



NJSNA Annual Conference

November 10-11, 2022

Harrah's Resort Atlantic City, NJ



2022 Exhibitor Prospectus

Deadlines:

**NO BOOTH APPLICATIONS WILL BE
ACCEPTED AFTER OCTOBER 28, 2022**

Exhibit Location:

Harrah's Resort Atlantic City

Booth Set-up:

Thursday, November 10th
8am – 2pm

Show Hours:

Thursday, November 10th
2pm – 5pm

Exhibit Package Includes:

- Standard drape booth setup with 8' high back wall drape and 3' high side draped partition
- One 6' skirted table and one waste basket
- One 7" x 44" identification sign
- Two (2) complimentary exhibitor badges
- Complimentary list of pre-registered attendees for the show

Official Decorator

Vista Convention Services

Brian Schoeffel

6575 Delilah Road, PO Box 3000, Pleasantville, NJ 08232

(609) 485-2421

www.vistacs.com

NJSNA Event Coordinator

Julia Alotta

21 Executive Park Dr, Clifton Park, NY 12065

(518) 446-9061

2022 BOOTH PRICES

Premium Booth *(only available to members)*

Member Rate	\$1500
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Standard Booth

Member Rate	\$1200
Non-Member Rate	\$1600

***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.*

***ELECTRIC:** *Electrical supplies must be ordered DIRECTLY through Vista Convention Services. Order forms will be provided by Decorator.*

CORPORATE MEMBERSHIP: \$300

Membership Advantages :

- Discounted registration rates at events
- Access to NJSNA's Members Only site, with searchable membership directory
- Updates and communications from NJSNA (including e-newsletters/videos)
- Receive a list of registered attendees a week prior to event

**CLICK HERE TO SIGN UP AS
AN EXHIBITOR!**

** Please note when registering to **first** become a member so you can get the discounted booth rate! Contact Julia Alotta for more information.*

TERMS & CONDITIONS

NJSNA Conference Exhibit Space Agreement

Booth Construction and Show Services:

Standard booths are limited to 8 ft. back drape and 3 ft. high side drape. All booths are 8' x 10'. All parts of all exhibits must be contained within exhibitor's assigned space boundaries. Aisle space is under the control of NJSNA. Booth decorations, additional furniture and drayage are available to the exhibitor through the Decorator, Vista Convention Services, who will be directly paid by the exhibitor. Vista Convention Services will email out a Decorator Packet to each exhibitor prior to the show. Electric will be provided through Harrah's Waterfront Conference Center. NJSNA is not responsible for any service provided by independent Contractors.



Assignment of Space: Once you have submitted your application/contract, please be ready with your booth preferences as Julia Alotta will email you to assign the space. An application/contract with payment will secure your preferred space. For an application/contract without payment, a temporary hold will be made for five (5) business days. If payment is not received before the close of business on the fifth business day, the space will be released. Once space has been assigned, no changes will be made unless under extreme circumstances. NJSNA reserves the right to alter the official floor plan, and/or re-assign any exhibitor's location as deemed advisable up to the opening of the show.

****Note: Assignment of space is made on a "first come, first served, as paid basis" by date. ****

Half Booths: With permission from the Executive Director, brokers who represent manufacturers who are **corporate members** may pay for a half booth. The half booth rate is \$700. To assure a half booth, the broker must arrange for the other half of the booth to be purchased. If there is no such arrangement, the half booth will not be allowed to exhibit and will be subject to the

cancellation policy. Limited to standard booths only, premium booths may not be used for half booths.

Use of Space: There will be one exhibitor per booth except in the case of half booths – see above. Exhibitors are not permitted to sublet or divide space or display any items of any non-exhibitor. Distributing of advertising is limited to the booth assigned to the exhibitor. The back of the booth must not exceed the height of the exhibit back drape.

Limitation of Liability: It is agreed that the exhibitors will assume responsibility for any damage to Harrah's Waterfront Conference Center property by their exhibits. The exhibitors further agree to make no claims for any reason whatsoever, including negligence, against the New Jersey School Nutrition Association, Vista Convention Services or Harrah's Waterfront Conference Center for loss, theft or damage or removal of exhibit, nor for any injury to himself or employees while exhibits are in progress, being set up or dismantled, nor for any action of any nature of the New Jersey School Nutrition Association and Harrah's Waterfront Conference Center which may render any exhibit area unusable nor for failure to hold the Annual Meeting scheduled. Organizer makes no warranties regarding the number of persons who will attend this event. Organizer shall be entitled to recover reasonable attorneys' fees and costs in any action to enforce this Agreement.

