



**New Jersey School Nutrition Association
2023 Exhibitor Prospectus
November 8-10th 2023
Harrah's Resort Atlantic City, NJ**

Deadlines:

**NO BOOTH APPLICATIONS WILL BE
ACCEPTED AFTER OCTOBER 27, 2023**

Exhibit Location:

Harrah's Resort Atlantic City
777 Harrah's Blvd
Atlantic City, NJ 08401

Booth Set-up:

Friday, November 10th

8:00am – 11:00am ONLY

*****Please be mindful you have limited
time to set up your booth*****

Show Hours:

Friday, November 10th
11:00 – 2:00pm

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
(609) 643-0004

**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 27, 2023. 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 October 27, 2023. After that date, NJSNA will not give refunds for booth cancellations, including half booths which have no exhibitor to fill the other half.



Payments: Payment in full must be received fourteen (14) days prior to the show. If payment is not received fourteen (14) days prior, October 27, 2023, you will be notified, and your registration will be canceled.

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.

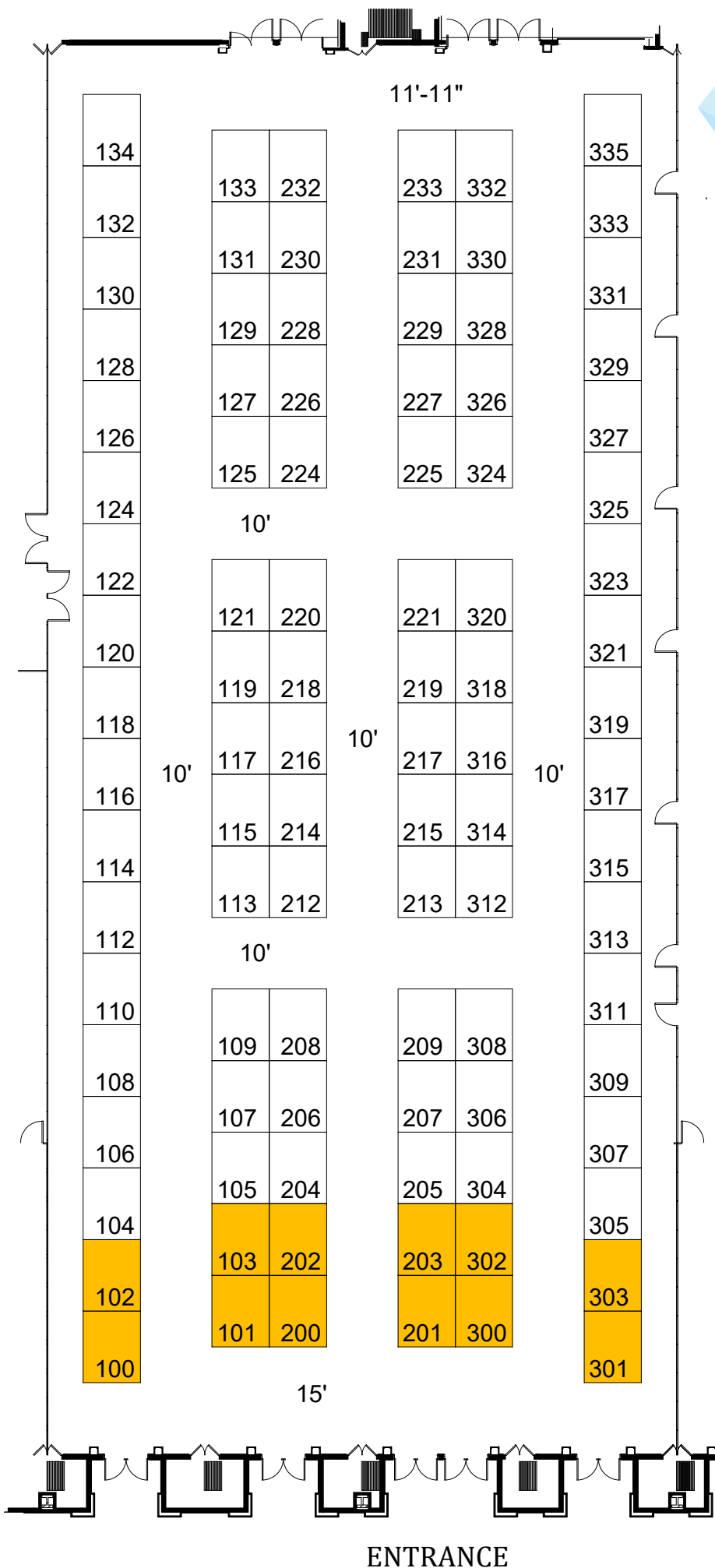
Insurance: Exhibitor agrees to provide a certificate of insurance naming NJSNA as an additional insured on their policy, effective through November 30, 2023, when submitting the booth application/contract. This must be received by October 27, 2023 or exhibitor will be subject to cancellation.



