SNA of Ohio 2017 School Nutrition Expo

*held in conjunction with the SNA of Ohio Annual Conference*

**WHAT IS THE SNA OF OHIO CONFERENCE?**
Annually, SNA of Ohio brings together hundreds of child nutrition professionals for its Annual State Conference. It is the largest meeting of its kind in the state of Ohio for the child nutrition industry.

**WHO ARE THE ATTENDEES?**
From directors managing multiple schools/districts to kitchen staff who are experts in using the products and services on a day-to-day basis, each person you will meet has an influence in the decision to purchase food, equipment, technology and services.

**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.

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**Exhibitor Information**

**Show Date/Time:** June 15, 2017, 12:00-4:00 p.m. (Please note that the first hour of the show is exclusive to Directors and Managers-only attendees.)

**Location:** Huntington Convention Center of Cleveland, Exhibit Hall A - 300 Lakeside Avenue, Cleveland, OH 44113

**Booth Reservations** (this online system is the only method for reserving your booth).

- **If you are NOT a broker**, please reserve your booth(s) at [https://snao.formstack.com/forms/snaofohioexhibitapplication_2017](https://snao.formstack.com/forms/snaofohioexhibitapplication_2017). (If you are represented by a broker but will be reserving your own booth, 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 follow procedures at [https://www.snaohio.org/index.php?page=10](https://www.snaohio.org/index.php?page=10).

If you wish to join SNA of Ohio to receive the member rate, please join by visiting [http://www.snaohio.org/index.php?page=29](http://www.snaohio.org/index.php?page=29) prior to submitting your online exhibit form.

*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 May 5, 2017.*

- Platinum Members - First booth - no charge, $500 for each additional booth
- Gold Members - First booth - no charge, $600 for each additional booth
- Silver Members - $700 per booth
- Non Members - $1250 per booth
- First Time Exhibitor *(One-time discount if you have never exhibited at our show.)* - $500 per booth  (one booth only)

**Conference Program Advertisements**

Exhibitors may choose to advertise in the conference program. Camera-ready black and white art (in an electronic format) must be received by the SNA OF OHIO office no later than May 1, 2017 – email to Jessica Ballard at jessica@assnoffices.com after you order on your exhibitor form. Please note that Platinum Members receive a complimentary full page ad, but you must select this option on your exhibit 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: $350 full page, $175 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**

*May 5, 2017…*deadline for booth online reservations, advertisements, program information, and booth cancellation refund requests.

*May 13, 2017…*deadline for sleeping room reservations at the Westin Cleveland

*June 2, 2017…*deadline for booth payments (must be received in the SNA of Ohio office by this date)

*June 2, 2017…*deadline and for all orders to Fern and the Convention Center.

*June 15, 2017…*School Nutrition Expo Day!
**Booth Specifications**
The fee includes: one 3’ high background drape, one 3’ high side rail drape, one identification sign with company name and booth number, one 8’ long skirted table, one black folding chair, one waste basket. All booth sizes are 10’ deep X 10’ wide.

**Exhibit Set Up**
1:00 – 5:00 p.m. on Wednesday, June 14, 2017. Additional set –up/move in can take place the morning of the show from 8:00-10:00 a.m. SNA staff will be available during these times only. ALL exhibitors will register/check in at the convention center, Exhibit Hall A. **Please note that booths should remain up until the end of the Expo - 4:00 p.m. on Thursday, June 15th.**

**Additional Information/Equipment/Services**

- An exhibitor order guide will be included in your Fern service packet with available services that you may order from the convention center.

- Electricity must be arranged through Edlen at the convention center – see the Fern service packet for more information and your form to order.

- A prep area (St. Clair Market space) will be provided inside the exhibit hall that will include tables for prep, water, and trash disposal. This prep area is self-service and no sign ups are required. Space is first come, first served.

- If you will be providing food at your booth, please refer to the required Sampling Authorization form - in your Fern service packet.

- You may order ice from the convention center – see the form in your Fern service packet.

- Kitchen Access at the Convention Center will be available Thursday, June 15th from 8:30-3:00 for freezer space only. Space must be pre-scheduled and is based on availability – see the form in your Fern service packet. There is be an additional cost for freezer space, based on individual needs. Please note that the kitchen is not close in vicinity to the exhibit hall, and you must bring your own 2-wheeled cart to transport your items from the kitchen to your booth.

- Parking – Public parking options are available near the convention center. Please refer to the parking map in your Fern service packet. If you have an oversized vehicle, you may arrange parking with the Cleveland Municipal parking lot at 216-644-2711. Please note that discounted parking is available at the conference host hotel, the Westin Cleveland Downtown, with hotel room reservations at that location.

- Loading/Unloading – The Huntington Convention Center of Cleveland is a union facility - please refer to your Fern service packet for information regarding loading/unloading.

- Shipping information will be included in your Fern service packet.
• The Convention Center will handle the disposal of all regular and bulk trash during load in/load out. Vendors should place all trash or recyclable items in front of their booth so that convention center staff can clearly identify items that need to be disposed. During the event the convention center will maintain all Convention Center owned trash cans that are placed throughout the exhibit hall floor. Please be aware that exhibitors are responsible for providing their own trash cans within their booths (one waste basket is provided from Fern). Should booth trash cans need emptied throughout the duration of the show, exhibitors may purchase this service via the convention center services ordering guide.

• Ovens
  • You may reserve on your online exhibitor application access to oven space in the exhibit hall at the rate of $100 for unlimited access on Thursday, June 15th from 8:00-4:00. A booth will be designated for shared access for those who register for space. The booth will contain one Rational Self Cooking Center and one Imperial Convection Oven. Please note that you must provide your own sheet pans and oven gloves, as well as a cart to transport your items to your booth if needed.
  • You are permitted to provide your own oven in your booth space. Be sure to arrange for additional electricity required on the electric form in your Fern service packet.

  • If you will be cooking/warming food in your booth, you must provide your own fire extinguisher. Also, please note that cooking/warming equipment must be placed at the back of the booth, away from attendees. (No additional flooring is required for booths serving/preparing food.)

**Space Assignment**
You may indicate on your form your booth placement preferences. Booth assignments will be confirmed no later than May 19, 2017. 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.

**Exhibit Decoration/Theme/Colors**
The theme of this year’s conference is: “Be the Change: Keep Calm and Feed On.” 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 can also visit their website at www.fernexpo.com to obtain an exhibitor packet.

**Hotel Reservations/Parking**
A discounted room block for the nights of June 12, 13, 14 & 15 is available at the Westin Cleveland Downtown at the rate of $155 per night. To reserve, visit https://www.starwoodmeeting.com/Book/SNA2017 or call 888-627-8085 by May 13th. When calling, be sure to reference SNA or School Nutrition Association to receive the discounted rate. (Please be sure to reserve early. Along with a possible Cleveland Cavaliers home playoff series, the Cleveland Indians have a home series the week of the conference. Downtown Cleveland hotel rooms are expected to be at capacity.)

Valet parking at the hotel is available at the discounted rate of $25 per night. For additional parking options, visit http://parking.downtowncleveland.com/ or contact the Westin for assistance.
By applying to exhibit with the SNA of Ohio, the following is understood:

- Your company is required to hold a certificate of liability which would cover any damage caused at this exhibit show, including damage to carpet. Certificates should be kept onsite at each booth. A sample from the Convention Center for your certificate information is included in your Fern service packet.

- Neither SNA OF OHIO, nor Fern Exposition assumes 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. The SNA OF OHIO is not responsible for any of these costs.