



2021 NYSNA ANNUAL CONFERENCE REGIONAL EXHIBIT SHOWS

**FROM THE SHOW FLOOR PARTICIPANTS WILL
RECEIVE A 20% DISCOUNT FOR TABLES AT THE
REGIONAL EXHIBIT SHOWS!**

EXHIBIT LOCATIONS:

→ **ROCHESTER** — October 27, 2021

DoubleTree Inn Rochester
1111 Jefferson Road
Rochester, NY 14623

Room Block Room Rate: \$110/night
Cut-off Date: October 13, 2021
Call 1-800-774-1500

→ **SARATOGA** — October 28, 2021

The Saratoga Springs City Center
522 Broadway
Saratoga Springs, NY 12866

*NYSNA has a room block at the:
Embassy Suites Saratoga Springs
86 Congress Street, Saratoga Springs, NY 12866
Room Block Room Rate: \$149/night
Cut-off Date: September 27, 2021
[CLICK HERE TO MAKE A RESERVATION](#)

→ **LONG ISLAND** — November 3, 2021

Hilton Long Island / Huntington
598 Broad Hollow Road
Melville, NY 11747

Room Block Room Rate: \$139/night
Cut-off Date: October 4, 2021
Call 1-800-445-8667; mention NYSNA event

SPACE IS LIMITED!

When a show is sold out, reservations will no longer be accepted.



DEADLINES:

→ **SUBMISSIONS FOR TABLE APPLICATIONS:**

Rochester: October 22, 2021
Saratoga: October 22, 2021
Long Island: October 29, 2021

→ **SUBMISSIONS & CANCELLATIONS FOR ELECTRIC:**

OCTOBER 22, 2021

EXHIBIT TIMES:

ROCHESTER — 12:00 - 3:15pm

SARATOGA — 12:00 - 3:15pm

LONG ISLAND — 11:00-2:45pm

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NYSNA Event Coordinator

Alyssa Molinari
21 Executive Park Drive, Clifton Park, NY
12065 518-446-9061
alyssa@nyschoolnutrition.org

