



Brings You

FROM THE SHOW FLOOR

We bring the show to you.



as of 3/15/2021

DEADLINE:

NO APPLICATION

WILL BE ACCEPTED AFTER:

TUESDAY, JUNE 1, 2021

Participating vendors will receive invitation to participate in networking events with attendees

FILMING LOCATION & DATE:

In-Person or Hybrid Filming Options Available

SARATOGA SPRINGS, NEW YORK

June 28-30, 2021

Embassy Suites by Hilton

86 Congress Street

Saratoga Springs, NY 12866

FILMING INCLUDES:

- One 6' Tabletop Display
- Complimentary Ice - **MUST PRE-ORDER**
- Use of Refrigerator/Freezer Space
- Kitchen Access
- Use of Electric
- 15 Minutes of Designated Film Time - *per video*

HYBRID OPTION - VIRTUAL FILMING:

In the event that companies are still enforcing their travel bans OR if you really want to participate, but you are incredibly uncomfortable traveling at all during the pandemic ...

***Here a couple examples of what you can do:**

1. Have your broker come to the hotel the morning of your scheduled filming time to setup your table display. The FTSF hosts will engage with your table display while also interacting with you through the TV screen.
2. You may ship a small amount of product samples to the hotel for the hosts to try during the live interaction.



This option can be done **ANYWHERE!**
You don't even need to leave your home to participate. All you need is a camera and a microphone, and the rest will be up to us.

****Alyssa will work with you for specific details.***

Submit completed application/contract AND payment to:

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

EMAIL: Alyssa@nyschoolnutrition.org

Still Need More Information?

Contact Alyssa Molinari
NYSNA Event Coordinator
alyssa@nyschoolnutrition.org
518-446-9061

From the Show Floor: Terms and Conditions



Assignment of Filming:

Once you have submitted your registration form/contract and payment has been received, please be ready as Alyssa Molinari will email you to assign filming date, and session time. A registration form/contract with payment will secure your preferred date and session time. Once filming spot has been assigned, no changes will be made unless under extreme circumstances. NYSNA reserves the right to alter the filming schedule, and/or re-assign any Vendor's filming spot as deemed advisable up to the opening of the show.

Use of Space:

There will be one manufacturer per filming spot. **Exhibitors are not permitted to sublet or divide space or display any items of any manufacturer not registered.** Distributing of advertising is limited to the tabletop display filming spot assigned to the vendor.

Application Approval:

Upon acceptance of the filming registration form/contract herein provided by NYSNA and receipt of payment by NYSNA, there shall be a legally binding contract between the vendor and NYSNA. It shall be understood by both parties that the vendor agrees upon the terms and conditions of filming stated herein. **The authorized Vendor must sign the application/contract.**

Cancellation Policy:

There will be a \$100 processing fee for all refund requests for cancelled applications submitted in writing on or before June 1, 2021. After that date, NYSNA will not give refunds for filming cancellations.

Onsite Registration:

ALL vendors must check in at registration before accessing the meeting rooms

Tabletop Display Construction and Services:

All tabletop displays are at least 6' wide. NYSNA reserves the right to adjust tabletop size. Tabletop setup and space is under the control of NYSNA. Electric will be provided by the venues.

General Show Policy:

As a matter of general policy, NYSNA reserves the right to restrict filming which, because of the noise, method of operation, materials, safety or any other reason become objectionable, and prohibit or evict any tabletop display which in the Board's opinion may detract from the general character of event as a whole. This policy includes persons, things, conduct, printed matter or anything of a character which is determined to be objectionable to the project.

Limitation of Liability:

It is agreed that the exhibitors will assume responsibility for any damage by their tabletop displays to any and all filming location's property. The vendor further agrees to make no claim reason whatsoever, including negligence, against the New York School Nutrition Association, and filming location for loss, theft or damage or removal of tabletop displays, nor for any injury to themselves or employees while filming is in progress, being set up or dismantled, nor for any action of any nature of the New York School Nutrition Association and filming location which may render any tabletop display unusable nor for failure to hold the filming as scheduled. 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.

