booth etc.

- Standard 8' x 8' or 8' x 10', draped booth setup with 8' high back wall drape and 3' high side draped partition
- Complimentary sign listing company name
- Complimentary 6' or 8' draped table and 2 chairs waste basket (see booth application).
- Refrigerated & Freezer Truck from Sysco
- Complimentary Ice
- Complimentary Corporate Member sign (if applicable) Size – 7" x44"
- Complimentary Commodity Processor sign (if applicable)
- One complimentary Friday Dinner
- Listing in Desk Reference distributed to all purchasers
- Complimentary list of Buyers attending the show
- \$25 from each booth goes to the Industry advisory Committee
- Aisle carpet - blue or black
- Drapery color is red

Payment

Space request must be made on the official application/contract for exhibit space and full payment and certificate of insurance naming NYSNA as an additional insured must accompany the signed application.

August 1st is the deadline to be listed in the Desk Reference and for NYSNA to receive your ad.

Conference Registration

NYSNA will provide 4 exhibitor name badges per booth. All exhibitors with name badges are welcome to attend all general and educational sessions. Additional badges may be purchased for \$25 each. One Friday dinner comes with each booth; additional meal tickets may be purchased in advance. Friday night is our Exhibitor Recognition night which will be held in the Rochester Riverside Convention Center.

* Name That Horse! Contest

Be part of the fun AND get people to your booth! Sign up to participate in the contest on Friday. Attendees will have a "Racing Program" to complete. For \$75, you can be a "handicapper" with the name of a horse (only 40 booths can participate). When the racing program is full, the attendee will "place his bet" for a chance to win one of five \$100 prizes!

Please send your payment, signed contract and completed forms to:

New York School Nutrition Association
125 Wolf Road, Suite 315
Albany, NY 12205

Phone: 518-446-9061

Fax: 518-446-0113

NYSNA 2010 Conference Booth Application/Contract for Exhibit Space

Name of Booth: _____
 (As you want it to appear on the booth sign and in the program and Desk Reference.
 Name of booth must match the company contact person & his/her contact information below.)

Company Contact Person: _____

Corporate Membership #: _____ **Email:** _____

Address: _____ **City:** _____ **State:** _____

Zip: _____ **Phone # ():** _____ **(ext):** _____ **Fax # ():** _____

Authorization (All exhibit correspondence will be sent to this contact)

Exhibit Contact Person for booth set up (if different): _____

Contact Phone: () _____ Contact email: _____

Address: _____ City: _____ State: _____ Zip: _____

*****Required*** To exhibit, each exhibiting company must provide a certificate of insurance naming NYSNA as an additional insured on the policy and provide an authorized signature below. Thank you.**

Authorized Signature indicating acceptance of and agreement to abide by the "Terms and Conditions of NYSNA Conference Exhibit Space Agreement" as found in the exhibit packet :

Exhibitor Name Badges: Four per booth. Extra badges \$25 each. No one admitted without a badge. Please *PRINT*.

Description of Products/Services Exhibited (prior exhibitors – check the Desk Reference insert on goldenrod):

Booth Prices: * Prices held for 3rd year *****

<i>Early Bird</i> Before August 1, 2010.....	\$1150	\$ _____	
<i>After</i> August 1, 2010.....	\$1350	\$ _____	
Premium Booth Selection.....	\$ 100	\$ _____	
Subtract *Corporate Member Discount... \$ 200	\$ _____	\$ _____	<i>*must be current at time of payment & when exhibiting</i>
Corporate Membership (join).....	\$ 150	\$ _____	<i>must complete the corporate membership form if joining now</i>
Add \$25 per badge over four.....	\$ 25	\$ _____	
Participate in "Name that Horse!" Contest..	\$ 75	\$ _____	
Request a second table in booth	\$ 5	\$ _____	
Sponsorship Participation.....	\$ _____	\$ _____	
Total Due		\$ _____	BOOTHS MUST BE PAID IN FULL NYSNA ACCEPTS MASTERCARD & VISA

Booth Preference:

1 _____ 2 _____ 3 _____ Put booth with Broker _____ Total # of booths: _____
 (Name of Broker)

Office Use: Date Received: _____ **Amt Paid:** _____ **Check #:** _____

BOOTH# _____ (Office use only)

EXHIBITOR CATEGORIES For:

COMPANY NAME

Select *ONLY* three appropriate categories by placing a check mark in the corresponding box. In the Desk Reference, your company will be listed under each category you specify here. NYSNA shall have the right to select the appropriate category(ies) should none or more than 3 be listed here.

BROKER

- Food Broker
- Manufacturer's Rep for Equipment

CHOOSE SENSIBLY

- Offer snacks that meet the "Choose Sensibly" guidelines

COMMODITY PROCESSOR

- Cheese
- Direct Diversion Processor
- Eggs
- Fruit
- Meat or Poultry
- Peanut Butter

DAIRY

- Cheese
- General
- Ice Cream
- Milk
- Soy Milk
- Yogurt

DESSERTS/SNACKS/A LA CARTE

- A La Carte
- Beverages/Coffee/Tea/Water
- Cookies/Cakes
- Crackers
- Puddings/Desserts
- Snack Foods

DISTRIBUTOR

- Equipment
- Full Line
- Ice Cream
- Paper and Supplies

FRUITS/VEGETABLES

- Canned/Dehydrated/Cups
- Fresh
- Frozen
- Juices
- Aseptic Fruit & Vegetable

GRAINS

- Breads/Related Products
- Cereals
- Pasta
- Rice

INGREDIENTS & EXTRAS

- Baking Ingredients
- Dressings/Condiments
- Gravies/Sauces/Bases

INFORMATION & RESOURCES

- Consultants
- Commodity/Grower Groups
- Marketing/Promotional Materials
- Nutrition Education
- Staff Training

