



MSNA 63rd Annual State Conference

Exhibitor Prospectus

EXHIBITOR INFORMATION

Look inside for.....

Exhibit Details.....	2
Application/Contract.....	3
Terms & Conditions.....	4
“One-Day” Special Event License/ Restriction Form.....	5
Service Kits.....	6
Hotel Block.....	6
Membership Benefits.....	7
Donations for Service Project or Fundraiser Opportunities.....	8

Renew Relationships and Foster New Ones:

MSNA invites you to be a part of our vendor show during the Annual Conference at the River's Edge Convention Center in St. Cloud MN on **Tuesday, August 6, 2019**. This vendor show is a great opportunity for your company to promote your products and services to over 900 MSNA and SNA members, many of whom are potential buyers and are looking for products for their nutrition programs. This networking opportunity is invaluable, a cost effective way to generate name recognition, develop and strengthen connections with school food professionals and demonstrate your support and commitment to our school children

Reserve Your Space for the Show Today!

Complete the application form on page 3 and return it to the address listed on the form. If you have questions, contact Sharon Maus, MSNA, Executive Director, 320-251-2344, minnsna@gmail.com

EXHIBIT DETAILS

Date: Tuesday, August 6, 2019

Location: River's Edge Convention Center (RECC)
10 4th Avenue S
St. Cloud, MN 56301

Booth Size: Standard booths, 8' x 10'
Multiple booths are available

Theme: "Dare to Be Amazing"
Colors: Blue and Silver

Exhibit Show Cost:

MNSA Member Early Bird Special \$775

Non-member Early Bird Special \$975

Register and pay by June 3, 2019

***Late Fee to be added after 6/3/19 \$200**

*If you enrolled as an **Elite or Industry Premier Partner**, booth cost was included with your annual membership fee. Please fill out registration form & health form for processing your registration.*

Cancellation within 30 days of show will have a \$150 administrative fee charge.

++Key Dates:

- June 10, 2019 deadline for company information in conference booklet.
- July 10, 2019 deadline for booth registrations.
*See above for late fee.

Exhibitor Set-up Hours:

Monday, August 5, 2019 2 pm - 6 pm

Tuesday, August 6, 2019 7 am

Exhibit Hall Hours:

Tuesday, August 6

- 11:00 am - 3:15 pm
- ◇ 11:00 am - 12:00 pm (Directors/Buyers only)
- ◇ 12:00 pm - 1:30pm (Team Green)
- ◇ 1:45 pm - 3:15 pm (Team Blue)
- ◆ *Directors/buyers allowed in for entire show hours*

Exhibit Dismantling Hours:

- Immediately after show hours.

No Exhibitor may begin dismantling exhibit until AFTER the closing hour of exhibit. You will not be able to exhibit in 2020 if you close early.

Exhibit Package

- Listing in the conference booklet. **For booklet deadline, see Key Dates.++**
- Exhibitor Badges for show.
- Standard booth setup, including 8' high back drape and 3' high draped side rails.
- Complimentary sign (one per booth) listing company or broker name.
- Complimentary 8' draped table with two chairs.
- Secured building overnight
- Refrigerated reefer and ice truck service.

Packet Information

- ◆ Registration form for your booth, page 3
- ◆ Health Forms, page 5
- ◆ RECC Electrical/Form (Send payment directly to RECC)
- ◆ Rental/Freight Service/Drayage & Shipping Forms. (Send payment and forms to A&N)
- ◆ Hotel Information on page 6
- ◆ ***All Exhibitor service forms can be found online at: www.mnsna.org under the event tab**

Payment

Full payment of the contracted space must be made by June 3, 2019 in order to purchase booth space at the Early Bird rate. Booth space is assigned on a "first-come, first-served basis". Please refer to the terms and conditions for the cancellation clause.

FULL PAYMENT MUST BE MADE BEFORE AN EXHIBITOR WILL BE ALLOWED TO SET UP BOOTH.

Gift Law Considerations

Minnesota Gift Law (MN Statute 471.895) prohibits local officials from accepting gifts or prizes for personal use. The law allows trinkets valued up to \$5. Distribution of giveaways not in compliance with the gift law is prohibited.



Exhibitor Application

Minnesota School Nutrition Association, 63rd Annual Conference

Exhibit Show, August 6, 2019

River's Edge Convention Center 10 4th Ave S, St. Cloud MN 56301

Company Name: _____

Broker Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Address: (if different from above) _____

Phone: _____ Fax: _____

Contact Email: _____

MSNA Industry Partner Member #: _____

Authorized Signature: _____

Please describe the products or services you will be displaying.

