



**EVERY STUDENT.
EVERY DAY.**

72nd Annual Conference

New York School Nutrition Association
Verona, New York • October 27-28, 2023



2023 Exhibitor Prospectus

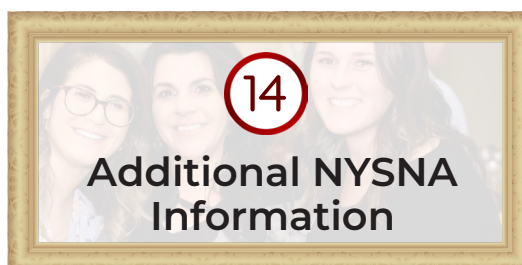
OCTOBER 27-28, 2023 • VERONA, NEW YORK

Turning Stone Resort





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Why You Should Exhibit



NYSNA's 72nd Annual Conference is right around the corner and our 2023 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 for the THIRD time 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 27-28, 2023



Projected Attendance
400 School Nutrition Professionals



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



Tradeshow Hours:
Friday, October 27, 2023: 12:30pm to 4:30pm



Projected Exhibitors
142 Booths



Booth Setup Dates & Times:
Thursday, October 26, 2023: 3:00pm to 6:00pm
Friday, October 27, 2023: 8:00am to 12:30pm



Conference Theme
Every Student.
Every Day.



Deadlines
No Booth Application Will be Accepted After:
Sunday, October 1, 2023
To be included in the conference mobile app, ALL required materials must be submitted to headquarters before **Sunday, October 1, 2023**

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
- 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 400+ 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

**NYSNA 2023
Conference Exhibit
Booth Fees***

Standard Booths:

Early Bird Member Rate
10x8 Booth | \$1,300
**On or before 8/1/2023*
**Not eligible for non-members*

Member Rate
10x8 Booth | \$1,500
**After 8/1/2023*
**Not eligible for non-members*

Non-Member Rate
10x8 Booth | \$1,750

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.

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 26, 2023

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

Friday, October 27, 2023

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

Saturday, October 28, 2023

9:30am – 12:00pm	General Session – Awards & Keynote
12:15pm – 1:30pm	Luncheon w/Culinary Demos**
1:45pm – 2:30pm	Breakout Workshops
2:45pm – 3:30pm	Breakout Workshops
3:30pm – 4:15pm	Networking Lab
4:15pm – 5:00pm	Breakout Workshops
6:00pm	Conference Banquet**



Please Note:

*Access to game night must be purchase 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 27 - 6:00pm

Please join NYSNA as we thank the 2023 Annual Conference sponsors and exhibitors.



Friday Night Entertainment:

Friday, October 27

Back by popular demand!
Dueling Pianos, presented
by Shake, Rattle & Roll!

*Immediately following the Industry
Appreciation Dinner & Awards*

Conference Keynote Speaker

ERVIN WATSON

Ervin Watson is an enthusiastic keynote speaker, trainer and business consultant who is one of the most sought-after School Nutrition speakers and trainers. Having twice been selected to present at SNA's annual conference as part of the Richard B. Russell leadership series, Ervin is also a 17-year veteran of school nutrition, having served as a manager and program administrator at the local and district level. At the state level, he was an education specialist for the state department of education of Georgia. In addition to running a successful leadership development consultancy, Ervin is currently working on the Diversity, Equity, Inclusion and Access task force for SNA. He brings a unique perspective to the challenges our industry is facing. Ervin says that the reason he stays so busy is that "...he loves what he does and loves the people he does it for".



Conference Banquet

Saturday, October 28 - 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 26, 2023
Event begins at 6:00pm

PLEASE SIGN UP BY:
OCTOBER 1, 2023

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

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

Includes: 4 tickets to event which includes dinner & trivia.

**Additional tickets can be purchased for your team. Industry partners cannot purchase individual tickets without first purchasing a team.*

PLEASE NOTE:

You are responsible for completing your team.

NYSNA will not assign your team members. A list of attendees interested in participating in game night will be emailed out to industry partners. Please work directly with local representatives to fill your team.

Remember, you will receive 4 tickets total - including the Industry Representative!

The fun is yours to plan! Name your team, wear team shirts, etc.

NYSNA Presents:



**BASKET
RAFFLE**

Saturday, October 28, 2023

***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 2024 SNA Annual National Conference (ANC) Registration Awards!



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.

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, CMP](#) to create your own sponsorship option that is right for your company

ALL SPONSORSHIPS INCLUDE:

- Logo to Appear in Conference Mobile App
- 2023 Sponsor Pin
- Sponsor Ribbon for name badge
- Special Recognition at Industry Appreciation Dinner & Awards Night

LIST OF AVAILABLE SPONSORSHIPS:

KEY PROGRAM SPONSOR

\$7,000 (1 available)

One (1) breakout session with 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.

