



Making the right food choices, together.

2010 Exhibitor Information

May 14, 2010

Dear Food Service Exhibitor,

We would like to invite your organization to be a part of our 57th annual convention, *School Meals without Borders*, **October 8 & 9, 2010, in Ocean City, Maryland**. This is a great opportunity for you to show your products to 500 school food service employees across the state of Maryland, including many of our county supervisors, directors and buyers, at one of the lowest state show booth prices across the country. Friday's exhibits will be open from 1 p.m. to 4 p.m. and Saturday's exhibits will be open from 10:15 a.m. to 2:15 p.m. Early set up on Thursday (beginning at 1 p.m.) will be available at no extra charge.

Below are some reminders about your booth(s) reservation:

1. If you would like your booth to be separated from a particular competitor or competitors, please make a note on your form and we will try to honor that request.
2. **If you join MSNA as a sustaining member for 2010-2011, you will enjoy a discount on your first booth.**
3. Your booth(s) will not be reserved without full payment and a completed registration form.
4. We will email you upon receipt of your reservation and deposit.

For our president and ourselves, we want to thank you in advance for your support. We look forward to having you join us this year, and for many years to come.

Very truly yours,

MSNA 2010 Exhibits Co-Chairs

Mike Birkmeyer
(410) 767-0206
mbirkmeyer@msde.state.md.us

Barbara Harral
(301) 840-8194
barbara_w_harral@mcpsmd.org

APPLICATION & CONTRACT FOR EXHIBIT SPACE

57th Annual Conference



Maryland School Nutrition Association
 Roland E. Powell Convention Center • Ocean City, Maryland • October 8-9, 2010
 Show Hours: Friday, 1:00 PM - 4:00 PM & Saturday, 10:15 AM - 2:15 PM

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BOOTH FEES:

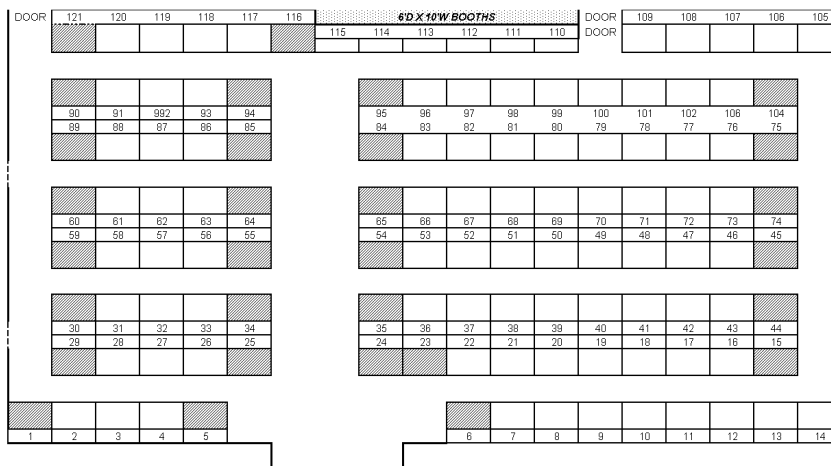
REGISTRATION FEES

Full payment due by June 30, 2010. A \$200/booth late fee will apply for payment not received by this date.

◆ High Traffic Booth, MSNA Member	\$700/booth
◆ High Traffic Booth, MSNA Non Member	\$750/booth
◆ In Line Booth, MSNA Member	\$600/booth
◆ In Line Booth, MSNA Non Member	\$650/booth

EXHIBIT FLOOR PLAN

Corner and high traffic prime booths are shaded in gray.



- Booths will be 8' deep x 10' wide. (except #s 110-115)
- Each booth shall be equipped with one (1) six foot draped table, two (2) chairs, one (1) wastebasket.
- Aisles between the exhibits will be cleaned periodically. Booth spaces will be cleaned at the request of the exhibitor's representative only.
- All aisles will be carpeted.
- Each booth is provided with one single 500-watt outlet.

Prime	1	5	6	15	23 & 24	25	29	30	34	35	44	45	54	55	59
Booths	60	64	65	74	75	84	85	89	90	94	95	104	105	116	121

Total Prime Booths = 31

RULES, REGULATION AND GENERAL INFORMATION:

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A. CONFERENCE DETAILS

1. Installation of Exhibits. The hours for the installation of exhibits shall be on Thursday from 1:00 PM until 4:00 PM, and on Friday from 8:00 AM until 1:00 PM. Any booth not occupied after this hour may be reassigned to another exhibitor. A representative of MSNA will be available at the Exhibit Hall to assist in answering questions pertinent to exhibits during the installation hours on Thursday and Friday, October 7-8, 2010. The MSNA representative will not sign for, nor be responsible for any exhibitor's materials.
2. Registration. A registration desk and registrar shall be available for the registration of exhibitors from 8:00 AM until 1:00 PM on Friday, October 8, 2010, in the lower level. All exhibitors must be officially registered. Badges will be supplied for all exhibitors and their employees, providing names of those connected with the exhibits are provided to MSNA no later than September 17, 2010. No one will be permitted into the exhibit area without proper identification. A limit of 5 badges per booth will be available. Temporary badges for crew set-up only can be obtained at the lower level registration desk.

