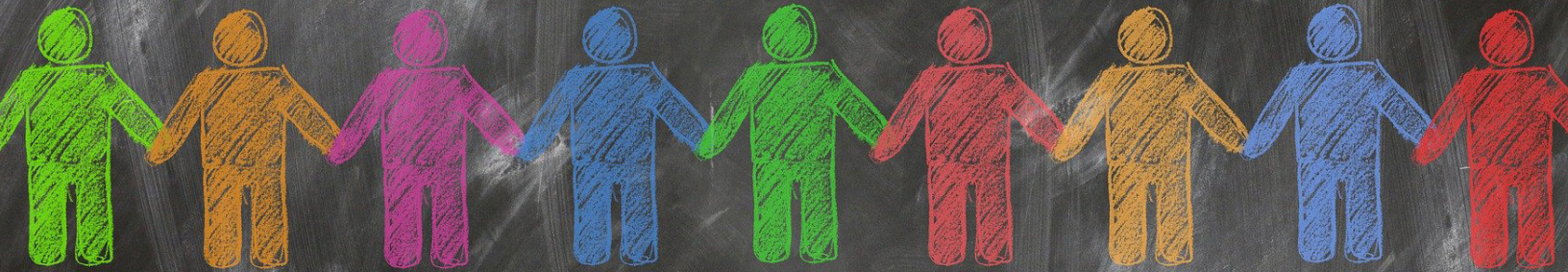


E.X.H.I.B.I.T.O.R. P.R.O.S.P.E.C.T.U.S.

TOGETHER



PIVOTING TOGETHER

69<sup>th</sup> Annual Conference  
of the California School Nutrition Association

November 11 - 13, 2021  
Sacramento Convention Center



# EXHIBITOR PROSPECTUS

## Don't Leave Your Audience Hanging

The CSNA Annual Conference is an excellent opportunity to reach School Nutrition Personnel. With an expected audience of more than 1000 School Nutrition Professionals, the conference is designed to provide a one-stop shopping opportunity, focusing on a variety of products and services created specifically for them. The CSNA Annual Conference and Trade Show is the one show that the Child Nutrition Directors, Managers, Cooks, Bakers and Administrators can all attend to gather information that will influence their buying decisions for the months and years ahead.

### OPPORTUNITIES

As an exhibitor you will have the opportunity to meet with Child Nutrition Directors and their representatives/advisors for more than 8 hours of exhibit time, as well as network with them during the conference and at the special events. Remember, many Food Service Directors send "line" staff to the show to bring back recommendations on products. Please treat all attendees with the same respect.

Exhibit package includes:

- Listing in Conference App
- Admittance to CSNA's 40+ educational workshops
- Exhibitor badges provided at 2 per 100 sf purchased
- Standard Booth package with carpet, dividers and sign
- Access to an estimated 1,000 attendees, representing about 700 school districts
- 8 hours of exclusive selling time
- Admittance to meal functions at 1 per 100 sf purchased

### THEME

This year's theme is "Pivoting Together" and is based off of the TV Show "Friends". There will be a special competition for booths decorated in keeping with the theme.



### UP-TO-THE-MINUTE INFORMATION

Visit our website at [www.calsna.org](http://www.calsna.org) for up-to-the-minute information regarding this year's conference.

## SHOW POLICIES

### PAYMENT POLICY

For each 10' x 10' booth the exhibit fee must accompany the Exhibit Application before it can be processed. If you wish to reserve a space, a temporary hold can be made by emailing Amber at [amber@calsna.org](mailto:amber@calsna.org). Space will be held for five business days.

*If completed application and full payment are not received in that time, the space will be released to other vendors.*

### SPACE ASSIGNMENT POLICY

As in previous years, we are using a system of space assignment that allows us to thank our long-time vendors, while allowing plenty of prime space for small or newer exhibitors. Points are accumulated by continuing participation in CSNA activities.