ESSAE ASSOCIATION EXCELLENCE AWARD FOR MEETINGS & EXPOS

More Schools Participate: Increased exposure with decision makers.

2020 DIRECTOR OF THE YEAR (vs. 10-15 previous)

THE ONLY EXHIBITOR SHOW THAT WORKED IN 2020 AND WE'VE AMPED IT UP WITH PURE EPIC GENIUS

FROM THE SHOW FLOOR We bring the show to you.

the floor is for our vendors

affordable \$\$\$\$

FOR FILMING

- COME TO SARATOGA
- OR SEND A LOCAL REP
- OR JUST SEND PRODUCTS

Video Booth Experience

KIND HEARTED DASHING SCHOOL SERVICE PRO

YOUR BOOTH

YOUR REP

YOU

PHOTOGENIC KNOWLEDGEABLE FOOD SERVICE DIRECTOR

YOUR SHOW SPREAD

What are we talking about?

- A LIVING CONFERENCE DIGIZINE
- WITH EMBEDDED KEYNOTES, CEUs
- + VENDOR VIDEO SPREADS (not video links!)

Your 15 min Morning Show Format

Spotlight on LEADERSHIP

Building Back Better

Booth VIDEO

CONTACT

your website contact form

THE NETFLIX OF SNA SHOWS.

On-demand library opens up new customer access.

State by State

FROM THE SHOW FLOOR

FROM THE SHOW FLOOR

FROM THE SHOW FLOOR

One Effort Multiple States

Outbound vs Inbound

The setup was just like a regular trade show with taste, experience, and normal setup.

Sell Differently: Let your FTSF video do the work, have your leads come to you to close!

FTSF is well organized and the work is done for you. The NYSNA headquarters make it easy.

This is not that that no one is interested in.

Vendor Comments

Great when used as a preview before a sales presentation.

SHOW FLOOR ATTENDEE INCENTIVES

Put attendees in the driver's seat - A surrogate show visit.

Questions asked? all informed by directors and vendors input. **PRETTY MUCH A 15-MINUTE TRADE SHOW BOOTH VISIT.**

I would never be able to spend 10-15 minutes with each vendor at a traditional show.

I would not have stopped at some of these booths before, and those are the ones that surprised me the most!

Attendee Comments

So much better than a 30 second walk-by!

I saw products that I have never seen before because of the format.

I love that I can go back and watch them again.

Just 15 Minutes here and there. It was FANTASTIC!

REGISTRATION FORM NOTES:

SELECTION OF STATE SHOWS:

The states listed in this section are the ones participating in From the Show Floor. Industry partners have the option to register for these 8 state's From the Show Floor event! We have Indiana, Maine, Massachusetts, New Jersey, New Mexico, New York, North Carolina and Virginia. All you need to do is check off the state shows you would like to participate in.

PRICING:

There are two payment options this year: option 1 is for vendors who participated in From the Show Floor in 2020. This option allows vendors to reuse their 2020 FTSF video so that they do not have to film a new video. Option 2 is for filming a new video. This can either be for new vendors that did not participate in From the Show Floor in 2020 OR vendors that did participate in 2020 but want to film a new video.

ADD-ON OPTIONS

Does your company need more than one video? Do you want to purchase the rights to your filmed video? Then these options are for you!

→ Add Additional Videos

Registration includes one (1) filmed video to be distributed to all the participating states your company selects. If a vendor purchases additional states and would like original content for some states, you may select this option to film additional videos.

→ Purchase Rights to Your Video

If your company would like to purchase the rights to your filmed video, you may select this option. If you selected to purchase additional videos (above) and would like to purchase all filmed of your filmed videos, you must purchase the rights to each video. If you would like to only purchase one of the videos you filmed, please let NYSNA HQ know which video you'd like to purchase (post-filming). The videos purchased will be released to vendors on January 1, 2022 for ownership. At that time, vendors may use the video for any marketing/sales needs.

LAYOUT OPTIONS & UPGRADES:

We offer five different options for your company to be displayed in the Conference Digizine. Select the Standard Layout or upgrade to one of our four additional options.

