

# Exhibitor Packet

*Back to Basics*



*a recipe for success*

**NYSNA 58th Annual Conference**  
**October 23-25, 2009 • Rochester, NY**

## **Exhibitor Prospectus**

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New York School Nutrition Association  
NYSNA  
58<sup>th</sup>  
Annual Conference  
October 23-24, 2009  
Rochester Riverside Convention Center  
Rochester, NY

# CONFERENCE EXHIBIT DETAILS

Every day New York schools are open, over 1.7 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 – Paul Palmer  
Executive Director – Carol Beebe

## Date

October 23-24, 2009

## Site

Rochester Riverside Convention Center  
123 East Main Street  
Rochester, NY 14604

## Theme

Back to Basics – a recipe for success

## Booth Set-up

Friday, Oct. 23– 7:00 am to 1:30 pm  
Thursday evening by appointment

## Booth Size

8' x 10'

## Show Hours

Friday, Oct. 23 – 2:00 – 5:30 pm  
Saturday, Oct. 24 – 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 Recipe Contest

## 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.

## Exhibit Package

- Standard 8' x 10', draped booth setup with 8' high back wall drape and 3' high side draped partition
- Complimentary sign listing company name
- Complimentary 8' draped table and 1 chair or two 8' draped tables and 1 chair, waste basket.
- Refrigerated & Freezer Truck
- 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
- \$20 from each booth goes to the Industry advisory Committee
- Aisle carpet blue
- Drapery colors are blue & white

## 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 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.

## \* Recipe for a Healthy Child Contest

Be part of the fun AND get people to your booth! Sign up to participate in the recipe contest on Friday. Attendees will have a Recipe to complete. For \$75, you can be a stop with an answer (only 40 booths can participate). When the passport is full, the attendee will drop it off for a chance to win a \$100 prize!

*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 2009 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:**

\_\_\_\_\_

\_\_\_\_\_

**Booth Prices: \*\*\* Prices held from 2008 \*\*\***

<i>Early Bird</i> Before August 1, 2009.....	\$1150	\$ _____	
<i>After</i> August 1, 2009.....	\$1350	\$ _____	
Premium Booth Selection.....	\$ 100	\$ _____	
<b>Subtract</b> *Corporate Member Discount... \$ 200		\$ _____	<i>*must be current at time of payment &amp; 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 Recipe for a Healthy Child Contest .....	\$ 75	\$ _____	
<b>Total Due</b>		\$ _____	<b>BOOTHS MUST BE PAID IN FULL NYSNA ACCEPTS MASTERCARD &amp; VISA</b>

**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
- Oil
- Peanut Butter

**DAIRY**

- Cheese
- General
- Ice Cream
- 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
- Fresh
- Frozen
- Juices

**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 Exhibitor Quotes

- “Last year, October 2008, was our first year to participate as an exhibitor in the NYSNA Annual Conference. It was a great way for us to introduce our company and our products into the school market. We were overwhelmed by the traffic over both days which generated a number of good leads. We look forward to another great event!” - **Debra J. Huffman – Asian Food Solutions**
- “The NYSNA Conference is a great time to introduce new products to schools. School directors don’t always realize the product diversity that you may have to offer. I found the NYSNA Conference to be very beneficial for new opportunities.” – **Emily Scarbrough - Schreiber Food Inc.**
- “Looking forward to the upcoming show. At last year’s show (2008), I was pleased with the tremendous participation from districts near and far to the hosting city. It was great to see both old and new faces. What a fantastic show!” - **Suzanne Maxwell - Barilla America Inc.**
- "In the last few years, the attendees of the annual NYSNA show have become more focused on what they hope to gain from this conference. I think the Food Service Directors are acquiring greater value from the conversations held at the vendor booths, as they know what they are looking for. This results in a more positive experience for the exhibitors as well as the attendees. As a long time corporate member and annual exhibitor, we find we leave the conference with a detailed foundation to assist our customers in finding the appropriate equipment solution to satisfy their operational goals. In many cases, introductions and networking at this venue create successful partnerships with the school districts which endure for years to come." – **Ron Bowerman – Bowerman Marketing Group**
- “I find an advantage of participating in the NYSNA Conference is the ability to spend quality time with Food Service Directors and staff I normally might only see 2 or 3 other times a year. The dinner is a nice chance to socialize with them outside of their regular office/kitchen environment.” – **Jim Loforte – General Mills Foodservice**
- “I’ve been in school food service sales for many years. The NYSNA Annual Conference is one of the best I’ve ever exhibited in. I tell all my other state SNA friends, that if they want to know how to do a good show, they should follow what New York does. You get the people out and they are ready and eager to look at new items. Thanks for the opportunity.” – **Karen Fox – The Father’s Table**