Weighting is accumulated as follows:

1. Participation as past CSNA Industry Advisor/Representative
2. Each year participating as an exhibitor with CSNA
3. Advertising in Poppy Seeds Magazine
4. Sustaining Membership with CSNA

The vendors with the highest number of points have first choice of exhibit space. These vendors will receive the exhibit application first, and have a limited amount of time to respond with their application and deposit. If they do not respond immediately, all space becomes available to the remaining vendors.

*If you wish to reserve a space, a temporary hold can be made by emailing Amber at [amber@calsna.org](mailto:amber@calsna.org). Space will be held for five business days. If completed application AND payment are not received in that time, the space will be released.*

### CANCELLATION POLICY

If exhibit space is cancelled more than 120 days prior to the conference, a \$150 administrative fee will be charged and all other deposits will be refunded. If exhibit space is cancelled between 90 and 120 days prior to the conference, one half of the booth price will be held as a cancellation fee, and all other deposits will be refunded. If exhibit space is cancelled less than 90 days prior to conference, CSNA reserves the right to charge the entire exhibit fee without refund.

# EXHIBITOR PROSPECTUS

## BOOTH PRICING

(10' x 10' Booths or 8' x 10' Booths as Noted on Floor Plan)

### Members

Regular Booths	\$1,175
Premium Booths (Designated with *)	\$1,325
20' x 20' Island	\$6,000

### Non-Members

Regular Booths	\$1,425
Premium Booths (Designated with *)	\$1,575
20' x 20' Island	\$7,000

Your exhibit fee includes:

- 8' back drape and 3' side rails
- Carpet in booth
- Identification sign
- Listing in program given to all attendees
- 2 badges for your representatives (per 100 square feet of space)
- Admittance to meal functions for 1 rep. (per 100 square feet of space)

## DISCOUNTED FURNITURE & ELECTRIC PACKAGE AVAILABLE

You must order directly through  
TriCord for the  
Special Discounted Furniture & Electrical Package

All forms are available in  
the Tricord Exhibitor Kit

Tricord Kit:

[https://www.tricord.net/wp-content/uploads/2021/06/  
CSNA-Exhibitor-Kit.pdf](https://www.tricord.net/wp-content/uploads/2021/06/CSNA-Exhibitor-Kit.pdf)

CSNA makes this package available  
as a way of thanking our exhibitors.

FOR MEMBERSHIP INFORMATION, PLEASE VISIT [WWW.CALSNA.ORG](http://WWW.CALSNA.ORG) OR CALL 818-842-3040.

## EXHIBIT DISPLAY REGULATIONS

Show management has developed these Exhibit Display Regulations in accordance with the guidelines adopted by the International Association of Exhibitor Management. These regulations will ensure that all exhibits, regardless of site, will have an equal opportunity, within reason, to present their product in the most effective manner possible.

- Booth assignment format: In fairness to all exhibitors, multiple booths will not be assigned across aisles.
- **Height restrictions/Line of Sight: booths may not block the view of another booth in any part of booth design.**
- No signs or banners may be placed in the aisles.
- Additional exhibit guidelines and information will be provided upon receipt of application.

### CONSTRUCTION MAY NOT OBSCURE THE VIEW OF ADJOINING BOOTHS.

Except in the case of booths located along perimeter walls, booth back wall height for draped or fabric exhibits or their construction shall not exceed 8 feet including signs and electrical lighting. End Cap Booths may not extend more than 4 feet from center on either side. 8 foot height restriction does not apply to a piece of equipment that is regularly sold and used within the industry as long as the item is placed in the space so that it does not obscure the view of adjoining booths.

## WHAT DOES THE CSNA SHOW MEAN TO EXHIBITORS?

"As a broker and manufacture representative for many years, I have had the pleasure of working and attending numerous CSNA State Conferences and I have enjoyed each and every one. This is the SHOW...the show where all those that have a vested interest in our Child Nutrition Programs have come together to share new and innovative products and services. For many, this is the only time that a potential customer will be able to view your products and services. So put on your smile, show your joy, and let's put on another successful and cheerful CSNA State Conference for your customers... the Kids!"