Harrah's Resort & Casino
November 10, 2023

NOTES:

- ALL booths are 8'x10' unless otherwise notes
- There are a total of 96 booths
- Floorplan is subject to change upon fire marshall's approval
- All aisles are 10' wide unless otherwise notes
-  Denotes Premium booth locations available @ higher rate





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 EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC			ABCD1245678	11/30/2023		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	11/30/2023		COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	UMBRELLA LIAB <input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input checked="" type="checkbox"/> RETENTION \$			ABCD1245678	11/30/2023		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	11/30/2023	

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.

Become a Sponsor!

LIST OF AVAILABLE SPONSORSHIPS

SOLD

Key Program Sponsor

\$4,000 (~~1~~ available)

Three (3) complimentary tickets to Thursday luncheon. One (1) breakout session on Thursday. Free Premium booth upgrade. Opportunity to introduce the keynote speaker at the Thursday General Session. Signage on tables at Thursday General Session.

Breakfast After the Bell

\$2,000 (1 available)

Sponsor provides breakfast items to be displayed Thursday morning at General Session. Special signage displayed. Sponsor will be allowed to meet and network with attendees at the BATB.

SOLD

Name Badge / Lanyards

\$2,000 (~~1~~ available)

Customized lanyards with company name given to all conference attendees.

Thursday 60th Anniversary Party Sponsor

\$1,500 (~~5~~ available) 3 remaining

One complimentary ticket (per sponsor) to the Thursday Anniversary Party. Reserved table for dinner. Special signage and recognition at the event.

Thursday 60th Anniversary Party Entertainment Sponsor

\$1,500 (1 available)

One complimentary ticket to the Thursday Anniversary Party. Reserved table for dinner. Special signage and recognition at the event.

Wednesday Welcome Event Sponsor

\$1,000 (1 available)

One (1) complimentary ticket to Wednesday Networking Event. Someone from your company may welcome attendees to event. Special Signage on tables.

Registration Welcome Gift

\$1,000 (1 available)

Someone from your company may hand out a gift of your choice to attendees at conference registration on Thursday and Friday.

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.

Registration Kick Plate

\$500 (2 available)

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

Breakfast After the Bell Cart

\$500 (1 available)

Sponsor provides breakfast cart to be displayed at Thursday General Session. Special signage displayed. Sponsor will be allowed to meet and network with attendees at the BATB setup.

Conference Bag Insert

\$500 (5 available)

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

Networking Break

\$500 (1 available)

Company may provide items for attendees refreshment and snack break

Workshop Support Sponsor

\$350 (unlimited)

Supporting partner for NJSNA's conference programming

Do you have an idea for a sponsorship?

Contact Julia Alotta at julia@nyschoolnutrition.org 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: SH11FS3

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

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

DEADLINE: OCTOBER 9, 2023

For questions and/or help getting started contact
Julia Alotta: julia@nyschoolnutrition.org or call
609-643-0004



EXHIBITOR REGISTRATION:

Exhibitor registration is available online
through the NJSNA website.

[CLICK HERE TO REGISTER!](#)

Schedule of Events

Wednesday, November 8, 2023

- 12:30pm – 4:30pm SNS Exam
- 5:00pm – 7:00pm *Welcome Networking Event:
Trivia & Reception

Thursday, November 9, 2023

- 9:00am – 9:45am Breakout Workshop
- 10:30am – 1:30pm *General Session (keynote & lunch)
- 2:00pm – 2:45pm Breakout Workshop
- 2:30pm – 3:15pm Networking Break
- 3:15pm – 4:00pm Administrative Review Workshops
- 5:30pm – 9:00pm 60th Anniversary Party

Friday, November 10, 2023

- 8:00am – 11:00am Exhibitor Setup
- 8:45 – 9:45am Breakout Workshops
- 10:00 – 11:00am Breakout Workshops
- 11:00 – 2:00pm Exhibit Hall

**Event tickets can be purchased through the online registration process*



Annual CONFERENCE BASKET RAFFLE

Friday, November 10, 2023

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, individuals 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
2024 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 Event Coordinator

MAIL: NEW JERSEY SCHOOL NUTRITION ASSOCIATION
c/o NYSNA
21 Executive Park Drive
Clifton Park, NY 12065
EMAIL: julia@nyschoolnutrition.org