# 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 1.7 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.
- 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 Saturday's Break

### GOLD SPONSOR (\$1000 - \$2900)

Includes:

- Sponsorship of Entertainment
- Sponsorship of Affiliate Breakfast
- Sponsorship of Hospitality Room
- Sponsorship of Conference Committee Attire
- Sponsorship of 2008-09 Executive Board Reception & Dinner
- Workshop

### SILVER SPONSOR (\$500 -\$900)

Includes:

- Workshop Sponsor
- Badge Holder Sponsor
- Wellness Walk – also provides 35 shirts
- Sponsorship of n Trivia Contest on Friday

## ADVERTISING

Make an enduring impression during and after conference by enhancing your presence through advertising in the 2008-09 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's 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, 2009.**

### 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.

***To take advantage of these sponsorship or advertising opportunities, complete the Sponsorship form on page 7***



# NYSNA CONFERENCE SPONSORSHIP FORM & DESK REFERENCE ADVERTISING FORM

## SPONSORSHIP

**Please include my company as a:**

- DIAMOND SPONSOR** (\$10,000) (one)
  - Saturday's General Session
- PLATINUM SPONSOR** (\$3000-\$9000)
  - Conference Bags - \$3000
  - General Session - \$3,500
  - Friday's Reception - \$5,500
  - Registration Gift - \$3000
- GOLD SPONSOR** (\$1000 - \$2900)
  - Thurs. Ex. Board Dinner - \$2800
  - Friday's Entertainment - \$1000
  - Conference Committee Attire - \$1000
  - Saturday's Affiliate Breakfast - \$1000
  - Hospitality Room - \$1000
  - Workshops - \$1000-\$2,500
- SILVER SPONSOR** (\$500-\$900)
  - Badge Holder - \$900
  - Workshops - \$500
  - Recipe for a Healthy Child Contest-\$500
  - Wellness Walk - \$500 plus tee shirts

**PAYMENT DUE: June 30th**

## ADVERTISING

**I wish to buy the advertising space listed below:**

### FULL PAGE COLOR ADVERTISING

- |   |        |
|---|--------|
| <input type="checkbox"/> * BACK COVER         | \$1100 |
| <input type="checkbox"/> * INSIDE FRONT COVER | \$1100 |
| <input type="checkbox"/> * INSIDE BACK COVER  | \$1100 |
| <input type="checkbox"/> * FIRST PAGE         | \$1100 |
| <input type="checkbox"/> BODY of the BOOK     | \$ 950 |

\* Please check for availability  
Preference given to prior advertisers

### FULL PAGE BLACK & WHITE ADVERTISING

- |   |        |
|---|--------|
| <input type="checkbox"/> BODY of the BOOK | \$ 300 |
|---|--------|

**Camera Ready Art must be received by  
August 1<sup>st</sup>.**

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

# RECIPE FOR A HEALTHY CHILD CONTEST

## SPONSORSHIP OPPORTUNITY

- GOAL:** Use theme contest to get as many buyers to the floor and to exhibit booths during Friday's exhibit time (2:00 p.m. - 5:30 p.m.)
- THEME:** Recipe for a Healthy Child – The “recipe” contains 10 ingredients which will be listed on each player's recipe card.
- CONCEPT:** The ingredients (a total of ten) will be devised by the conference committee. Attendees (Directors & Managers) will visit participating exhibitor booths, and ask for an ingredient for the recipe.
- EXHIBITORS:** Exhibitors may “buy” an ingredient. Each ingredient (10) will be sold to exhibitors. Only one label sheet (50 labels) listing an ingredient can be purchased by each booth. Each sheet will contain labels of the same ingredient for the recipe. There will be a limit of four (4) booths with the same ingredient 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 Recipe for a Healthy Child Contest.
- PLAY:** Each attending Director or Manager (Friday only) will receive a “Recipe Card” with their registration packet. Recipe Cards will be designed to have spaces to stick the ingredient label. At the end of the first day of exhibits, each attendee will drop his/her completed recipe card into the tumbler. An ingredient cannot be handwritten. Participants must visit the booth to receive the ingredient label. The winners will be the first five (5) completed recipe cards 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 ingredient- **\$75** (40 available)  
Recipe Card sponsorship - **\$500** (one available)  
One company will have their company logo on the front of the Recipe Card
- PRIZES:** \$ **100** cash (5 awarded)