HEAVY KITCHEN EQUIPMENT

- All Heavy Kitchen Equipment
- Fryers
- Furniture/Tables
- Kiosks/Bars/Servers/Dispensers
- Ovens/Warmers/Broilers
- Refrigerators/Freezers
- Serving Lines
- Steam Cooking Equipment
- Storage/Shelving
- Transport Cabinets/Carriers
- Vending Machines
- Ware-washing

SMALL EQUIPMENT

- All Small Kitchen/Cafeteria Smallwares
- Blenders/Mixers/Food Processors/Toasters
- Computer Hardware & Software/Registers
- Cookware
- Menu Boards/Signage

PROCESSED/PACKAGED FOODS

- Asian
- Italian
- Mexican
- Hummus Dips/Spreads
- Pizza
- Sandwiches
- Soups
- Miscellaneous

MEAT/MEAT ALTERNATE

- Beef
- Eggs
- Fish/Seafood
- Nuts & Beans
- Pork
- Poultry
- Soy Products
- Protein Alternate

SERVICES

- Internet
- Inventory Control

SUPPLIES

- Cleaning Products/Cloths, Mops, Brooms
- Disposable Service-ware/Packaging and Labeling/Paper Products
- Trays/Utensils/Flatware/Tableware
- Uniforms/Aprons/Gloves
- Miscellaneous

ORGANIC PRODUCTS

- Produce
- Snacks
- Other

NYSNA CONFERENCE SPONSORSHIP FORM & DESK REFERENCE ADVERTISING FORM

SPONSORSHIP

Please include my company as a:

- DIAMOND SPONSOR** (\$10,000) (one)
 - President's Dinner & Reception-Saturday

- PLATINUM SPONSOR** (\$3000-\$9000)
 - General Session (2) - \$3,000
 - General Session - Sat. - \$5,000
 - Friday's Reception - \$5,500
 - Registration Gift - \$3,000
 - Thurs. Ex. Board Dinner - \$3,000
- GOLD SPONSOR** (\$1000 - \$2900)
 - Conference Bags - \$2500
 - Saturday's Affiliate Breakfast - \$1000
 - Workshops - \$1000-\$2,500
 - Carol Gilbert – Pre-conference 4 hr. Workshop for Managers - \$1000
- SILVER SPONSOR** (\$500-\$900)
 - Badge Holder - \$900
 - Conference Committee Attire - \$750
 - Workshops - \$500
 - Name that Horse Contest - \$500
 - Wellness Walk - \$500 plus tee shirts

ADVERTISING

I wish to buy the advertising space listed below:

FULL PAGE COLOR ADVERTISING

- * BACK COVER \$1100
- * INSIDE FRONT COVER \$1100
- * INSIDE BACK COVER \$1100
- * FIRST PAGE \$1100
- BODY of the BOOK \$ 950

* Please check for availability
Preference given to prior advertisers

FULL PAGE BLACK & WHITE ADVERTISING

- BODY of the BOOK \$ 300

**Camera Ready Art must be received by
August 1st.**

There is an additional charge of \$50 for ads requiring reformatting.

Payment enclosed for sponsorship \$ _____

Payment enclosed for advertising \$ _____

Company Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone(____) _____ ext _____ Fax(____) _____

Email _____

Make Check Payable to New York School Nutrition Association and mail with Form to:
125 Wolf Road, Suite 315, Albany, NY 12205

Phone: 518-446-9061

Fax: 518-446-0113

NYSNA SPONSORSHIP & ADVERTISING OPPORTUNITIES

SPONSORSHIPS

Stand out from the crowd by distinguishing your company as an NYSNA Sponsor! Sponsorship increases your visibility to key buyers. Let your customers know how important school business is to you! New York schools offer 1.8 million lunches and half a million breakfasts per day. Attract business from the 500 attendees present by taking advantage of the extra attention sponsorship will bring you!

To sponsor at the Conference, a company must be both a corporate member and an exhibitor. All sponsorships will include special sponsor signage at the booth and be recognized in the program and in the Desk Reference. A special sign will acknowledge all sponsors and their sponsorship level and a plaque will be awarded to every sponsor during the conference.

DIAMOND SPONSOR (\$10,000) (1 available)

Includes:

- Sponsorship of Saturday's General Session. With an opportunity for a 3 minute presentation to the audience or Sponsor Saturday's President's Reception & Dinner.
- The opportunity to introduce the speaker.
- Recognition on the Registration kick-plate.
- Special, individual recognition at the Friday Evening of Entertainment.

PLATINUM SPONSOR (\$3000-\$9000)

Includes:

- Sponsorship of Friday's General Session with Special signage at the entrance to the Session and the opportunity to introduce the speaker
- Sponsorship of Friday's Reception
- Sponsorship of Conference Registration Gift or Registration Bags
- Sponsorship of 2009-10 Executive Board Reception & Dinner

GOLD SPONSOR (\$1000 - \$2900)

Includes:

- Sponsorship of Affiliate Breakfast
- Workshops

SILVER SPONSOR (\$500 - \$900)

Includes:

- Workshop Sponsor
- Badge Holder Sponsor
- Conference Committee Attire
- Wellness Walk – also provides 35 shirts
- Sponsorship of the Trivia Contest on Friday's Exhibit Floor - "Name that Horse!"

To take advantage of these sponsorship or advertising opportunities, complete the Sponsorship form on page 6.

Advertising

Make an enduring impression during and after conference by enhancing your presence through advertising in the

2010-11 Desk Reference of Products and Services for School Food Service Purchasers.

All advertising in the Desk Reference will be purchased separately. This newly formatted, leaner Reference means YOUR ad will stand out even more in this essential FS buyer's handbook.

This printed piece, professionally produced, provides product and service information from all conference exhibitors for the 120 plus Buyers who attend conference. The Desk Reference is meant to be a handy tool for Food Service Directors all year long. Because Directors attend the conference from all over New York, the Desk Reference also lists the Brokers and Manufacturer Representatives for each Manufacturer's booth making the purchase of products easier. When buyers need immediate answers, they turn to the Desk Reference.