- Ken Barsanti, Past CSNA Industry Advisor

"The CSNA is the most valuable asset to me because it gives me a chance to connect with the school district contacts that attend the CSNA conference. I do have brokers in both Northern and Southern California that do a great job of presenting my products. However, the CSNA food show is the place that I can have a one-on-one with my customer in a short period of time to be able to present everything that Shannon's bakes. If you and your company are serious about selling products in California, this is a must attend food show."

- Dale Bowman, Owner, Shannon's Imperial Brand.

TRADESHOWS HELP YOU CLOSE SALES FOR LESS! SO SEND IN YOUR APPLICATION TODAY!  
\$2,208 cost of converting a field prospect to a sale vs. \$562 cost of converting a tradeshow prospect to a sale.

WE BRING THE BUYERS TO YOU!

School Nutrition Directors, Supervisors, Administrators, Managers, Purchasing Agents,  
Cooks, Bakers, Warehouse Personnel, Accountants, School Board Members, Superintendents



# PIVOTING TOGETHER

69<sup>th</sup> Annual Conference  
of the California School Nutrition Association

## Sacramento Convention Center

1400 J Street, Sacramento, CA 95814  
916-808-5291 | safecreditunionconventioncenter.com



## Exhibit Hall Floor Plan

*Due to distancing restrictions, we do not have the final floorplan ready for distribution. We expect to be able to have this available after the state opens up and further distancing requirements are eased after June 15<sup>th</sup>. We are selling booths now, and will contact those who have purchased booths once we have the floorplan finalized, to place their booths in the show. We appreciate your understanding that the exact floorplan may change as conference gets closer.*

*We plan on doing everything in our power to allow our exhibitors to sample their products at this show, within the guidelines allowed at the time by the state of California and the city and county of Sacramento, and protecting the safety of our attendees.*

- All Booths are 10' x 10'  
Unless Otherwise Noted
- All Aisles Are 10' - 0" Wide  
Unless Otherwise Noted



738 Neeson Road  
Marina, CA 93933

Phone: 831-883-8600  
Fax: 831-883-8686  
orders@tricord.net  
www.tricord.net

For a larger floorplan, and to see what spaces are still available, please visit:

[www.CALSNA.org](http://www.CALSNA.org)

then click on the link to Exhibitor Information

Questions: Please email Amber, Exhibit Manager at [amber@calsna.org](mailto:amber@calsna.org)

# EXHIBITOR APPLICATION

69<sup>th</sup> Annual Conference • California School Nutrition Association  
November 11 - 13, 2021 • Sacramento Convention Center

COMPANY NAME: \_\_\_\_\_  
 COMPANY NAME YOU WOULD LIKE ON THE ID SIGN FOR YOUR BOOTH?  
 \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE \_\_\_\_\_ ZIP: \_\_\_\_\_  
 CONTACT NAME: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_  
 E-MAIL: \_\_\_\_\_

ARE YOU A BROKER? \_\_\_ Yes \_\_\_ No  
 IF SO, WHO WILL YOU BE REPRESENTING? \_\_\_\_\_  
 PLEASE FILL OUT A SEPARATE FORM FOR EACH MANUFACTURER YOU WILL BE REPRESENTING  
 AT THE SHOW AND SUBMIT ALL FORMS TOGETHER. (YOU MAY PHOTOCOPY THIS FORM)  
 ARE YOU REPRESENTED BY A BROKER? \_\_\_ Yes \_\_\_ No  
 IF SO, PLEASE INDICATE THE BROKER'S NAME: \_\_\_\_\_  
 NUMBER OF EXHIBIT SPACES RESERVING: \_\_\_\_\_ REGULAR BOOTHS \_\_\_\_\_ PREMIUM BOOTHS \_\_\_\_\_  
 PREFERRED BOOTH LOCATION: 1<sup>ST</sup> \_\_\_\_\_ 2<sup>ND</sup> \_\_\_\_\_ 3<sup>RD</sup> \_\_\_\_\_  
 PRODUCTS TO BE DISPLAYED: \_\_\_\_\_

CONTACT INFORMATION  
 FOR INCLUSION IN THE PROGRAM

Please check the categories which most closely describe the products or services you will be displaying.

