

NYSNA 73RD ANNUAL CONFERENCE
VERONA NY • OCTOBER 25-26, 2024



SEEDS FOR SUCCESS

Rooted in Nutrition, Growing for Tomorrow



2024

Exhibitor Prospectus

OCTOBER 25-26, 2024 ✦ VERONA, NEW YORK

Turning Stone Resort



NYSNA 73RD ANNUAL CONFERENCE
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Why You Should Exhibit

NYSNA's 73rd Annual Conference is right around the corner and our 2024 conference committee has been working SO hard to make this conference another success!

There's so much in store for this conference we can't wait any longer to share with you! We are returning to the heart of the state at Turning Stone Resort in Verona, NY. Join hundreds of New York's finest school food service professionals at this exciting venue! A perfect time to reconnect in-person and the opportunity to explore what's new and what's hot in school nutrition.

We have a revamped conference schedule PLUS innovative new features MULTIPLIED by all the amazing possibilities you've come to expect from conference to EQUAL the best return on investment for you and your school meal programs!

Bottom line: It's one of the most cost-effective ways for your company to generate visibility and profitable leads in New York state! Reserve your exhibit space today. Be front and center at the conference – it's a great investment! **You DO NOT want to miss this... and yes, it was worth the wait!**



Information at a glance



Conference Date
October 25-26, 2024



Projected Attendance
500 School Nutrition Professionals



Conference Location:
Turning Stone Resort
5218 Patrick Road
Verona, NY 13478



Tradeshow Hours:
Friday, October 25, 2024:
12:30pm to 4:00pm



Projected Exhibitors
144 Booths



Booth Setup Dates & Times:
Thursday, October 24, 2024: 3:00pm to 6:00pm
Friday, October 25, 2024: 8:00am to 11:30pm



Conference Theme
Seeds for Success:
Rooted in Nutrition,
Growing for Tomorrow



Deadlines
No Booth Application Will be Accepted After:
Tuesday, October 1, 2024

To be included in the conference digital platform, ALL required materials must be submitted to headquarters before **Tuesday, October 1, 2024**

Reserve Your Space Today!

Exhibitor Booth Package Benefits



As a NYSNA Exhibitor, you will enjoy exceptional brand exposure through unique opportunities to showcase new products and solutions and gain direct customer feedback.

Package Includes:

- Standard 10' x 8' draped booth setup with 5' high back wall drape and 3' high side draped partition. Booths on the two outside walls will have an 8' high back wall drape.
- One 6' and one 8' skirted table with two folding chairs and one waste basket.
- Admittance to NYSNA's Educational Workshops
- One Booth Identification Sign
- Use of refrigerated/freezer truck (*if available*)
- Complimentary Ice - **MUST PRE-ORDER**
- Complimentary Commodity Processor sign (*if applicable*)
- Complimentary NY Incentive Program sign (*if applicable*)
- Exhibitor Listing in Conference Mobile App
- Two (2) complimentary exhibitor badges
- Connecting face-to-face with 500+ school nutrition professionals
- Company profile listed in the NYSNA conference mobile app
- Access to accredited educational sessions and two general sessions
- Opportunities to earn CEUs toward your SNA certificate or SNS credential

Please Note:

***CONTRACT ACCEPTANCE:** The Association reserves the right to exercise its sole discretion in acceptance or refusal of applications. If an application is not accepted by the Association, all paid fees will be returned to the applicant.

***NOTICE:** The price of the booth rental does not include additional services such as: storage, placement, shipment or reshipment of exhibit materials, special lighting, booth furnishings, electrical supplies, carpet, or any other special services, which are the financial responsibility of the exhibitor.

***CARPET:** Booth carpeting must be ordered **DIRECTLY** through Great Lakes Events (GLE). Order forms can be found in exhibitor manual sent out by GLE approximately one to two months prior to the show. Contact NYSNA HQ for more information.

***ELECTRIC:** Electrical supplies must be ordered **DIRECTLY** through Great Lakes Events. Order forms can be found on the NYSNA Website.

