



# SNA of Ohio 2021 School Nutrition Expo & Education Event

## EVENT FORMAT?

**New this year!** The 2021 SNA of Ohio Expo & Education event will include morning sessions that our industry partners are encouraged to attend! There will be a focus on highlighting the important relationship between school and industry members, so please plan to attend sessions AND to exhibit that afternoon! *Please note that the Expo will be held at the Convention Center and education sessions will be held at the Hyatt Regency (connected to the convention center).*

## WHO ARE THE ATTENDEES?

Along with our valued industry partners, attendees will span from school district directors managing multiple schools/districts to kitchen staff who are experts in using the products and services on a day-to-day basis.

## WHY EXHIBIT?

- You will be face to face with key decision makers in school nutrition.
- You will have the opportunity to demonstrate your product first-hand.
- You will contribute to the educational process for child nutrition professionals in Ohio.
- Please note that the Expo serves as the lunch for the event to encourage food tastings from attendees for our food vendors.

## WHY ATTEND?

Other than the opportunity to gather **IN-PERSON** again to gain knowledge and network with colleagues from around the state, you will experience and learn about new products, equipment, and services available to school nutrition personnel! All personnel are invited to attend, but Directors and Managers, you will not want to miss this event! The event is structured for morning education (including an interactive session with school and industry participants) and the afternoon School Nutrition Expo.

## Exhibitor Information

**Expo Date/Time: April 16, 2021, 1:00-3:30 p.m.**

**Location: Greater Columbus Convention Center & Hyatt Regency – Columbus, Ohio**

**Booth Reservations: This online system is the only method for reserving your booth.** You may reserve your booth(s) at [https://snaohio.org/forms/2021exhibitorapp\\_expoed](https://snaohio.org/forms/2021exhibitorapp_expoed). (If you are represented by a broker but will be reserving your own booth individually, please confirm with your broker before submitting your form to avoid duplicate reservations.)

If you ARE a broker reserving multiple booths for various clients that need to be placed together, please note the rate information included in this document, and please include specific billing instructions in your online form as requested. Brokers - in order to ensure booth space together, we suggest reserving ALL of your potential booths soon and choosing check payment. You will then have until March 31st to cancel and make final payments.

If you wish to join SNA of Ohio for 2020-2021 to receive the member rate to exhibit, please join by visiting <http://www.snaohio.org/index.php?page=29> prior to submitting your online exhibit form. (The membership year is August 1, 2020-July 31, 2021 and memberships are not discounted or pro-rated.)

*Please note that you will receive an email with the link to the Fern Service packet after you complete your online exhibitor application.*

## **Exhibit Booth Rates**

*Please note the exhibit booth reservation deadline of March 15, 2021. Payment in full is due no later than March 31, 2021.*

- Platinum Members - First booth - no charge, \$550 each for up to two additional booths (all booths must be for the specific company's use and must be in the member company's name).
- Gold Members - First booth - no charge, \$650 each for up to two additional booths (both booths must be in the member company's name).
- Silver Members - \$750 per booth – up to two booths maximum (both booths must be in the member company's name).
- Non Members - \$1500 per booth

## **Conference Program Advertisements**

Exhibitors may choose to advertise in the Expo & Education event program. Camera-ready black and white art (in an electronic format) must be received by the SNA OF OHIO office no later than March 1, 2021 – email to Anum Riaz at [anum@assnoffices.com](mailto:anum@assnoffices.com) after you order on your exhibitor form. Full page ads are 4.75" wide by 7.375" height. Half page ads are 4.75" wide by 3.625" height. JPG in 300 dpi (hi res) format is recommended, but hi res PDF, EPS, or TIF files are also accepted.

- Member Rates: \$250 full page, \$125 half page
- Non-Member Rates: \$500 full page, \$250 half page

## **Exhibitor Specifications and Conditions**

### **Please remember:**

- You may be the only person receiving this information at your company. Your company's success at this show depends on the correct person receiving this information. Please pass it along to the correct individual if you are not the person handling trade shows for your company.

