



SNA of Ohio September 2022 School Nutrition Expo & Education Event

EVENT FORMAT?

The September 28, 2022 SNA of Ohio Expo & Education event will include educational sessions AND an Expo! We encourage our industry members/exhibitors to attend sessions if possible, as there are many opportunities to interact with your school district colleagues. The event is structured for morning educational sessions, followed by the School Nutrition Expo/Trade Show! You may view the schedule of educational events at <https://www.snaohio.org/ExpoEducationEvent.aspx>.

WHO ARE THE ATTENDEES?

Along with our valued industry partners, attendees will span from school district directors managing multiple schools/districts to kitchen staff who are experts in using the products and services on a day-to-day basis.

WHY EXHIBIT?

- You will be face to face with key decision makers in school nutrition.
- You will have the opportunity to demonstrate your product first-hand.
- You will contribute to the educational process for child nutrition professionals in Ohio.
- Please note that the Expo serves as the lunch for the event to encourage food tastings from attendees for our food vendors.

Exhibitor Information

School Nutrition Expo Date/Time: September 28, 2022, 12:15-2:45 p.m.

Location: The Ohio Event Center & Cherry Valley Lodge – Newark, Ohio

Booth Reservations: This online system is the only method for reserving your booth. You may reserve your booth(s) by September 9th at https://snao.formstack.com/forms/sept2022exhibitorapp_expoed. (If you are represented by a broker but will be reserving your own booth individually, please confirm with your broker before submitting your form to avoid duplicate reservations.)

If you ARE a broker reserving multiple booths for various clients that need to be placed together, please note the rate information included in this document, and please include specific billing instructions in your online form as requested. Brokers - in order to ensure booth space together, we suggest reserving ALL of your potential booths soon and choosing check payment. You will then have until September 16th to cancel and make final payments.

If you wish to join SNA of Ohio for 2022-2023 to receive the member rate to exhibit, please join by visiting <https://www.snaohio.org/industry.aspx> PRIOR to submitting your online exhibit form. (The membership year is August 1, 2022-July 31, 2023 and memberships are not discounted or pro-rated.)

Please note that you will receive an email with the link to the Fern Service packet after you complete your online exhibitor application.

Exhibit Booth Rates

Please note the exhibit booth reservation deadline of September 9, 2022. Payment in full is due no later than September 16, 2022.

- Platinum Members - First booth - no charge, \$550 each for up to two additional booths purchased for use by the member company.
- Gold Members - First booth - no charge, \$650 each for up to two additional booths purchased for use by the member company.
- Silver Members - \$750 per booth – up to two booths maximum, purchased for use by the member company.
- Non Members - \$1600 per booth

Exhibitor Specifications and Conditions

Please remember:

- You may be the only person receiving this information at your company. Your company's success at this show depends on the correct person receiving this information. Please pass it along to the correct individual if you are not the person handling trade shows for your company.

Important Dates

September 9, 2022...deadline for booth reservations.

September 14, 2022...booth assignments finalized by SNA of Ohio office.

September 16, 2022...deadline for all orders to The Ohio Event Center & Fern.

September 16, 2022...deadline for payment in full and booth cancellation requests.

September 27, 2022...Pre-Expo day booth set up option

September 28, 2022...School Nutrition Expo & Education Event!

Booth Specifications

Booth fee includes: Up to three representatives for your booth, one 8' high flame proofed back and side rail drape, one 7" x 44" identification sign with company name and booth number, two 8' x 2' x 30" tables with white vinyl cover and skirting on three sides, one waste basket. All booth sizes are 10' deep X 10' wide.

Additional Registration/Attendees

You may register up to three representatives per booth for the Expo only with your exhibit booth application. Your exhibit booth application also includes one registration to the educational sessions – please indicate on your application who will attend the session.

You may register additional attendees for breakfast and AM educational sessions at the rate of \$79 per person at <https://snao.formstack.com/forms/sept2022expoandeducationreg>. Please note that this registration rate does NOT include entrance to the Expo. Industry participants for the Expo from 12:15-2:45 must be listed on the exhibitor application as a booth participant.

