



**Feeding Bodies. Fueling Minds.™**

## **2019 EXHIBITOR INFORMATION**

April 5, 2019

Dear Food Service Exhibitor,

The Maryland School Nutrition Association invites you to discover the benefits of exhibiting at our 2019 annual convention at the Delta Hotels Baltimore Hunt Valley on October 25-26, 2019. This year's theme is "Building Connections – Relationships Matter!" Please join us for this opportunity to inspire more than 350 school food service employees across the state of Maryland, including county supervisors, directors and buyers, at one of the lowest state show booth prices across the country. We have a relatively new registration category for attendees to encourage visitors and anticipate hosting Pro-Start students again this year!

Show hours will be Friday, October 25<sup>th</sup> from 12:30 PM-4:00 PM, Delta Hotels Baltimore Hunt Valley, 245 Shawan Road, Hunt Valley, MD 21031. Set up times are Thursday, October 24<sup>th</sup>, 1:00 - 5:00 PM and Friday, October 25<sup>th</sup>, 8AM until Noon.

We encourage you to join us for events on both days. Friday's award banquet begins at 5:30 PM with cocktails, followed by a served dinner at the Delta Hotels Baltimore Hunt Valley. This popular event will recognize and showcase the child nutrition superstars from each county - a can't-miss event to network with your friends and to celebrate our accomplishments. Look for details and an invitation this summer. Each Sustaining Industry Member will receive two complimentary tickets; 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. Be sure to stay Saturday for top notch professional development sessions. We hope to see you there!

### **Below are some reminders about your booth(s) reservation:**

1. The first booth location picks go to last year'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 electric will be

distributed after booth assignments and will need to be finalized with MdSNA by September 1, 2019.

5. Non-perishable items **CAN** be shipped to and/or stored at the Exhibition Hall one week prior to the Food Show. Ship to Delta Hotels Baltimore Hunt Valley, 245 Shawan Road, Hunt Valley, MD 21031, Attn: MdSNA Food Show. For any additional information, feel free to call Delta Hotels at (410)785-7000.
6. Each exhibitor is responsible for all unloading, uncrating, setting up and breaking down of their entire booth(s) using the proper entrances.
7. Delta Hotels Baltimore Hunt Valley exhibit floor must be totally vacant by 5:30 PM Friday, October 25<sup>th</sup>, with all trash, equipment and supplies removed.
8. No bags may be given away in the Exhibition Hall.
9. There is a catering kitchen with ovens, warmers, and preparation tables. The upstairs Maryland Ballroom will be able to utilize the main kitchen and have the kitchen staff reheat their food. It has access to one double-stacked oven with kitchen staff reheating food.
10. **If you join MdSNA as a sustaining member for 2019-2020, you will enjoy a discount on your booth(s).** Please select a membership package (Gold, Silver or Bronze) on the **Industry Opportunities Form** in order to take advantage of this discount. Do not order your extra booths from the a la carte section of the form. Brokers who wish to purchase booths for their manufacturers at the Sustaining Industry Member rate may do so only if they purchase and pay for the booth(s) on behalf of the manufacturer(s). Manufacturers who purchase booths on their own will be charged the full price unless they are purchasing their own Sustaining Industry Membership.
11. Your booth(s) will not be reserved without full payment and a completed registration form.
12. Please bring your own name badge id's to wear at the show. We do not provide name badges.
13. We will email you upon receipt of your reservation and deposit.

For 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 2019 Exhibits Co-Chairs,*

*Mike Birkmeyer*  
(410) 767-0206  
[mbirkmeyer@msde.state.md.us](mailto:mbirkmeyer@msde.state.md.us)

*Barbara Harral*  
(301) 284-4946  
[barbara\\_w\\_harral@mcpsmd.org](mailto:barbara_w_harral@mcpsmd.org)

# APPLICATION & CONTRACT FOR EXHIBIT SPACE

## 66th Annual Convention

Maryland School Nutrition Association

October 25-26, 2019

Delta Hotels Baltimore Hunt Valley • 245 Shawan Rd, Hunt Valley, Maryland



**Show Hours: Friday, October 25, 12:30 PM - 4:00 PM**

### Gold Package Includes:

- **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** in the Convention Program and in four issues of our journal, the *Serving Spoon*
- An MdSNA **Sustaining Industry Membership**
- An invitation to MdSNA's Friday evening networking event and Awards Banquet, including **two complimentary tickets** per Sustaining Industry Member
- A **convention attendee address list**, provided October 21, 2019
- **Recognition at the Convention** as a Gold Member in the convention program and with a sign in the exhibit area