**NYSNA 2nd ANNUAL INDUSTRY  
GOLF OUTING**

**Thursday October 22, 2009  
Shotgun 11:30  
Shadow Pines Golf Club, Rochester**

***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 22, 2009**  
**SHADOW PINES GOLF CLUB**  
**Penfield, 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.**

**Golfer's Name: \_\_\_\_\_ \$125**

**Golfer's Name: \_\_\_\_\_ \$125**

**Golfer's Name: \_\_\_\_\_ \$125**

**Golfer's Name: \_\_\_\_\_ \$125**

**Dinner & Reception Only - \$50.00 per person.**

**Sign up your foursome soon - DEADLINE October 2, 2009 – Limited to 120**

**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 '09  
Meal Function Reservation Form**

*PLEASE indicate the names of those attending each meal and make reservations by October 2nd.*

-----  
Company Name: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Telephone: (\_\_\_\_) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

• **SOUPER SOUP FOR LUNCH**

**Friday: 11:15 pm - 12:00 pm GRAND FOYER @ \$20.00**

Names: \_\_\_\_\_ \$ \_\_\_\_\_

• **BREAKFAST**

**Saturday: Continental Breakfast 7:00 am – 7:45 am REGENCY BALLROOM @ \$20.00**

Names : \_\_\_\_\_ \$ \_\_\_\_\_

**Sunday: Breakfast Buffet 7:45 am – 9:00 am GRAND BALLROOM @ \$25.00**

Names : \_\_\_\_\_ \$ \_\_\_\_\_

• **DINNER**

**Thursday, October 22<sup>nd</sup>: GOLF BANQUET – Shadow Lake Golf & Racquet Club**

Cocktail Reception 5:30 pm-6:30 pm and Dinner 6:30 pm – 8:00 pm

(Included with golf package but non-golfers are welcome to attend) @ \$50.00

Names: \_\_\_\_\_ \$ \_\_\_\_\_

**Friday, Oct. 23<sup>rd</sup>: EXHIBITOR RECEPTION, DINNER & AWARDS at RRCC LILAC BALLROOM**

**Reception: 6:00 pm – 7:00 pm Dinner: 7:00 pm – 8:30 pm**

Entertainment by “Let’s Party Productions” 8:00 pm – 11:00 pm

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

*do **NOT** sign up here for the complimentary dinner)*

@ \$50.00

Names: \_\_\_\_\_ \$ \_\_\_\_\_

**Saturday, October 24<sup>th</sup>: PRESIDENT’S RECEPTION & DINNER and  
INSTALLATION of the 2009-2010- OFFICERS – GRAND BALLROOM**