FULL PAGE COLOR ADVERTISING

BACK COVER*	\$1100
INSIDE FRONT COVER*	\$1100
INSIDE BACK COVER*	\$1100
FIRST PAGE*	\$1100
BODY of the BOOK	\$ 950

FULL PAGE BLACK & WHITE
ADVERTISING
BODY of the BOOK\$ 300

*Prior advertisers in these spaces will receive preference.

Camera Ready Art must be received by August 1, 2010.

Specifications:

For color ads, all images must be CMYK.

150 is the minimum resolution.

Size: Trim Size: 8 1/2" wide x 11" high

Non Bleed Ad: 7 1/2" wide x 10" high

Bleed Ad: 8 5/8" wide x 11 1/8" high

Digital Files: Please submit your ad **on disk** using Quark Pagemaker or InDesign files for Mac or PC with all images and fonts included (screen and printer fonts both needed for postscript type faces). Also include hard copies of the final version; color proofs are required for color ads. Emailed ads are not acceptable.

If PDF file is supplied, please make sure all fonts and images are imbedded.

Tif, jpegs, Illustrator eps and Photoshop eps are acceptable.

NAME THAT HORSE! CONTEST

SPONSORSHIP OPPORTUNITY

- GOAL:** Use theme contest to get as many buyers to the floor and to exhibit booths during Friday's exhibit time (1:30 p.m. - 5:00 p.m.)
- THEME:** *Name That Horse!* – Ten questions about horses who have raced in Saratoga will be on each Director's "Racing Program" and the handicappers (exhibitors) will have the answers.
- CONCEPT:** Attendees (Directors & Managers) will visit participating exhibitor booths and ask for the name of the horse fitting the description.
- EXHIBITORS:** Exhibitors may "buy" a horse. Each horse (10) will be sold to exhibitors. Only one label sheet (50 labels) listing a horse name can be purchased by each booth. Each sheet will contain labels of the same horse. There will be a limit of four (4) booths with the same horse interspersed around the exhibit floor. Each of the participating booths will have a special, conference logo sticker affixed to his/her booth sign designating their booth as participating in the *Name That Horse!* Contest.
- PLAY:** Each attending Director or Manager (Friday only) will receive a "Racing Program" with their registration packet. Racing Programs will be designed to have spaces to affix the horse label. At the end of the first day of exhibits, each attendee will "place his/her bet" by dropping his/her completed racing program into the tumbler. A horse name cannot be handwritten. Participants must visit the booth to receive the horse name label. The winners will be the first five (5) completed racing programs pulled and will be announced at Friday evening's awards dinner. The winner must be present to claim the prize.
- COST:** Label sheet with fifty (50) labels of the same horse name- **\$75** (40 available)

Racing Program sponsorship - **\$500** (one available)
One company will have their company logo on the front of the Racing Program
- PRIZES:** \$ **100** cash (5 awarded)

**NYSNA 3rd ANNUAL INDUSTRY
GOLF OUTING**

**Thursday October 21, 2010
Shotgun 11:30
Airway Meadows, Gansevoort**

PLATNUM SPONSORS \$2,000

Includes:

**Golf and Cart for 2 Foursomes
Box Lunch, Reception and Dinner for 8
Dinner with NYSNA Executive Board
Complimentary Photos with NYSNA President
Recognition in all Print Ads & Sponsor Boards
2 Hole Sponsorships
Special Recognition at Industry Reception (Friday)**

GOLD SPONSORS \$750

Includes:

**Golf and Cart for 1 Foursome
Box Lunch, Reception and Dinner for 4
Dinner with NYSNA Executive Board
Complimentary Photos with NYSNA President
Recognition on Sponsor Boards
1 Hole Sponsorship
Recognition at Industry Reception (Friday)**

The Industry Advisory Committee, with the assistance of the Golf Committee, has planned a wonderful fun event for our Industry members, sales representatives and customers. The format for the outing will be a scramble – each golfer on each team plays for 18 holes. The drive that is the best is the place from which everyone plays their next ball. Everyone plays for the entire outing, but the team takes advantage of playing from the best ball's position. So if you're not the best golfer, you can still have a lot of fun and get your wellness walk in for the day! There will be prizes for the longest drive for men and women, a putting contest, closest to the pin and more! Lunch will be provided and the outing will conclude with a reception, awards and prizes and a terrific dinner with the Executive Board.

Industry – there are still many other sponsorship opportunities. Call NYSNA if you are interested. Please sign up early as space is limited.

Industry needs to know who wants to golf, so if you work in school food service and want to be invited to be part of a foursome, call Headquarters and give us your name. Industry, we will have customers who want to join you in a great day of fun. So call "Golf Central" at the NYSNA office 518-446-9061 and we will get you ready to tee off!

Golf Outing Registration

Thursday, October 21, 2010

AIRWAY MEADOWS

GANSEVOORT, NY

SHOTGUN START at 11:30 am sharp

Platinum Sponsor: \$2000 _____

Gold Sponsor: \$750 _____

OTHER SPONSORSHIP OPPORTUNITIES:

Hole Sponsorship: \$150 = \$ _____

Closest to the Pin \$200 = \$ _____

Longest Drive: \$200 = \$ _____

Putting Contest \$300 = \$ _____

Longest Drive: \$200 women = \$ _____

Closest to the Pin \$200 women = \$ _____

Golf Package includes:

Golf Cart, Beverage Cart on the Course, Box Lunch, Reception & Dinner- \$125 per person.

Company Name: _____

Golfer's Name: _____ \$125

Golfer's Name: _____ \$125

Golfer's Name: _____ \$125

Golfer's Name: _____ \$125

Dinner & Reception Only - \$42.00 per person.