SOLD OUT

AWARDS SPONSOR

\$3,000 (1 available)

5-minute speaking opportunity at Friday General Session. Two (2) complimentary tickets 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.

CONFERENCE BANQUET SPONSOR

\$5,000 (1 available)

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

SOLD OUT

NAME BADGE / LANYARDS

\$3,000 (1 available)

Customized lanyards with logo for all conference attendees.

SOLD OUT

CULINARY DEMONSTRATIONS

\$3,500 (3 available) 2 remaining

Company will participate in culinary demonstration during Saturday lunch. Company must provide the chef for the demo. For more information contact HQ.

CONFERENCE BAGS

\$3,500 (1 available)

Company logo will be on all conference bags that each attendee receives.

SOLD OUT

SATURDAY NIGHT AFTER PARTY

\$3,000 (1 available)

Reserved area in one of the ballrooms at Turning Stone Resort. Special seating with complimentary food and drinks. Special announcement from HQ to choose specialty drink and announce and invite attendees to the after party.

SOLD OUT

There's More ▶

LIST OF AVAILABLE SPONSORSHIPS (Continued):

FRIDAY NIGHT ENTERTAINMENT

\$3,000 (1 available)

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

SOLD OUT

FRIDAY INDUSTRY APPRECIATION DINNER

\$2,500 (2 available)

Co-Sponsor: Two (2) 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.

SOLD OUT

HOTEL ROOM KEYCARD

\$2,000 (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 (1 available)

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

SOLD OUT

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 complimentary water bottles with company logo. Attendees may stay at station to hand out water during Friday & Saturday during registration hours.

SOLD OUT

REGISTRATION WELCOME GIFT

\$1,000 (1 available)

Someone from your company will provide a gift of your choice to attendees at the registration on Friday and Saturday.

SOLD OUT

BREAKOUT WORKSHOP FOR SPEAKER

\$1,000 (10 available)

Your company may provide a breakout workshop on Saturday. Attendance not guaranteed to be accepted.

SOLD OUT

REGISTRATION KICK PLATE

\$750 (2 available)

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

SOLD OUT

DOOR "PRIZE" SPONSOR

\$750 (1 available)

Members of the company will receive an item from your company at the exhibit hall.

SOLD OUT

BREAKFAST AFTER THE BELL CART

\$500 (2 available)

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

SOLD OUT

CONFERENCE BAG INSERT

\$500 (6 available) 1 remaining

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

NETWORKING COFFEE BREAK

\$500 (2 available) 1 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.

Mobile App Advertising

MOBILE APP SPLASH PAGE

\$1,000 (1 available)

Looking for top brand visibility? The mobile app splash page is a full-screen ad that is displayed every time the app is launched or refreshed by users. Be creative! This ad will be seen thousands of times by attendees! Company must provide artwork.



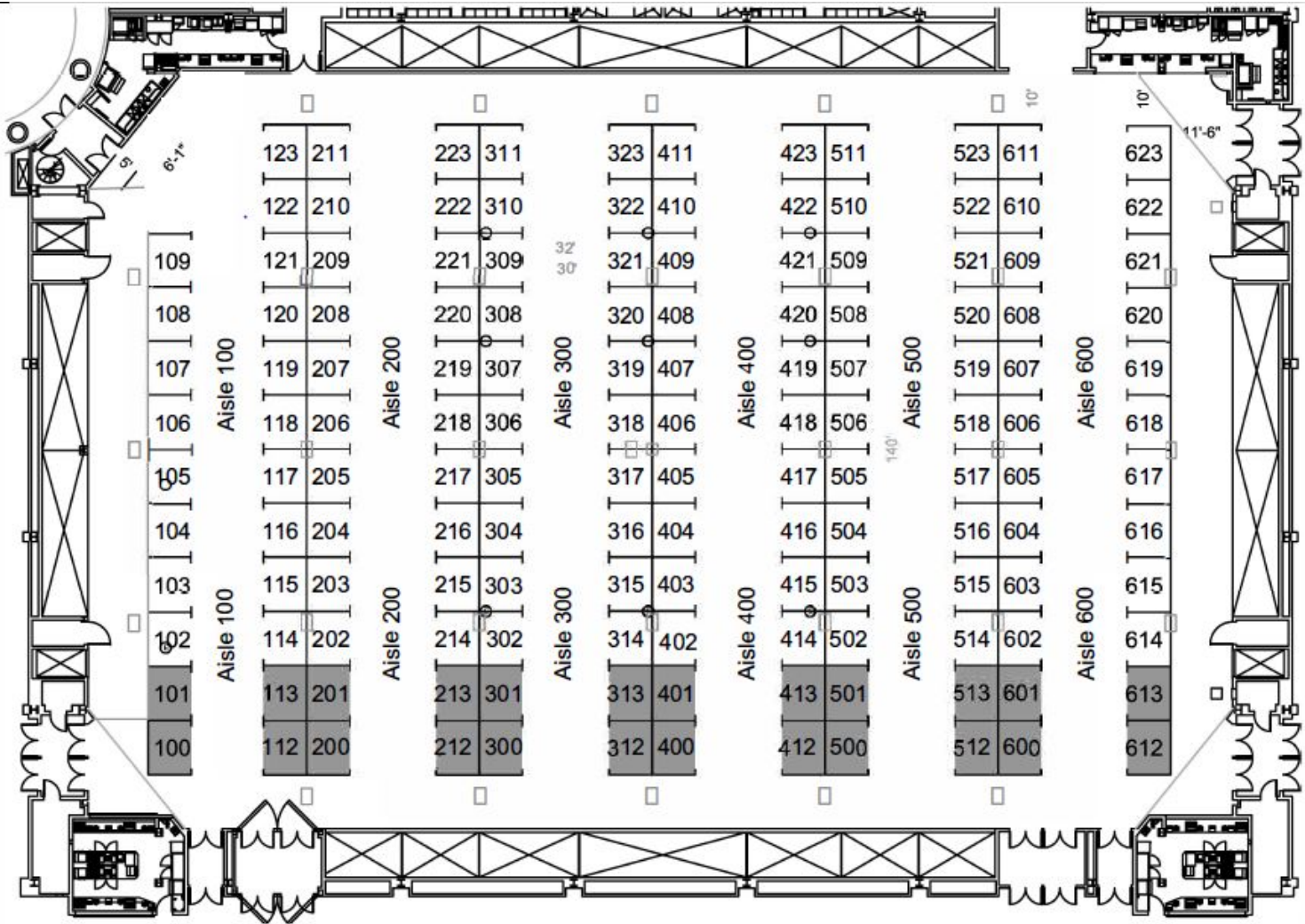
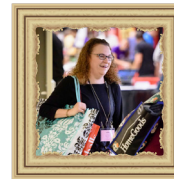
MOBILE APP BANNER AD