**Reception: 6:30 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 October 2nd.**

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

*Return with your Booth Registration.*

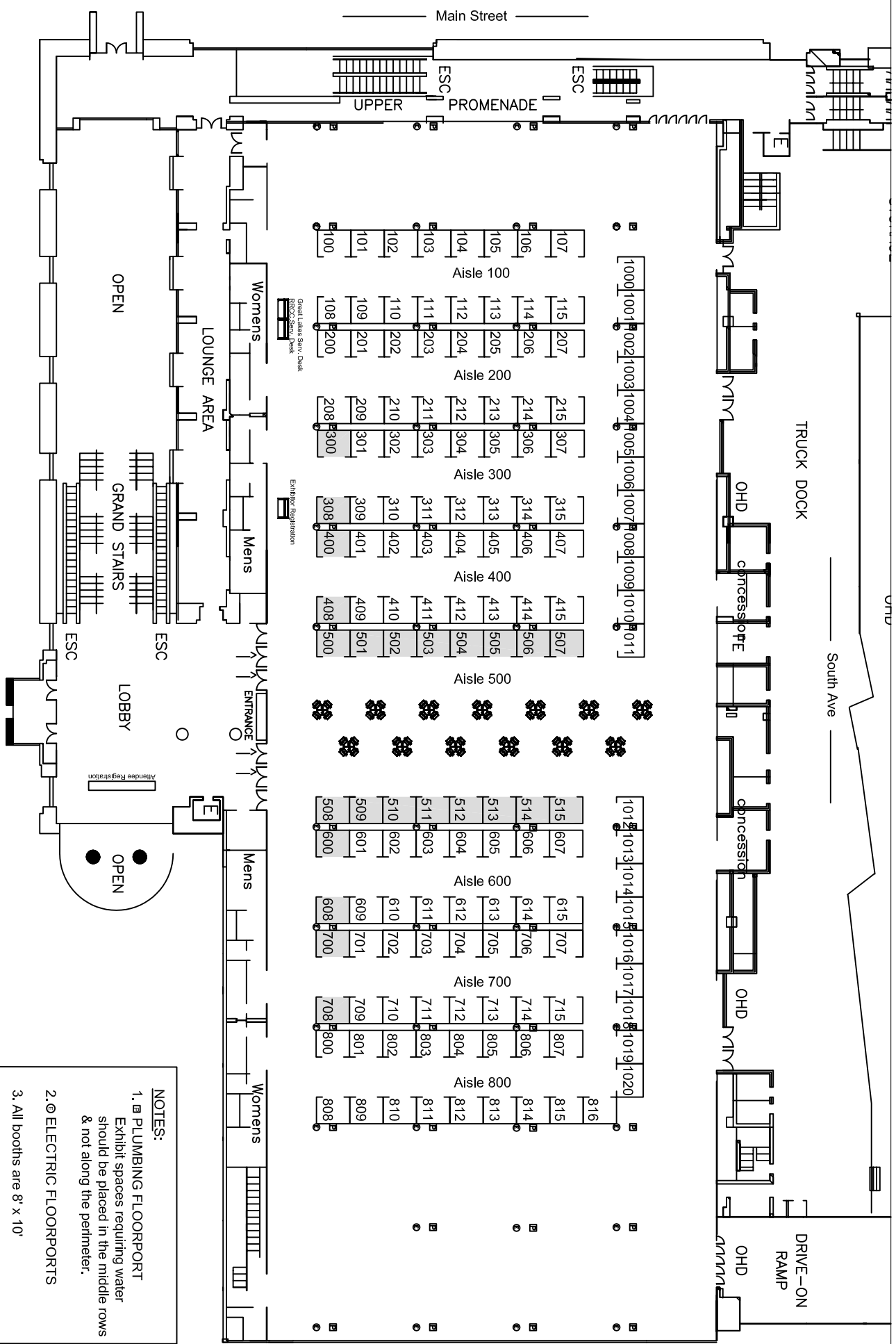
**RETURN TO:** NYSNA 125 Wolf Rd. Albany NY 12205

-----  
For NYSNA Office Use Only:

Date Received: \_\_\_\_\_ Amount Paid: \_\_\_\_\_ Check# \_\_\_\_\_

# NYSSFSA 58th Annual Conference

October 23-24, 2009  
 Rochester Riverside Convention Center  
 Rochester, NY  
 All booths are 8' x 10'



**NOTES:**

1. **PLUMBING FLOORPORT**  
 Exhibit spaces requiring water should be placed in the middle rows & not along the perimeter.
2. **ELECTRIC FLOORPORTS**
3. All booths are 8' x 10'
4. Premium Booths (extra \$100) shaded in gray.

**NYSNA ANNUAL CONFERENCE**



**BASKET RAFFLE**  
**Saturday, October 24, 2009**  
**at**  
**Rochester, 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 scholarships for members.**

**Drop off your basket at the Registration Desk at Hyatt Regency Rochester Friday (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!**

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**BASKET RAFFLE REGISTRATION**

**Name of Company or Chapter/Persons Donating Basket:**

---

**Address:**

---

**Theme or List of Basket Contents:**

---

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***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  
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
- For a fee, Exhibit at 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
- \$200 "discount" on Annual Conference Booth