Broker: NJSNA does not offer broker booths.

General Show Policy: As a matter of general policy, NJSNA reserves the right to restrict exhibits which, because of the noise, method of operation, materials, safety or any other reason become objectionable, and prohibit or evict any exhibit which in the Board's opinion may detract from the general character of any

exhibit as a whole. This policy includes persons, things, conduct, printed matter or anything of a character which is determined to be objectionable to the exhibit. In the event of such restrictions or eviction, NJSNA is NOT LIABLE for any refunds of rentals or other exhibit expense, for a liability loss or prestige to the company, business volume loss, expense of personnel at the conference and so forth.



Badges: Admission will be by NJSNA badge only. Badge must be worn for entire length of show. Two (2) complimentary badges will be issued to each booth/half booth. If additional badges are required, the fee for each badge is \$25. Please limit it to four badges per booth. Changes to badges can be submitted to NJSNA up until October 28, 2022. After that date, onsite reprints will be \$25 per badge -- must be paid onsite at that time. Out of respect for other exhibitors, please limit your attendees to representatives from your company. NJSNA policy prohibits attendance at the exhibits by any non-exhibiting industry representatives.

Exhibit Break Down: No exhibitor may begin dismantling his exhibit or pack or remove articles on exhibit until AFTER the closing hour of the exhibits. This practice is disruptive to other exhibitors, discourages full participation by our Food Service Directors and is considered to be rude.

Application Approval: Upon acceptance of the booth application/ contract herein provided by the New Jersey School Nutrition Association and receipt of payment by NJSNA, there shall be a legally binding contract between the Exhibitor and the New Jersey School Nutrition Association. It shall be understood by both parties that the exhibitor agrees upon the terms and conditions of exhibiting stated herein. The authorized Exhibitor must sign the application/contract.

Carpeting: The ballroom where the exhibit show is being held is fully carpeted.

Cancellation Policy: There will be a \$100 processing fee for all refund requests for cancelled booths submitted in writing on or before November 1, 2022. After that date, NJSNA will not give refunds for booth cancellations, including half booths which have no exhibitor to fill the other half.



Electrical Requirements: Electric must be ordered through the Decorator, Vista Convention Services. The order forms are included in a separate packet.

Kitchen Access Requirements: Kitchen Access must be requested on the booth application.

Registration: Badges and meal ticket(s) will be available for pick up at the Exhibitor Registration booth, located outside of the exhibit hall.

Insurance: Exhibitor agrees to provide a certificate of insurance naming NJSNA as an additional insured on their policy, effective through November 30, 2022, when submitting the booth application/contract. This must be received by October 28, 2022 or exhibitor will be subject to cancellation.