Company: _____	Baked Products/Frozen/Fresh _____	Food, IQF _____
Contact Name: _____	Brokers _____	Food, Fruits & Vegetables _____
Address: _____	Beverages _____	Food, Snack _____
City: _____	Canned Goods _____	Food, Staples _____
State: _____ Zip: _____	Computer Hardware _____	Food Courts/Furniture _____
Phone: _____	Computer Software _____	Janitorial _____
Fax: _____	Dairies _____	POS Equipment/Money _____
Email: _____	Distributors _____	Counters _____
Broker: _____	Equipment, Banquet _____	Packaging Equipment/Supplies _____
	Equipment, Large _____	Paper Supplies _____
	Equipment, Small Wares _____	Resource Agencies _____
	Equipment, Software _____	State Agencies _____
	Food, Condiments _____	Uniforms _____
	Food, Dry Goods _____	Other _____
	Food, Frozen _____	

# PAYMENT INFORMATION

**MEMBER EXHIBIT FEES:**  
 \_\_\_\_\_ NUMBER OF REGULAR BOOTHS @ \$1,175 \$ \_\_\_\_\_  
 \_\_\_\_\_ NUMBER OF PREMIUM BOOTHS @ \$1,325 \$ \_\_\_\_\_  
 \_\_\_\_\_ 20' X 20' ISLAND @ \$6,000 \$ \_\_\_\_\_  
**NON-MEMBER EXHIBIT FEES:**  
 \_\_\_\_\_ NUMBER OF REGULAR BOOTHS @ \$1,425 \$ \_\_\_\_\_  
 \_\_\_\_\_ NUMBER OF PREMIUM BOOTHS @ \$1,575 \$ \_\_\_\_\_  
 \_\_\_\_\_ 20' X 20' ISLAND @ \$7,000 \$ \_\_\_\_\_  
**SUBTOTAL \$** \_\_\_\_\_  
**PLUS LATE FEE** (IF NOT PAID IN FULL BY AUGUST 31, 2021)  
 \_\_\_\_\_ BOOTHS @ \$150 PER BOOTH \$ \_\_\_\_\_  
**PLUS SPONSORSHIP/ADVERTISING FEE:**  
 \_\_\_\_\_ OTHER SPONSORSHIP (SEE PG 6) \$ \_\_\_\_\_  
 \_\_\_\_\_ AD IN CONFERENCE APP (various opportunities, page 6) \$ \_\_\_\_\_  
**TOTAL AMOUNT DUE \$** \_\_\_\_\_

PAYING BY CHECK - Made payable to CSNA CHECK # \_\_\_\_\_  
 COMPLETE INFORMATION BELOW TO PAY BY CREDIT CARD:  
 CARD NO.: \_\_\_\_\_  
 EXP DATE: \_\_\_\_\_ SECURITY V-CODE: \_\_\_\_\_  
 BILLING ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ ST: \_\_\_\_\_ BILLING ZIP: \_\_\_\_\_  
 SIGNATURE: \_\_\_\_\_

I am enclosing with this form \$ \_\_\_\_\_ (payable to CSNA) which represents the total exhibit fee plus any Sponsorship or Ad fees. I understand that the full balance is due with Registration Form within 5 days of reserving space, or my requested space may be sold or reassigned. I also understand that if there is a balance due after July 31, 2021 a \$150 late fee, PER BOOTH will apply. **BROKERS: 100% OF EACH BOOTH RESERVED MUST ACCOMPANY THIS FORM.** Complete information on services and supplies will be sent upon receipt of application and deposit.