Terms and Conditions

1. **Table Assignments:** The final table assignments remain the right of NYSNA. Exhibitors will be notified of their assignments by email no more than one week prior to each show. **No assignment of space will be made or held unless full payment accompanies the signed application and contract.**
2. **Half Tables:** Half tables are **NOT** available for this event.
3. **Brokers/Distributors:** NYSNA does not offer broker tables. Tables will be grouped with broker/distributor unless otherwise stated.
4. **Use of Space:** There will be one exhibitor per table. Exhibitors are not permitted to sublet or divide space or display any items of any non-exhibitor. Noncompliance will result in exclusion from future shows. Distributing of advertising is limited to the table assigned to the exhibitor. **Additional tables or "back tables" will not be available onsite. Please feel free to bring your own, but keep in mind space is limited.**
5. **Limitation of Liability:** It is agreed that the exhibitors will assume responsibility for any damage to host property by their exhibits. The exhibitors further agree to make no claims for any reason whatsoever, including negligence, against the New York School Nutrition Association or the host property 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 York School Nutrition Association and the host property which may render any exhibit area unusable nor for failure to hold the event scheduled. Organizer makes no warranties regarding the number of persons who will attend this event. Any action arising out of this agreement or the Event shall be brought in Albany, NY. Organizer shall be entitled to recover reasonable attorneys' fees and costs in any action to enforce this Agreement.
6. **General Show Policy:** As a matter of general policy, NYSNA 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, NYSNA 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.
7. **Commodity Products:** Each processor will need to label each commodity item displayed on the table with the correct code number so the Directors are easily able to distinguish the items they would like to order. Please prepare your processed items using raw product most similar to the government commodity provided to you through diversion (i.e. having the same percentage of fat, sodium, etc.). Please plan to prepare cooked products for sampling - This event is all about tasting prepared products. Please be sure to read the special instructions for certain locations.
8. **Cancellation Policy:** There will be a \$100 processing fee for all refund requests for cancelled booths submitted **in writing on or before October 1, 2021. After that date, NYSNA will not give refunds for table cancellations (including electric).**
9. **Acceptance:** Upon acceptance of the table application and contract herein provided by the New York School Nutrition Association and receipt of payment by NYSNA, there shall be a legally binding contract between the Exhibitor and NYSNA. 20% discount for exhibitors participating in FTSF will be applied after approval by NYSNA. 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 and contract.**
10. **Electric:** Electric must be requested/purchased on the electric request form prior to each event. Electric cannot be ordered on site. *Please be mindful of ALL your electric needs including personal items (cell phones, laptops, etc.).* Exhibitor **must** bring own extension cords and power strips - the host properties will charge for borrowed A/V equipment. Electric request forms can be submitted to NYSNA up until October 22, 2021.
11. **Kitchen:** In order to obtain access to the kitchen, the box must be checked on the application/contract form. You are responsible for bringing your own supplies and equipment. *Please clean up after yourself in the kitchen.* To keep food warm, we encourage you to bring sternos and chafing dishes, as you may not be able to use heat lamps in all locations.
12. **Registration Lists:** Attendee registration lists will be sent to all exhibitors no more than one week prior to the event. We will also provide a final registration list to exhibitors after the show. *Registration list will be sent to the email address noted as the contact person on the form.*
13. **Event Layout:** NYSNA reserves the right to adjust event format and schedule as needed due to changes in COVID-19 regulations and restrictions. NYSNA will continue to be transparent and provide vendors with updates and changes leading up to the in-person filming portion of the event.
14. **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.
15. **Badges:** Admission will be by NYSNA badge ONLY. Badge must be worn for entire length of show. Two (2) complimentary badges will be issued to each booth. If additional badges are required, the fee for each badge is \$25. Changes to badges can be submitted to NYSNA up until October 18, 2021. **After that date, onsite reprints will be \$25 per badge -- must be paid onsite at that time.** The amount of badges available per table are subject to change due to COVID-19. ALL exhibitors must check in at registration before accessing the exhibit hall. **NYSNA policy prohibits attendance at the exhibits by any non-exhibiting industry representatives. Vendors cannot give away their badge to any other person, even those within the same company.**



2021 NYSNA Annual Conference – Application & Contract for Exhibit Table(s)

It is understood that this application is a binding contract upon acceptance by NYSNA, and incorporated into this contract are the terms, conditions, rules and regulations contained herein.

EXHIBITOR DATA:

Company: _____
 (Will appear on table sign and name badge)

Membership # _____
 (Must be current through November 30, 2021 to qualify for the member rate)

Company Contact Person: _____

Address: _____

Email: _____

Phone: _____

Onsite Contact Person: _____

Email: _____

Phone: _____

I have a product that qualifies for the **NY Incentive program**
 (complete attached form)

I am a **Commodity Processor** (complete attached form)

I need ice - (MUST be pre-ordered)

I need refrigeration space

I need access to the **kitchen**

What equipment do you need in the kitchen?

What will you be cooking in the kitchen?

Description of products or services to be displayed:

Broker(s): _____

If possible, place me next to: _____

Please do NOT place me next to: _____

AUTHORIZATION:

Agreement must be signed in order to apply for exhibit table
 I have read and agree to the terms and conditions. I am agreeing to pay the total due above by the payment method I have selected.

Name (Please print): _____

Title: _____

Signature: _____

Date: _____

TABLE PRICES:

		Per Table	#	
Rochester (Oct. 27)	Member	\$400	x _____	= _____
	Non-Member	\$650	x _____	= _____
Saratoga (Oct. 28)	Member	\$400	x _____	= _____
	Non-Member	\$650	x _____	= _____
Long Island (Nov. 3)	Member	\$500	x _____	= _____
	Non-Member	\$750	x _____	= _____
Extra Badge		\$25	x _____	= _____
TOTAL DUE			\$	_____

*20% discount for exhibitors participating in FTSF will be applied after approval by NYSNA.

