



Feeding Bodies. Fueling Minds.™

## 2021 MEMBERSHIP, ADVERTISING & EXHIBITING INFORMATION

June 8, 2021

Dear Food Service Partner,

**MdSNA is pleased to announce that our annual fall exhibits trade show will be held in October with no Covid restrictions, per the Worcester County Health Department. We have been advised that our convention will be exactly as it was in the past. There will be the usual spacing between booths on the exhibit floor, cooking and providing food samples is allowable and there will be full interaction with attendees on the trade show floor. In other words, "Business as Usual".**

The Maryland School Nutrition Association invites you to discover the benefits of partnering with us for our 2021-2022 membership year. We are excited to offer many partnership opportunities including membership, advertising, exhibiting and sponsoring slots for our fall convention.

This year's 2021 annual convention will be held at the Roland E. Powell Convention Center on October 22-23, 2021. The theme is "Charting the *New Course of Child Nutrition*". Please join us for this opportunity to inspire more than 350 school food service employees across the state of Maryland, including county supervisors, directors and buyers, at one of the lowest state show booth prices across the country.

**Show hours will be Saturday, October 23<sup>rd</sup> from 10:00 AM - 2:00 PM, Roland E. Powell Convention Center, 4001 Coastal Highway, Ocean City, Maryland 21842. Set up times are Friday, October 22<sup>nd</sup> from 11:00 AM until 4:00 PM and Saturday, October 23<sup>rd</sup>, 8:00 AM – 10:00 AM.**

We have an exciting new format this year! A full day packed with an energizing keynote speaker, great education sessions and of course a great venue to showcase the latest and greatest food for our members. The convention culminates in a cocktail and hors d'oeuvre networking reception at a favorite Ocean City location, Seacrets! Each Sustaining Industry Member will receive one complimentary ticket; additional tickets will be available for purchase. You will be able to make the required RSVP on our website. A link for discounted hotel rooms will be found on our website too. We hope you will join us while we continue to *Chart the **New Course of Child Nutrition!***

**A full packet of information about all of our partnership opportunities follows this letter. Below are some reminders about your booth(s) reservation:**

1. The first booth location picks go to 2019 Best Booth Award winners.
2. If you would like your booth to be separated from a competitor or competitors, please make a note on your form and we will try to honor that request.

3. Your booth will include one six-foot draped table in the front, and one six-foot, undraped table in the back.
4. Each booth will include one 120 volt / 20 amp standard electrical connection. There is additional electric available at an additional charge. Forms for additional electric will be distributed after booth assignments and will be returned directly to the Convention Center. You will work directly with the Convention Center for your additional electrical needs.
5. Information regarding shipping items directly to the Convention Center will be distributed after booth assignments and will be returned directly to the Convention Center. You will work directly with the Convention Center for your item shipping needs. Each exhibitor is responsible for all unloading, uncrating, setting up and breaking down of their entire booth(s) using the proper entrances.
6. No bags may be given away in the Exhibition Hall.
7. The Convention Center kitchen and ice machine will be available for use on Saturday during setup and the show.
8. **If you purchase an MdSNA 2021-2022 membership package, you will enjoy discounts on exhibiting and advertising.** Please select a membership package (Diamond, Platinum, Gold or Silver) on the **Industry Opportunities Form** in order to take advantage of these discounts. Do not order your extra booths from the a la carte section of the form. Brokers who take advantage of a membership package may purchase booth(s) for their manufacturers at the discounted booth price only if they pay for the booth(s) on behalf of their manufacturer(s). Manufacturer(s) who purchase booths on their own will be charged the full a la carte price unless they purchase their own membership package (Diamond, Platinum, Gold or Silver).
9. Your booth(s) will not be reserved without full payment and a completed registration form.
10. **Please bring your own name badge ids to wear at the show. We do not provide name badges.**
11. We will email you upon receipt of your reservation and deposit. *If Covid health regulations change between now and October 22 and prohibit us from hosting this October in-person event, MdSNA will carry forward exhibiting funds to the 2022 fall show.*

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,  
MdSNA 2021 Exhibits Co-Chairs,

Mike Birkmeyer  
(410) 767-0206  
[mbirkmeyer@msde.state.md.us](mailto:mbirkmeyer@msde.state.md.us)

Dane Emery  
(410) 222-5900  
[dmemery@aacps.org](mailto:dmemery@aacps.org)

Tom Burch  
(410) 350-4849  
[tburch@bcps.org](mailto:tburch@bcps.org)