Sign up your foursome soon - DEADLINE September 30, 2010 – Limited to 120

Proceeds will go to the Industry Advisory Committee

Please print this form and mail along with your check made payable to:

**New York School Nutrition
Association
125 Wolf Road, Suite 315
Albany, New York, 12205
518-446-9061**

**New York School Nutrition Association
Conference '10
Meal Function Reservation Form**

PLEASE indicate the names of those attending each meal and make reservations by September 30th.

Company Name: _____ Date: _____

Contact Name: _____ Telephone: (____) _____

Address: _____

City: _____ State: _____ Zip: _____

• **LIGHT FARE PRIOR TO EXHIBITS**

Friday: 11:00 am - 12:00 pm SARATOGA BALLROOM 1 @ \$20.00

Names: _____ \$ _____

• **BREAKFAST**

Saturday: Executive Continental Breakfast 7:30 am – 8:30 am BROADWAY 1 & 2 @ \$20.00

Names : _____ \$ _____

Sunday: Breakfast Buffet 7:30 am – 9:00 am SARATOGA BALLROOM 1 @ \$25.00

Names : _____ \$ _____

• **DINNER**

Thursday, October 21st: GOLF BANQUET – Union Grille at The Saratoga Hilton

Cocktail Reception 5:00 pm-6:00 pm and Dinner 6:15 pm – 8:00 pm

(Included with golf package but non-golfers are welcome to attend) @ \$42.00

Names: _____ \$ _____

• **Friday, Oct. 23rd: EXHIBITOR RECEPTION, DINNER & AWARDS - Saratoga Gaming & Raceway**

Open Bar Reception: 5:45 pm - 6:30 pm & 7:00 pm – 8:15 pm Dinner: 7:00 pm

(For Exhibitors: one complimentary dinner comes with your booth –

*do **NOT** sign up here for the complimentary dinner)* @ \$50.00

Names: _____ \$ _____

• **Saturday, October 23rd: PRESIDENT'S RECEPTION & DINNER and INSTALLATION of the 2010-2011- OFFICERS – SARATOGA BALLROOM**

Reception with cash bar: 6:00 pm – 7:00 pm; Dinner and Installation: 7:00 pm @ \$60.00

Names: _____ \$ _____

TOTAL: \$ _____

Meal tickets will be in your registration package. **Please reserve by September 30th.**

Include your check made payable to NYSNA. MasterCard & Visa accepted.

Return with your Booth Registration.

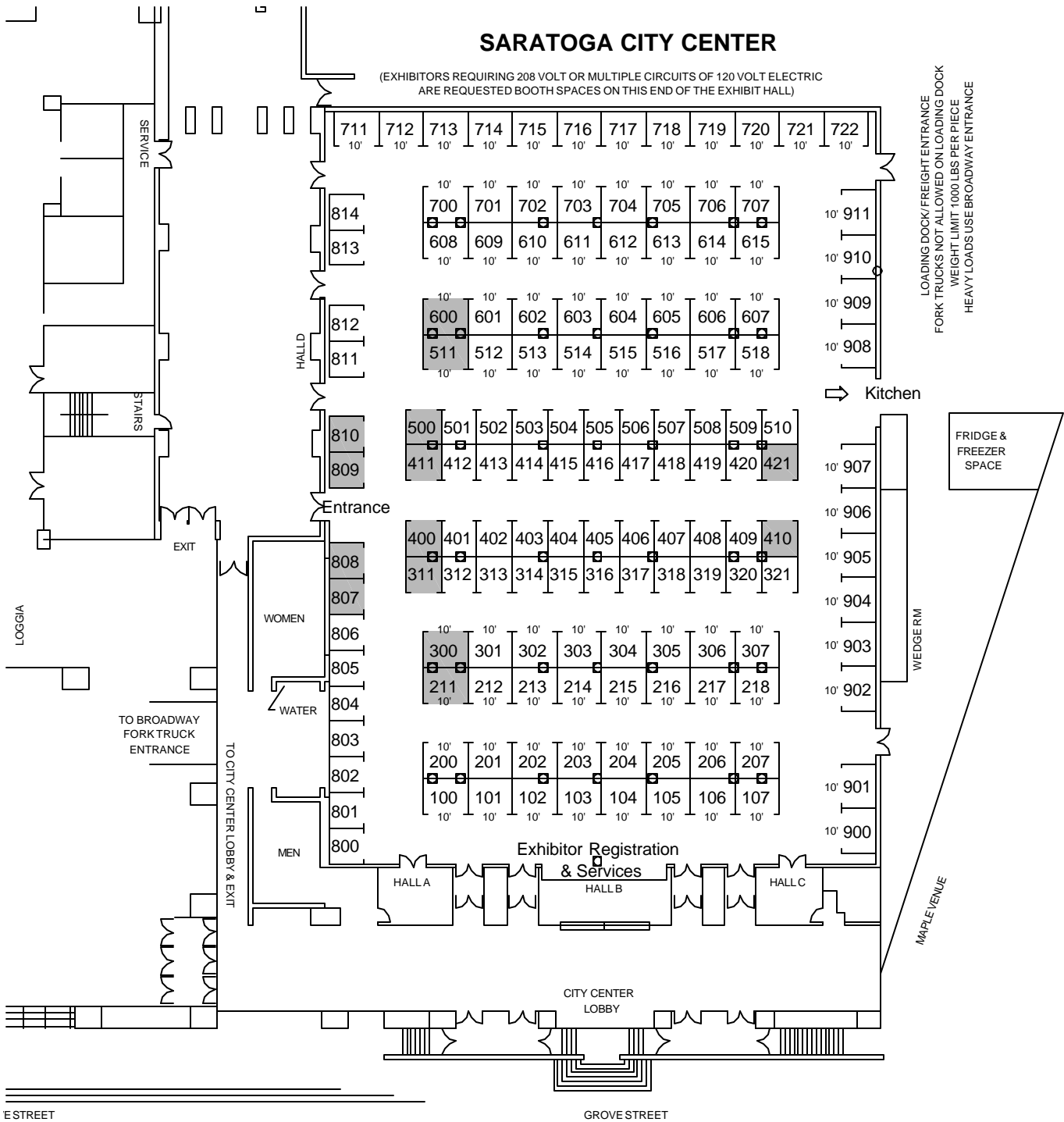
RETURN TO: NYSNA 125 Wolf Rd. Albany NY 12205