AUTHORIZED BY (SIGNATURE): \_\_\_\_\_  
 TYPED OR PRINTED NAME: \_\_\_\_\_  
 TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

\_\_\_\_ Yes, I have enclosed the MANDATORY CERTIFICATE OF INSURANCE.

**Send completed Registration Form with payment to:**  
 California School Nutrition Association, Attn. Exhibit Manager  
 P.O. Box 11376, Burbank, CA 91510

Questions? 818-842-3040 or amber@calsna.org

# MARKETING OPPORTUNITIES

The California School Nutrition Association has numerous opportunities for you to reach your customers leading up to and at conference! Leading up to Conference, you can place an ad in Poppy Seeds - The Official Journal of the School Nutrition Professional, which will have two issues dropping prior to the show. This is a great way for you to announce your plans to participate and to invite CSNA members to your booth at the show!

At the Show, you can place an ad in the Official Show Program to support CSNA and again to promote and draw attendees to your booth on the Show Floor!

Additionally, you can Sponsor the Nutrition Advisory Council program and reach your customers, the kids, who will be at conference and will see, feel and taste your products first-hand. (Please see next page, Sponsorship Opportunities, for more information and to sign up for this sponsorship.)

The School Nutrition Heroes Reception is another great opportunity to sponsor and get your company name in the eyes of attendees.

Please take a look at the information regarding Sponsorships and sign up early to best promote your company!

## ADVERTISE IN THE OFFICIAL CONFERENCE APP

- Mobile App Sponsor (includes logo on loading screen) \$3,500 - limit 1
- Push Notification \$500 - limit 6 (2 each day)
- Premium Highlighted listing \$350 - limit 25
- Ad and payment must be received by October 15, 2021

The latest conference information can be found on-line at [www.calsna.org/events/annualConference.php](http://www.calsna.org/events/annualConference.php)



## ADVERTISE IN POPPY SEEDS MAGAZINE

- Poppy Seeds Magazine is the Official Journal of the Child Nutrition Professional and has a readership of more than 2,500!
- Get your ad on the pages of Poppy Seeds leading up to Conference and let attendees know that you will be there!
- Poppy Seeds is published four times a year, so you may wish to advertise with us all year long

For more information about advertising, please visit [www.calsna.org/poppySeedsAds.php](http://www.calsna.org/poppySeedsAds.php) or email [poppyseeds@calsna.org](mailto:poppyseeds@calsna.org).



# SPONSORSHIP OPPORTUNITIES

All sponsors will be recognized in the following meeting-related publications as well as any additional benefits listed under specific opportunities:

- Sponsor appreciation in Conference App provided on-site
- Bold sponsor recognition signage located on-site
- Sponsor recognition on CSNA website

## Conference Co-Sponsorship **\$10,000**

Your logo and link on the Conference Website as Conference Co-Sponsor, logo and recognition on banner at conference and Conference Brochure. You will receive 6 Conference Registrations! You will also be given 5 minutes podium time on Thursday to introduce the opening Keynote session on Thursday and to address the entire conference.

1 OPPORTUNITY AVAILABLE

## State Co-Sponsorship **\$5,000**

Your logo and link on the Conference Website, logo and recognition on banner at conference and Conference Brochure. You will receive 6 Conference Registrations! You will also receive Keynote session on Thursday to address the entire conference, and 1 track during Educational Sessions (Thus - Sat) will be dedicated to you and you can provide training on topics that you feel are most beneficial to School Nutrition Professionals.

1 OPPORTUNITY AVAILABLE

## Education Session Sponsor **\$1,500**

Your Company name and logo printed on the signage listing individual breakout sessions for the day. Sponsor may provide any appropriate materials for sessions (i.e. logo pens, pads of paper, highlighters, brochures, packaged sample item, etc.)

3 OPPORTUNITIES AVAILABLE

1 Thursday | 1 Friday | 1 Saturday

## General Sessions/Keynote **\$7,500**

Your Company Logo displayed on General Session signwork and displayed/projected on stage, as appropriate. Mention from the podium during opening remarks with the option to introduce Keynote Speaker to the audience. Recognition in Program Book and in Poppy Seeds Magazine.

