

IT'S A
JUNGLE

OUT THERE

NAVIGATING YOUR SCHOOL FOODSERVICE PROGRAM



**FOLLOW US
TO THE POCONOS
AUGUST 7 - 10, 2017**

The **Biggest**
& **BEST**
*Food & Equipment Show
in Pennsylvania!*

EXHIBITOR'S
PROSPECTUS



SCHOOL NUTRITION ASSOCIATION OF PENNSYLVANIA
2017 Business & Industry
Partner Application



IT'S A JUNGLE OUT THERE: NAVIGATING YOUR SCHOOL FOOD SERVICE PROGRAM

The School Nutrition Association of Pennsylvania's Annual Food & Equipment Show is the Biggest & Best School Food Service event in the Commonwealth!
Come ready to network and showcase your products and services to school nutrition professionals and potential buyers.

Exhibit Details

- Date:** Wednesday, August 9, 2017
- Location:** The Kalahari Resort
Mount Pocono, Pennsylvania
- Booth Size:** Single Booths are 8' x 10' and include 2-8' tables, draped and skirted, 33" draped side rails, 8' backdrop, two chairs, one wastebasket and a vendor sign.
- Multiple booths are available.
Availability of half-booths is limited.
The exhibit hall is carpeted.
- Cost:** *A booth is included in the annual membership fee for both Platinum and Gold Business & Industry Partners.*
- | | |
|--------------------------|---------|
| Additional Single Booth: | \$1,250 |
| Half Booth (Separate) | \$675 |
| Half Booth (Shared Full) | \$625 |

SNAPa's policy is that in order to exhibit, participate in a booth or gain access to the exhibit floor, you must be at least a Basic Business & Industry Partner.

Payment

A request for a booth/exhibit space must be made on the Exhibit Space Contract included in this Prospectus or via the form on the SNAPa website.

Full payment for all booths is required within 10 days of your request in order to finalize assignment of booth space. Booth spaces will not be confirmed until payment is received. Spaces not paid for within 10 days will be made available to other exhibitors.

SNAPa accepts MasterCard, Visa, American Express, Discover and checks.

Schedule *(Subject to change)*

Exhibitor Set-up

Tuesday, August 8	Noon to 4:00 pm
Wednesday, August 9	7:00 am to 11:30 am

Exhibit Schedule - Wednesday, August 9

11:30 am	Booth judging by the SNAPa 2017 Annual Conference Committee
12 Noon	Open to Food Service Directors
1 to 4:00 pm	Open to everyone!

Please do not plan to dismantle your booth until the Food & Equipment Show closes at 4:00 pm. Thank you.

Exhibit Package

- Standard booth setup as listed above
 - 6 Exhibitor Badges per Platinum Partner, 4 Badges per Gold Partner, 2 Badges per Basic Partner
 - Complimentary sign listing your company name and signage throughout the Annual Conference based on your Partner membership level
 - Security service from installation through dismantling
 - Refrigerated/freezer truck service
 - Registration list of all attendees prior to, at and following the Annual Conference
 - Electricity is not included. This must be arranged directly through our designer, Spectrum Associates, Inc.
- See the SNAPa website (www.SNAPa.org) for details.*
- Kitchen facilities will be available on-site. *Prior arrangements for specific needs must be requested and coordinated through Gerry Giarratana, Annual Conference Committee member. Deadline for all requests is July 14, 2017.*
 - All costs associated with shipment to The Kalahari, on-site storage, delivery to the exhibit hall, etc. are the sole responsibility of the exhibitor and must be coordinated through our designer, Spectrum Associates, Inc.

Platinum Partners!

Platinum Business & Industry Partners will have "information tables" outside the meeting room areas for educational/informational materials only ... and may be set up as early as Monday, August 7. Materials should be sent directly to Kalahari to be held for SNAPa.



SPONSORSHIP OPPORTUNITIES!

Please check the appropriate box on the Exhibit Space Contract and include the price of your Sponsorship with your registration fees. You may contact SNAPa at 717.732.1100 or ExecutiveDirector@SNAPa.org if you have any questions or need additional information. All Sponsors will be recognized in the Annual Conference program and throughout the Annual Conference.

PRESIDENT'S GRAND SAFARI DINNER

Primary sponsor of the 2017 Annual Conference and our Grand Safari Dinner with multiple signage displayed throughout the Annual Conference.

PRESIDENT'S ALL MEMBER RECEPTION

Sponsorship of the "All SNAPa Member" Reception immediately prior to the President's Grand Safari Dinner.