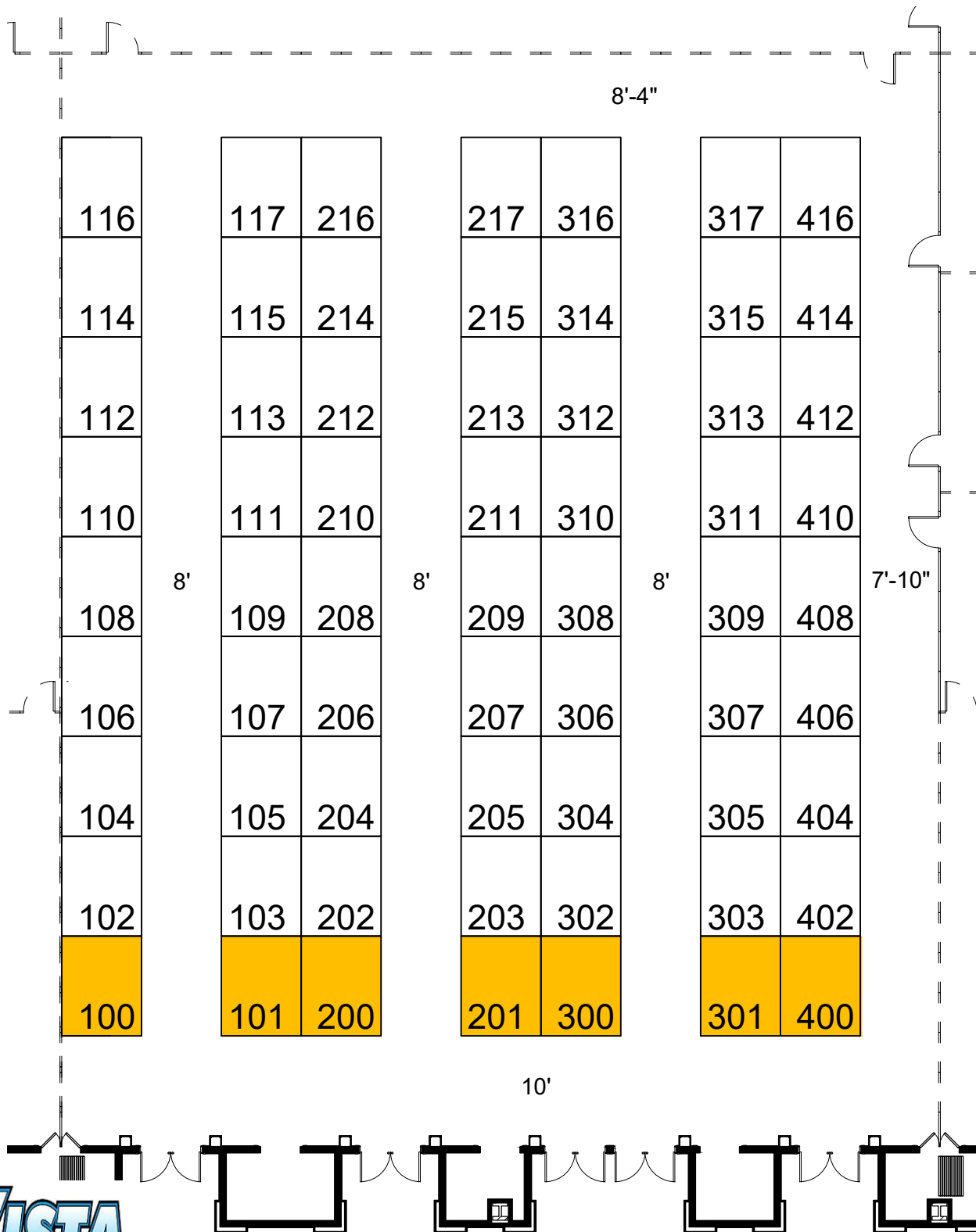


NJ SCHOOL NUTRITION ASSOCIATION

NOVEMBER 10, 2022

Harrah's Waterfront Conference Center

Wildwood Ballroom (Salon 14-17 & 27)



CONVENTION SERVICES

"THE COMPANY WITH VISION"

6575 DELILAH ROAD

PO BOX 3000

PLEASANTVILLE, NJ 08232

PH: 609-485-2421

FAX: 609-485-2392

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

NOTES:
ALL BOOTHS ARE 8' X 10' UNLESS OTHERWISE NOTED
TOTAL = 63

— DENOTES PREMIUM BOOTH LOCATIONS AVAILABLE @ HIGHER RATE

ALL AISLES ARE 10' WIDE UNLESS OTHERWISE NOTED



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER YOUR INSURANCE COMPANY NAME GOES HERE	CONTACT NAME:	
	PHONE (A/C, No, Ext):	FAX (A/C, No):
INSURED YOUR COMPANY NAME GOES HERE	E-MAIL ADDRESS:	
	INSURER(S) AFFORDING COVERAGE	
	NAIC #	
	INSURER A:	
	INSURER B:	
	INSURER C:	
INSURER D:		
INSURER E:		
INSURER F:		

COVERAGES

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY ENDORSEMENTS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXPI (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC			ABCD1245678	10/31/2019		EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS			ABCD1245678	10/31/2019		COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<input checked="" type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input checked="" type="checkbox"/> RETENTION \$			ABCD1245678	10/31/2019		EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000 \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICE/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N <input checked="" type="checkbox"/> N		ABCD1245678	10/31/2019		WC STATUTORY LIMITS E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

CERTIFICATE HOLDER

CANCELLATION

NJSNA
21 Executive Park Drive
Clifton Park, NY 12065

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

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WHAT IS YOUR MARKETING GOAL?

The key to success at any trade show is early and often pre-show promotion of your company's participation. How else will your clients and prospects know where to find you?

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 NJSNA Trade Show exhibitors only.



**Become a
Sponsor!**

LIST OF AVAILABLE SPONSORSHIPS

Lunch & Learn Sponsor

\$4,000 (1 available)

Three (3) complimentary tickets to Friday luncheon. Signage on tables at Friday luncheon. Sponsor may provide speaker of choice for 60-minute presentation.

Keynote Speaker Sponsor

\$2,500 (1 available)

Opportunity to welcome conference attendees and introduce keynote speaker at Thursday general session. Signage on tables. Complimentary conference bag insert.

Conference Bags

\$2,000 (1 available)

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

Name Badge / Lanyards

\$2,000 (1 available)

Customized lanyards with company name given to all conference attendees.