- Baked Products/Fresh/Frozen
- Brokers
- Beverages
- Canned Goods
- Computer Hardware/Software
- Dairies
- Equipment, Large
- Equipment, Small Wares
- Food Courts/Furniture
- Food, Condiments
- Food/Dry Goods
- Food, Frozen
- Food, Fruits & Vegetables
- Food, Snacks
- Food, Staples
- Janitorial
- POS Equipment
- Packaging Equipment Supplies
- Paper Supplies
- Resource Agencies/Educational
- State Agencies
- Uniforms/Promotional
- Other _____

Please check your company description:

- Broker Consultant Computer Systems
- Distributor/Dealer Education Manufacturer
- Manufacturer's Rep. Other _____

Credit Card Information

MC Visa Discover AX

Card Number: _____

Expiration Date: _____

Printed Name of Card Holder: _____

Billing Address of Credit Card :
Address: _____

City/State/Zip _____

Signature: _____

2 WAYS TO REGISTER FOR EXHIBIT SHOW:

1. **Online: CREDIT CARDS ONLY**
2. **Mail:**

Send registration form and payment to:

MSNA Vendor Show
21997 County Road 141
Kimball, MN 55353

On/Before June 3, 2019

MSNA Industry Member	\$775 Per Booth
Non-Member	\$975 Per Booth

After June 3, 2019

MSNA Industry Member	\$975 Per Booth
Non-Member	\$1175 Per Booth

***Total Number of Booths:** _____

Total Amount Due: _____

Payment **must** accompany form to be processed. Make checks to MSNA.

In assigning space, care is taken to not place competing suppliers nearby when possible.

All mailings and fees to be sent to the MSNA office:

MSNA Vendor Show
21997 County Road 141
Kimball, MN 55353

320- 251-2344 (office)
320 251-2343 (fax)
Email: minnsna@gmail.com

Terms and Conditions of Exhibit Agreement

Eligible Exhibits: The Minnesota School Nutrition Association (MSNA) reserves the right to determine the eligibility of any product to exhibit in MSNA's Annual Conference Exhibits and further reserves the right to reject any application and/or limit space assigned to any one company. Show management also has the right to stop exhibiting companies from the showing of products or services which would negatively impact the show's reputation.

Limitation of Liability: The exhibitor agrees to make no claim for any reason whatsoever against MSNA, A & N Convention Services or River's Edge Convention Center wherein the exhibits are held, for loss, theft, damage or destruction of goods, nor for any injury to himself or employees while exhibits are in progress, being set up or dismantled. Exhibitor agrees to indemnify and hold harmless MSNA, A & N Convention Services or River's Edge Convention Center and their employees, against any and all claims of any person, arising out of acts, omissions or negligence of exhibitor, its agent or employees. Organizer makes no warranties regarding the number of persons who will attend the event. If any term of this agreement is declared invalid or unenforceable, the remainder shall continue in full force and effect. Organizer shall be entitled to recover reasonable attorney's fees and costs in any action to enforce this Agreement.

Limitation of Exhibits: MSNA reserve the right to stop or remove from the exhibits any exhibitor or his representative, performing an act or practice which in the opinion of MSNA is objectionable or detracts from the dignity of the exhibits or is unethical to the business purpose of the exhibits. **MSNA reserves the right to refuse admittance of exhibits or materials to the exhibits until all fees owing are paid in full. No exhibitor shall hold any social event or entice MSNA members off the exhibit floor during official exhibit events or during scheduled conference events.**

Assignment of Space: Assignment of space is made on a "first come, first serve" basis by date. No assignment of space will be made unless payment is made in full. In assigning space, care is taken to not place competing suppliers nearby when possible.

Registration/Name Badges: Registration packets and badges will be distributed on show site the day of show set-up.

Cancellation or Withdrawal: Cancellation of space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation. If written notice is received more than 30 days prior to Exhibit (June 21, 2019), total monies less \$150 cancellation fee will be refunded to Exhibitor. No refunds will be allowed for any cancellation less than 30 days prior to the opening of exhibits.

Exhibit Restrictions: No exhibitor or part of an exhibit will be admitted to any space until rental of that space has been paid in full. Actual selling of products from the exhibit floor is prohibited. **No exhibitor may begin dismantling his exhibit until AFTER the closing hour of exhibits.** This will result in your company not being eligible to participate in the next year show. The exhibitor shall properly staff the exhibit during exhibit hours. Exhibitors are liable for any damage caused to the building walls, floors or columns or other exhibitors property. Vendors for whom MSNA makes exhibit space available are those who have products/services that are of interest and use to the school food industry.

The acceptance of an exhibiting firm does not constitute an endorsement or approval by MSNA of the quality or value of claims made by the firm. Foods of minimal nutritional value should not be shown at exhibits.