Exhibitors ARE NOT allowed in Turning Stone Resort's banquet kitchen. A chef from Turning Stone will be in charge of warming food items. Please indicate that you will need food warmed on your registration form.

NYSNA 2024 Conference Exhibit Booth Fees*

Standard Booths:

Early Bird Member Rate

10x8 Booth | \$1,350

**On or before 8/1/2024*

**Not eligible for non-members*

Member Rate

10x8 Booth | \$1,550

**After 8/1/2024*

**Not eligible for non-members*

Non-Member Rate

10x8 Booth | \$1,800

Contact Information:

Official Decorator Mark Dries

Great Lakes Events (GLE)
100 Bickford Street, Rochester, NY 14606
585-458-2200 x267 | mdries@greatlakeevents.com

NYSNA Events Manager Addy Waldie, CMP

21 Executive Park Drive, Clifton Park, NY 12065
518-446-9061 | addy@nyschoolnutrition.org

Ready to sign up
as an exhibitor?
Register **HERE!**

Please note when registering to use your Member Log In to get discounted rate

Conference Highlights

Exhibitor Schedule

Thursday, October 24, 2024

2:00pm – 6:00pm	Exhibitor Registration
3:00pm – 6:00pm	Exhibitor Move-in & Booth Setup
6:30pm – 8:30pm	Industry Game Night*

Friday, October 25, 2024

8:00am – 12:00pm	Exhibitor Booth Set-up & Registration
9:15am – 10:00am	Breakout Workshop
10:30am – 12:15pm	General Session
12:30pm – 4:00pm	Exhibits
6:00pm – 9:00pm	Industry Appreciation Dinner & Awards**

Saturday, October 26, 2024

8:00am – 9:15am	Networking Lab
9:30am – 12:00pm	General Session – Awards & Keynote
12:15pm – 1:30pm	Lunch & Learn**
1:45pm – 2:30pm	Breakout Workshops
2:45pm – 3:30pm	Breakout Workshops
3:45pm – 4:15pm	Breakout Workshops
6:00pm – 8:00pm	Conference Banquet**



Please Note:

*Access to game night must be purchased through the online registration.

**Meal tickets can be purchased through the online registration. All meal tickets will be printed on name badges.



Conference Highlights

Scheduled Events



Industry Appreciation Dinner & Awards

Friday, October 25 - 6:00pm

Please join NYSNA as we thank the 2024 Annual Conference sponsors and exhibitors.



2024 Conference Keynote Speakers:



**Joe
Pettit**

“Seeds to Success: The Power of Choices and Potential”

Are you looking to boost your personal and organizational effectiveness? Join us for a thought-provoking session with Joe Pettit, former school nutrition manager and supervisor. Joe will share his personal and professional journey, including obstacles and accomplishments he faced as a school nutrition leader. Drawing on his experience, Joe will reveal the power of intentional choices or “planting seeds” to achieve success. By emphasizing the importance of self-discipline, self-care, and self-talk, Joe will introduce attendees to the “Seeds to Success Framework” to cultivate a more fulfilling life and excel in their work. Don’t miss this opportunity to learn how to begin truly leading by example and transforming yourself and those you lead.

Conference Banquet

Saturday, October 26 - 6:00pm

The Conference Banquet is a very special event where we honor and say goodbye to our current President, and then welcome our incoming President & Board of Directors.



Conference Highlights Games & Raffles

Industry Game Night Presents:

TRIVIA NIGHT

Thursday, October 24, 2024
Event begins at 6:30pm

PLEASE SIGN UP BY:
OCTOBER 1, 2024

Industry: Build new relationships with food service personnel by sponsoring a team for game night.

Cost: \$500 per team (four-person minimum)
**This is a fundraiser event for Industry scholarships.*

Includes: One ticket for team host to event which includes dinner & trivia.
**Additional IP tickets can be purchased for your team. Industry partners cannot purchase individual tickets without first purchasing a team.*

PLEASE NOTE:

NEW THIS YEAR!

