



# SNA of Ohio 2018 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.

## 2018 Broker Procedures for Exhibit Booth Reservations

**Expo Date/Time:** June 7, 2018 - 1:00-3:30 p.m.

**Location:** Sharonville Convention Center, 11355 Chester Road, Sharonville, OH 45246

Broker organizations who need to reserve multiple booths together, please email our office at [jessica@assnoffices.com](mailto:jessica@assnoffices.com) as soon as possible to receive booth assignments together (we recommend by April 3<sup>rd</sup> for the best opportunity to have booths together.)

Please email the following information:

- Broker Contact Name
- Broker Company

- **Broker Email**
- **Broker Phone #**
- **The MAXIMUM number of booths you will need - so that booth assignments together may be made as soon as possible. (Please factor in any sharing of booths in your final number of booths needed for accuracy in assigning booth sections.)**
- **Payment preference: Do you wish to receive one combined invoice for ALL booths, an invoice for each company, or an invoice for each booth?**
- **Preferred booth area (please list three options of booth areas in order of preference)**

Our office will contact you with your booth assignments and a link to an online form link that you will need to complete for each booth by April 26<sup>th</sup>. (Please don't complete until closer to April 26<sup>th</sup> if you feel that your number of booths needed will change before then. And, please contact our office at [jessica@assnoffices.com](mailto:jessica@assnoffices.com) to finalize any changes.) You will receive an invoice(s) after these forms are completed, and payment for all booths is due by May 24<sup>th</sup>. You must complete an online form by April 26<sup>th</sup> for ALL booths that you have held. Booths with no completed form will be removed from your reservation on April 27<sup>th</sup>.

Please note that each booth cost/rate follows the organization's SNA of Ohio Industry Member rate who occupies the booth. If booths are shared, both organizations in the booth must be members to receive the member rate; otherwise, the non-member rate applies. If the broker is a member and will not have a booth in their broker company name, they may assign their company booth to a client, as well as their member rate for two additional booths in their company name.

**New this year!** Marketing booths are a first attempt to try a new take on the “food show or expo.” We will still offer the typical food show booth but we will also offer a limited number of marketing booths (22 available to current Platinum members only, first come, first served – one per platinum member maximum).

The marketing booth fee of \$200 fee includes: one representative for your booth, one 8' high background drape and one 8' high side rail drape. All booth sizes are 8' deep X 10' wide. Please note that these booths are empty booths.

Marketing booths area an extension of the expo. The marketing booth area (Rooms 202, 203, 204) is directly next to the main exhibit hall. These booths are to be informational in nature and not “sales” related. That is to say that no food or samples are to be given out (no exceptions). This booth can be used how the manufacturer/ broker or representative feels necessary. Suggestions would be: culinary demonstration, marketing session, value added services, product videos, one-on-one discussions or recipe ideas. The booth is a blank slate. You may set up equipment (TV's, laptops, etc.) to enhance the marketing experience – or you may rent soft furnishings to portray a more relaxed discussion setting, for example.

Ideally the booth would be staffed by a specialist. Most (not all) of the people visiting will be Directors. These are typically people who are not using the expo to buy products but may browse the booths. Please make the booth as engaging as possible in order to attract and keep interest in the area. If this is successful, more booths will be added next year.

Please note that the timelines for visiting these booths is the same timeline as the Expo – June 7, 2018 from 1:00-3:30 p.m.

**You may register up to four representatives per expo or marketing booth for the Expo only. Conference sessions and events are not included with your Expo and/or Marketing booth fee. You may register for**

conference events separately at [www.snaohio.org](http://www.snaohio.org) (conference page, industry registration form). You may also view the full conference schedule on this website page.

If you are a current platinum member and would like to reserve a marketing only booth (no food/samples, these booths are display only) at the rate of \$200 (instead of or in addition to your Expo booth), please reserve your marketing booth at [https://snao.formstack.com/forms/2018\\_marketing\\_booth](https://snao.formstack.com/forms/2018_marketing_booth). Please note that there are a limited number of marketing only booths, and reservations from current platinum members will be accepted on a first come, first served basis. See the exhibit rates and information sheet at [http://www.snaohio.org/content/documents/Exhibitor\\_Rates\\_and\\_Information\\_2018.pdf](http://www.snaohio.org/content/documents/Exhibitor_Rates_and_Information_2018.pdf) for full details. (Please note that marketing booths may not be reserved as a platinum member complimentary booth).

If you or your client organizations wish to join SNA of Ohio to receive the member rate, please join for the 2017-18 year by visiting [www.snaohio.org](http://www.snaohio.org) (industry page) prior to submitting your online exhibit form. Please note that memberships are fiscal year (August 1, 2017-July 31, 2018) and are not discounted or pro-rated.

For the exhibitor rates and information sheet, please visit <http://www.snaohio.org/index.php?page=10>. This page also includes the exhibit hall floor plan, as well as important information in regard to set up, exhibit hall/decorator services, hotel reservation information.

You may register to attend conference events via the industry member online registration form at <https://snao.formstack.com/forms/2018confregindustry>. Please note that Platinum members receive two complimentary registrations to the conference, but all exhibitors are welcomed to register. The full conference schedule and registration information will be posted on our website conference page at <http://www.snaohio.org/index.php?page=17> by mid-March.