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

<b>MEMBERSHIP FEES:</b>	<b>FIVE STAR CORPORATE PACKAGE</b> .....	<b>\$2200</b>
	a. All Corporate Membership Benefits	
	b. Exhibit Booth at Conference	
	c. Three 1/2 page B & W ads in <b>FOCUS</b>	
	d. \$100 Contribution to Scholarship Fund	
	Corporate Membership.....	<b>\$150</b>
	Each Additional Individual Membership.....	<b>\$50</b>
	(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 \_\_\_\_\_





**ROCHESTER  
RIVERSIDE CONVENTION CENTER**

123 East Main Street Rochester, NY 14604  
(585) 232-7200 FAX (585) 232-1510  
www.rrcc.com

**Utilities  
Connection**



Federal I.D. 16-1248856

**\*Advanced order deadline is  
15 days prior to first move-in day.**

Name of Event: <b>NYS School Food Service 2009 Conf.</b>		Date(s) of Event From: _____ To: _____	
Contact:	Booth Number:	Service Requested From: _____ To: _____	
Exhibit Name:		Phone Number: ( ) _____	
Mailing Address:			
City, State Zip:		E-Mail Address:	

**Power Outlets**

<b>120 Volts</b>	Qty.	*Adv. Order	On-site Order	Total
20 Amps - Less than 2000 Watts		\$80.00	\$125.00	
30 Amps - Less than 3000 Watts		\$200.00	\$250.00	
<b>208 Volts - single or three phase</b>	Qty.	*Adv. Order	On-site Order	Total
Up to 20 Amps		\$80.00	\$150.00	
Up to 30 Amps		\$150.00	\$200.00	
Up to 60 Amps		\$200.00	\$250.00	
Up to 100 Amps		\$300.00	\$500.00	
<b>277/480 Volts - three phase</b>	Qty.	*Adv. Order	On-site Order	Total
Up to 60 Amps		\$450.00	\$600.00	
Up to 100 Amps		\$600.00	\$750.00	

**Other Services**

	Qty.	*Adv. Order	On-site Order	Total
Water and Drainage (3/4 inch floor drain)		\$75.00	\$100.00	
Compressed Air Service (for first connection)		\$125.00	\$150.00	
Compressed Air Service (for each additional connection)		\$50.00	\$75.00	

Subtotal: \_\_\_\_\_  
8% Sales Tax: \_\_\_\_\_  
Grand Total: \_\_\_\_\_

**Note:**

- For special requirements not listed above, contact the Operations Department at 585-232-7200, x1429.
- Each 208/230 or 277/480 volt connection can only be connected to **one piece of equipment**.
- The Rochester Riverside Convention Center does not furnish **extra extension cords or power strips**.
- All equipment must be properly tagged and wired with complete information as to type of current, voltage, phase, cycle, horsepower, etc.  
All wiring and other electrical installations, motors, etc. must meet code. All outlets will be installed on the floor at the back wall of the booth.
- Connections from outlets to equipment shall be **time and material**. All motors over 1 H.P. shall have a **magnetic starter and manual disconnect switch** (wired) furnished by exhibitor. **All rates subject to change without notice.**

This form must be accompanied by the **Method of Payment** form for your order to be processed.

(turn over to complete method of payment form)  
The 2 page form must be faxed to RRCC-above



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**Method of  
Payment**



Federal I.D. 16-1248856

**\*Advanced order deadline is  
15 days prior to first move-in day.**

Name of Event:		Date(s) of Event	
		From:	To:
Contact:	Title:	Booth Number:	
Exhibit Name:	Phone Number:	Fax Number:	
Mailing Address:			
City, State Zip:		E-Mail Address:	

**Mandatory credit card information to be put on file**

A credit card is required to be on file if you will be using any services provided by the Rochester Riverside Convention Center. This credit card can be used as payment for all services if you include the cardholder's signature in the "Authorized Signature" area below. If you fail to provide payment on your invoice at the close of the show, the Rochester Riverside Convention Center reserves the right to charge the remaining balance to this credit card. Please arrange for complete payment by the close of the show.