Boundaries: All parts of all exhibits must be exhibited within exhibitor's assigned space boundaries. Aisle space is under the control of MSNA.

General Show Policies: 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 MSNA. Distribution of literature or samples must be related to exhibit and distribution limited to within exhibitor's space. Assignment or subletting of assigned space by exhibitor is not permitted for any reason without approval of MSNA. Exhibitor must comply with all local laws, rules, regulations and ordinances in force. The exhibitor may not display signs that are not professionally prepared or in the opinion of MSNA detract from the appearance of the exhibits in any manner whatsoever. The Exhibits Manager shall have sole control over all admission policies at all times.

Termination of Show: If MSNA determines the premises where the exhibits are to be held has become unfit for occupancy, or if the premises are materially interfered, with by any reason of strike, embargo, injunction, act of war, act of God, act of terror, any other emergency or any act or event not the fault of MSNA, this agreement may be terminated by MNSA. In the event of such termination, the exhibitor waives any and all damages to MNSA.

Relocation of Exhibits: MNSA reserves the right to alter the official floor plan, and/or reassign any exhibitor's location as deemed advisable. MSNA 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 exhibits.

Booth Construction and Show Services: Standard booth is limited to 8 ft. background drapes and 3 ft. high side drapes. Maximum height of standard exhibit is 8 ft. and may extend only one-half the booth depth from the back wall. Height in the front half of the exhibit space cannot exceed 3 feet high, except for product height which may exceed the 3 foot height limitation. Booth decorations, additional furniture, additional signs and electrical connections are available to the exhibitor through independent contractors who will directly bill the exhibitor. MSNA is not responsible for any service provided by independent contractors.

Collection Policy: The exhibitor agrees to pay any and all cost incurred by MSNA to collect any portion of fees due and owing to MSNA not paid in full prior to the opening of the exhibits.

Security: The building is locked over night and has cameras

Cooking Regulations: Cooking and/or warming devices in booths must be with electric cooking equipment. Charcoal grills are not permitted within building or outside of the building. We recommend appropriate fire protection be provided by exhibitor with any booth utilizing cooking/warming devices with no vegetable or animal oils and fats. We recommend following food service safety regulations in regards to heating, cooling, holding temperatures and hand washing practices.

Information and Restriction Sheet - Special Event License

This form MUST be filled out and returned with your registration form.

You must have this form to be allowed to serve samples at your booth!

This is required by the MN Department of Health

Name of Organization: Minnesota School Nutrition Association

Applicant Name: _____

Address: _____

Phone Number: _____ Cell Phone if applicable: _____

Event date (s) and location: Tuesday, August 6, 2019, River's Edge Convention Center, 10 4th Ave S, St. Cloud MN 56301

List **foods** that you will be showing and sampling: _____

Specify food source: _____

Source and storage of ice: Refrigerated/Freezer Truck on site

How are you heating foods on site? Please state:

How are you keeping hot foods hot on site? Please state:

How are you keeping cold foods cold on site? Please state:

List all food service equipment used on site: _____

Describe food storage facilities: Refrigerated Freezer Truck on site for vendors use if needed

Specify hand washing facilities: Vendors will be supplying their own hand washing stations in booths and will have handwashing stations on the floor

How will liquid and solid waste be disposed? River's Edge Convention Center will handle the disposal of liquids/solids. Containers will be made available.

Type of toilet facilities: River's Edge Convention Center Facilities

Water source: River's Edge Convention Center Facilities

RESTRICTIONS THAT THE PERMIT OR LICENSE HOLDER MUST COMPLY WITH:

1. In no case shall any home-canned products including vegetables, meats, poultry, fish or shellfish or home-made sausage be sold or served.
2. All food must be prepared in licensed or permitted establishment, NOT IN PRIVATE HOMES.
3. Other restrictions: _____

SERVICE KITS

Decorator

A & N Convention Services is the official decorator for the 2019 MNSA Conference Exhibit Show. For any additional tables or chairs not included with your booth fee, contact A & N. For questions regarding order processing please contact A&N Convention Services at:

Phone: 320-253-4050
Email: info@anconvention.com

A & N Convention Services
1816 W. St. Germain Street
St. Cloud, MN 56301

Electrical Services

There will be NO electrical service provided as part of your basic booth package. Those exhibitors who require electrical service will order it directly through the River's Edge Convention Center. If you have any questions on electrical, contact the River's Edge Convention Center directly at 1-800-450-27272

Forms for extra services can be found on the MSNA Website.