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## Description of MdSNA 2021-2022 Industry Partnership Opportunities & Recognition

### ANNUAL MEMBERSHIP | FALL CONVENTION EXHIBITING | MAGAZINE ADVERTISING | WEBSITE RECOGNITION & MULTIPLE SPONSORSHIP OPPORTUNITIES

## PACKAGES



#### **Diamond Member ..... \$2,250**

- Acknowledgment of Diamond Membership on MdSNA website **homepage**
- Diamond member recognition with **company logo and website link included in quarterly email** correspondence to entire MdSNA 700+ membership
- **One booth** at our annual convention with **FIRST CHOICE** of booth locations (each booth includes one draped and one undraped table)
- A **full-page ad** in the electronic event program as well as **recognition in event mobile app**
- A **convention attendee email address list**, provided October 15, 2021
- **Recognition at the convention** as a Diamond Member in the electronic event program and with a sign in the exhibit area
- A **full-page greyscale ad** in each MdSNA quarterly printed/online journal of the *Serving Spoon*, with one of these being in **full color** and located on the **outside back cover**, the most prominent location of the magazine\* (*Limited to first 4 organizations to sign up.*)
- **Pre-release** invitation to exhibit with booth selection for our 2022 Fall Convention in Ocean City\* (*Booth not included.*)
- One-year industry **membership**



#### **Platinum Member ..... \$2,000**

- Acknowledgment of Platinum Membership on MdSNA website **homepage**
- Platinum member recognition **with company logo and website link included in quarterly email** correspondence to entire MdSNA 700+ membership
- **One booth** at our annual convention with **SECOND CHOICE** of booth locations (each booth includes one draped and one undraped table)
- A **full-page ad** in the paperless electronic event program as well as **recognition in event mobile app**
- A **convention attendee email address list**, provided October 15, 2021
- **Recognition at the convention** as a Platinum Member in the electronic event program and with a sign in the exhibit area
- A **full-page greyscale ad** in each MdSNA quarterly printed/online journal of the *Serving Spoon*, with one of these being in **full color** and located on the **inside front or back cover**, the more prominent locations of the magazine\* (*Limited to first 8 organizations to sign up.*)
- **Pre-release** invitation to exhibit with booth selection for our 2022 Fall Convention in Ocean City\* (*Booth not included.*)
- One-year industry **membership**



#### **Gold Member ..... \$1,750**

- Acknowledgment of Gold Membership on industry page of MdSNA **website**
- **One booth** at our annual convention (each booth includes one draped and one undraped table)
- A **full-page ad** in the paperless electronic event program as well as **recognition in event mobile app**
- A **convention attendee email address list**, provided October 15, 2021
- **Recognition at the convention** as a Gold Member in the electronic event program and with a sign in the exhibit area
- A **full-page greyscale ad** in each MdSNA quarterly printed/online journal of the *Serving Spoon*
- **Pre-release** invitation to exhibit with booth selection for our 2022 Fall Convention in Ocean City\* (*Booth not included.*)
- One-year industry **membership**

## Description of MdSNA 2020-2021 Industry Partnership Opportunities & Recognition

### MdSNA INDUSTRY PARTNERSHIP PACKAGES, CONTINUED:



**Silver Member.....\$1,500**

- Acknowledgment of Silver Membership on industry page of MdSNA **website**
- **One booth** at our annual convention (each booth includes one draped and one undraped table)
- A **half-page ad** in the electronic event program as well as **recognition in event mobile app**
- **Recognition at the convention** as a Silver Member in the electronic event program and with a sign in the exhibit area
- A **half-page greyscale ad** in each MdSNA quarterly printed/online journal of the *Serving Spoon*
- One-year industry **membership**

**Sustaining Member .....\$200**

- Acknowledgment of Sustaining Membership on industry page of MdSNA **website**
- One-year industry **membership**