Your Trivia Team members will be selected at random during check in for each sponsored team. Look forward to making new friends and competing with people who are there for the same reasons you are, making connections!

Remember, you will host a team of at least 4– including the Industry Representative!

Have fun with it! Name your team, provide team shirts, theme it up...etc.

NYSNA Presents:



**BASKET
RAFFLE**



Saturday, October 26, 2024

**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! Industry, Chapters and school districts – we would love to have all participate!

*Be it color, size or shape;
let your minds wander.*

INSTRUCTIONS

Drop off your basket at the registration booth at the Turning Stone Resort Event Center Atrium, **Friday (all day) or Saturday morning before 9:00 am.**

Please be sure to attach the **Basket Raffle Registration Form** and a business card.
Thank you for your support!

All Proceeds will be going to 2025 SNA Annual National Conference (ANC) Registration Awards!



2024 Annual Conference Sponsorships



BECOME A CONFERENCE SPONSOR

CONSIDER A PARTNERSHIP!

Build table traffic and obtain more qualified leads for maximum ROI with options that drive attendees to your booth! Increase Brand Awareness with strategic logo and brand placement options. Pre-show promotion is easy because we provide an attendee mailing list free of charge - available to contracted NYSNA Trade Show exhibitors only.

NYSNA offers a broad range of sponsorship opportunities to choose from with multiple price points that allow every company to raise awareness, showcase their latest innovations and support school nutrition professionals. **Exhibiting at the conference is required.**

Do you have an idea for a sponsorship? Contact [Addy Waldie](#) to create your own sponsorship option that is right for your company

ALL SPONSORSHIPS INCLUDE:

- 2024 Sponsor Pin
- Sponsor Ribbon for name badge
- Special Recognition at Industry Appreciation Dinner & Awards Night
- Logo to appear in Conference Digital Platform

LIST OF AVAILABLE SPONSORSHIPS:

KEY PROGRAM SPONSOR

\$7,000 (1 available)

One (1) breakout session. Free premium booth upgrade. Up to three (3) complimentary tickets to Friday night dinner or Saturday night dinner. Opportunity to introduce the keynote session at the Saturday General Session. Signage on tables at Saturday General session. One (1) complimentary banner ad in conference mobile app. One (1) complimentary table during the networking lab.

CONFERENCE BANQUET SPONSOR

\$5,000 (1 available)

Two (2) complimentary tickets to Saturday banquet (per sponsor). 5-minute speaking opportunity at Saturday banquet. Complimentary advertising in banquet program. Complimentary Premium Booth Upgrade. Complimentary banner ad in conference mobile app.

CONFERENCE BAGS

\$3,500 (1 available)

Company logo will be placed on the conference bags that each attendee receives at registration.

LUNCH & LEARN

\$2,500 (3 available)

Company will participate in Lunch & Learn experience during Saturday lunch. For more information contact HQ.

AWARDS SPONSOR

\$3,000 (1 available)

5 minute speaking opportunity at Friday General Session. Two (2) complimentary ticket to the Friday Industry Appreciation Dinner & Awards. Verbal recognition at Friday Industry Appreciation Dinner & Awards and the Saturday General Session. Signage on tables for Awards Ceremony during Saturday General Session. One (1) complimentary conference bag insert.

NAME BADGE / LANYARDS

\$3,000 (1 available)

Customized lanyards with company name given to all conference attendees.

There's More ►

LIST OF AVAILABLE SPONSORSHIPS (Continued):

SATURDAY NIGHT AFTER PARTY

\$3,000 (1 available)

Reserved area in one of the Exit 63 cribs at Turning Stone Resort special signage on tables. Work with HQ to choose speciality drink. Special recognition during the Saturday night Conference banquet to announce and invite attendees to the after party.

FRIDAY NIGHT ENTERTAINMENT

\$3,000 (1 available)

Special signage displayed during Friday night entertainment. Two (2) complimentary tickets to the Friday Industry Appreciation Dinner & Awards.