EXHIBITOR NAME BADGES:

(Two complimentary badges per table per location. Extra badges \$25 each. No more than 4 badges per table. Changes to badges can be submitted to NYSNA up until **October 18, 2021**. After that date, onsite reprints will be \$25 per badge -- must be paid onsite at that time.)

ROCHESTER:

_____ badge #1 (complimentary) _____ badge #2 (complimentary)

_____ badge #3 (Add \$25) _____ badge #4 (Add \$25)

SARATOGA:

_____ badge #1 (complimentary) _____ badge #2 (complimentary)

_____ badge #3 (Add \$25) _____ badge #4 (Add \$25)

LONG ISLAND:

_____ badge #1 (complimentary) _____ badge #2 (complimentary)

_____ badge #3 (Add \$25) _____ badge #4 (Add \$25)

PAYMENT INFORMATION:

(NYSNA accepts all credit card types)

Select payment type: _____ Check _____ Credit card:

Name on Card: _____

Card Number: _____

Expiration Date: _____ Security Code: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Submit completed application/contract AND payment to:

MAIL: NEW YORK SCHOOL NUTRITION ASSOCIATION
 21 Executive Park Drive, Clifton Park, NY 12065

QUESTIONS: Alyssa Molinari, Event Coordinator
 518-446-9061

EMAIL: Alyssa@nyschoolnutrition.org



2021 NYSNA ANNUAL CONFERENCE SPONSORSHIPS

SOLD **KEYNOTE SPONSOR** **\$7000** (1 available)
Provide speaker of choice for Conference Keynote. Provide speaker of choice for one (1) on-demand workshop. Company logo and jump link to company website will be available on the Keynote & workshop pages in the FTSF event book.

SOLD **BREAKOUT WORKSHOP SPEAKER** **\$1000** (4 available)
Your company may provide a 30 or 60-minute breakout workshop. Content must be approved by NYSNA and meet USDA Professional Standards criteria. Contact NYSNA HQ to qualify.
**workshops are not guaranteed to be accepted - talk to HQ for details*

SOLD **VIRTUAL AWARDS SPONSOR** **\$4000** (1 available)
Five (5) minute speaking opportunity during virtual awards ceremony. One (1) complimentary conference bag insert.

SOLD **REGISTRATION WELCOME GIFT** **\$750** (1 available)
Gift of your choice handed out to attendees at conference registration for all three in-person exhibit shows. A rep from your company may hand out the gift to attendees at registration.

ATTENDEE WELCOME BOX **\$3000** (3 available)
Sponsor, gifting & recognition made simple! Caroo snack boxes are provided to the first 200 registered conference attendees. Caroo ships boxes directly to attendees to enjoy for the launch of the virtual event. Sponsoring company may provide one (1) non-perishable item to be placed in the box along with a customized note. For every box delivered, Caroo donates meals to Feeding America. [Click here for more information.](#) **CAROO**

CONFERENCE BAG INSERT **\$500** (2 available)
Company may provide one (1) item to place in attendees' conference bags (a flyer, postcard, swag item, etc) for all three in-person exhibit shows.

SOLD **CONFERENCE COMMITTEE SHIRTS** **\$500** (1 available)
Company logo will be placed on shirts that are worn by the conference committee and HQ staff onsite at all three in-person exhibit shows.

SOLD **NAME BADGE / LANYARDS** **\$3000** (1 available)
Customized lanyards with company name given to all conference attendees at registration for all three in-person exhibit shows.

****Conference sponsors must also be exhibitors.***

SOLD **CONFERENCE BAGS** **\$3000** (1 available)
Company logo will be placed on the conference bags that each attendee receives at registration for all three in-person exhibit shows.