As an exhibitor, you also have the opportunity to register one person from your organization to participate in the Cupcake Wars competition on September 27th from 7:00 – 10:00 p.m. This is a fun, interactive networking event that will randomly pair up our school and industry attendees to compete as a team in a cupcake decorating contest! (All materials/supplies are provided to the competitors.) Please note that participation to compete is limited to the first 15 industry registrants, and the cost is \$149 per industry participant to compete. You may register to attend the Cupcake Wars event as a spectator at the additional cost of \$19 per person, if all of the competition slots are filled. You can register for Cupcake Wars as a competitor or spectator at <https://snao.formstack.com/forms/sept2022expoandeducationreg>.

Event Sponsorship Opportunities

If you are interested in an event sponsorship below, please contact Tracey Hogan at tracey@assnoffices.com by September 15th for availability. Event sponsorships are first come, first served for current SNA of Ohio gold and platinum industry partners only.

Refreshment break sponsorship (two available) - \$500

- Includes signage and verbal recognition at the event.

Breakfast sponsorship - \$1000

- Includes signage, verbal recognition at the event, and five minutes to welcome attendees just before first session begins. Sponsor may take this time to promote their product/organization.

Networking Event sponsorship - \$1000 **(SOLD)**

- Includes signage, verbal recognition at the event, and opportunity to emcee the event. Sponsor may take up to five minutes to promote their product/organization during the event.

Timeline:

- September 27, 2022 – 2:00 – 5:00 p.m. – Exhibitor Move In
- September 27, 2022 – 7:00 – 10:00 p.m. – Cupcake Wars Competition
- September 28, 2022 – 8:00 a.m. – Noon - Exhibitor move in/set up
- September 28, 2022 – 12:15 – 2:45 p.m. – School Nutrition Expo
- September 28, 2022 – 2:45-5:00 p.m. – Exhibitor Move Out

SNA of Ohio will place exhibitor packets on the booths before move in, but an SNA of Ohio staff booth will be located in the exhibit hall (near the Fern booth), should you have onsite questions/requests. **Please note that booths should remain up until the end of the Expo – 2:45 p.m. on September 28, 2022. You are encouraged to set up on September 27th if possible so that you can enjoy the educational sessions and networking offered the morning of September 28th before the Expo begins.**

Space Assignment

You may indicate on your form your booth placement preferences, and requests are first come, first served. Booth assignments will be confirmed no later than September 14, 2022. You will receive a confirmation email with your final booth assignment by this date. Please be sure to include on your exhibit form other vendors that you wish to be placed near/not near. You may view the Expo floor plan by [clicking here](#).

Exhibit Decoration/Theme/Colors

The colors will be red and white. SNA OF OHIO will be using *Fern Expo* as the official decorator of the show. After your booth selection is confirmed, you will receive an email from exhibitorservices@fernexpo.com. If you do not receive this email by September 15, please contact kayla@assnoffices.com.

Additional Information/Equipment/Services

- Food Exhibitors:
 - Exhibitors are encouraged to go with pre-packaged/sealed food items. Expo attendees have suggested that smaller samples and more displays/ideas for utilizing items is a benefit to them. Also, attendees have especially enjoyed the “grab and go” items from vendors that includes food and literature. If you prefer a “greener” method, you may utilize a QR code for attendees to view your literature/marketing materials.
 - Ovens/Food Warming/Steam equipment - You are permitted to provide your own warming oven, steam oven, heating lamp, and/or chafers with sternos in your booth space. You must order the appropriate electricity and supply a fire extinguisher at your booth. Please note that cooking/warming equipment must be placed at the back of the booth, away from attendees.
 - Exhibitors who are serving food are encouraged to wear gloves.
- SNA of Ohio will provide small bags for all attendees. The bags are to assist attendees with carrying food items if necessary, but you are also welcomed to provide marketing materials and other promotional giveaways at your booth, if you wish.
- Breath/Sneeze guards at each booth as an additional precaution are recommended (not required) and are available at an additional charge from Fern (see the Fern exhibitor packet for details).
- An exhibitor order guide will be included in your Fern service packet with additional information and available services that you may order from both Fern and the The Ohio Event Center. Please note that there is no prep/kitchen space in the exhibit hall.
- Loading/Unloading and Shipping information will be included in your Fern service packet. All shipping will be handled through Fern. No items may be shipped directly to The Ohio Event Center.
- The Ohio Event Center will handle the disposal of all trash receptacles that are placed throughout the facility. Exhibitors may dispose of large items in the dumpster trash receptacle just outside the exhibit hall.
- Please note that access to water is limited to handwashing sinks in the The Ohio Event Center and that there is no access to ice onsite.
- There is no access to ice onsite. Please be sure to bring ice if your booth requires it, or you may purchase it from one of many local merchants in Newark near The Ohio Event Center.