**Cost: \$1,675**

### Silver Package Includes:

- **One booth** at our **annual** convention – with SECOND CHOICE of booth locations (each booth includes one draped and one undraped table)
- **A half-page ad** in the Convention Program and in four issues of our journal, the *Serving Spoon*
- An MdSNA **Sustaining Industry Membership**
- An invitation to MdSNA's Friday evening networking event and Awards Banquet, including **two complimentary tickets** per Sustaining Industry Member
- **Recognition at the Convention** as a Silver Member in the convention program and with a sign in the exhibit area

**Cost: \$1,325**

### Bronze Package Includes:

- **One booth** at our annual convention – with THIRD CHOICE of booth locations (each booth includes one draped and one undraped table)
- An MdSNA **Sustaining Industry Membership**
- An invitation to MdSNA's Friday evening networking event and Awards Banquet, including **two complimentary tickets** per Sustaining Industry Member
- **Recognition at the Convention** as a Bronze Member in the convention program and with a sign in the exhibit area

**Cost: \$1,100**

Additional Booths when purchased with a package ..... \$900/booth

### A La Carte Items:

- ◆ Booth(s) purchased without a membership/package ..... \$1,000 each
- ◆ Sustaining Industry Membership..... \$150
- ◆ Advertising - Full-Page (four issues of *Serving Spoon*)..... \$800
- ◆ Advertising - Half-Page (four issues of *Serving Spoon*) ..... \$500

**Please reserve your booth by June 30, 2019.**

### EXHIBIT FLOOR PLAN:

Please remember our exhibit location is at Delta Hotels Baltimore Hunt Valley in both upper and lower levels of the facility. See the Exhibit Floor Plan to make your booth preference selections.

## RULES, REGULATIONS AND GENERAL INFORMATION:

### A. CONFERENCE DETAILS

1. **Installation of Exhibits.** The hours for the installation of exhibits shall be on Thursday from 1:00 - 5:00 PM and on Friday from 8:00 AM until Noon. 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 hours on Thursday and Friday, October 24 & 25, 2019. 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, nor allow be posting or exhibiting, 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.
2. **Convention Cancellation.** This agreement form 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 space, 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 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 printed in the show program *if you are registered and if your contact information is provided no later than August 1, 2019*. Copy will be edited at MdSNA's discretion.