**\*Additional Booths When Purchased With A Membership Package.....\$975/booth**

### QUICK REFERENCE COMPARISON OF PACKAGES

	Diamond	Platinum	Gold	Silver	Sustaining
MdSNA.org <b>home page recognition</b> with logos and website links	✓	✓			
Recognition with company logo and website link included in <b>quarterly email correspondence</b> to entire MdSNA 700+ membership	✓	✓			
Premier advance choice of <b>exhibit booth location</b> , tiered	✓	✓			
One <b>booth</b> at our annual convention (each booth includes one draped and one undraped table)	✓	✓	✓	✓	
<b>Full page outside cover, color advertising</b> in quarterly magazine,	✓				
<b>Full page inside cover, color advertising</b> in quarterly magazine,		✓			
<b>Full page greyscale advertising</b> in quarterly magazine	✓	✓	✓		
<b>Full-page greyscale ad</b> in electronic event program as well as recognition in event mobile app	✓	✓	✓		
<b>Half-page greyscale ad</b> in the electronic event program as well as recognition in event mobile app				✓	
Convention <b>attendee contact email</b> address list	✓	✓	✓		
<b>Pre-release invitation</b> to exhibit with booth selection for our 2022 Fall Convention in Ocean City* (Booth not included.)	✓	✓	✓		
Opportunity to Purchase <b>Additional Exhibit Booths, discounted</b>	✓	✓	✓	✓	
One-year <b>MdSNA industry membership</b>	✓	✓	✓	✓	✓

**Please reserve your booth by July 31, 2021.**

*Continue to next page for Sponsorship & A La Carte Options.*

# SPONSORSHIPS

## Maryland SNG Convention Sponsorships

October 22-23, 2021 | Ocean City, Maryland



**Would you like to increase your school food service sales in Maryland?** Enhance your company’s image as a supporter of school food service and nutrition? Raise your company’s visibility for key buyers? An event sponsor guarantees your company maximum exposure to MdSNA food service buyers, delegates and nutrition professionals! *Convention sponsors must also be exhibitors.*

### **BECOME A SPONSOR! VISIT [Mdsna.org](http://Mdsna.org) TO SIGN UP.**

**Convention Mobile App Sponsor** ..... \$500

*(3 available)*

*Sponsor this year’s new mobile app for maximum exposure to every attendee. Your organization’s name and logo will appear on the home page every time a user opens the mobile app. This exciting new technology for the MdSNA’s 68<sup>th</sup> annual convention will surely be a highlight for our 350+ attendees.*

**Convention Mobile App Push Notification**..... \$100

*(10 available)*

*Send a push notification on behalf of your exhibiting organization. Reach each attendee with a message such as “Visit Tommy’s Pizza at Booth 24 to see our new product line and receive a give-away.”*

**Convention Tote Bags** ..... \$2,500

*(1 available)*

*Your full color logo will be placed on the convention tote bags that each attendee receives at registration.*

**Attendee Lanyards** ..... \$1500

*(1 available)*

*Your company name will be printed on the name badge lanyards worn by every attendee.*

**Welcome Gift**..... \$1000

*(4 available)*

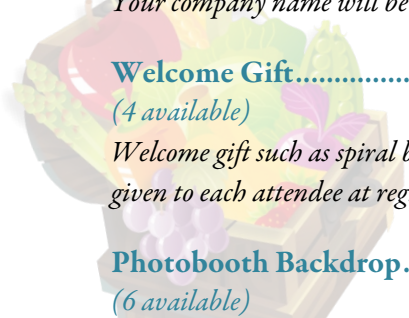
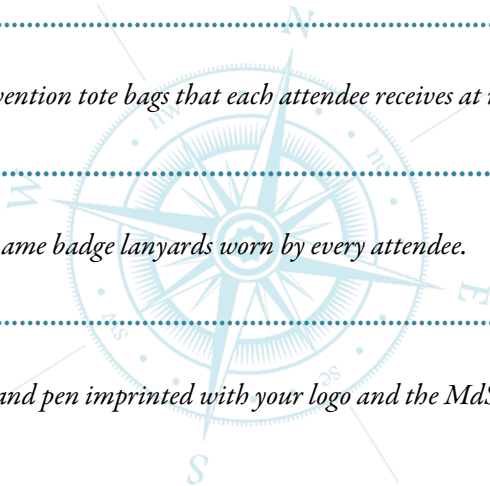
*Welcome gift such as spiral bound notebook and pen imprinted with your logo and the MdSNA convention logo will be given to each attendee at registration.*

**Photobooth Backdrop**..... \$500

*(6 available)*

*Your company logo will be printed on a photo backdrop displayed in the convention hallways in front of which members can stand to have their photos taken and upload to social media sites.*

**Continue to next page for A La Carte Opportunities & Exhibiting Rules, Regulations & General Information.**



## A LA CARTE OPTIONS

**Booths when purchased without a membership package .....\$1,250 each**  
**Advertising, Full Page Greyscale – Four Issues of *Serving Spoon* Magazine.....\$800**  
**Advertising, Half Page – Four Issues of *Serving Spoon* Magazine.....\$500**