KEYNOTE SPEAKERS

Sponsorship of the primary "Keynote Speaker" along with a "book signing" opportunity. Sponsorship of the second "Keynote Speaker."

ANNUAL CONFERENCE TOTE BAGS

Your logo and web address in the hands of more than 500 attendees as the sole sponsor of the 2017 Annual Conference tote bag.

LANYARDS/BADGE HOLDERS

Your name and logo on the most visible item worn by every Annual Conference attendee.

PRE-CON EDUCATIONAL SESSIONS

Educational sessions throughout the day on Monday, August 7 with exclusive sponsorship.

Annual Conference Theme

The "Black & White Theme" (think zebras!) of SNAPa's 2017 Annual Conference is "It's A Jungle Out There: Navigating Your School Food Service Program" which should give you a lot of ideas for booth decorations!

Our Annual Conference Committee will be judging the booths for creativity, originality, imagination and in keeping with our theme. Winners will receive a complimentary booth at our 2018 Annual Conference in Pittsburgh, with the purchase of at least a single additional booth. Awards are not transferable.



EDUCATION SESSIONS

Multiple opportunities to sponsor a session focusing on your company or have your company featured as a sponsor during sessions on Tuesday, Wednesday or Thursday.

SNACK BREAKS

We always need a snack during the Annual Conference, whether munchies or drinks. The Kalahari has specific limitations on what our sponsors may bring into the hotel.

FUN FOR KIDS & GUESTS

Sponsorship of a night of fun for the kids and other guests at our Annual Conference on Tuesday evening during the President's Grand Safari Dinner. You can sponsor either fun in the Kalahari's arcade or the dinner.

PRESIDENT'S GRAND SAFARI

DINNER ENTERTAINMENT

We'll work with you to provide a unique entertainment experience for all attendees!

SNAPa offers a combination of single and multiple sponsorship opportunities. Please contact SNAPa for more details. We will work with you to create your own personal sponsorship!

Cancellations

If exhibit space is cancelled less than 45 days prior to the Annual Conference, SNAPa reserves the right to charge one half of the Booth Price as a cancellation fee. If exhibit space is cancelled sooner than 45 days prior to the Annual Conference, all fees will be refunded.

Cancellation requests must be made to SNAPa via e-mail.

SNAPa will not refund any portion of your booth fee if you do not participate.

**2017 ANNUAL
CONFERENCE**

August 7–August 10, 2017



2017 Platinum Partner: \$2,200

Renew or Join by May 15, 2017

- One (1) booth at the Food & Equipment Show at the 2017 Annual Conference is included with your membership ... with designation as a “Platinum Partner.”
- You will receive an “Information Table” as part of your participation in the 2017 Annual Conference. This table will be for “paper” marketing/ informational materials only and should not be staffed. The tables will be located throughout the Annual Conference area and accessible to all registrants from Monday through Thursday of the Annual Conference.
- A private “*President’s Platinum Partner Reception*” with Food Service Directors at the 2017 Annual Conference with information tables and two complimentary tickets to the *President’s Grand Safari Dinner*.
- A full page ad in the 2017 Annual Conference “program book” and additional signage at the Annual Conference. *(Please note the ad deadlines.)*
- Your logo will be featured as an active, scrolling link on the SNAPa website’s homepage as well as on the Business & Industry Partners page.
- A one-half page, full color ad in one (1) issue of *SNAPa Happenings* during the 2017-2018 school year.
- You may provide articles for the *SNAPa Happenings* “Spotlight” section as well as additional articles/updates for the magazine. *SNAPa Happenings* is both a digital and printed publication and sent to all SNAPa members and government officials.
- *Monday Morning* is a digital newsletter published every other week and we welcome your information and pictures ... as often as you would like.
- The SNAPa Membership Directory is housed on our website. Platinum Partners will have full access to all member information and the data base is downloadable and searchable.
- Continuing education for SNAPa members is a necessity and Platinum Partners will have the ability to create original webinars or participate in SNAPa Teaches Tuesdays.
- You may post the SNAPa *Logo* on your company’s website.



- SNAPa’s continuing goal is to provide you with additional Partner benefits, increasing the value of your membership throughout the year. We will continue to update the benefits we provide.