1 OPPORTUNITIES AVAILABLE

1 Friday

## Awards Brunch **\$2,500**

Your Company Logo displayed on Awards Breakfast signwork and displayed/projected on stage, as appropriate. Mention from the podium during opening remarks. Recognition in Program Book and in Poppy Seeds Magazine.

1 OPPORTUNITY AVAILABLE

## President's Party Reception Sponsor **\$750**

CSNA is looking for Industry supporters to sponsor the President's Party Reception on Friday, Nov. 12 from 6:30 - 9:30 p.m. and will be open to all conference attendees. Your generous sponsorship will allow all of our "Regular School Members" to attend at no cost. You will be recognized at the conference in the Program book and in Poppy Seeds Magazine. Additionally, we will post your logo and link in a scrolling banner ad on our website that will run through, at least, January 15. Your logo will be added on July 15 or as we receive your sponsorship payment and your logo (no more than 50 pixels high and 150 pixels wide). If you would like a link attached to your logo, please include the link with your logo submission.

MULTIPLE OPPORTUNITIES AVAILABLE

## Nutrition Advisory Council Sponsorships **\$400**

Your Company name printed in the Official Show Program (Paid in Full by the deadline) and recognition in Poppy Seeds Magazine. NAC Sponsor Booths will have special signage to ensure all attendees are aware of the commitment your company has to the health and well-being of California's School Kids! NAC students will be available on Friday morning to stop by your booth for a taste testing of your designated products. This program doesn't work without the generous support of our Industry Partners, so please consider sponsoring the NAC Program. For more information, please visit [www.calsna.org/NAC/NAC.php](http://www.calsna.org/NAC/NAC.php)

MULTIPLE OPPORTUNITIES AVAILABLE

## Attendees Scholarship Sponsorship **\$250**

Your Company name listed in program book and on website. Attendees will be selected from a pool of qualified applicants

MULTIPLE OPPORTUNITIES AVAILABLE

## Fitness Fundraiser **\$250**

Your Company Logo printed on t-shirt given to each participating member. You will receive recognition as a conference sponsor as listed above. All proceeds go to the California School Nutrition Association

MULTIPLE OPPORTUNITIES AVAILABLE

## Registration Desk Kick Panels **\$2,000**

Your Company Logo on the front of the Registration Desk Counters. A GREAT opportunity to display your logo AND your support of CSNA at Conference! Be seen by EVERYBODY that walks by the Registration Desk during Conference.

MULTIPLE OPPORTUNITIES AVAILABLE

Please fill out the following information if interested. These opportunities are available on a first paid, first served basis, so act quickly!

Send completed Registration Form with payment Fax: 818-843-7423 or Mail: CSNA, Attn. Exhibit Manager | P.O. Box 11376, Burbank, CA 91510

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

We would like to sponsor: \_\_\_\_\_

2nd Choice or Additional Sponsorship: \_\_\_\_\_ **TOTAL AMOUNT: \$** \_\_\_\_\_

PAYING BY CHECK - Made payable to CSNA CHECK # \_\_\_\_\_

**COMPLETE INFORMATION BELOW TO PAY BY CREDIT CARD:** SIGNATURE: \_\_\_\_\_

CARD NO.: \_\_\_\_\_ EXP DATE: \_\_\_\_\_ SECURITY V-CODE: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

**CALIFORNIA SCHOOL NUTRITION ASSOCIATION  
POPPY SEEDS RATE CARD AND CONTRACT**

**ADVERTISING RATES**

**BLACK AND WHITE BASE RATES PER ISSUE**

<u>AD SIZES</u>	<u>RUNS... 1 TIME</u>	<u>2 TIMES</u>	<u>4 TIMES</u>
FULL PAGE	\$500	\$485	\$450
TWO PAGE SPREAD	\$1000	\$970	\$900
1/2 PAGE	\$325	\$315	\$293
1/4 PAGE	\$175	\$169	\$158
INSIDE COVERS*	\$750	\$729	\$675
BACK COVER*	\$1000	\$970	\$900

