

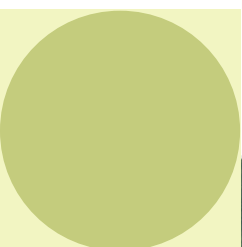
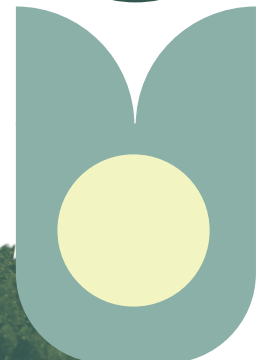
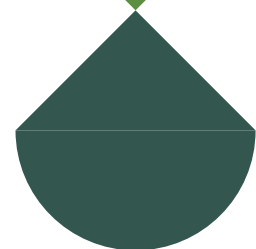
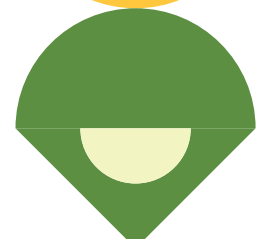
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ANNUAL CONFERENCE

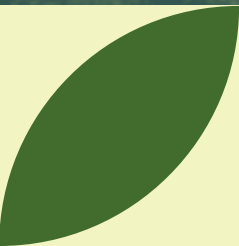
— 2026 —



EXHIBITOR PROSPECTUS



SEEDS FOR SUCCESS: ROOTED IN THE COMMUNITY
ATLANTIC CITY, NJ • NOVEMBER 4 – 6, 2026



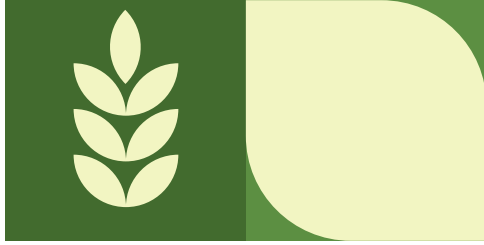
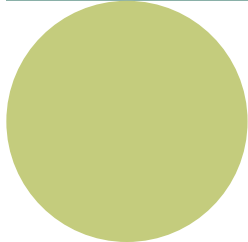
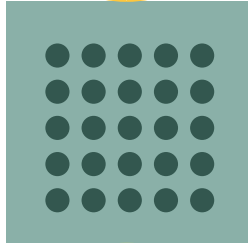
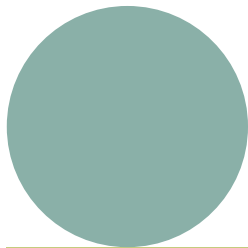
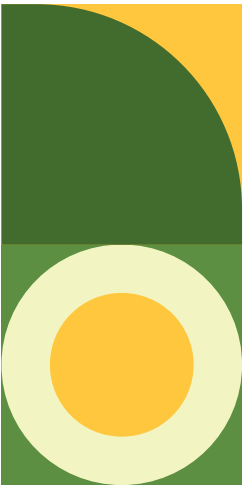


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CONFERENCE SPONSORSHIPS

BECOME A CONFERENCE SPONSOR

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.

LIST OF AVAILABLE SPONSORSHIPS:

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 (2 available)

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

NAME BADGE/LANYARDS

\$2,000 (1 available)

Customized lanyards with company name given to all conference attendees.

THURSDAY PARTY SPONSOR

\$1,500 (2 available)

One complimentary ticket (per sponsor) to the Thursday 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. Sponsor can Host Trivia Game.

CULINARY CLASH SPONSORSHIP

\$750 (6 available)

Provide K-12 food items for the NJSNA cook off session. Act as a vendor judge in deciding who wins the conference cook off (includes taste testing of foods). Logo display on the tables.

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

\$600 (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 sign-up.

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.

PASSPORT GAME

\$100 (1 per booth)

Incentives attendees to stop at your booth, network, and earn a stamp.