2017 Gold Partner: \$1,600

Renew or Join by May 15, 2017

- One (1) booth at the 2017 Annual Conference is included with your membership ... with designation as a “Gold Partner”.
- Your logo will be featured as an active, scrolling link on the SNAPa website’s homepage as well as on the Business & Industry Partners page.
- A one-quarter page full color ad in one (1) issue of *SNAPa Happenings* during the 2017-2018 school year.
- You may provide articles for the *SNAPa Happenings* “Spotlight” section as well as additional articles/updates for the magazine. *SNAPa Happenings* is both a digital and printed publication and sent to all SNAPa members and government officials.
- *Monday Morning* is a digital newsletter published every other week and we welcome your information and pictures ... as often as you would like.
- The SNAPa Membership Directory is housed on our website. Gold Partners will have almost full access to all member information and the data base is downloadable and searchable.
- Continuing education for SNAPa members is a necessity and Platinum Partners will have the ability to create original webinars or participate in SNAPa Teaches Tuesdays.
- You may post the SNAPa *Logo* on your company’s website.
- SNAPa’s continuing goal is to provide you with additional Partner benefits, increasing the value of your membership throughout the year. We will continue to update the benefits we provide.

2017 Basic Partner: \$350

- You may participate as a vendor at the Food & Equipment Show at the 2017 Annual Conference providing a broker or another company purchases a booth for you at \$1,250 per booth. A limited number of “half” booths are available through your broker.
- The SNAPa Membership Directory is housed on our website. Basic Partners will have “basic” access to member information.
- You may provide articles for the *SNAPa Happenings* “Spotlight” section as well as additional articles/updates for the magazine. *SNAPa Happenings* is both a digital and printed publication and sent to all SNAPa members and government officials.
- *Monday Morning* is a digital newsletter published every other week and we welcome your information and pictures ... as often as you would like.



Terms & Conditions of Food & Equipment Show Agreement

(Completion and submission of this Application for membership and reservation of space(s) at SNAPA's 2017 Annual Conference constitutes your agreement to abide by all policies set forth herein.)

LIMITATION OF EXHIBITS: SNAPA reserves the right to stop or remove from the Show any exhibitor, or his representative, performing an act or practice which in the opinion of SNAPA is objectionable or detracts from the dignity of the Show or is unethical to the business purpose of the Show. SNAPA reserves the right to refuse admittance of exhibits or materials to the Show until all dues and fees owing are paid in full.

ASSIGNMENT OF SPACE: Full payment must accompany the contract in order for booth(s) to be assigned.

SNAPA accepts MasterCard, Visa, American Express, Discover and checks. If payment does not accompany the contract, the contract will be held until received. There are a limited number of booths that may be shared by exhibiting companies. A shared booth may be occupied by a *maximum of two (2) exhibiting companies*. When space is reserved to share a booth, both exhibiting companies must submit separate, completed contracts. SNAPA will not match single companies who want to have a shared booth space. Each company must identify which company they are sharing the exhibit booth space with.

REGISTRATION: Registration packets and badges will be distributed on the Show site. Badges are required for admission to the Show floor. A maximum number of badges will be provided to each exhibitor based on the Partner level. Names for the badges must be received by SNAPA no later than July 14, 2017, 3 weeks prior to the Show date.

CANCELLATION OR WITHDRAWAL: Cancellation of space and refund is subject to the following conditions. Exhibitors shall provide written notice of cancellations. If exhibit space is cancelled less than 45 days prior to the Annual Conference, SNAPA reserves the right to charge one half of the Booth Price as a cancellation fee. If exhibit space is cancelled sooner than 45 days prior to the Annual Conference, all fees will be refunded.

GENERAL SHOW POLICIES: No exhibitor or part of an exhibit will be admitted to any space until rental of

that space has been paid in full. Noisy or offensive exhibits are prohibited. **Children under the age of 16 are not permitted in the exhibit hall.** Any exceptions must be cleared through SNAPA. SNAPA shall have sole control over all admission policies at all times.

RELOCATION OF EXHIBITS: SNAPA reserves the right to alter the official floor plan and/or re-assign any exhibitor's location as deemed advisable. SNAPA further reserves the right to make such changes, amendments and additions to these rules and such further regulations as it considers necessary to act in the best interest of the Show. **COLLECTION POLICY:** The exhibitor agrees to pay the balance of fees due before the booth(s) is/are assigned.

INSURANCE: It shall be the responsibility of each exhibitor to maintain such insurance against injury to person or damage or loss of property in such amounts as the exhibitor shall deem adequate.

PLATINUM PARTNERS: The President's Platinum Partner Reception will be held on Tuesday, August 8 for all Platinum Partners and all Food Service Directors in attendance at the 2017 Annual Conference. Invitations to the reception will be sent prior to the Annual Conference to all Platinum Partners (*as of May 15, 2017*). Platinum Partners should provide one-day-only coupon information to the Exhibits Chair, Lori Seier, three weeks (July 14, 2017) prior to the Annual Conference. These coupons will be provided to all Food Service Directors attending for their use at the next day's show.