## EXHIBITING RULES, REGULATIONS & GENERAL INFORMATION

### A. CONFERENCE DETAILS

1. **Installation of Exhibits.** The hours for the installation of exhibits shall be on Friday, October 22nd from 11:00 AM - 4:00 PM and Saturday, October 23rd from 8:00 AM - 10:00 AM. Any booth not occupied after this hour may be reassigned to another exhibitor. A representative of MdSNA will be available at the Exhibit Hall to assist in answering questions pertinent to exhibits during the installation. The MdSNA representative will not sign for, nor be responsible for any exhibitor's materials.

### B. TERMS AND CONDITIONS

1. **Sublet.** No exhibitor shall assign, sublet, or share the space allotted without the consent of MdSNA. 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 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 Exhibit 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 to 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, MdSNA 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. No bags may be distributed to attendees.

### C. RESERVATIONS

1. **Restrictions.** MdSNA 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, MdSNA shall not be liable for any refunds or other exhibit expenses. NO MORE THAN TWO MANUFACTURERS PER BOOTH.



## RULES, REGULATIONS AND GENERAL INFORMATION, CONTINUED:

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.*
- D. INSURANCE/SECURITY**
1. Reasonable care will be exercised to protect the exhibitors from losses. MdSNA is insured; however, exhibitors must assume liability for injury to persons or property resulting from any exhibitor's activities.
- E. ALLOWABLE PRODUCTS IN EXHIBIT SHOWS AND SPONSORSHIPS**
- Allowable products should only include items that either meet the Smart Snacks Regulations and/or fit with the reimbursable meal pattern for school meals and be Buy American compliant. 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.
- F. PROGRAM DEADLINE**
- Your organization's name and contact information will be listed in the electronic event program *if you are registered and if your contact information is provided no later than August 15, 2021*. Copy will be edited at MdSNA's discretion.
- G. TRASH REMOVAL**
- All vendors are responsible from removing all of the trash from their booths during setup, exhibiting, and breakdown of the show.

**Please turn to next pages for mail-in registration form**

**OR**

**Visit [www.MdSNA.org](http://www.MdSNA.org) to register.**

***Maryland School Nutrition Association greatly values our industry partnerships as together we promote child nutrition across the state of Maryland.***

**Note:**

- *Artwork must be pre-approved by MdSNA and be of a professional quality and high resolution.*
- *Event pending local jurisdiction health guidelines.*

# 2021-2022 Industry Opportunities Registration Form



Please mail your completed form to:

MdSNA, 21912 Goshen School Road, Gaithersburg, MD 20882.

Registration deadline for Exhibits is July 31. Forms received after July 31 are subject to a \$200 per booth late fee.

Would you rather register and pay online? Visit us at [www.mdsna.org](http://www.mdsna.org) and then click on the tab called "Industry" at the top.

Today's Date \_\_\_\_\_ MdSNA Use Only: Received date/time: \_\_\_\_\_

## Tell Us About Your Company

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone \_\_\_\_\_

Address: \_\_\_\_\_





If you have a broker, please provide brokerage name (required): \_\_\_\_\_

Email Address (required): \_\_\_\_\_ Website: \_\_\_\_\_



## Packages

Our membership packages offer savings for companies interested in exhibiting, advertising and sustaining industry membership. To purchase a membership package, simply check the box to the left of the package you would like to purchase. **Need more than one booth?** Write the number of additional booths you would like to purchase at the bottom of this section. Extra booths are only \$975 when purchased with a package. **All booths include two 6-foot tables, one draped and one undraped.**

-  Diamond Member ..... \$2,250
-  Platinum Member ..... \$2,000
-  Gold Member ..... \$1,750
-  Silver Member ..... \$1,500
- I would like \_\_\_\_\_ (enter #) additional booths with a package at \$975 ea .....\$ \_\_\_\_\_

**Total for Section 1:** \_\_\_\_\_



## A La Carte Items

Prefer to select your items separately? Check the boxes or fill in quantities to purchase a la carte items below. *Please note that our package options above offer discounted pricing.*

- Sustaining Industry Membership ..... \$200
- Advertising, Full Page Greyscale, 4 Issues of *Serving Spoon* Magazine ..... \$800
- Advertising, Half Page Greyscale, 4 Issues of *Serving Spoon* Magazine ..... \$500
- I would like \_\_\_\_\_ (enter #) additional booths without a package at \$1,250 ea ...\$ \_\_\_\_\_