Card Number:		Expiration Date:	
3-digit security code: (on back of credit card)	Credit Card Type: (circle one)	VISA	MasterCard American Express
Print Name:	Cardholder's Signature:		
Credit Card Billing Address:			
City, State Zip:			

**Please specify how you will be paying for this show order**

<input type="checkbox"/> Credit card on file	<input type="checkbox"/> Company Check, Check# _____
<input type="checkbox"/> Use above credit card for all charges	<input type="checkbox"/> Money Order, Check# _____

**Orders received without payment will not be processed until payment is received.**

- Note:**
- Advance Order Pricing:** Full payment, including sales tax must be received by the deadline date above.
  - Orders received within 15 days of the 1st move-in day will be assessed at the On-site Price (**this is not negotiable**).
  - Please make **checks payable** to the "Rochester Riverside Convention Center".
  - If your organization is tax exempt, you must include your Tax Exempt form along with your order or you will be charged tax.**
  - Payments** shipped by Federal Express or UPS, should be sent directly to the: Operations Department, 3rd Floor Administration Offices, Rochester Riverside Convention Center, 123 East Main Street, Rochester, NY 14604

**Terms of Payment:**

- Only** cash, money order, approved credit card or company check are acceptable for floor orders.
- Credit card information, check, or money order **must accompany order**. Balance of outstanding charges must be rendered prior to close of show unless prior arrangements have been made with the Convention Center.
- Exhibitors with established credit will have a service charge of 1 1/2% per month (18% annum) on all charges not paid within 30 days of invoice.

***We have read, understand and agree to all terms described above and have advised our show site representative accordingly.***

Exhibitor Signature: \_\_\_\_\_  
Please Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

New York School Nutrition Association  
**Conference 2009 October 23-25**  
**HOTEL RESERVATION FORM**

**Hyatt Regency Rochester Hotel**  
125 East Main Street  
Rochester, N.Y. 14604  
585-546-1234  
Fax: 585-546-6777

**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 **OCTOBER 1, 2009**. 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 change fee of \$50 if the registrant departs earlier than the date stated on his/her registration card.

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 - \$ 125.00 per room

\_\_\_\_ Double Occupancy - \$ 125.00 per room Rooming with \_\_\_\_\_

\_\_\_\_ Triple - \$ 145.00 per room Rooming with \_\_\_\_\_

\_\_\_\_ Quad - \$ 165.00 per room Rooming with \_\_\_\_\_

Rooming with \_\_\_\_\_

**Please indicate preferences:** \_\_\_\_ 1 King Bed \_\_\_\_ 2 Double Beds \_\_\_\_ Handicap Accessible (There are no smoking rooms in the hotel)

Check-in: 3:00 p.m., Check-out: 12:00 p.m. Complimentary parking and complimentary shuttle to airport available from the hotel.

**Reservations may be cancelled without penalty up to 24 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 OCTOBER 1, 2009 OR UNTIL THE ROOM BLOCK IS FULL. SO, RESERVE YOUR ROOM EARLY! ROOMS WILL GO FAST.**

**TAX EXEMPTION:** PLEASE PROVIDE A TAX EXEMPT FORM AT FRONT DESK AT TIME OF ARRIVAL. For those NOT exempt from tax, there is a 14% tax on each room. To be tax exempt, the means of your payment must match the tax exempt form i.e. a school credit card, school purchase order or a school check. A personal check or personal credit card will **NOT** be accepted for tax exemption without an **ST 129 tax exempt form** to accompany your payment.

## 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 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 drapage are available to the exhibitor through the Decorator (Great Lakes Events) who will be directly paid by the exhibitor. Electric will be provided by the Rochester Riverside Conference Center. 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 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> 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.
- 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 Rochester Riverside Convention Center (RRCC) 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 RRCC 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 RRCC 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.
- 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 Exhibitor Contract must sign the first page of the application.
- Carpeting:** The aisle space at the RRCC exhibit floor will be carpeted with **blue carpet** **EXCLUSIVE** of the space **inside the booth area.**
- Cancellation:** There will be a \$100 processing fee for all refund requests for cancelled booths submitted **in writing** by September 1<sup>st</sup>. After that date, NYSNA will not give refunds for booth cancellations.
- Electrical Requirements:** The Rochester Riverside Convention Center will be providing electrical service for those booths requiring it. There is an order form in the packet. 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:** NYSNA's insurance company is requiring that each exhibitor provide a certificate of insurance to NYSNA naming NYSNA as **an additional insured** when submitting the booth application. Thank you.