B&I PARTNERS ONLY: SNAPA's policy is to allow only current, fully paid Business & Industry Partners to participate in our Annual Conference Food & Equipment Show. *No exceptions.* Platinum and Gold Partners receive a complimentary booth. Basic Partners may participate as an exhibitor providing a broker or another company purchases the booth on your behalf. *All exhibitors in a booth must be at least a Basic Partner and all products represented must be from a Business & Industry Partner.*



SNAPa 2016 Business & Industry Partner Renewal

2017 Food & Equipment Show Application & Contract

August 9, 2017 • The Kalahari Resort

Business & Industry Partner Information

Please provide specific information for the contact even if represented by a broker. We must have this for our financial records.

Company _____

Address _____

City _____ **State** _____ **Zip** _____

Contact _____

Contact's E-Mail _____

Phone _____

Address (if different than above) _____

City _____ **State** _____ **Zip** _____

Broker (if applicable) _____

Broker's E-Mail _____

Booth Preference (See Floorplan On-line)

Floorplan: www.floorplangenie.com/Events/fpgSNAPa/SNAPa2017/public/splash.aspx

1. _____ 2. _____ 3. _____ 4. _____

Exhibitor Name Badges

(Please note the maximum number of badges allowed based on your membership level.)

1. _____

2. _____

3. _____

4. _____

Questions and/or payment for an annual Business & Industry Partner membership or for a booth may be sent along with the completed documentation to:

SCHOOL NUTRITION ASSOCIATION
OF PENNSYLVANIA (SNAPA)

P.O. Box 1559 • CAMP HILL, PA 17001-1559
FAX: 717.732.1144 • PHONE: 717.732.1100
EXECUTIVEDIRECTOR@SNAPA.ORG

Business & Industry Partner Application & Renewal

Platinum Partner: \$2,200 \$ _____

(Includes one booth at the 2017 Annual Conference)

Gold Partner: \$1,600 \$ _____

(Includes one booth at the 2017 Annual Conference)

Basic Partner: \$350 \$ _____

Additional FULL Booths @ \$1,250 \$ _____

Additional HALF Booths @\$675 \$ _____

(Separate, half booth, not sharing, limited availability)

Additional HALF Booths @\$625 \$ _____

Booth Space Total \$ _____

Sponsorships \$ _____

Advertising \$ _____

Total Amount Due \$ _____

Full payment must accompany this contract in order for the booth(s) to be assigned. All exhibitors must be current SNAPa Business & Industry Partners.

Make checks payable to SNAPa

PROVIDE INFORMATION BELOW TO PAY BY CREDIT CARD:

Card No: _____

EXP Date: _____ Security Code: _____

TOTAL DUE: \$ _____

Billing Address _____

City _____ State _____ Zip _____

Name on Card: _____

Sponsorship Opportunities & Advertising

All 2017 Annual Conference Sponsors will be recognized in signage located throughout the Annual Conference hotel, on the SNAPa website, in SNAPa publications, and in the Annual Conference Program Booklet. All Sponsors (as of June 9, 2017) at \$750 and above will be featured on the "Annual Conference Banner" in the hotel registration area.

Program Booklet Advertising

Copy, camera-ready art (jpg format, please), and payment for all ads are due no later than Monday, May 15, 2017. All ads will be printed in color. Platinum Partners who are current as of May 15, 2017 will receive a complimentary, full page ad. Please e-mail copy and artwork to Devon Sundberg at dsundberg@philasd.org. SUBJECT: SNAPa Ad

Payment for Ads should be either mailed to SNAPa or credit card information provided on the Food & Equipment Show Contract contained in this Business & Industry Partner Renewal/Exhibitor's Prospectus.

BACK COVER ... 4.5" x 7.5"	\$300
INSIDE FRONT OR INSIDE BACK COVER ... 4.5" x 7.5"	\$200
FULL PAGE AD ... 4.5" x 7.5" <i>(All Platinum Partners receive a complimentary, full page ad with their paid membership.)</i>	\$125
HALF PAGE AD ... 4.5" x 3.75"	\$50
BUSINESS CARD	\$25

Sponsorships/Advertisements

Sponsorships are available and confirmed on an "as available" basis. Payment for all Sponsorships must be received by SNAPa prior to confirmation. Use of the SNAPa logo is governed by SNAPa policy and the approval to use the logo must be obtained from SNAPa.