For NYSNA Office Use Only:

Date Received: _____ Amount Paid: _____ Check# _____

SARATOGA CITY CENTER

(EXHIBITORS REQUIRING 208 VOLT OR MULTIPLE CIRCUITS OF 120 VOLT ELECTRIC ARE REQUESTED BOOTH SPACES ON THIS END OF THE EXHIBIT HALL)



Notes:

- 1.) 145 Booths - Booths in aisles 800, 500, 411, 400 and 311 are 8' x 8'. All other booths are 8' x 10'. NYSNA reserves the right to adjust booth size should increased booth requests require it. In that case, aisles 300 and 211 would be the first to be extended and each booth reduced to 8' x 8'
- 2.) Exhibitors Requiring 208 Volt Or Multiple Circuits Of 120 Volt Electric are Requested To Choose Booth Spaces 711 - 722
- 3.) Exhibitors Requiring Water Supply & Drainage Are Requested To Choose Booths 908 - 911
- 4.) Booths 801 - 803 are Last to move in; First to move out.
- 5.) Fork Trucks Not Allowed On Loading Dock, Weight Limit 1000 Lbs. Heavy Loads Must Use Broadway Entrance.
- 6.) Premium booth spaces are highlighted in gray. These booths are an additional \$ 100.00.
- 7.) Booths using Sterno must have a fire extinguisher in the booth.

New York School Nutrition Association 2010 Saratoga City Center Saratoga Springs NY



100 Elizabeth Street, Saratoga Springs, NY 12866 Phone: (518) 486-8280 Fax: (518) 486-8287

NYSNA ANNUAL CONFERENCE



**BASKET RAFFLE
Saturday, October 23, 2010
Saratoga, NY**

The NYSNA will again be hosting a Basket Raffle. We would love to have you participate, create a showpiece, or show your pride in New York State. Be it color, size, or shape let your minds wander. Industry, chapters and school districts- we would love to have all participate.

The proceeds from the Basket Raffle will be used for the SNA Change Our World campaign sponsored by the Global Child Nutrition Foundation (GCNF) to help end world hunger through the establishment of school food service programs.

Drop off your basket at the Registration Desk at Saratoga Hilton (all day) or Saturday morning before 9:00 AM. Please be sure to attach the Basket Raffle Registration Form and a business card. We look forward to hearing from you!

BASKET RAFFLE REGISTRATION

Name of Company or Chapter/Persons Donating Basket:

Address:

Theme or List of Basket Contents:

***Please attach this form to your basket. We wish to recognize all contributors.
Thank you for your support.
Baskets need to be delivered to the Registration Desk***

CORPORATE MEMBERSHIP APPLICATION

New York School Nutrition Association
125 Wolf Road, Suite 315
Albany, NY 12205
(518) 446-9061
FAX (518) 446-0113

PLEASE PRINT:

Corporate Name: _____

Person To Receive Mailings: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ ext _____ FAX: _____

E-Mail: _____ Web Site: _____

CIRCLE ONE: BROKER DISTRIBUTOR MANUFACTURER MAN. REP. OTHER

Please use the reverse side to tell us a little about your products. Manufacturers, also list your brokers & area of the state they cover.

Membership Advantages:

- Receive our **FOCUS** subscription, printed quarterly
 - Attend our 5 Regional Industry Seminars
 - Receive "Guide of Directors"-A listing of all Food Service Directors who are NYSNA members
 - Order "Director" mailing labels for \$35
 - Recognition of your special relationship with NYSNA in **FOCUS** & at conference
 - Receive early mailings for booth selection at conference
 - Recognition with a 7" x 28" corporate member sign at conference
- Link your corporate web site to the NYSSFSA.ORG web site

Information received as a benefit of membership is not for resale purposes.

MEMBERSHIP FEES: FIVE STAR CORPORATE PACKAGE. \$2200
a. All Corporate Membership Benefits
b. Exhibit Booth at Conference
c. Three 1/2 page B & W ads in **FOCUS**
d. \$100 Contribution to Scholarship Fund

Corporate Membership. \$150
Each Additional Individual Membership. \$50
(List additional representatives on back. Include address and phone #)

Make Check Payable to NYSNA & Include Application Form with Payment & Mail to Above Address.

Office Use Only: Date _____ Amount Paid _____ Check _____

Mail or Fax to:
Great Lakes Events LLC
100 Bickford Street Rochester, New York 14606
Phone: 585-458-2200 Fax: 585-458-5087

NYSNA 2010 CONFERENCE
SARATOGA SPRINGS CITY CENTER
OCTOBER 22-24, 2010

DISCOUNT DEADLINE DATE
OCTOBER 8, 2010

THIS FORM MUST ACCOMPANY THE
 METHOD OF PAYMENT FORM

COMPANY: _____ **BOOTH#:** _____

CONTACT: _____ **PHONE#:** _____

Type of Service	Qty.	Advanced Order	On-Site Price	Amount
5AMPS / 120VOLTS		\$ 75.00	\$ 105.00	
10AMPS / 120VOLTS		\$ 90.00	\$ 115.00	\$
20AMPS / 120VOLTS		\$ 110.00	\$ 135.00	\$
30AMPS / 120VOLTS		\$ 240.00	\$ 290.00	\$
UP TO 60AMPS / 208VOLTS		\$ 240.00	\$ 290.00	\$
UP TO 100AMPS / 3 PHASE		\$ 600.00	\$ 750.00	\$
Extension Cord		\$ 15.00	\$ 20.00	\$
Power Strip		\$ 15.00	\$ 20.00	\$
Water and Drainage		\$ 75.00	\$ 100.00	\$
Make remittance payable to: Great Lakes Events 100 Bickford Street Rochester, New York 14606		Subtotal		\$
		7% Sales Tax		\$
		TOTAL		\$

Additional Electrical Information: All equipment must be properly tagged and wired with complete information about the type of current, voltage, phase, cycle, horsepower, etc. All wiring and other electrical installations, motors, etc. must meet code. Outlets will be installed on the floor at the back wall of the booth.