FRIDAY INDUSTRY APPRECIATION DINNER & AWARDS

\$2,500 (4 available)

Co-Sponsor: Four (4) complimentary tickets (per sponsor) to the Friday Industry Appreciation Dinner & Awards. Verbal recognition during Friday Industry Appreciation Dinner & Awards. Signage displayed during Friday Industry Appreciation Dinner & Awards.

HOTEL ROOM KEYCARD

\$3,000 (1 available)

Company may design the hotel room key cards that all attendees receive at check in at the HQ hotel. Company must provide artwork.

BREAKFAST AFTER THE BELL

\$2,000 (2 available - one remaining)

Sponsor provides breakfast items to be displayed Friday and Saturday morning at General Sessions. Special signage displayed. Sponsor will be allowed to meet and network with attendees at the BATB setup.

REFRIGERATOR/FREEZER TRUCK

(In-Kind) (1 available)

In-kind sponsorship: Company donates a truck for exhibitors to use for storage during the conference.

HYDRATION STATION

\$1,000 (1 available)

Company provides customized water bottles with conference logo. Company rep may stay at station to hand out to attendees on Friday & Saturday during registration hours.

REGISTRATION WELCOME GIFT

\$1,000 (1 available)

Someone from your company may hand out a gift of your choice to attendees at conference registration on Friday and Saturday.

BREAKOUT WORKSHOP SHEET

\$1,000 (4 available)

Your company may provide a 15 minute breakout workshop on Saturday. Workshops are not guaranteed to be accepted.

REGISTRATION KICK PLATE

\$1000 (2 available)

Company logo will be displayed on the front of the attendee registration booth.

DOOR "PRIZE" SPONSOR

\$750 (1 available)

Members of the committee hand out an item from your company on Friday to all attendees at the exhibit hall.

BREAKFAST AFTER THE BELL CART

\$500 (2 available)

Sponsor provides breakfast cart to be displayed Friday and Saturday morning at General Sessions. Special signage displayed. Sponsor will be allowed to meet and network with attendees at the BATB setup.

CONFERENCE BAG INSERT

\$500 (10 available)

Company may provide one (1) item to place in attendees' conference bags (flyer, postcard, swag item, etc.)

NETWORKING BREAK

\$500 (2 available - one remaining)

Co-sponsor: Signage will be displayed during the networking break on Saturday. Company may provide sample products to be displayed during the networking break. Company may attend the Saturday networking break to network with attendees and hand out their sample products.

2024 Annual Conference Mobile Advertising

MOBILE ENGAGEMENT – NEW PLATFORM FOR 2024

Looking for top brand visibility?

The mobile advertising will be seen thousands of times by attendees!