Payment should be either mailed to SNAPa or credit card information provided on the Food & Equipment Show Contract contained in this Business & Industry Partner Renewal/Exhibitor's Prospectus.

SNAPa offers a combination of single and multiple sponsorship opportunities. These are available for the various meal functions including sponsorship of breaks. The Kalahari's policy does not allow for "outside food" to be used in lieu of their menu, but SNAPa will gladly not your sponsorship of the break. We also offer sponsorship of speakers, educational sessions both pre-con and during the Annual Conference, receptions, tote bags, lanyards & badges, entertainment and family fun.

Just ask. We'd love to work with you to create your own unique sponsorship opportunity!

The Kalahari Resort

The Kalahari Resort is the host hotel for SNAPa's 2017 Annual Conference. Room reservations must be made by contacting The Kalahari at 877-525-2427 on or before July 12, 2017. Please ask for the SNAPa 2017 Group Rate.

Please be prepared to provide a credit card deposit in the amount of one (1) night at the group rate plus applicable taxes. SNAPa's group rate is \$199/night for single/double/triple/quad accommodations, European Plan, with "run of house" privileges, plus applicable taxes.



SNAPa's 2017 Annual Conference Committee

Annual Conference Chair – Gina Giarratana

Pennridge School District *GGiarrat@pennridge.org*

Annual Conference Co-Chair – Dimitra “Mimi” Barrios

Chichester School District *DBarrios@chichestersd.org*

SNAPa President-Elect – Melissa Harding

Upper Moreland Township School District *MHarding@umtsd.org*

SNAPa Secretary/Treasurer – Curtistine Walker

Pittsburgh Public Schools *CWalker2@pghboe.net*

Program Chair – Dan Muthersbaugh

Catasauqua Area School District *Muthersb@cattysd.org*

Exhibits Chair – Lori Seier

Parkland School District *LSeier1@parklandsd.org*

Gerry Giarratana

Palisades School District *GGiarratana@palisadessd.org*

Local Arrangements Chair – John Gottardi

Pocono Mountain School District *JGottardi@pmsd.org*

Program/Advertisements Chair – Devon Sundberg

Philadelphia School District *DSundberg@philasd.org*

Registration Chair – Jackie Froehlich

Bucks County Youth Center *JFroehlich@buckscounty.org*

Sponsors – Jessica Oldsey

Hatboro-Horsham School District *JOldsey@hatboro-horsham.org*

2018 Annual Conference Chair – Elizabeth Henry

Pittsburgh Public Schools *EHenry1@pghboe.net*

2018 Annual Conference Co-Chair – Deana Bufalini

Pittsburgh Public Schools *DBufalini1@pghboe.net*

Business & Industry Partner – Scot Klick

KeyImpact Sales *SKlick@kisales.com*

SNAPa Executive Director – Rick Voight

executivedirector@snapa.org

2016 ~ 2017 SNAPa Board of Directors

Pamela Gallagher, President

North Penn School District

Melissa Harding, President-Elect

Upper Moreland Township School District

Vice President

Nicole Melia
Great Valley School District

Region 1 Rep

Laura Frye
Philipsburg-Osceola Area School District

Secretary/ Treasurer

Curtistine Walker
Pittsburgh Public Schools

Region 2 Rep

Paul Harvey Schmid
East Stroudsburg Area School District

Past President

Karen Castaneda
Lower Merion School District

Region 3 Rep

Kristan Delle
Upper Dublin School District

School Nutrition Mgr/Emp Rep

Susan Eichelberger
Hempfield School District

Region 4 Rep

Nichole Taylor
Upper Perkiomen School District

Annual Conf.

Gina Giarratana
Pennridge School District

Region 5 Rep

Karin Marlin
Mechanicsburg Area School District

Nominating & Membership

James Cameron
Montgomery County Youth Center

Region 6 Rep

Gwen Kozar
Derry Area School District

Nutrition Ed & Pro. Develop.

Christopher M. Dunn
Cocalico School District

Region 7 Rep

Joyce Weber
Baldwin-Whitehall School District

Public Comm.

Gerry Giarrantana
Palisades School District

Region 8 Rep

Justin Tech
Fort LeBoeuf School District

Public Policy & Legislation

Karen Castaneda
Lower Merion School District

Business & Industry Partners

Scot Klick
KeyImpact Sales

Georgine Miley
Mrs. T's Pierogies / Ateeco, Inc.

Glenn Eaton
W.B. Marketing

**2017 ANNUAL
CONFERENCE**
August 7–August 10, 2017