B. OPTIONAL SERVICES AVAILABLE

1. Exhibitors may request service from the Convention Hall prior to the installation date. These services will be invoiced and mailed separately by the Convention Hall. All information, rates, and charges have been supplied by the aforementioned agency and are contained in the booth assignment packet to follow.

C. TERMS AND CONDITIONS

1. Sublet. No exhibitor shall assign, sublet, or share the space allotted without the consent of MSNA. No more than two manufacturers per booth will be permitted.
2. Exhibit size. Exhibits must not project beyond the height and width and length allotted and shall not obstruct the view of the exhibits of others. Space must be provided within the confines of the booth for interviews, demonstrations, distribution of materials, etc., in order that visitors do not obstruct the aisles. The Exhibits Committee must approve any unusual displays.
3. Decorations. All booths must be attractively decorated with suitable display materials.
4. Sound. The operation of audio equipment must be conducted at a tone level, low enough to not interfere in any way with the other exhibitors. The Chairpersons of the Exhibits Committee shall determine violation of this rule.
5. Models. The use of models should in no way violate standards of good taste.
6. Posting. Exhibitors shall not post or exhibit, nor allow to be posted or exhibited, signs, advertisements, show bills, lithographs, posters, or cards of any description inside, or in front, or in any part of Exhibit Hall except within their designated booth area.
7. Damage. Exhibitor shall protect the building and its contents from damage. The exhibitor shall be liable to the owners of the Convention Hall for any damage to the building or equipment resulting from his negligence.
8. Fire and Safety. Inflammable booth decorations must be flame proofed. All hangings must clear the floor. Electrical wiring must conform with National Electrical Codes and State, County, and City safety rules. If inspection indicates that an exhibitor has failed to comply with these regulations, otherwise incur a hazard, MSNA reserves the right to cancel all or part of his exhibit. Booths that will be cooking items must have a 4A40BC fire extinguisher.
9. Minors. No one under the age of 16 will be permitted into the Exhibit Hall.
10. Bags. To maximize traffic flow through the exhibit area, we have a no bags policy. Please do not distribute bags to attendees.

D. RESERVATIONS

1. Restrictions. MSNA reserves the right to restrict or evict exhibits which fail to abide by these rules and regulations and act in good taste. This includes persons, personal conduct, and equipment or materials. In the event of such restriction or eviction, MSNA shall not be liable for any refunds or other exhibit expenses. NO MORE THAN TWO MANUFACTURERS PER BOOTH.
2. Convention Cancellation. This agreement form for exhibit space and the formal notice of assignment, after full payment of rental charges, shall constitute a contract for the right of the exhibitor to use his assigned space. In the event of fire, strike, national emergency, or other uncontrollable circumstances rendering the exhibit area unfit or unavailable for use, or causing the convention or exhibit to be canceled prior to the opening date, the full rental fee, minus an administrative service charge of \$50 per booth space, will be refunded to the exhibitor.
3. Vendor Cancellation. Cancellation of exhibit reservation by the exhibitor shall be subject to the following refund schedule: Any exhibitor who has made full payment for his exhibit space and notifies the Exhibits Committee within less than 60 days prior to the opening of the Show that he will be unable to exhibit, for any reason shall forfeit all money paid, unless the Exhibits Committee shall have leased and received payment for all exhibit spaces in the Show. In such event, the exhibitor may be refunded rental paid for exhibit space less an administrative service charge of \$50 per booth.

E. INSURANCE/SECURITY

1. Reasonable care will be exercised to protect the exhibitors from losses. Security guards will be available on the exhibit floor during periods determined to be critical. MSNA is insured; however, exhibitors must assume liability for injury to persons or property resulting from any exhibitor's activities.

F. ALLOWABLE PRODUCTS IN EXHIBIT SHOWS AND SPONSORSHIPS

Allowable products include only products that are within the USDA regulations to be sold in Child Nutrition Programs. Products that may not be sold in Child Nutrition Programs and therefore may not be represented in trade shows and sponsorships are defined as foods of minimal nutritional value include:

- Soda Water including Carbonated Beverages, Water Ices, Chewing Gum, Certain Candies such as Hard Candies, Jellies and Gums, Marshmallow Candies; Fondant, Licorice, Spun Candy, Candy Coated Popcorn

Applicant is asked to make a full statement of the nature of proposed exhibit, listing materials, services, or products. Nutrition information for all products must be available to Directors.

G. PROGRAM DEADLINE

Your organization will be printed in the show program *if registered by August 31, 2010*. Copy will be edited at MSNA's discretion.