\$300 (3 available) 2 remaining

If you're looking for a cost-effective way to create brand awareness, then consider this! Banner ads appear at the top of the mobile app screen for attendees to see the entire time they use the app. Company must provide artwork.



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 Molinari 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 100-109 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 100-109 or 612-623

EXHIBITOR TIMELINE:

Renew NYSNA corporate membership to receive the member booth rate.	Before Completing Online Booth Application
Read, understand and accept the Terms & Conditions .	Before Completing Online Booth Application
Reserve a conference sponsorship	While Completing Online Booth Application
Secure Industry Game Night Team	While Completing Online Booth Application
Order meal tickets (<i>Friday Industry Appreciation Dinner & Awards, Saturday Lunch & Learn, Saturday Conference Banquet</i>)	While Completing Online Booth Application
Complete online booth application /contract with payment through the website or sent to NYSNA HQ <small>*Please note when registering to use your Member Login to get discounted rate</small>	Before August 1 (Early Bird Deadline) Before October 1 (Registration Closed)
Connect with Addy Waldie regarding booth selection. Click here to see online floor plan and booth availability.	As Soon as Booth Application is COMPLETED
Submit Product Warming Form : <small>Contact addy@nyschoolnutrition.org if you need your product warmed at TS</small>	As Soon as Booth Application is COMPLETED
Book hotel room	Before September 25, 2023 by 5pm
Send final required Materials for Conference Mobile App. Submit to: ashleigh@nyschoolnutrition.org	Before October 1, 2023
Submit Certificate of Insurance naming NYSNA as additional insured. Submit to: addy@nyschoolnutrition.org	Before October 1, 2023
Submit final badges to addy@nyschoolnutrition.org	Before October 1, 2023
Submit Electric Order Form to Great Lakes Events	Before October 7, 2023
Order carpet through Great Lakes Events	Before October 7, 2023
Ship sponsorship items to Turning Stone (conference bag inserts, door prizes, ONLY)	On October 13, 2023

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: \$179

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, CMP** 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 **September 25, 2023** 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: \$2,300/year
Enhanced Corporate Member: \$650/year
Standard Corporate Member: \$250/year

NYSNA Membership: April 1, 2023 - March 31, 2024

BENEFITS	5 STAR \$2,300	ENHANCED \$650	STANDARD \$250
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>\$1750 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:

Ashleigh Roche, MBA

Membership & Communications Manager
ashleigh@nyschoolnutrition.org

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

Addy Waldie, CMP

Events Manager
addy@nyschoolnutrition.org

Additional NYSNA Information



Plan Ahead

Future NYSNA Annual Conference Dates:

2024

October 25-26
Verona, NY

2025

October 24-25
Buffalo, NY

Upcoming NYSNA Regional Industry Seminar Dates:

December 7, 2023
Long Island, NY

December 13, 2023
Rochester, NY

December 14, 2023
Saratoga, NY

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!

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

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

For more information, please contact Ashleigh Roche
at ashleigh@nyschoolnutrition.org



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