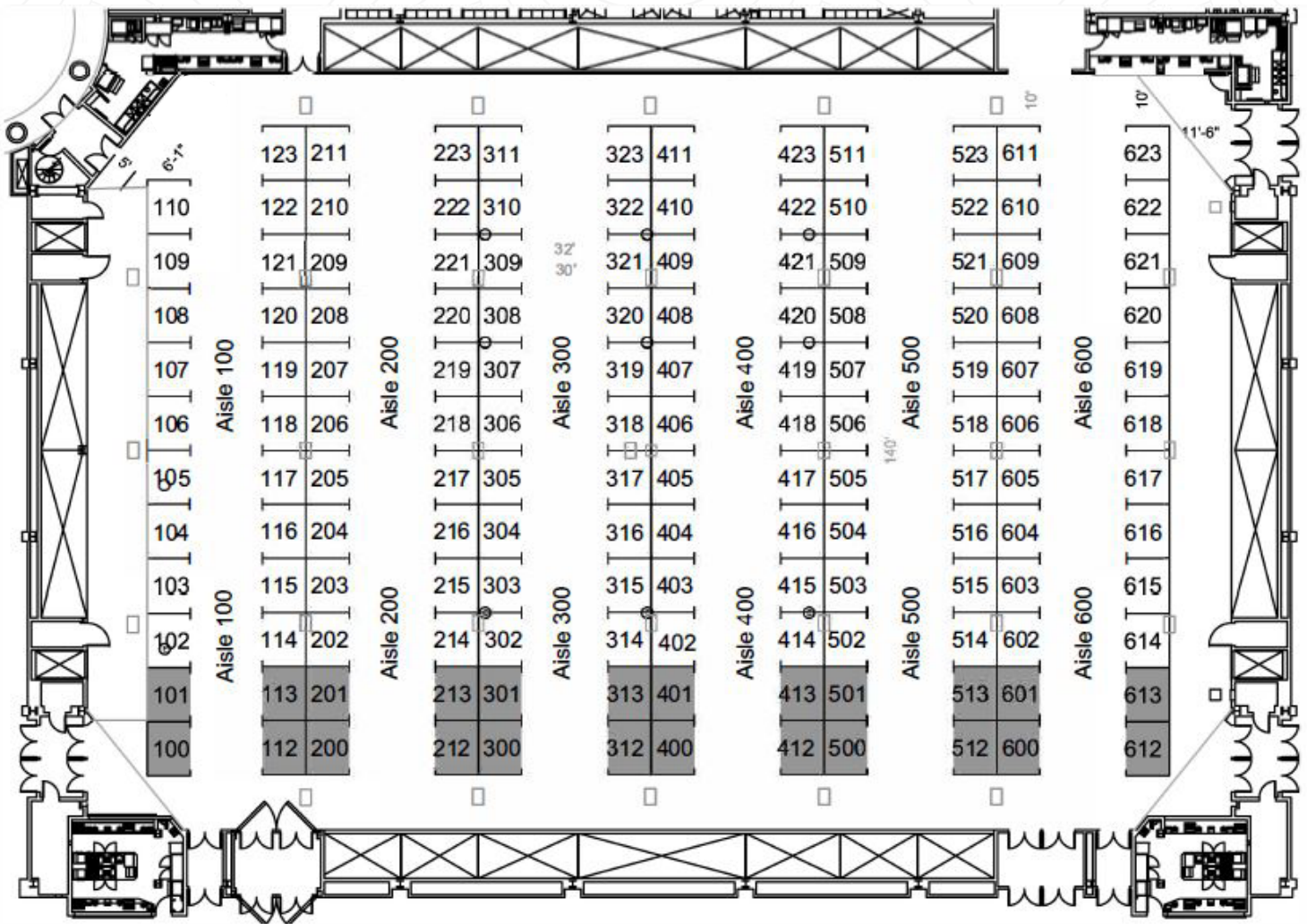
Pricing and opportunities released this Spring.



There's More



Conference Floor Plan



[Click Here](#) to view the online floorplan
to see current available booths

Once you have submitted your application/contract, please be ready with your booth preferences as HQ Staff will email you to assign the space.

Please see [Terms and Conditions](#) for further instructions.

PLEASE NOTE:

- Premium booths are shaded in gray and cost an additional \$100
- Booths are 10' wide and 8' deep unless otherwise noted
- Companies requiring more than 20 amps of power **MUST** choose from booths 100-110 or 612 - 623, See [GLE Electrical Form](#)

Exhibitor Information



Things to know about kitchen access at Turning Stone

- Exhibitors are NOT ALLOWED in the Turning Stone Event Center kitchen.
- Turning Stone is ONLY responsible for warming products, NOT assembling them.
- If you do need your product warmed, please check the box which states “I will need the chef from Turning Stone to warm my products” on the online conference registration form.
- If you have checked the box, a form will be sent to you to fill out. It will ask what products will need to be warmed, what times you will need them for and your booth number.
- On the day of the show, a food runner from Turning Stone will deliver your warmed product to your booth at your specific time that you stated.
- If you are bringing your own equipment, please make sure you are ordering the correct amount of electric needed.
- Keep in mind - Exhibitors requiring more than 20 amps of power MUST choose from booths 100-110 or 612-623

EXHIBITOR TIMELINE:

Renew NYSNA corporate membership to receive the member booth rate.	<i>Before Completing Online Booth Application</i>
Read, understand and accept the Terms & Conditions .	<i>Before Completing Online Booth Application</i>
Reserve a conference sponsorship	<i>Before Completing Online Booth Application</i>
Complete online booth application/contract with payment through the website or sent to NYSNA HQ. <small>*Please note when registering to use your Member Log In to get discounted rate</small>	<i>Before August 1 (Early Bird Deadline) Before October 1 (Registration Closed)</i>
Connect with Addy Waldie regarding booth selection. Click here to see online floor plan and booth availability.	<i>As Soon as Booth Application is COMPLETED</i>
Submit Product Warming Form : <small>Contact addy@nyschoolnutrition.org if you need your product warmed at Turning Stone</small>	<i>As Soon as Booth Application is COMPLETED</i>
Order carpet through Great Lakes Events	<i>As Soon as Booth Application is COMPLETED</i>
Book hotel room	<i>Before October 1, 2024 by 5pm</i>
Send final required Materials for Conference Mobile App. Submit to: addy@nyschoolnutrition.org	<i>Before October 1, 2024</i>
Secure Industry Game Night Team	<i>Before October 1, 2024</i>
Order meal tickets (Friday Industry Appreciation Dinner & Awards, Saturday Lunch & Learn, Saturday Conference Banquet)	<i>Before October 1, 2024</i>
Submit Certificate of Insurance naming NYSNA as additional insured. Submit to: addy@nyschoolnutrition.org	<i>Before October 1, 2024</i>
Submit final badges to addy@nyschoolnutrition.org	<i>Before October 1, 2024</i>
Submit Electric Order Form to Great Lakes Events	<i>Before October 7, 2024</i>
Ship sponsorship items to Turning Stone (conference bag inserts, door prizes, etc.)	<i>On October 13, 2024</i>

Please be sure to have the appropriate information specific to your service

For example: CN Information; Product Formulation Statement (PFS); SEPDS; Commodity Calculator; Ingredient and Nutritional Information; Product/Equipment Specs

Hotel Information

The Hotel at Turning Stone Resort Casino is located at the heart of the Resort with convenient access to gaming, dining, spa activities and pool open daily 10:00am - 6:00pm. Each of its guest rooms and specialty suites features a spacious layout and comfortable, modern conveniences.

All rooms in the hotel come equipped with free Wi-Fi, in-room movies, hairdryers, coffeemakers and an in-room safe.

Reservations:

Single/Double Rooms – Discounted Group Rate: \$185

There is an additional fee of \$10.00 per person for more than 2 occupants per room. The maximum occupancy per room is 4 occupants. All reservations will require a one night's room deposit or valid credit card to guarantee the reservation.

Exhibitors will receive a link to book overnight rooms at the special conference rate AFTER REGISTERING

Hotel reservations for the conference can also be made by call directly to the hotel at 1-800-771-7711. To ensure attendees receive the group rate, attendees should identify themselves as with the NY School Nutrition Association.

To modify your reservations: Please call Turning Stone accommodations at 1-800-771-7711.

Hotel Cancellation Policy:

Individuals can only cancel their room reservations online through the reservation link, up to 48 hours prior to arrival. Cancellations made after this time will result in a forfeiture of the deposit. Please contact [Addy Waldie](#) for assistance.



Turning Stone Resort

5218 Patrick Road, Verona, NY 13478

Check-in Time: 3:00pm

Check-out Time: 11:00am

SPACE IS LIMITED! Be sure to make your reservation as soon as you register for the conference. The cutoff date for the group rate is **October 1, 2024** or until room block is full.

ADDITIONAL HOTEL OPTIONS

Microtel Inn & Suites by Wyndham

Phone: 315-363-1850

*0.8 miles from Turning Stone Event Center
5118 NY State Route 365, Verona, NY 13478



La Quinta Inn & Suites

Phone: 315-231-5080

*0.9 miles from Turning Stone Event Center
5394 Willow Place, Verona, NY 13478

Vernon Downs Casino & Hotel

Phone: 315-829-3400

*5.9 miles from Turning Stone Event Center
4229 Stuhlman Road, Vernon, New York 13476