### **Important Dates**

**March 1, 2021**...deadline for Expo & Education program advertisements.

**March 15, 2021**...deadline for booth reservations.

**March 25, 2021**...deadline for sleeping room reservations at the Hyatt Regency Columbus (connected to the convention center)

**March 31, 2021**...deadline for payment in full and booth cancellation requests.

**April 1, 2021**...booth assignments finalized by SNA of Ohio office.

**April 2, 2021**...deadline for all orders to the Convention Center and for all orders to Fern.

**April 15, 2021**...Pre-Expo day booth set up option.

**April 16, 2021**...**School Nutrition Expo Day!**

### Booth Specifications

Booth fee includes: Up to three representatives for your booth, one 8' high flame proofed back and side rail drape, one 7" x 44" identification sign with company name and booth number, two 8' x 2' x 30" tables with white vinyl cover and skirting on three sides, one waste basket. All booth sizes are 10' deep X 10' wide.

**You may register up to three representatives per booth for the Expo only. Your booth reservation one registration per booth to the morning sessions, and additional attendees for the a.m. sessions may be purchased at the rate of \$49 per person. The full schedule for the entire day (to include a detailed morning schedule) will be released in early 2021.**

### Timeline:

- Thursday, April 15, 2021 – 1:00 – 4:00 p.m. – Exhibitor Move In
- Friday, April 16, 2021 – 7:00-10:00 a.m. Exhibitor move in
- Friday, April 16, 2021 Approx. 8:30 a.m. – 12:45 p.m. – Education/Interactive sessions for school and industry registrants (detailed schedule to be released in early 2021).
- Friday, April 16, 2021 – 1:00-3:30 p.m. – School Nutrition Expo
- Friday, April 16, 2021 – 3:30-5:00 p.m. – Exhibitor Move Out

SNA of Ohio will place exhibitor packets, including one mask per booth, on the booths before move in, but an SNA of Ohio staff booth will be located in the exhibit hall (near the Fern booth), should you have onsite questions/requests. **Please note that booths should remain up until the end of the Expo – 3:30 p.m. on April 16, 2021. You are encouraged to set up on April 15<sup>th</sup> if possible so that you can enjoy the morning interactive sessions on April 16<sup>th</sup>.**

### Space Assignment

You may indicate on your form your booth placement preferences, and requests are first come, first served. Booth assignments will be confirmed no later than April 1, 2021. You will receive a confirmation email with your final booth assignment by this date. Please be sure to include on your exhibit form other vendors that you wish to be placed near/not near. You may view the Expo floor plan by [clicking here](#).

### Exhibit Decoration/Theme/Colors

The colors will be red and white. SNA OF OHIO will be using *Fern Expo* as the official decorator of the show. After your booth selection is confirmed, you will receive an email from them as well. You may also visit the Fern website at [www.fernexpo.com](http://www.fernexpo.com) to obtain an exhibitor packet.

### Additional Information/Equipment/Services

- **All Expo booth food provided to attendees must be pre-packaged and sealed, and Expo attendees must be seated to consume it.** There will be seating throughout the convention center for this purpose. Exhibitors are welcomed to be seated with attendees at tables in the convention center if feasible for them. Please note that all seating tables will have disposable utensil/napkin packets, sanitizing wipes, and hand sanitizer.
- Vendors serving food are encouraged to wear gloves.