Hotel Room Keycards

\$1,500 (1 available)

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

Thursday Welcome Event Sponsor

\$1,500 (4 available)

One complimentary ticket (per sponsor) to the Thursday Welcome Event. Special signage displayed at the event. One designated poolside cabana for the event (per sponsor).

SOLD

Thursday Entertainment Sponsor

\$1,500 (1 available)

One complimentary ticket to the Thursday Welcome Event. Special signage displayed at the event. One designated poolside cabana for the event.

Breakout Workshop Speaker

\$350 5 (6 available)

Someone from your company may provide a 45-minute workshop on Friday. Content must be approved by NJSNA and meet USDA Professional Standards criteria. Contact Julia Alotta to apply. **Workshops are not guaranteed to be accepted.**

SOLD

Hydration Station

\$750 (1 available)

Company provides customized water bottles for event attendees. Company rep may stay at the station to hand out to attendees on Thursday.

Thursday Welcome Event:

Poolside Cabana

\$500 4 (5 available)

One complimentary ticket and one designated poolside cabana for the Thursday Welcome Event at the Pool.

Conference Bag Insert

\$500 (5 available)

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

SOLD

Networking Break

\$500 (1 available) Company may provide items for attendee refreshment and snack break.

*Do you have an idea for a sponsorship?
Contact Julia Alotta to create your own sponsorship
option that is right for your company!*

HOTEL RESERVATION INFORMATION

NJSNA Annual Conference
Harrah's Resort Atlantic City
777 Harrah's Blvd Atlantic City, NJ 08401
Phone:(609) 441-5000

Single/Double Rooms: Discounted Rate: \$60

The above rates are per guestroom, per night, single or double occupancy. Rates are subject to applicable resort fees and governmental room taxes. Each additional person will be charged at a rate of **\$20.00** per person, per night with a maximum of four (4) persons per guestroom.

A reduced daily resort fee of \$19.00 per room, per night plus the current occupancy room tax will be charged in addition to the room rates set forth above. This fee includes:

- Coffeemakers in each room
- Basic in-room Wifi for two devices per day
- \$5 credit per stay toward self-parking
- All local calls
- Fitness Center Access for 2 per day at each property; no lockers or shower access

RESERVATIONS:

To book your room over the phone:

- Call: 888-516-2215 (8:00am-2:00am EST, 7 days a week)
- Group name: NJSN Statewide Conference & Food Show
- Group code: SH11FS2

All callers will be asked for the group code but can also book by saying *NJSN Statewide Conference

[CLICK HERE](#) to book your room online

DEADLINE: OCTOBER 26, 2022



EXHIBITOR REGISTRATION:

Exhibitor registration is available online through the NJSNA website.

[CLICK HERE TO REGISTER!](#)

Schedule of Events

Thursday, November 10

8am - 2pm	Exhibitor Move-in and setup
12pm - 2pm	General Session
2pm - 5pm	Exhibits Hall
6:30pm	Welcome Event and Party*

Friday, November 11

8:30am - 9:15am	Breakout Workshops
9:30am - 10:15am	Breakout Workshops
10:30 - 11:15am	Breakout Workshops
11:30am - 1pm	Closing General Session and Luncheon*

*Event tickets can be purchased through the online registration process

For questions and/or help getting started contact
Julia Alotta: julia@nyschoolnutrition.org or call
518.446.9061

Annual CONFERENCE BASKET RAFFLE

Friday, November 11, 2022

The New Jersey School Nutrition Association is hosting a **BASKET RAFFLE!**

We would love to have you participate, create a showpiece, or show your pride in New Jersey!

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

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

Please drop off your basket at the registration desk at Harrah's Atlantic City
either Thursday (all day) or Friday morning before 10:00 am.

***The application to donate a basket raffle can be completed online with your booth registration.**

For anyone donating a basket raffle that is not exhibiting or attending the event, please complete the bottom portion of this form, email to the contact below and attach to your basket with a business card!

We look forward to hearing from you!

Thank you for your support!

**All Proceeds will be going towards
2023 SNA Legislative Action Conference (LAC) Registration Awards!**

BASKET RAFFLE REGISTRATION

Name of Chapter/Person(s)/or Company Donating Basket:

Email: _____

Phone Number: _____

Theme or List of Basket Contents:

Submit completed form to Julia Alotta, NJSNA Event Coordinator

MAIL:

NEW JERSEY SCHOOL NUTRITION ASSOCIATION
c/o NYSNA
21 Executive Park Drive
Clifton Park, NY 12065

EMAIL:

Julia@nyschoolnutrition.org