SOLD **SANITATION STATION** **\$1500** (1 available)
Company logo will be placed on bottles of hand sanitizer for attendees. Members of the conference committee will hand out bottles of hand sanitizer at registration at all three in-person exhibit shows.

SUBMIT THIS FORM WITH PAYMENT TO:
Email: alyssa@nyschoolnutrition.org
Mail: NY School Nutrition Association
21 Executive Park Drive
Clifton Park, NY 12065

PAYMENT INFORMATION

Company Name: _____
Company Contact: _____
Email: _____
Phone: _____

TOTAL AMOUNT DUE: _____
Select payment type: Check Credit Card

Name on Card: _____
Card Number: _____
Expiration Date: _____ Security Code: _____
Billing Address: _____
City: _____ State: _____ Zip: _____

SIGNATURE: _____



2021 CONFERENCE BASKET RAFFLE

NYSNA will again be hosting a basket raffle at the Rochester, Saratoga and Long Island Regional show!

We would love to have you participate, create a showpiece, or show your pride in New York State! Be it color, size or shape; let your minds wander.

Industry, Chapters and school districts – we would love to have all participate!

Drop off your basket at the registration desk before 11am for all three locations!

Please be sure to attach the Basket Raffle Registration Form and a business card to your basket.

We look forward to hearing from you!

Thank you for your support!

All Proceeds will be going to 2022 Conference Registration Awards!

BASKET RAFFLE REGISTRATION

Name of Chapter/Person(s)/or Company Donating Basket:

Email: _____

Phone Number: _____

Location for Donation:

Rochester
October 27th

Saratoga
October 28th

Long Island
November 3rd

Theme or List of Basket Contents:

Submit completed form to Alyssa Molinari, Event Coordinator:

MAIL: NEW YORK SCHOOL NUTRITION ASSOCIATION
21 Executive Park Drive, Clifton Park, NY 12065

EMAIL: Alyssa@nyschoolnutrition.org



CORPORATE MEMBERSHIP INFORMATION

A Industry Partner of the New York School Nutrition Association is an company or organization that does not qualify for other types of membership and is interested in furthering the programs of our Association. Such as: Food, Technology, Point of Sale, Apparel, Equipment etc.

As an NYSNA Industry Partner, you will have direct access to Directors, Buyers, Supervisors, and future child nutrition department leaders who represent School Food and Nutrition Services in New York State.

As of January 1, 2020 the membership cycle will be from April 1 - March 31, for all memberships

[**CLICK HERE TO JOIN!**](#)

BENEFITS	5 STAR \$2,300	ENHANCED \$650	STANDARD \$250
E-subscription to the NYSNA magazine	✓	✓	✓
Member registration rates at events	✓	✓	✓
Invited to participate at Regional Industry Seminars <i>(members only events)</i>	✓	✓	✓
Access to NYSNA Members only site, with searchable membership directory	✓	✓	✓
Updates and communications from NYSNA <i>(including e-newsletters/videos)</i>	✓	✓	✓
Website: Company logo & link throughout each page	✓		
Website: Industry page - company listing with logo	✓		
Website: Industry page - company with hyperlink	✓	✓	
Website: Industry page - company listing	✓	✓	✓
Complimentary booth at annual conference <i>(\$1350 value)</i>	✓		
<i>\$200 booth discount</i> at annual conference		✓	✓
Priority booth selection & additional sponsorship opportunities at annual conference <i>(1 month in advance prior to public release)</i>	✓		
Priority booth selection & additional sponsorship opportunities at annual conference <i>(2 weeks in advance prior to public release)</i>	✓	✓	
Annual conference exhibitors receive 5 Star Corporate Member Ribbon for badges	✓		
Receive list of registered attendees a week prior to event	✓	✓	✓
Priority registration for the School Nutrition Industry Conference (SNIC) <i>(1 month in advance prior to public release)</i>	✓		
Priority registration for the School Nutrition Industry Conference (SNIC) <i>(2 weeks in advance prior to public release)</i>	✓	✓	
1 full page color ad in 2 issues of NSYNA quarterly magazine <i>(\$1800 value)</i>	✓		
1 full page color ad in 1 issue of NSYNA quarterly magazine <i>(\$900 value)</i>		✓	
<i>25% discount</i> for additional advertising options available in the media kit	✓	✓	