→ Standard Layout Option — for all vendors

Each Company that participates in From the Show Floor will receive the one page "standard layout" for their episode. Your episode will be showcased in the conference program on a single page.

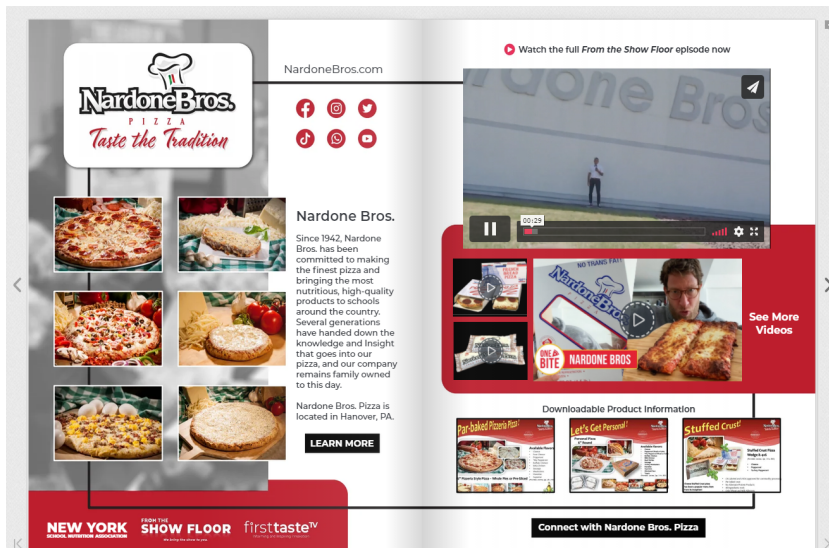


The Standard Layout can be customized in the following ways:

1. Your Logo & Website Link
Logo will also link to client website
2. Episode Placement
Episodes play directly inside Conference Digizine
3. Customer Content
Insert your content directly under the video to give customers more information about your company.
4. Call to Action
Clickable link that will direct customers to a contact form
5. Color Customization
Customize design with (1) color from your brand/logo

→ Full Spread Layout Options — additional cost; choose 1 of 3 templates below

1. FULL SPREAD ONE: Max Images & Video Layout



INCLUDES:

- Your Custom Logo
- Customize with up to two (2) Brand Colors
- Separate Website Listing with Link
- Add/Remove Social Media Links
- Custom Content (up to 100 words)
- Six (6) Product Photos
- Learn More Link for Additional Content
- Large Episode Placement (top right)
- Three (3) Additional Embedded Videos
- "See More Videos" Link to separate site
- Three (3) Downloadable Product Links/Images
- Call to Action Link to Contact Form

password: ilovenysna

2. FULL SPREAD TWO: Max Content Space and Product Focus Layout



INCLUDES:

- Your Custom Logo
- Customize with up to two (2) Brand Colors
- Separate Website Listing with Link
- Add/Remove Social Media Links
- Custom Content (up to 250 words)
- Three (3) Product Photos
- Large Episode Placement (middle left)
- Two (2) Additional Embedded Videos
- "See More Videos" Link to separate site
- Three (3) Downloadable Product Links/Images
- Call to Action Link to Contact Form