- If you will be providing food at your booth, please refer to the required Sampling Authorization form in your Fern service packet or visit the link below to download it. **This form MUST be reviewed and completed by every vendor providing food.** [Click here to view form](#)
- SNA of Ohio will provide bags for all attendees. The bags are to assist attendees with carrying food items if necessary, but you are also welcomed to provide marketing materials and other promotional giveaways at your booth, if you wish.
- Masks are required and must be worn by all ALL (exhibitors and attendees). Masks may be removed when seated at the round tables in the exhibit hall provided for food consumption.
- 6' social distancing guidelines are required.
- Expo aisles will be one-way, per current restrictions, so please be sure to note signage onsite in regard to this.
- Breath/Sneeze guards at each booth as an additional precaution are recommended (not required) and are available at an additional charge from Fern (see the Fern exhibitor packet for details).
- CDC recommended guidelines for COVID social distancing/protection may be found at <https://www.cdc.gov/coronavirus/2019-ncov/index.html>.
- An exhibitor order guide will be included in your Fern service packet with additional information and available services that you may order from both Fern and the convention center – including electricity, ice, warming space, and other convention center services. Please note that there is no prep/kitchen space in the actual exhibit hall, but you may discuss arrangements to utilize the convention center kitchen space for prep, storage, and freezer space. Offset food prep is encourage if possible. Please refer to [Sampling form](#).
- Shipping information will be included in your Fern service packet. All shipping will be handled through Fern. No items may be shipped directly to the Greater Columbus Convention Center.
- Loading/Unloading for exhibitors – Vendors may use the dock at the rear of the convention center for loading/unloading and may use personnel door next to dock #6 for reentry to Exhibit Hall A after parking (see parking information below). Any trucks/over-sized vehicles should unload/load the most distant area of the back lot. Please review the Exhibitor Notice in your Fern Service Packet for additional information.
- The Greater Columbus Convention Center will handle the disposal of all regular and bulk trash cans that are placed throughout the facility.
- Ovens/Food Warming/Steam equipment - You are permitted to provide your own warming oven, steam oven, heating lamp, and/or chafers with sternos in your booth space. You must order the appropriate electricity and supply a fire extinguisher at your booth. Also, you must notify the convention center on the [sampling form](#) of any of these items in your booth, as the fire marshal must be notified. Please note that cooking/warming equipment must be placed at the back of the booth, away from attendees.

### Hotel Accommodations

For your convenience, hotel rooms are available via the SNA of Ohio block at the Hyatt Regency Columbus (connected to the Greater Columbus Convention Center) for the nights of April 15 & 16, 2021. The discount rate is \$169 per night.

To reserve, visit <https://www.hyatt.com/en-US/group-booking/CMHRC/G-SN21> by March 25th.

### Parking Options

Currently there is no valet parking option at the hotel. The parking garage located on Chestnut street (connected via skywalk to the Hyatt) is the best option for hotel parking. Current parking rates are \$20 overnight or by the hour with a \$12 max should someone drive in for the day.

For additional day guest parking options near the convention center, visit <https://columbusconventions.com/park/parking-availability/> for details, availability, and advance purchase options.

### By applying to exhibit with the SNA of Ohio, the following is understood:

- Guidelines/restrictions detailed above are current. SNA of Ohio will update you as an exhibitor with any/all changes to CDC guidelines and other regulations as they occur.
- Your company is required to hold a certificate of liability which would cover any damage caused at this expo. Certificates should be kept onsite at each booth and be available upon request.
- SNA of Ohio, Greater Columbus Convention Center, and Fern Exposition do not assume responsibility for damage or loss of any kind.
- SNA of Ohio staff does not have the resources to provide any exhibitor with additional booth needs such as water, electricity, furniture, etc. SNA of Ohio is not responsible for any of these costs.
- Cancellations with full refund are available through March 31<sup>st</sup>. Email your request to [anum@assnoffices.com](mailto:anum@assnoffices.com). No-shows with payment pending are responsible for full payment.
- ***April 2021 SNA of Ohio Expo & Education Event - Assumption of the Risk and Waiver of Liability Relating to Coronavirus/COVID-19***

***The novel coronavirus, COVID-19, has been declared a worldwide pandemic by the World Health Organization. COVID-19 is extremely contagious and is believed to spread mainly from person-to-person contact. As a result, federal, state, and local governments and federal and state health agencies recommend social distancing and have, in many locations, prohibited the congregation of groups of people.***

***SNA of Ohio, working with the event facilities, has put in place preventative measures to reduce the spread of COVID-19 and will follow current Department of Health guidelines in regard to this event. ALL safety protocols and guidelines as determined by the CDC will be followed.***

***By registering to attend and/or exhibit at this event, you acknowledge the contagious nature of COVID-19 and voluntarily assume the risk that you may be exposed to or infected by COVID-19 by attending the 2021 SNA of Ohio Expo & Education event. You hereby release, covenant not to sue, discharge, and hold harmless SNA of Ohio, its employees, agents, and representatives, of and from the Claims, including all liabilities, claims, actions, damages, costs or expenses of any kind arising out of or relating thereto. You understand and agree that this release includes any Claims based on the actions, omissions, or negligence of SNA of Ohio, its employees, agents, and representatives, whether a COVID-19 infection occurs before, during, or after participation in the 2021 Expo & Education event.***