\*BASED ON AVAILABILITY

**COLOR RATES PER ISSUE (ADD TO PRICES ABOVE)**

SPOT COLOR (CYAN, MAGENTA, YELLOW) PER COLOR, PER ISSUE	\$300
FULL COLOR PER FULL PAGE, PER ISSUE	\$800
FULL COLOR PER 1/2 OR 1/4 PAGE, PER ISSUE	\$400

BLEEDS	ADD 10% OF SPACE RATE
GUARANTEED POSITIONING*	ADD 15% OF SPACE RATE

\*BASED ON AVAILABILITY

**FREQUENCY DISCOUNTS**

Advertising must be inserted within one year of first insertion to earn the 2 and 4 times discount. Frequency discounts may also be earned by running 2 or 4 ads in the same issue(s). Different sized ads may be combined to earn frequency discounts in a contract year.

**MECHANICAL REQUIREMENTS**

- Electronic version of ad MUST be supplied. *A Press Ready PDF with fonts/art embedded*
- Screen - 133-150 line screen
- Publication size is 8.5 inches x 11 inches
- Bleed size is 8.75" x 11.25"
- Type area is 7.5" x 10"

**ELECTRONIC FILES**

- Digital ad in InDesign, Adobe Illustrator, Adobe Photoshop in CMYK (no rgb files). Include ALL fonts and art work. Include PDF of final ad with fonts/art embedded to ensure accuracy.
- Transfer media via ZIP, FTP or Disc. Call or email CSNA for FTP information
- Poppy Seeds preference is to have files built in layers. If you have embedded files, please ensure that they are included in what is sent
- Work performed on ads not built to specifications outlined above will be billed direct production fees at a rate of \$80 per hour

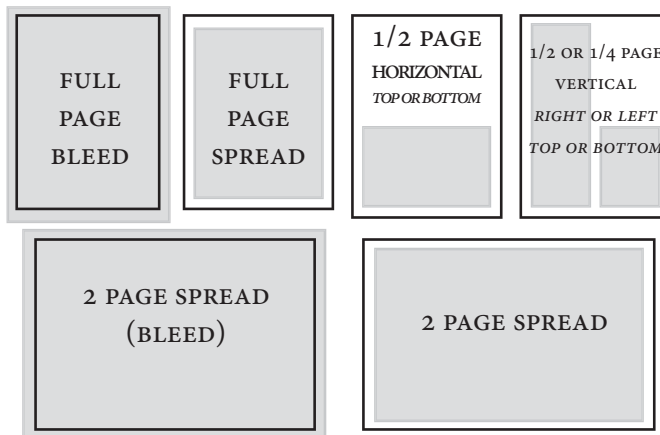
SEND FILES TO [POPPYSEEDS@CALSNA.ORG](mailto:POPPYSEEDS@CALSNA.ORG)

OR CALL (818)842-3040

FOR INSTRUCTIONS ON SENDING LARGER FILES TO FTP SITE.

**STANDARD AD SIZES & PLACEMENT**

	<u>WIDTH</u>	<u>DEPTH</u>
2 PAGE SPREAD (BLEED)	16.75" X	11.75"
2 PAGE SPREAD	16" X	10"
FULL PAGE (BLEED)	8.75" X	11.75"
FULL PAGE IMAGE	7.5" X	10"
1/2 PAGE HORIZONTAL	7.5" X	4.5"
1/2 PAGE VERTICAL	3.75" X	10"
1/4 PAGE VERTICAL	3.75" X	4.75"



**PLACEMENT OF ADS**

Ads are placed throughout the magazine to give balance and facilitate press runs. Full page ads are given right hand page preference. Guaranteed page placement is available for an additional fee and is subject to availability of preferred space. When applicable, Preferential placement of ads is given to those firms that have been advertising in Poppy Seeds for the longest period of time. Preferred space is honored on the basis of date of receipt of the advertising contract. Every effort is made to ensure that ads of competing companies are separated by no less than three pages.