**Total for Section 2:** \_\_\_\_\_





## Sponsorship Opportunities

Would you like to increase your school food service sales in Maryland? Enhance your company's image as a supporter of school food service and nutrition? Raise your company's visibility for key buyers? An event sponsor guarantees your company maximum exposure to MdSNA food service buyers, delegates and nutrition professionals! Convention sponsors must also be exhibitors. See separate page for details. **Please confirm with MdSNA office that sponsorship is available before sending in payment by emailing [admin@mdsna.org](mailto:admin@mdsna.org).**

- Convention Mobile App Sponsor (3 available) ..... \$500
- Convention Mobile App Push Notification Sponsor (10 available) ..... \$100
- Convention Tote Bags Sponsor (1 available) ..... \$2,500
- Convention Attendee Lanyards (1 available)..... \$1,500
- Convention Attendee Welcome Gift (4 available)..... \$1,000
- Convention Photobooth Backdrop (6 available)..... \$500

**Total for Section 3:** \_\_\_\_\_



## Booth Preferences

Diamond and Platinum Members receive first preference in booth selection, followed by Gold and then Silver members. List booth number preference below (See Exhibit Hall Map). MdSNA will attempt to satisfy all booth requests, but there is no guarantee that requests will be fulfilled. Booth assignments can be confirmed September 15.

1<sup>st</sup> Choice \_\_\_\_\_      2<sup>nd</sup> Choice \_\_\_\_\_      3<sup>rd</sup> Choice \_\_\_\_\_  
 4<sup>th</sup> Choice \_\_\_\_\_      5<sup>th</sup> Choice \_\_\_\_\_      6<sup>th</sup> Choice \_\_\_\_\_

Please list all companies to be represented: \_\_\_\_\_  
\_\_\_\_\_

Product/Service to be exhibited: \_\_\_\_\_  
\_\_\_\_\_

Competitors from whom we desire booth separation: \_\_\_\_\_  
\_\_\_\_\_

Booth detail continued on next page - BROKERS MUST USE FORM ON NEXT PAGE.

## Booth Detail for Brokerages

This form is required for all brokers requesting more than one booth. The requested booth numbers ARE NOT the booth numbers you are requesting in the Exhibit Hall. They are the quantity you are requesting so that we may track manufacturer locations.

Booth	Manufacturer #1	Manufacturer #2
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		

## Program Information

This information will appear in our electronic event program exhibitor directory. Please be accurate and write clearly.

Contact Name \_\_\_\_\_ Phone Number \_\_\_\_\_

## Payment and Signature

We do hereby make application to lease the exhibit space listed above and understand that this application is pursuant and subject to the terms and conditions governing exhibitors, as shown on pages 1-2 of the Application & Contract for Exhibit Space. We understand that booth choices are not guaranteed; however, best efforts will be made to accommodate choices. Space availability is subject to plumbing and electrical connections. Please note that deadlines for submitting artwork for each publication are available on our website at [www.MdSNA.org](http://www.MdSNA.org) or by request from Advertising Chair Jodi Risse at [jrisse@aacps.org](mailto:jrisse@aacps.org). We are not able to offer refunds/credit to advertisers who are unable to meet artwork deadlines.

**Please note that if your payment is received after July 31, 2021, you will be billed a late fee equal to \$200 per booth.**

Authorized Signature: \_\_\_\_\_

Total Due Section 1: \$ \_\_\_\_\_ Total Due Section 2: \$ \_\_\_\_\_ Total Due Section 3: \$ \_\_\_\_\_

**Total Due \$ \_\_\_\_\_**

***If paying by check, please make payable to: Maryland School Nutrition Association. If paying by credit card, please include ALL information below so we can process your payment and complete your reservation.***

*To Submit via U.S. Mail: Complete entire form, sign and mail via US Mail with check or credit card information to the address on the front of this form: MdSNA, 21912 Goshen School Road, Gaithersburg, MD 20882. For your safety, DO NOT send credit card information via email. Alternatively, you can register and pay online at [www.MdSNA.org](http://www.MdSNA.org).*

Payment method (check one)  Check (payable to MdSNA)  Discover  Master Card  Visa  Am. Express