- Any service other than your standard 120V/10-20AMP will require a plug and receptacle supplied by the exhibitor or client.
- Great Lakes Events does not supply plugs or receptacles for those services above the standard 120V/10-20AMP service.
- We only guarantee one outlet per standard 120V/10-20AMP circuit ordered.

Please list the products you are bringing that require electrical: _____

Additional Water Information:

- Water pressure may vary. We cannot guarantee minimum or maximum pressures. If pressures are critical, the exhibitor should arrange to have a pressure regulator valve installed prior to the show.

We appreciate all utility orders being placed no later than one week prior to move in.
 Any orders received after the Advance Order Deadline Date will be billed at a Onsite Price.

UTILITIES CONNECTION

Mail or Fax to:
Great Lakes Events LLC
100 Bickford Street Rochester, New York 14606
Phone: 585-458-2200 Fax: 585-458-5087

ADVANCE PRICE DEADLINE

OCTOBER 8, 2010

NYSNA 2010 CONFERENCE
SARATOGA SPRINGS CITY CENTER
OCTOBER 22-24, 2010

COMPANY NAME: _____ BOOTH #: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CONTACT: _____ PHONE #: _____

E-MAIL: _____ FAX #: _____

CREDIT CARD INFORMATION

CREDIT CARD : A Credit Card is required to be on file if you will be using any services provided by GREAT LAKES EVENTS or GREAT LAKES TRANSPORTATION. This Credit Card can be used as payment for all services if you include the cardholder's authorization signature. If you fail to provide payment on your invoice at the close of the show, GREAT LAKES EVENTS reserves the right to charge the remaining balances to this credit card. Please be sure to arrange for complete payment by the close of the show.

_____ AMEX _____ MASTERCARD _____ VISA
PERSONAL CARD _____ COMPANY CARD _____

ACCOUNT #: _____ EXPIRATION DATE: _____

AUTHORIZATION SIGNATURE: _____

CARDHOLDERS BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

FORM OF PAYMENT

Please indicate your form of payment:

*FOR THIRD PARTY PLEASE USE THE FOLLOWING THIRD PARTY PAYMENT FORM

COMPANY CHECK

CHECK NUMBER: _____

MAKE CHECKS PAYABLE TO Great Lakes Events LLC

*Checks Must Be In US Funds.

*A \$25.00 CHARGE WILL BE APPLIED FOR ALL RETURNED CHECKS.

CREDIT CARD

FILL IN ABOVE INFORMATION

PAYMENT TERMS & CONDITIONS

- ◆ **Full Payment**, including applicable sales tax is due in full with advance orders and/ or at show site for onsite orders. Purchase orders are not considered payment.
- ◆ **Unpaid balances**: Should there be any pre-approved unpaid balances after the close of the show, terms will be due upon receipt of invoice. Effective 30 days after invoice date a 2.0% finance charge will be applied. Annual rate of 24%.
- ◆ **Adjustment**: It is the exhibitor's responsibility to bring any discrepancies for services provided and/or listed on an invoice to the attention of a Great Lakes Events Exhibitor Service Representative before the close of the show. Discrepancies after the show will not be honored.

METHOD OF PAYMENT FORM

New York School Nutrition Association
Conference 2010 October 22-24
HOTEL RESERVATION FORM
The Saratoga Hilton
534 Broadway
Saratoga Springs, N.Y. 12866
888-866-3596 –GROUP CODE: AEAH
Fax: 518-584-7430

FORMS MUST BE MAILED OR FAXED DIRECTLY TO HOTEL

PLEASE NOTE A SEPARATE REGISTRATION FORM IS REQUIRED FOR **EACH ROOM NOT EACH PERSON**. THE HOTEL WILL SEND AN ***EMAIL CONFIRMATION** FOR EACH REGISTRATION. SUBMIT THIS FORM BEFORE **SEPTEMBER 30, 2010**. All reservations must be guaranteed with a major credit card or check for one night's stay. A purchase order may be used for payment but will not secure the room. If you use a Purchase Order, it must be attached to this reservation form. Include your tax exempt form. Early Departure Charge: The Hotel will charge a fee of one night's room to anyone who does not inform the hotel of a change in departure at the time of check-in.

NAME: _____ TITLE: _____

SCHOOL DISTRICT/BUSINESS: _____

SCHOOL DISTRICT/BUSINESS ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____ *EMAIL: _____

PHONE: SCHOOL/BUS.: _____ HOME: _____ FAX: _____

DATE OF ARRIVAL: _____ DATE OF DEPARTURE: _____ NUMBER OF NIGHTS: _____

* To receive a confirmation of your lodging, legible email information must be provided.

____ Single Occupancy - \$ 145.00 per room/per night
____ Double Occupancy - \$ 145.00 per room/per night Rooming with _____
____ Triple - \$ 160.00 per room/per night Rooming with _____
____ Quad - \$ 175.00 per room/per night Rooming with _____
Rooming with _____

Please indicate preferences: ____ 1 King Bed ____ 2 Double Beds ____ Handicap Accessible (There are 4 smoking rooms in the hotel)

Check-in: 4:00 p.m., Check-out: 11:00 p.m. *Parking for overnight guests at the hotel is complimentary.*

Reservations may be cancelled without penalty up to 48 hours in advance:

____ Mastercard ____ VISA ____ American Express Account #: _____ Exp. Date: _____

____ Mastercard ____ VISA ____ American Express Account #: _____ Exp. Date: _____

NYSNA HOTEL BLOCK GROUP RATES ARE GOOD UNTIL SEPTEMBER 30, 2010 OR UNTIL THE ROOM BLOCK IS FULL. SO, RESERVE YOUR ROOM EARLY! ROOMS WILL GO FAST.