## Annual Conference Exhibitors 2008

4C Foods Co.  
4u2u Brands, LLC (Fruit 66)  
AccuTemp Products, Inc.  
ADM Archer Daniels Midland  
Advance Food Co., Inc.  
Allen Associates  
American Dairy Association & Dairy Council, Inc.  
Apple & Eve  
Artworks Shop  
Asian Food Solutions Inc.  
Bake Crafters Food Company  
Barilla America, Inc.  
Barrel O' Fun Snack Foods Co.  
Benchmark Equipment Sales  
Bernard Food Industries, Inc.  
Betson Enterprises  
Beverage Plus, Inc.  
Bosco Pizza Co.  
Bowerman Associates, Inc.  
Brookside Fruit Company, Inc.  
Buffalo Hotel Supply Co., Inc.  
Butter Buds Foodservice  
Cafe Favorites  
Cain's Foods  
Campbell's Food Service  
Chudy Paper  
Coca-Cola Bottling Co. of Buffalo  
Colorpoint  
Commercial Kitchen Reps, Inc.  
ConAgra Foods  
Country Pure Foods  
Dale and Thomas Popcorn  
DeWafelbakkers  
Diana's Bananas  
Duffy's Equipment Services, Inc.  
East Side Entrees, Inc.  
Ember Farms  
Everything Asia Foods  
Father Sam's Bakery  
Finkle Distributors, Inc.  
Foster Farms  
Franklin Foods  
General Mills  
Giorgio Foods  
Glaceau  
Gold Kist  
Good Harbor  
Handgards  
Heritage Frozen Foods  
Horizon Snack Foods, Inc.  
Hoshizaki Northeastern  
Integrated Food Service  
Intek Manufacturing, 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  
Kangaroo Brands, Inc.  
Kasa Pizza  
Kellogg Company  
King's Command  
Kings Delight  
Lakeside Manufacturing, Inc.  
Lamb Weston  
Land O' Lakes School Foodservice, Inc.  
Linden Cookies, Inc.  
Link 2 Hospitality Solutions  
M & Q Plastic Products  
Maid-Rite  
Maines Paper & Food Service  
Malt-O-Meal  
Maple Leaf Foods  
Maplevale Farms, Inc.  
McCain Foods  
McKee Foods Corporation  
Mello Smello  
Michael Foods  
MJM Marketing  
Mrs T's Pierogies / Ateeco, Inc.  
Muffin Town / JBS Industries  
Multiteria  
Nardone Bros. Baking Co., Inc.  
Nestle Chilled Beverage  
Nestle Food Service  
Nestle Waters North America  
Nutrikids  
NYS Dept. of Agriculture & Markets  
Oasis Foods  
Old Meeting House Ice Cream  
Otis Spunkmeyer  
Pacific Northwest Canned Pear Service  
Palmer Food Services  
Palmer Hamilton, LLC  
Par-Way/Tryson  
Partners for Prevention  
PCS Revenue Control Systems  
PepsiCo Foodservice  
Performance Food Equipment Group  
Perry's Ice Cream Co., Inc.  
Pierre Foods  
Pinnacle Foods  
Posternak Bauer Assoc., Inc.

Precision Foods, Inc.  
Red Gold LLC  
Renzi Foodservice  
Rich Products  
Ridgefield's Brand Corp.  
Robert Emig & Associates, Inc.  
Roth Consulting Group, Inc.  
S & H Uniform Corporation  
Schreiber Foods  
Schwan Food Company  
Seneca Foods  
Silver Lake Cookie Co.  
Smithfield Foodservice Group  
Snyder's of Hanover  
SoNu Beverages  
Star Food /VE South  
Sugar Foods Corporation  
Sungold Foods  
Sunny Fresh Foods  
Super Bakery, Inc.  
Switch Beverage Company  
Sysco Food Service - Jamestown  
The Father's Table  
Tribe Mediterranean Foods  
Trident Seafoods Corporation  
Tropical Paradise  
True Food Service Equipment  
Tyson Foods  
U.S. FOODSERVICE  
Upstate-Niagara Cooperative  
US Foodservice - Buffalo  
Van Hook Service Company  
Viking Seafoods, Inc.  
Violet Packing  
Welch Foods, Inc.  
Well's Blue Bunny Ice Cream  
Westminster Cracker Company, Inc.  
Will Poultry & Willcrest Food Service