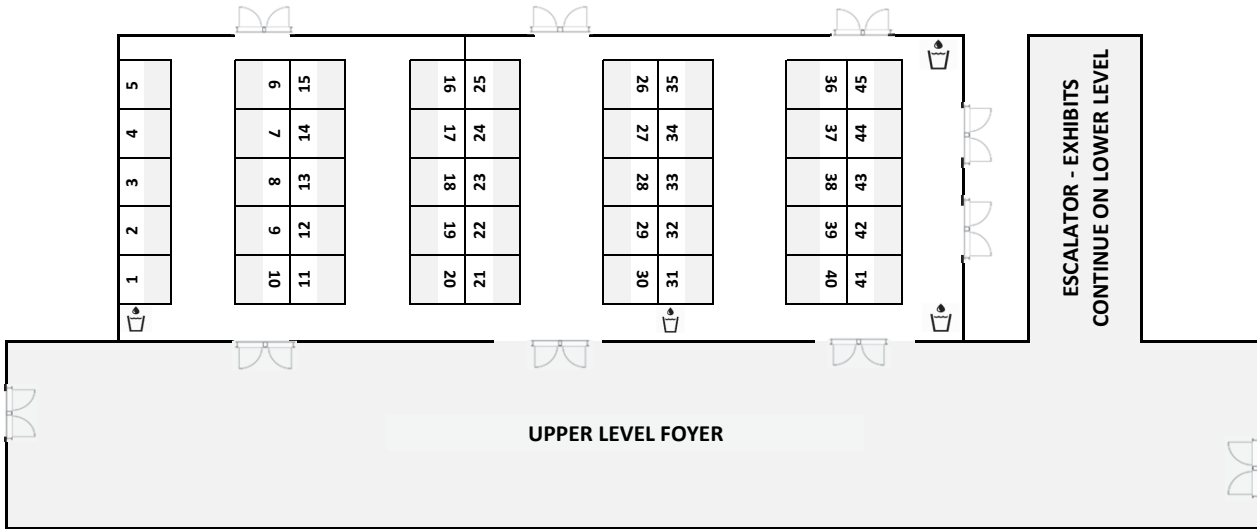
### G. TRASH REMOVAL


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

# MdsNA 2019 Convention Exhibitors Map

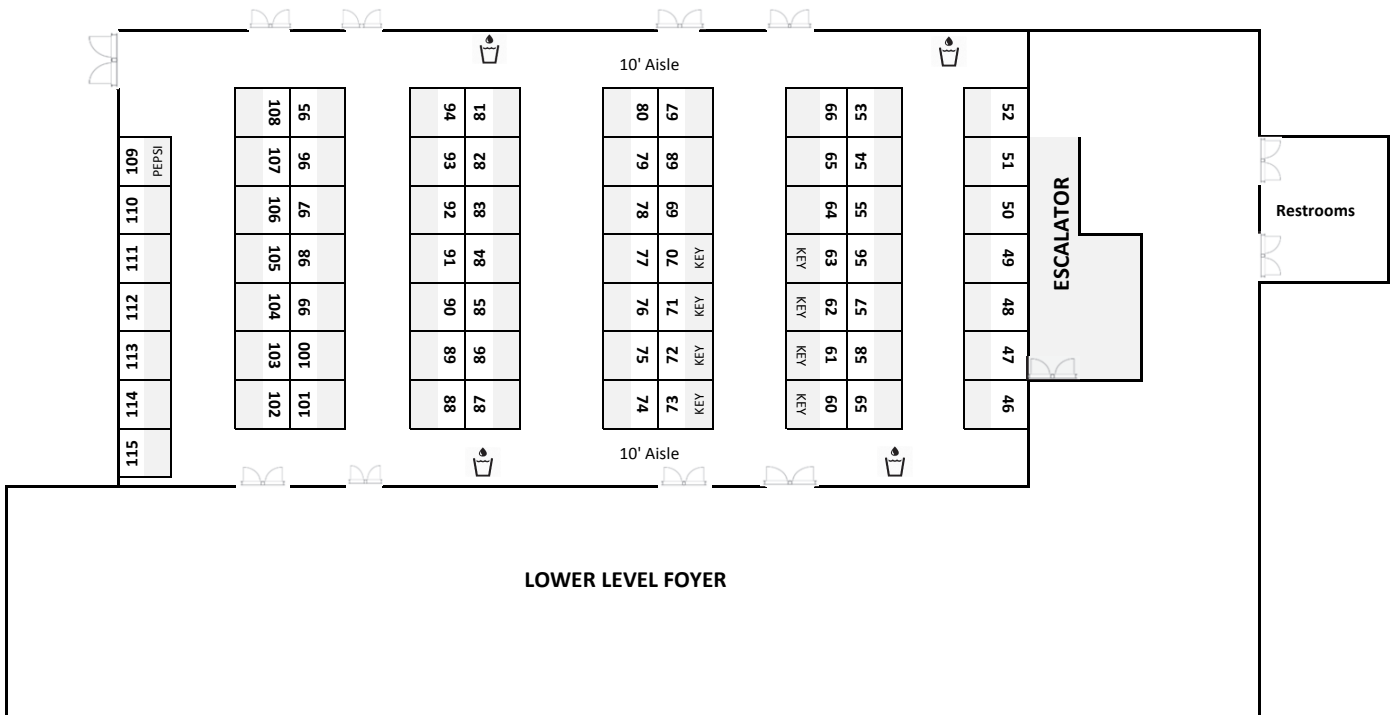
Visit Exhibit Booths on Both Upper and Lower Levels of Convention Hotel


## Upper Level Booths: Maryland Ballroom



Map not to scale. All booths are equal in size. Each booth has one 6' draped table and one 6' undraped table. Water stations marked by: 

## Lower Level Booths: Lower Foyer and Hunt Valley Ballroom



Map not to scale. All booths are equal in size. Each booth has one 6' draped table and one 6' undraped table. Water stations marked by: 



## 2019-2020 Industry Opportunities

Please mail your completed form to: **ATTENTION: Geoffrey Sudzina**  
c/o Cecil County PS, Food & Nutrition Dept., 900 North East Rd., North East, MD 21901

**Registration deadline for Exhibits is June 30. Forms received after June 30 are subject to a \$200 per booth late fee.**

Would you rather register and pay on line? Visit us at [www.mdsna.org](http://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): \_\_\_\_\_

### Membership 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?** Type the number of additional booths you would like to purchase at the bottom of this section. Extra booths are only \$900 when purchased with a package.