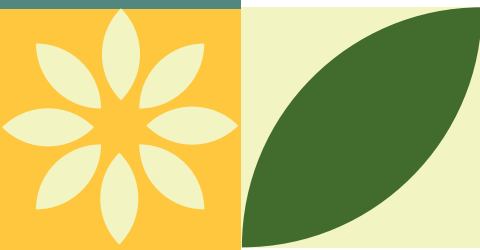
QR CODE

\$500 (1 available)

Company logo is displayed on the back of attendee badges. Logo will be shown on the QR code landing page.



**Do you have an idea for a sponsorship?
Contact Addy Waldie, CMP at
addy@nyschoolnutrition.org to create
your own sponsorship option that is
right for your company!**



SCHEDULE OF EVENTS



Wednesday, November 4, 2026

1:00pm – 5:00pm	Registration Open
2:00pm – 4:45pm	Opening General Session
5:00pm – 7:00pm	Welcome Reception and Trivia*

Thursday, November 5, 2026

9:00am – 11:00am	General Session
11:30am – 12:30pm	Breakout Workshops
12:30pm – 1:30pm	(Lunch)*
1:45pm – 2:45pm	Breakout Workshops
3:00pm – 4:00pm	Breakout Workshops
6:00pm – 8:00pm	Evening Reception*
8:00pm – 10:00pm	Exhibitor Set Up

Friday, November 6, 2026

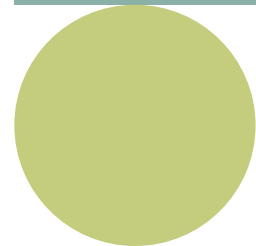
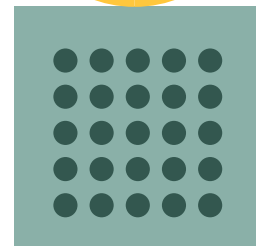
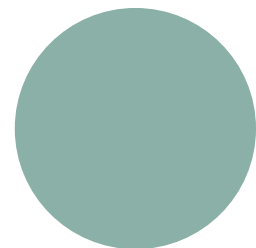
8:00am – 11:00am	Exhibitor Setup
8:30am – 9:45am	Culinary Clash
10:00am – 11:00am	Morning Campfire Solutions
11:00am – 2:00pm	Exhibit Hall

EXHIBITOR REGISTRATION:

Exhibitor registration is available online through the NJSNA website.



[CLICK HERE TO REGISTER](#)



CONFERENCE HIGHLIGHT KEYNOTE SPEAKER

Joe Pettit is not just a speaker – he’s a catalyst for transformation. With a remarkable leadership career spanning over two decades, Joe has become a distinguished figure in leadership development and emotional intelligence. He’s the author of the acclaimed book, “Seeds to Success,” which has touched the lives of thousands with its powerful insights.

Joe’s journey to becoming a sought-after keynote speaker and the founder of New Leaf Leadership was paved with purpose. With more than 20 years of hands-on leadership experience, including over seven years as a school nutrition administrator, he understands leadership in its raw, practical form. At the helm of a team of 100, Joe crafted a leadership development program from the ground up. His innovative approach led to remarkable results, including increased revenue, reduced turnover, and the nurturing of a robust leadership pipeline.

What sets Joe apart is his commitment to real-world application over mere theory. His sessions are not passive lectures, they’re dynamic and activity-based experiences that resonate with his audience. Joe’s audiences walk away with tangible takeaways that can be immediately implemented in their professional and personal lives.

Joe Pettit is an author, keynote speaker, and founder of New Leaf Leadership, a consultancy focused on leadership development and emotional intelligence. With years of experience in school nutrition leadership, Joe has developed a reputation as a sought-after speaker, known for his memorable, impactful content and engaging delivery. Joe is an innovator of personal growth strategies and passionate about empowering leaders to improve communication and teamwork.