3. FULL SPREAD THREE: Full Spread Three: Large Focal Image Layout

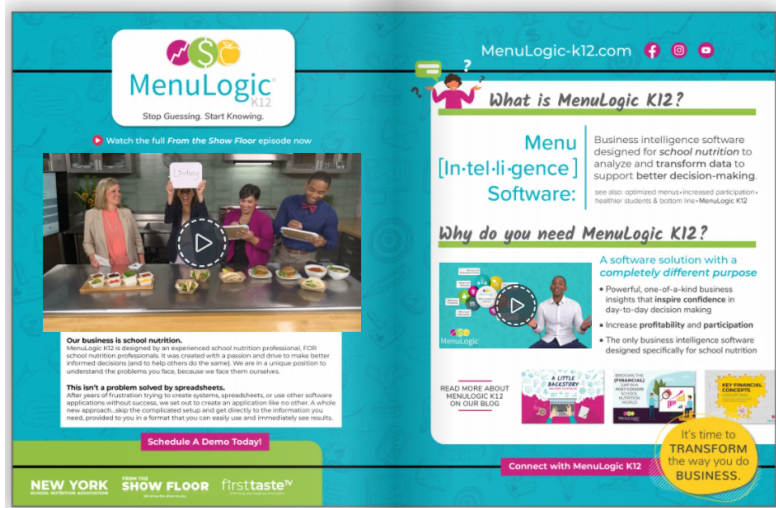


INCLUDES:

- Large Focal Highlight Image
- Your Custom Logo
- Large Episode Placement (middle left)
- Learn More Link for Additional Content
- One (1) Additional Embedded Videos
- "See More Videos" Link to separate site
- Three (3) Downloadable Product Links/Images
- Call to Action Link to Contact Form
- Customize with up to two (2) Brand Colors
- Separate Website Listing with Link
- Add/Remove Social Media Links
- Custom Content (up to 100 words)

→ **Fully Customized Layout Design** — available after full spread purchase *ONLY*

Want to WOW your customers, include special content, and increase your brand recognition? Let us fully customize your spread to match your company image.



INCLUDES:

- Unlimited Colors
- Include Brand-Specific Fonts
- Custom Background Images
- Adaptable Page Design/Layout Based on Your Marketing Needs
- Consultation with Designer to create your design

REGISTRATION FORM/CONTRACT



COMPANY INFORMATION:

Company: _____

Company Contact Person: _____

Address: _____

Email: _____ Phone: _____

SELECTION OF STATE SHOWS:

Please select the state shows you will participate in.

Indiana	Massachusetts	New Jersey	New York	Virginia
Maine	Michigan	New Mexico	North Carolina	

PRICING:

Payment options below are based on the number of states selected above.

OPTION 1: REUSE 2020 FTSF VIDEO

1 State	\$1,000	\$ _____
2 States	\$1,600	\$ _____
3 States	\$2,200	\$ _____
4 States	\$2,800	\$ _____
5 States	\$3,400	\$ _____
6 States	\$4,000	\$ _____
7 States	\$4,600	\$ _____
8 States	\$5,200	\$ _____
9 States	\$5,800	\$ _____

OPTION 2: FILM NEW VIDEO

1 State	\$1,500	\$ _____
2 States	\$2,100	\$ _____
3 States	\$2,700	\$ _____
4 States	\$3,300	\$ _____
5 States	\$3,900	\$ _____
6 States	\$4,500	\$ _____
7 States	\$5,100	\$ _____
8 States	\$5,700	\$ _____
9 States	\$6,300	\$ _____

SELECT LAYOUT UPGRADES:

Each Company that participates in From the Show Floor will receive the "standard 1-page layout" for their episode.

Upgrade to a 2-Page Full Spread add + \$1,000 _____

choose 1 of 3 templates

Full Spread 1: Max Images & Video Layout

Full Spread 2: Max Content Space and Product Focus Layout

Full Spread 3: Large Focal Image Layout

[CLICK HERE FOR MORE INFORMATION ON LAYOUT OPTIONS](#)

password: ilovenysna

Upgrade to Fully Customized Layout Design ... add + \$1,000 _____

Available after 2-page full spread purchase ONLY

TOTAL DUE \$ _____

ADD-ONS:

Add Additional Videos \$550/each _____

Registration includes one video to use for all states. If you would like original content for some states, please purchase additional videos.

Purchase Rights to Video \$599/each _____

PAYMENT INFORMATION:

Select Payment Type:

____ Check ____ Credit Card

Name on Card: _____

Card Number: _____

Expiration Date: _____ Security Code: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

AUTHORIZATION
Agreement must be signed in order to participate.
 I have read & 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: _____

**DEADLINE TO REGISTER:
JUNE 1, 2021**

**You will be contacted for scheduling once paperwork and payment has been received.*