2021 NYSNA ANNUAL CONFERENCE

ELECTRIC REQUEST FORM



ROCHESTER

One Plug \$25 \times $\frac{\text{quantity}}{\text{per plug}}$ = \$ $\frac{\text{total}}$

- *Maximum of one plug per table.*
- *Does not include additional extension cords or power strips.*
- *ONE heat lamp per table - will be strictly enforced.*

COMPANY NAME: _____

What equipment will you be plugging in?

SARATOGA

5 Amp Single Electrical Hook-Up \$35 \times $\frac{\text{quantity}}{\text{quantity}}$ = \$ $\frac{\text{total}}$

**Does not include additional extension cords or power strips*

What equipment will you be plugging in?

LONG ISLAND

115 Volts / Single Phase 20 Amps \$140 \times $\frac{\text{quantity}}{\text{quantity}}$ = \$ $\frac{\text{total}}$

115 Volts / Single Phase 25 Amps \$160 \times $\frac{\text{quantity}}{\text{quantity}}$ = \$ $\frac{\text{total}}$

115 Volts / Single Phase 30 Amps \$180 \times $\frac{\text{quantity}}{\text{quantity}}$ = \$ $\frac{\text{total}}$

115 Volts / Single Phase 40 Amps \$200 \times $\frac{\text{quantity}}{\text{quantity}}$ = \$ $\frac{\text{total}}$

115 Volts / Single Phase 50 Amps \$250 \times $\frac{\text{quantity}}{\text{quantity}}$ = \$ $\frac{\text{total}}$

**Does not include additional extension cords or power strips.*

What equipment will you be plugging in?

**DEADLINE TO ORDER
ELECTRIC:
OCTOBER 8, 2021**

TOTAL DUE \$ _____

PAYMENT INFORMATION:

(NYSNA accepts all credit card types)

Select payment type: ___ Check ___ Credit card:

Name on Card: _____

Card Number: _____

Expiration Date: _____ Security Code: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Submit completed application/contract AND payment to:

MAIL: NEW YORK SCHOOL NUTRITION ASSOCIATION
21 Executive Park Drive, Clifton Park, NY 12065

QUESTIONS: Alyssa Molinari, Event Coordinator
518-446-9061
Alyssa@nyschoolnutrition.org

AUTHORIZATION:

Agreement must be signed in order to apply for electric.

I have read and agree to the terms and conditions. I am agreeing to pay the total due above by the payment method I have selected.

Name (Please print): _____

Title: _____

Signature: _____

Date: _____

2021 NYSNA ANNUAL CONFERENCE COMMODITY PROCESSOR FORM

Company (Processor) Name: _____

Company Contact: _____ Phone: _____

Our Company is currently an approved commodity processor: (*check one*) YES NO

BROKERS FOR THE COMPANY:

Rochester Broker: _____

Saratoga Broker: _____

Long Island Broker: _____

COMMODITIES THAT YOUR COMPANY PROCESSES: (Check all that apply)

Meat:

Beef

Chicken

Turkey

Pork

Dairy:

Mozzarella Cheese

Processed Cheese

Eggs

Other:

Peanut Butter

Oil

Number of different commodity items you will be sampling _____

Please provide a ***table tent with the code*** of the item clearly displayed.

Please be sure to have ***prepared, cooked samples of the commodity options listed on the survey form*** for our Directors and their Managers to sample. Please prepare your processed items using raw product most similar to the government commodity provided to you through diversion (i.e. having the same percentage of fat).