Hotel Accommodations

You may reserve your hotel room for the night of September 27th at Cherry Valley Lodge at the discounted rate of \$129 per night. **The reservation deadline is September 6, 2022.** You may reserve online at the link below.

https://www.bestwestern.com/en_US/book/hotel-rooms.36179.html?groupId=5W9AC0N1

Parking

Parking is onsite and complimentary for Cherry Valley Lodge/Ohio Event Center.

By applying to exhibit with the SNA of Ohio, the following is understood:

- Guidelines/restrictions detailed above are current. SNA of Ohio will update you as an exhibitor with any/all changes to CDC guidelines and other regulations as they occur.
- Your company is required to hold a certificate of liability which would cover any damage caused at this Expo. Certificates should be kept onsite at each booth and be available upon request. (You do not need to submit your certificate to SNA of Ohio. Again, please have it at your booth.) Below is information for the certificate.

Certificate of Insurance

- Insured - Vendor/Company
 - Policy Effective Date - Must include the event dates – Sept. 27-28, 2022
 - General Aggregate - Must be at least \$5,000,000 in coverage
 - Workers Compensation & Employers' Liability - Must respectively include \$500,000 per article
 - Description of Operations –Event: SNA of Ohio Expo & Education Event – September 27-28, 2022. SNA of Ohio should be listed as Additional Insured with respect to the General Liability and (if applicable) Automobile policies.
 - Certificate Holder/Additional Insured – SNA of Ohio, 400 W. Wilson Bridge Rd., Suite 120, Worthington, OH 43085
- SNA of Ohio, The Ohio Event Center, and Fern Exposition do not assume responsibility for damage or loss of any kind.
 - SNA of Ohio staff does not have the resources to provide any exhibitor with additional booth needs such as water, ice, electricity, furniture, etc. SNA of Ohio is not responsible for any of these costs.
 - Cancellations with full refund are available through September 16th. Email your request to kayla@assnoffices.com. No-shows with payment pending are responsible for full payment.
 - ***September 2022 SNA of Ohio Expo & Education Event - Assumption of the Risk and Waiver of Liability Relating to Coronavirus/COVID-19***

The novel coronavirus, COVID-19, has been declared a worldwide pandemic by the World Health Organization. COVID-19 is extremely contagious.

SNA of Ohio, working with the event facilities, will follow ALL safety protocols and guidelines as determined by the CDC.

By registering to attend and/or exhibit at this event, you acknowledge the contagious nature of COVID-19 and voluntarily assume the risk that you may be exposed to or infected by COVID-19 by attending the September 2022 SNA of Ohio Expo & Education event. You hereby release, covenant not to sue, discharge, and hold harmless SNA of Ohio, its employees, agents, and representatives, of and from the Claims, including all liabilities, claims, actions, damages, costs or expenses of any kind arising out of or relating thereto. You understand and agree that this release includes any Claims based on the actions, omissions, or negligence of SNA of Ohio, its employees, agents, and representatives, whether a COVID-19 infection occurs before, during, or after participation in the September 2022 Expo & Education event.