



# SNA of Ohio October 2021 School Nutrition Expo & Education Event

## EVENT FORMAT?

The October 8, 2021 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.

## 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.

## WHY ATTEND?

Other than the opportunity to gather **IN-PERSON** again to gain knowledge and network with colleagues from around the state, you will experience and learn about new products, equipment, and services available to school nutrition personnel! All personnel are invited to attend, but Directors and Managers, you will not want to miss this event! The event is structured for morning educational sessions, a mid-day Expo, and more education to end the day!

## Exhibitor Information

**School Nutrition Expo Date/Time: October 8, 2021, 11:30 – 1:30 p.m.**

**Location: Greater Columbus Convention Center & Hyatt Regency – Columbus, Ohio**

**Booth Reservations:** This online system is the only method for reserving your booth. You may reserve your booth(s) at [https://snao.formstack.com/forms/oct2021exhibitorapp\\_expoed](https://snao.formstack.com/forms/oct2021exhibitorapp_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 20<sup>th</sup> to cancel and make final payments.

If you wish to join SNA of Ohio for 2021-2022 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, 2021-July 31, 2022 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 20, 2021. Payment in full is due no later than October 1, 2021.*

- 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 20, 2021**...deadline for booth reservations.

**September 24, 2021**...deadline for all orders to the Convention Center and for all orders to Fern.

**September 30, 2021**...booth assignments finalized by SNA of Ohio office.

**September 30, 2021**...deadline for payment in full and booth cancellation requests.

**October 7, 2021**...Pre-Expo day booth set up option.

**October 8, 2021**...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.

**You may register up to three representatives per booth for the Expo only. Your booth reservation includes one registration per booth to the educational sessions. Additional attendees for educational sessions may be purchased at the rate of \$69 per person. The full schedule for the entire day (to include a detailed morning schedule) will be released in mid-August**

### Timeline:

- Thursday, October 7, 2021 – 2:00 – 5:00 p.m. – Exhibitor Move In
- Friday, October 8, 2021 – 7:30-10:30 a.m. Exhibitor move in
- Friday, October 8, 2021 – 11:30 a.m.-1:30 p.m. – School Nutrition Expo
- Friday, October 8, 2021 – 1:30-3:30 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 – 1:30 p.m. on October 8, 2021. You are encouraged to set up on October 7<sup>th</sup> if possible so that you can enjoy the educational sessions and networking offered before/after the Expo on October 8<sup>th</sup>.**

### 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 30, 2021. 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](mailto:exhibitorservices@fernexpo.com). If you do not receive this email by September 20<sup>th</sup>, please contact [Anum@assnoffices.com](mailto:Anum@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.
  - If you will be providing food at your booth, please refer to the required Sampling Authorization form in your Fern service packet or visit the link below to download it. **This form MUST be reviewed and completed by every vendor providing food.** [Click here to view form](#)
  - Exhibitors serving food are encouraged to wear gloves.
- SNA of Ohio will provide 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).
- CDC recommended guidelines for COVID social distancing/protection may be found at <https://www.cdc.gov/coronavirus/2019-ncov/index.html>.
- 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 convention center – including electricity, ice, warming space, and other convention center services. Please note that there is no prep/kitchen space in the actual exhibit hall, but you may discuss arrangements to utilize the convention center kitchen space for prep, storage, and freezer space. Offsite food prep is encouraged if possible. Please refer to [Sampling form](#).
- 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 Greater Columbus Convention Center.
- Loading/Unloading for exhibitors – Vendors may use the dock at the rear of the convention center for loading/unloading and may use personnel door next to dock #6 for reentry to Exhibit Hall A after parking (see parking information below). Any trucks/over-sized vehicles should unload/load the most distant area of the back lot. Please review the Exhibitor Notice in your Fern Service Packet for additional information.
- The Greater Columbus Convention Center will handle the disposal of all regular and bulk trash cans that are placed throughout the facility.
- 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. Also, you must notify the convention center on the [sampling form](#) of any of these items in your booth, as the fire marshal must be notified. Please note that cooking/warming equipment must be placed at the back of the booth, away from attendees.

### **Hotel Accommodations**

There is no dedicated hotel room block for this event, but three convenient hotel options near the convention center are listed below (all are within a short walk).

- **Hyatt Regency Columbus**  
[https://www.hyatt.com/en-US/hotel/ohio/hyatt-regency-columbus/cmhrc?src=corp\\_lclb\\_gmb\\_seo\\_cmhrc](https://www.hyatt.com/en-US/hotel/ohio/hyatt-regency-columbus/cmhrc?src=corp_lclb_gmb_seo_cmhrc)
- **Drury Inn & Suites Columbus Convention Center**  
[https://www.druryhotels.com/locations/columbus-oh/drury-inn-and-suites-columbus-convention-center?utm\\_campaign=gmb-website&utm\\_medium=organic&utm\\_source=google](https://www.druryhotels.com/locations/columbus-oh/drury-inn-and-suites-columbus-convention-center?utm_campaign=gmb-website&utm_medium=organic&utm_source=google)
- **Hampton Inn & Suites Columbus Downtown**  
[https://www.hilton.com/en/hotels/cmhhshx-hampton-suites-columbus-downtown/?SEO\\_id=GMB-HX-CMHSHX&y\\_source=1\\_MjA4NDM2Mi03MTUtbG9jYXRpb24uZ29vZ2xIX3dlYnNpdGVfb3Zlc nJpZGU%3D](https://www.hilton.com/en/hotels/cmhhshx-hampton-suites-columbus-downtown/?SEO_id=GMB-HX-CMHSHX&y_source=1_MjA4NDM2Mi03MTUtbG9jYXRpb24uZ29vZ2xIX3dlYnNpdGVfb3Zlc nJpZGU%3D)

## **Parking Options**

If you are staying overnight at one of the hotels above, they will provide parking options to you.

For additional day guest parking options near the convention center, visit

<https://columbusconventions.com/park/parking-availability/>.

## **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.
- SNA of Ohio, Greater Columbus Convention 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, electricity, furniture, etc. SNA of Ohio is not responsible for any of these costs.
- Cancellations with full refund are available through September 30<sup>th</sup>. Email your request to [anum@assnoffices.com](mailto:anum@assnoffices.com). No-shows with payment pending are responsible for full payment.
- **October 2021 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 and is believed to spread mainly from person-to-person contact. As a result, federal, state, and local governments and federal and state health agencies recommend social distancing and have, in many locations, prohibited the congregation of groups of people.***

***SNA of Ohio, working with the event facilities, has put in place preventative measures to reduce the spread of COVID-19 and will follow current Department of Health guidelines in regard to this event. ALL safety protocols and guidelines as determined by the CDC will be followed.***

***By registering to attend 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 October 2021 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 October 2021 Expo & Education event.***