A South Carolina native, Joe enjoys spending quality time with his wife, four children, and dog. When he’s not speaking or coaching, you’ll likely find him tending his organic raised bed vegetable garden, cheering on his favorite football team, or enjoying family vacations. To learn more about Joe and his work, visit him at www.joepettitinspires.com or www.newleafleadership.com.

JOE PETTIT

New Leaf Leadership
Author & Keynote Speaker



HOTEL RESERVATION INFORMATION

Reservations:

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 currency 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

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
Group codes: SH11SN6

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

**For questions and/or getting started, contact
Addy Waldie, CMP, CED: addy@nyschoolnutrition.org
or call (609) 643-0004**

Click Here to Book Your Room

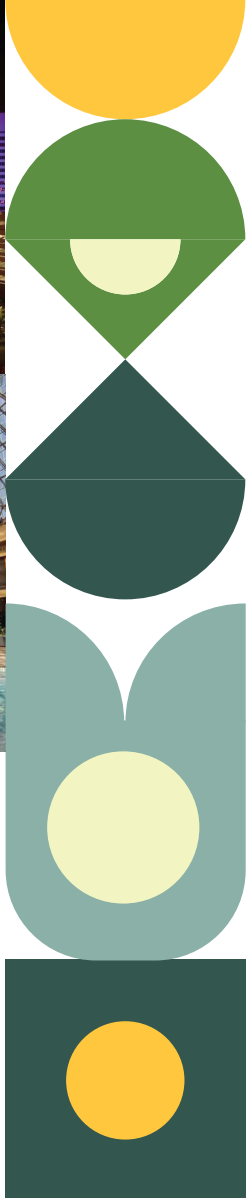
DEADLINE: OCTOBER 7, 2026



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

Harrah's
RESORT
ATLANTIC CITY

We encourage all Industry Partners to book within the official conference hotel block. Staying at our headquarters hotels helps NJSNA meet contractual commitments, supports the overall success of the conference, and helps keep future event costs manageable for everyone. Your support truly makes a difference!



EXHIBITOR BOOTH PACKAGE BENEFITS

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 show

NO BOOTH APPLICATIONS WILL BE ACCEPTED AFTER **OCTOBER 25, 2026**

**CLICK
HERE TO
VIEW THE
NJSNA
MEMBERSHIP
OPTIONS!**

Exhibit Location:
Harrah's Resort Atlantic City
777 Harrah's Blvd
Atlantic City, NJ 08401

Booth Set-up:
Thursday, November 5th
8:00pm-10:00pm
AND Friday, November 6th
8:00am-11:00am

Show Hours:
Friday November 6th
11:00am-2:00pm

NJSNA 2026 Booth Prices

Premium Booth:

(only available to members)

Member Rate

10x8 Booth | \$1,500

Standard Booth:

Member Rate

10x8 Booth | \$1,200

Non-Member Rate

10x8 Booth | \$1,600

Please Note:

***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 can be found on the NJSNA Website.

Contact Information:

Official Decorator

Brian Schoeffel

Vista Convention Services

6575 Delilah Road, PO Box 3000, Pleasantville, NJ, 08232
(609) 485-2421 | www.vistacs.com

NJSNA Events Manager

Addy Waldie, CMP, CED

21 Executive Park Drive, Clifton Park, NY 12065
(609) 643-0004 | addy@nyschoolnutrition.org



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 NJSNA NQ for more information.

TERMS & CONDITIONS

NJSNA CONFERENCE EXHIBIT SPACE AGREEMENT

Booth Construction & Show Services:

Standard booths are limited to 8' 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 HQ Staff 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 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 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.

TERMS & CONDITIONS



NJSNA CONFERENCE EXHIBIT SPACE AGREEMENT (continued)

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 25, 2026. 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 21, 2026. 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 24, 2026, 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, 2026, when submitting the booth application/contract. This must be received by October 21, 2026 or exhibitor will be subject to cancellation.