Card Number \_\_\_\_\_ Exp. Date Month \_\_\_\_\_ Year \_\_\_\_\_

Security Code \_\_\_\_\_ Signature \_\_\_\_\_

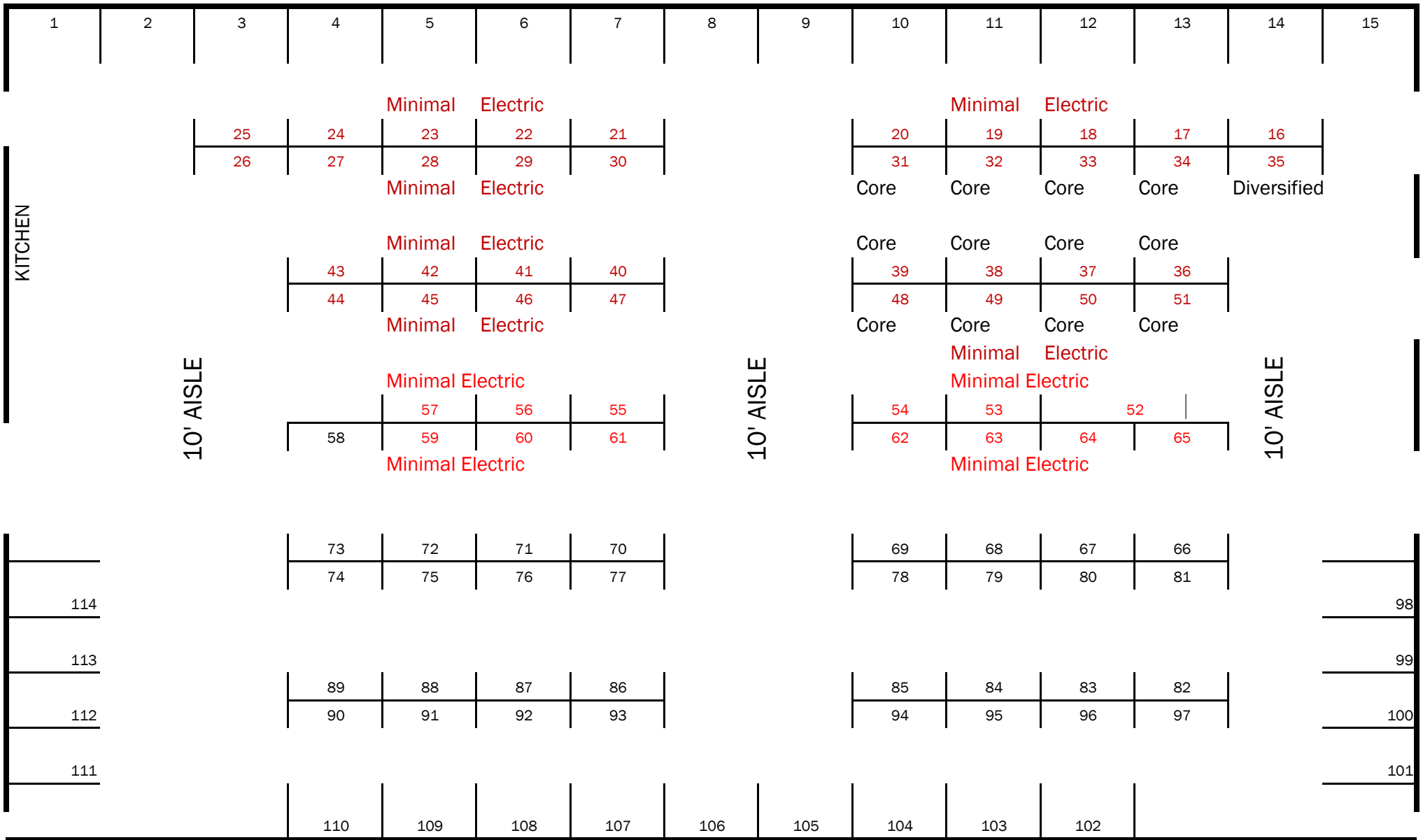
Print Name as it appears on credit card \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Email where receipt should be sent \_\_\_\_\_

# MARYLAND SCHOOL NUTRITION ASSOCIATION

## OCTOBER 2021 CONVENTION LAYOUT

BAY



113-8' deep X 10' wide booths

1 - 8' DEEP x 15 WIDE BOOTHS (\*)

68th Annual Convention • Maryland School Nutrition Association

*New*  
v  
Charting the Course  
of Child Nutrition

October 22–23, 2021

Roland E. Powell Convention Center

Ocean City, Maryland



#ChartingTheNEWCourse2021