During the 2018 budget process our elected officials put into law the most robust Farm to School incentive program in the nation! The program is simple: *If 30% of the school lunches per school year are comprised of food that is grown, raised or processed in New York state, the districts will receive an additional .19 cents in reimbursement for the free and full price lunches the following school year.*

DEFINITIONS:

NYS Food Product

- A food item that is grown, harvested, or produced in New York State; or
A food item processed inside or outside NYS
- comprising over 51% agricultural raw materials grown, harvested, or produced in NYS, by weight or volume.

Producing

- Producing of food grown upon and/or harvested from the farm or waters through agricultural, horticultural, aquacultural, or dairying processes.

Processing

- Any alteration of a food product from its raw or original state to enhance its value or render it suitable for consumption. Examples of processing include, but are not limited to, butchering of meat, or poultry, and cooking, pasteurizing, and/or packaging food products.

Processed Products:

Product Formulation Statement Required

- ✓ Completed & signed by processor
- ✓ Information to tie to delivered product
- ✓ Only NYS ingredients listed
- ✓ Maintained by SFA

**Product Formulation Statement
for Documenting processed New York State Food Products**

A food item processed inside or outside New York State (NYS) comprising of over 51 percent agricultural raw materials grown, harvested, or produced in NYS, by weight or volume is considered a NYS Food Product. To document such processed items as NYS Food Products, School Food Authorities must maintain:

- a copy of the product label that includes product ingredients, date of production and batch/run identification as applicable
- any product formulation statement or CN label for meal pattern crediting in Child Nutrition Programs as applicable
- the following applicable information on processing company letterhead signed by an official company representative

Processor Name:					
Product Name:					
Product Code:					
Product Batch/Run #:					
Production Date(s):					
NYS Ingredient Name	NYS Ingredient Business/Farm of Origin Information				Amount of NYS Ingredient ¹
	Name	City	State	Zip Code	
Total amount of all NYS ingredients ¹					

For processed products, SFAs must require that product manufacturers complete the **Product Formulation Statement for Documenting processed New York State Food Products** found [here](#) to certify qualifying products. Processed products for which a Product Formulation Statement for Documenting processed New York State Food Products has not been certified by the manufacturer and maintained by the SFA cannot be counted toward this initiative. SFAs must maintain these signed statements for documentation.

**Districts Need to Maintain
Documentation for Participation:**

- Invoices
- Receipts
- Production records
- NYS products list
- Product formulation statements
- New York Grown & Certified
- Solicitations
- Contracts
- Purchase orders
- Price lists
- Labels

→ FAQ: <http://www.cn.nysed.gov/content/frequently-asked-questions-regarding-30-nys-initiative>

→ For Complete Rules Please Refer to the NYS Education Department Website: <http://www.cn.nysed.gov/>

→ For more information on the 30% Incentive Program: <https://www.nyschoolnutrition.org/30-incentive-program-summit-material>



Form to be completed and submitted to alyssa@nyschoolnutrition.org for a NY Incentive Program sign at the Regional Industry Seminars:

Company Name: _____

Qualified Product: _____

Description of Qualified Product:

Category (check one):

NYS Food Product

- A food item that is grown, harvested, or produced in New York State; or
- A food item processed inside or outside NYS comprising over 51% agricultural raw materials grown, harvested, or produced in NYS, by weight or volume.

Producing

- Producing of food grown upon and/or harvested from the farm or waters through agricultural, horticultural, aquacultural, or dairying processes.

Processing

- Any alteration of a food product from its raw or original state to enhance its value or render it suitable for consumption. Examples of processing include, but are not limited to, butchering of meat, or poultry, and cooking, pasteurizing, and/or packaging food products.

I certify the above information is true and correct and that the product identified above meets the NYS program criteria:

Printed Name and Title

Date

Signature of Authorized Representative