Wingate by Wyndham Rome

Phone: 315-334-4244

*13.4 miles from Turning Stone Event Center
90 Dart Circle, Rome, NY 13441

Hampton Inn Rome

Phone: 315-709-0000

*14.4 miles from Turning Stone Event Center
1352 Floyd Avenue, Rome, NY 13441

Membership & Contact Information

NYSNA Industry Membership Fees:

5 Star Corporate Member: \$2,350/year

Enhanced Corporate Member: \$650/year

Standard Corporate Member: \$300/year

NYSNA Membership: April 1, 2024 - March 31, 2025

BENEFITS	5 STAR \$2,350	ENHANCED \$650	STANDARD \$300
E-subscription to the NYSNA magazine	✓	✓	✓
Member registration rates at events	✓	✓	✓
Invited to participate at Regional Industry Seminars (<i>members only events</i>)	✓	✓	✓
Access to NYSNA Members only site, with searchable membership directory	✓	✓	✓
Updates and communications from NYSNA (<i>including e-newsletters/videos</i>)	✓	✓	✓
Website: Company logo & link throughout each page	✓		
Website: Industry page - company listing with logo	✓		
Website: Industry page - company with hyperlink	✓	✓	
Website: Industry page - company listing	✓	✓	✓
Complimentary booth at annual conference (<i>\$1800 value</i>)	✓		
Priority booth selection & additional sponsorship opportunities at annual conference (<i>1 month in advance prior to public release</i>)	✓		
Priority booth selection & additional sponsorship opportunities at annual conference (<i>2 weeks in advance prior to public release</i>)	✓	✓	
Annual conference exhibitors receive 5 Star Corporate Member Ribbon for badges	✓		
Receive list of registered attendees a week prior to event	✓	✓	✓
Priority registration for the School Nutrition Industry Conference (SNIC) (<i>1 month in advance prior to public release</i>)	✓		
Priority registration for the School Nutrition Industry Conference (SNIC) (<i>2 weeks in advance prior to public release</i>)	✓	✓	
1 full page color ad in 2 issues of NSYNA quarterly magazine (<i>\$1800 value</i>)	✓		
1 full page color ad in 1 issue of NSYNA quarterly magazine (<i>\$900 value</i>)		✓	
<i>25% discount</i> for additional advertising options available in the media kit	✓	✓	

For more information on membership and media needs, please contact:

Jillian Andolina

Membership Engagement Coordinator

jillian@nyschoolnutrition.org

For more information on event and exhibit sales, please contact:

Addy Waldie, CMP

Events Manager

addy@nyschoolnutrition.org

Additional NYSNA Information



ADVERTISING AVAILABLE

Fresh Bites Advertising

Fresh Bites is NYSNA's quarterly e-publication distributed to the public

FUN FACTS ABOUT FRESH BITES:

- Fresh Bites is an Award Winning Publication
- Fresh Bites listed as one of members' all time FAVORITE benefits
- Issues posted and archived in member portal of website
- Advertising in publication is also a member's only benefit
- Articles and content written and supplied by members around state

Website Advertising Options

Advertising on the NYSNA website is a great way to reach member and non-member visitors!

NYSNA's official website is the hub members visit to connect with one another, find out about upcoming events, professional development opportunities, and so much more. Advertising on nyschoolnutrition.org offers cost-effective advertising opportunities to position your company as a leader in front of an influential group of school nutrition professionals.

FUN FACTS ABOUT NYSNA WEBSITE:

- ALL event registrations are now online
- ALL membership renewals are now online
- ALL new members must sign up online

Plan Ahead

Future NYSNA Annual Conference Dates:

2025

October 24-25
Buffalo, NY

Upcoming NYSNA Regional Industry Seminar Dates:

December 3, 2024
Long Island, NY

December 17, 2024
Albany, NY

December 18, 2024
Rochester, NY

*We have so much to offer within our NYSNA Media Kit!
Click Here to View!*

For more information, please contact Jillian Andolina
at jillian@nyschoolnutrition.org



21 Executive Park Drive,
Clifton Park, NY 12065
518-446-9061