Tax Exempt Procedures:

If your **Exempt Organization** (school district) is paying for your stay, the following procedures apply: If payment is by the school's check, a completed ST-119.1 and the school's check must be sent with this form. All other method of payments sent with a completed ST-119.1 must be accompanied by the **Hilton Attestation Form**, which declares that the school is the final and direct payer of hotel charges. To obtain the **Hilton Attestation Form** prior to arrival, check one of the following transmittal methods: Fax E-mail. **If you are paying with a credit card or cash, and you are a government employee of the United States, New York State, or a Political Subdivision of New York State: A fully completed ST-129 Exemption Certificate must be received with this form, and **must be signed by the individual staying in the room. If more than one person or school district is paying for this reservation, a separate exemption certificate and the appropriate documentation is required for each individual.****

Terms and Conditions of NYSNA Conference Exhibit Space Agreement

- Booth Construction and Show Services:** Standard booths are limited to 8 ft. background drapes and 3 ft. high side drapes. Booths are 8' x 8' and 8' x 10'. All parts of all exhibits must be exhibited within exhibitor's assigned space boundaries. Aisle space is under the control of NYSNA. Booth decorations, additional furniture and drayage are available to the exhibitor through the Decorator (Great Lakes Events) who will be directly paid by the exhibitor. Electric will also be provided by the decorator. NYSNA is not responsible for any service provided by independent contractors.
- Requests for Space:** Should be made on the official application. Applications are provided for the Exhibitor to designate 1st, 2nd, and 3rd choice of space. The exhibits committee will respect these requests as much as possible. When none of the space or spaces requested is available, space will be assigned to conform as nearly as possible to locations desired. NYSNA reserves the right to alter the official floor plan, and/or re-assign any exhibitor's location as deemed advisable.
- Assignment of Space:** Priority is given to Corporate Members for one month prior to a general mailing to non-members. Assignment of space is made on a "**first come, first served, as paid basis**" by date, with multiple booths taking precedence. No assignment of space will be made or held unless full payment accompanies the request for space. Tentative reservation will be accepted via facsimile transmission. ALL TENTATIVE RESERVATIONS WILL BE HELD FOR 10 WORKING DAYS ONLY. Within this time period, the application and payment must be received by NYSNSA or said tentative reservation will be released. The final booth location and the selection of booth remains the right of NYSNA.
- Half Booths:** With permission from the Executive Director, manufacturers who are corporate members may pay for a half booth. The early bird member rate is \$750 and the late member rate is \$950. To assure a half booth, the exhibitor must arrange for the other half of the booth to be purchased. If there is no such arrangement at the time of exhibiting, the half booth will not be allowed to exhibit and will be subject to the cancellation policy.
- Use of Space:** There will be one exhibitor per booth except in unusual circumstances of very small companies - to be determined by the Executive Director. Exhibitors are not permitted to sublet or divide space or display any items of any non-exhibitor without written approval from the Exhibit Committee in advance. Distributing of advertising is limited to each booth. The back of the booth must not exceed eight feet (8') in height and three feet (3') in height on either side. Exhibits that are 8' high may not extend more than 3' from the booth back wall nor should they be more than 4' high in space from the back wall to the front of the booth. If in doubt, consult the Exhibit Committee.
- Limitation of Liability:** It is agreed that the exhibitors will assume responsibility for any damage to the Saratoga Springs City Center property by their exhibits. The exhibitors further agree to make no claims for any reason whatsoever, including negligence, against the New York School Nutrition Association, Great Lakes Events or the City Center for loss, theft or damage or removal of exhibit, nor for any injury to himself or employees while exhibits are in progress, being set up or dismantled, nor for any action of any nature of the New York School Nutrition Association and the City Center which may render any exhibit area unusable nor for failure to hold the Annual Meeting scheduled. Organizer makes no warranties regarding the number of persons who will attend this event. Any action arising out of this agreement or the Event shall be brought in Albany, NY. Organizer shall be entitled to recover reasonable attorneys' fees and costs in any action to enforce this Agreement
- General Show Policy:** As a matter of general policy, the New York School Nutrition Association reserves the right to restrict exhibits which, because of the noise, method of operation, materials, safety or any other reason become objectionable, and prohibit or evict any exhibit which in the Board's opinion may detract from the general character of any exhibit as a whole. This policy includes persons, things, conduct, printed matter or anything of a character, which is determined to be objectionable to the exhibit. In the event of such restrictions or eviction, the New York School Nutrition Association is **NOT LIABLE** for any refunds of rentals or other exhibit expense, for a liability loss or prestige to the company, business volume loss, expense of personnel at the convention and so forth.
- Fire Regulations:** Cloth and non-fire retardant materials must be flameproof and conform to all Fire Department regulations. Open flame candles and compressed gas are not allowed. If sternos are used, the booth must have a small, portable fire extinguisher (Kiddy brand acceptable – available at hardware stores)
- Admission:** Admission will be by badge only. **Four Badges Only** will be issued to each exhibitor in attendance at the booth. A list of persons in a booth must be provided on the application form prior to exhibiting. If additional badges are required, the fee for each badge is \$25.00. A badge transfer is possible if an originally listed person cannot attend (with approval of the NYSNA). **NYSNA policy prohibits attendance at the exhibits by any non-exhibiting industry representatives.**
- Exhibit Break Down:** No Exhibitor may begin dismantling his exhibit or pack or remove articles on exhibit until AFTER the closing hour of the exhibits. This practice is disruptive to other exhibitors, discourages full participation by our Food Service Directors and is considered to be rude.
- Acceptance:** Upon acceptance of the booth application herein provided by the New York School Nutrition Association and receipt of payment by NYSNA, there shall be a legally binding contract between the Exhibitor and the New York School Nutrition Association. It shall be understood by both parties that the exhibitor agrees upon the rules and regulations stated herein. The authorized Exhibitor Contract must sign page one of the application.
- Carpeting:** The aisle space at the City Center exhibit floor will be carpeted with blue or black carpet **EXCLUSIVE** of the space inside the booth area.
- Cancellation Policy:** There will be a \$100 processing fee for all refund requests for cancelled booths submitted **in writing** by September 1st. After that date, NYSNA will not give refunds for booth cancellations.
- Electrical Requirements:** There is an order form in the packet for utility connections. To receive the best price and ensure the least disruption to NYSNA exhibits, we ask that you order electrical service in advance. Great Lakes Events, the NYSNA show decorator, will mail out a Decorator Packet to each exhibitor approximately six (6) weeks prior to the show.
- Registration:** Registration Packets and Badges will be distributed on show site.
- Insurance:** Exhibitor agrees to provide a certificate of insurance naming NYSNA as an additional insured on their policy for October 22-23, 2010 when submitting the booth application.
- Signature:** Your signature on the front of the booth application indicates you have read and agreed to this contract to exhibit and the terms and conditions of exhibiting