- ◆ Furniture Order Form
- ◆ Drayage/Freight Handling Order Form
- ◆ Electric Order Form
- ◆ Electrical

Exhibit Show Location:

RIVER'S EDGE CONVENTION CENTER
104TH AVE S
ST. CLOUD MN 56301

2019 MSNA HOTEL BLOCK

Opens May 1, 2019

Courtyard by Marriott

404 St. Germain W
St. Cloud MN 56301
Room Rate \$159.00 -\$179.00+ tax
320-654-1661

Best Western Kelly Inn

100 4th Ave S
St. Cloud MN 56301
320-253-0606
Room Rate \$89.00 + tax
Deadline is July 3rd, 2019

GrandStay Hotel

213 6th Ave S
St. Cloud MN 56301
320-251-5100
Room Rate \$109.00 + tax

Holiday Inn

75 S 37th Ave
St. Cloud MN 56301
320-253-9000
Room Rate -\$94.00 + tax

Country Inn & Suites

120 7th Ave SE
St. Cloud, MN 56301
Room Rate-\$99.00 + tax

Area Hotels that are not in the Block

Call hotels for rates

Hampton Inn & Suites
145 37th Ave N
St. Cloud MN 56303
320-252-4448

Homewood Suites
115 37th Ave N
St. Cloud MN 56303
320-252-2900

Fairfield Inn & Suites
4120 2nd St S
St. Cloud MN 56301
320-651-1881



Feeding Bodies. Fueling Minds.™

MSNA INDUSTRY MEMBERSHIP BENEFITS

The Minnesota School Nutrition Association (MSNA) is the professional association for school food service employees and allied groups **in our state**.

Membership in MSNA provides you access to:

- ◆ Three (3) different levels of membership
- ◆ Member exhibit booth rate of \$775 at MSNA Annual State Conference (non-members \$975)
- ◆ Subscription to the Association's quarterly newsletter, the "**MSNA Thymes**,"
- ◆ Electronic Directory of MSNA Executive Board members
- ◆ MSNA event calendar
- ◆ Electronic directory of MSNA Chapter Presidents and contact information
- ◆ Member Rate Registration Fees for MSNA events:
 - ◇ Industry Conference
 - ◇ Legislative Conference
 - ◇ Annual Conference
 - ◇ Nutrition Conference
- ◆ Your name/company/logo listed on the MSNA website "**Industry**" section with contact
- ◆ Link to your company website from the MSNA website "**Industry**" section
- ◆ Access to MSNA School Food Service Directors
- ◆ Access to handouts, presentations and relevant industry materials
- ◆ Minnesota School Food Service Directors are encouraged to support MSNA vendor partners
- ◆ Opportunities to serve on MSNA Committees
- ◆ Opportunity to apply for MSNA Industry Advisory Board
- ◆ Opportunity to attend training sessions and workshops to network and further develop your industry knowledge and skillset
- ◆ Opportunity to support school food service in Minnesota through MSNA

**Membership period is for a 12 month period:
January 1, 2019 - December 31, 2019**



Minnesota School Nutrition Association
21997 County Road 141
Kimball, MN 55353

Annual Education Scholarship Fundraiser

We will be hosting our Education Scholarship Fundraiser again this year! We are very grateful for all of your donations in past years. Your donations have helped us give out education scholarships to 1st timers to attend the conference and securing great education speakers.

All proceeds will be going to our Education Scholarship Fund, which helps to extend the education of our members.

For the fundraiser, be creative in what you would like to put in your donated items. Use your imagination. We ask that items are new, can be for men, women or children. The items can be cooking, camping, crafts, sewing, travel, leisure.....let your imagination run WILD! The container can be sealed or open. Members will be able to view all items and purchase tickets for a chance to win.

Please bring your fundraiser items to the registration booth by noon on Monday, August 5th, 2019 if possible. Items can also be sent to the MSNA office before August 1st. The random drawing will be held Wednesday, August 7th during the closing general session.



SERVICE PROJECT INFORMATION

Child Advocacy Center

The Child Advocacy Center cares for children who have been physically or emotionally abused. This facility brings many professionals together to listen as a child tells their traumatic story one time to a trusted friend. How can we help? As members we can donate items that can be utilized in the facility or sent home with children to help them feel more comfortable during their experience. Please bring your donations to the registration desk located on the first floor of the River's Edge Convention Center.

Much Needed Items are:

Gas Gift Cards for families needing to travel for appointments

Kid toys for the waiting room (toys easily cleaned and not wood)

Fidget items (stress balls, fidget gadgets, etc that the child can take with them)

Children & Young adult clothing-sizes kid to 18 years. Must be new items

Hygiene items

Socks/Underwear-sizes kid to 18 years. Must be new items