**NEW – All booths include two 6-foot tables, one draped and one undraped.**

#### Gold Package

- **One booth** at our annual convention – with FIRST CHOICE of booth locations
- **Full-page ad** in the Convention Program and in four issues of our magazine, the *Serving Spoon*
- MdsNA **Sustaining Industry Membership**
- Invitation to MdsNA's Friday evening networking event and Awards Banquet, including **two complimentary tickets** per Sustaining Industry Member
- **Convention attendee address list**, provided October 21
- **Recognition** as a Gold Member in the convention program and on sign in the exhibit hall

Cost: \$1,675

#### Silver Package

- **One booth** at our **annual** convention – with SECOND CHOICE of booth locations
- **Half-page ad** in the Convention Program and in four issues of our magazine, the *Serving Spoon*
- MdsNA **Sustaining Industry Membership**
- Invitation to MdsNA's Friday evening networking event and Awards Banquet including **two complimentary tickets** per Sustaining Industry Member
- **Recognition** as a Silver Member in the convention program and on sign in the exhibit hall

Cost: \$1,325

#### Bronze Package

- **One booth** at our annual convention – with THIRD CHOICE of booth locations
- MdsNA **Sustaining Industry Membership**
- Invitation to MdsNA's Friday evening networking event and Awards Banquet, including **two complimentary tickets** per Sustaining Industry Member
- **Recognition** as a Bronze Member in the convention program and on sign in the exhibit hall

Cost: \$1,100

**I would like \_\_\_\_\_ (enter number) additional booths at \$900 each.**

**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 if you are purchasing a booth and a membership, our packages offer better pricing.

- Sustaining Industry Membership..... \$150
- Advertising - Full-Page (appears in 4 issues of the *Serving Spoon*) ..... \$800
- Advertising - Half-Page (appears in 4 issues of the *Serving Spoon*) ..... \$500
- Extra Friday Evening Networking Hour and 2<sup>nd</sup> Annual Awards Dinner Ticket .....\$75
- \_\_\_\_\_ Booth(s) purchased without a membership/package ..... \$1,000 each

**Total for Section 2:** \_\_\_\_\_

### Booth Preference:

Gold Members receive first preference in booth selection, followed by Silver, then Bronze members. List booth number preference below (See Exhibit Hall map on *Application & Contract for Exhibit Space*). MdSNA will attempt to satisfy all booth requests, but there is no guarantee that requests will be fulfilled. Booth assignments can be confirmed August 15.

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

Please list all companies to be represented: \_\_\_\_\_

Booths requiring Additional Electric: \_\_\_\_\_

Product/Service to be exhibited: \_\_\_\_\_

Competitors from whom we desire booth separation: \_\_\_\_\_

### Program Information: This information will appear in our Convention Program Exhibitor Directory. Please be accurate!

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](http://www.MdSNA.org) or by request from Advertising Chair Jodi Risse at [jrisse@aacps.org](mailto: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 June 30, 2019, you will be billed a late fee equal to \$200 per booth.**

Authorized Signature: \_\_\_\_\_ **Total Due:** \_\_\_\_\_

*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 form, sign and mail via US Mail with check or credit card information to the address on the front of this form.

*For your safety, DO NOT send credit card information via email.*

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

Card Number \_\_\_\_\_ Exp. Date month \_\_\_\_\_ year \_\_\_\_\_

Security Code \_\_\_\_\_ Signature \_\_\_\_\_

Print Name as it appears on credit card \_\_\_\_\_ Billing Zip Code \_\_\_\_\_



# Building Connections



MARYLAND  
**SCHOOL**  
**NUTRITION**  
**ASSOCIATION**

66th Annual Convention  
#RelationshipsMatter2019

# Relationships Matter!