Annual Conference Exhibitors 2009

4u2u Brands, LLC (Fruit 66)
AccuTemp Products, Inc.
Advance Food Co., Inc.
Allen Associates
Allen Foods
Allens Hill Farm
American Dairy Association & Dairy Council, Inc.
American Foods Group
Apple & Eve
Artworks Shop
Asian Food Solutions, Inc.
Bake Crafters Food Company
Barilla America
Basic American Foods
Bernard Food Industries, Inc.
Betson Enterprises
Beverage Plus, Inc.
Bosco's Pizza Company
Bowerman Associates, Inc.
Brothers International Food Corp
Buffalo Hotel Supply Co., Inc.
Butter Buds Foodservice
Cafe Favorites
Cain's Foods
Campbell's Food Service
Cargill Kitchen Solutions
Carlisle Foodservice Products
Coca-Cola Bottling Co. of Buffalo
Coca-Cola Enterprises, Inc.
Colorpoint/Low Temp Industries, Inc.
Commercial Kitchen Reps, Inc.
ConAgra Foods
Country Pure Foods
Culinary Standards
Cybersoft Technologies, Inc.
DeLorio's Frozen Dough Products
Dick & Jane Baking Company
Domino's Pizza
Duffy's Equipment Service, Inc.
East Side Entrees, Inc.
Ecolab
Electrolux Professional
Ember Farms/Farmland
Flamingo Food & Beverage, Inc.
Fleischer's Bagels, Inc.
Foodlink
Foster Farms
G & H International (Kasa)
General Mills
Gerharz Equipment, Inc.
Gillette Creamery
Giorgio Foods
Gold Kist Farms - A Pilgrim's Pride Brand
Handgards
Horizon Snack Foods, Inc.
Horizon Software International LLC
Hoshizaki Northeastern DC
House of Raeford
Integrated Beverage Group
Integrated Food Service
Inter-Mark Sales and Marketing, LLC
J & J Snack Foods Corporation
J.M. Smucker Company
J.O.Y. Foods, Inc.
J.R. Simplot Company
J.T.M. FoodGroup
Jennie-O Turkey Store
Jim Law & Associates
K Graphics
Kellogg Company
Ken's Foods, Inc.
KIDStrong Enterprises, LLC
Kikkoman Sales USA, Inc.
Knouse Foods
Kraft Foods
Lakeside Manufacturing, Inc.
Lamb Weston
Land O'Lakes
Linden Cookies, Inc.
Ling's 5th Taste
Link 2 Hospitality Solutions
M & W Associates, Inc.
Maid-Rite
Maines Paper & Food Service
Malt-O-Meal
Maple Leaf Foods
McCain Foods
MCI Foods/Los Cabos
McKee Foods
Medora Snacks, LLC
Mello Smello
Michael Foods
Mrs T's Pierogies / Ateeco, Inc.
Muffin Town / JBS Industries
Multiteria
Nardone Bros. Baking Co., Inc.
Nestle Food Service
Nestle Waters North America
New York Apple Association, Inc.
NUTRIKIDS
Otis Spunkmeyer
Pacific Northwest Canned Pear Service
Palmer Food Services
Par-Way Tryson
PBAC and Assoc., Ltd.
Penguin Ice
PepsiCo Foodservice
Performance Food Equipment Group
Perry's Ice Cream Co., Inc.
Pierre Foods
Pinnacle Foods
Popcorn Indiana, LLC
Precision Foods, Inc.
Quaker Hill Farms, Inc.
Red Gold LLC
Renzi Foodservice
Rich Products
Ridgefield's Brand Corp.
Robert Emig & Associates, Inc.
Roco/Rick Olson
S & H Uniform Corporation
Schreiber Foods
Schwan Food Company
Silver Lake Cookie Co.
SMART Temps
Snyder's of Hanover
Sungold Foods
Super Bakery, Inc.
Switch Beverage Company
Sysco Food Service - Syracuse
Tel-Tru Manufacturing Co.
The Answer Group
The Carriage House Company
The Father's Table
The Vollrath Company
Tools for Schools
Tropical Paradise
Tyson Foods
Upstate Niagara Cooperative
US Nutrition
Van Hook Service Company
Viking Seafoods, Inc.
Well's Blue Bunny Ice Cream
Whitney's Foods
Will Poultry & Willcrest Food Service
Zweigels, Inc.