**ISSUE AND CLOSING DATES**

POPPY SEEDS IS PUBLISHED QUARTERLY

<u>ISSUE</u>	<u>IN MAIL</u>	<u>PRESS READY ART &amp; PAYMENT DUE</u>
Winter	January	November 15
Spring	April	February 15
Summer	July	May 15
Fall	October	August 15

- Cancellations not accepted after space reservation deadline and MUST be made in writing
- When change in copy is not received by the closing date for copy, the copy run in the previous issue will be inserted. Publisher reserves the right to bill the advertiser for the space ordered
- Exact dimensions must be specified with reservations



**CALIFORNIA SCHOOL NUTRITION ASSOCIATION**  
**POPPY SEEDS ADVERTISING CONTRACT**

This insertion order will authorize CSNA to run our ad in the following issue(s) of *Poppy Seeds* Magazine.

<b>YEAR</b>	<b>AD SIZE/TYPE/COVER</b> <small>1/2 PAGE ADS, PLEASE INDICATE VERTICAL OR HORIZONTAL INSIDE COVERS &amp; BACK COVER BASED ON AVAILABILITY</small>	<b>BASE RATE</b>
<b>WINTER</b>	_____	_____
<b>SPRING</b>	_____	_____
<b>SUMMER</b>	_____	_____
<b>FALL</b>	_____	_____
		SUB-TOTAL _____

One complimentary issue of *Poppy Seeds* will be mailed to each Advertiser. Additional Copies of *Poppy Seeds* available for \$6 each. Annual Subscription (4 issues) - \$20

<b>OPTIONS</b>	<b>ADDITIONAL FEE</b>	<b>X # OF ISSUES</b>	<b>ADDITIONAL COST(S)</b>
Full Page Color	@ \$800	X # of issues _____	= _____
1/2 or 1/4 Page Color	@ \$400	X # of issues _____	= _____
Spot Color (Each)	@ \$300	X # of issues _____	= _____
Bleed	plus 10%	X # of issues _____	= _____
Guaranteed Position*	plus 15%	X # of issues _____	= _____
<small>*BASED ON AVAILABILITY</small>			
<b>TOTAL COST</b>			<b>\$</b> _____

**TERMS AND CONDITIONS**

- Payment is required with contract for first insertion and by the camera-ready copy/payment deadline for each following contracted issue.
- If payment is not received by the issue payment deadline, the publisher reserves the right to exclude the advertisement.
- Rates subject to change upon 30 days notice in writing from publisher.
- Publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by camera-ready copy deadline.
- Cover positions are non-cancelable.
- No cancellations will be accepted after the deadline for space and must be in writing.
- Cancellation of any portion of a contract voids all rate and position protection.
- Placement is on a first-come, first-reserved basis. The publisher makes every attempt to separate ads of competing companies by no fewer than three pages.
- The publisher reserves the right to cancel or reject any advertising.
- The publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such moneys as are due and payable to the publisher.
- All advertisements are accepted and published by the publisher upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof.
- Advertiser and agency agree to indemnify and save the publisher harmless from any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism or copyright infringement.
- Publisher's liability for any error will not exceed the value of space occupied by such error.

Firm Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_ FAX \_\_\_\_\_

*By signing, you agree to the Terms & Conditions outlined in the Contract and on the Rate Card. No ads will be accepted without signed contract.*

Signature \_\_\_\_\_

PAYMENT IS REQUIRED WITH CONTRACT FOR FIRST INSERTION AND BY THE PAYMENT DEADLINE FOR EACH FOLLOWING CONTRACTED ISSUE. CHECKS MADE PAYABLE TO CSNA. CREDIT CARD PAYMENTS MAY BE FAXED TO (818)843-7423.

Credit Card Number \_\_\_\_\_ Expires \_\_\_\_\_ Security Code \_\_\_\_\_

Billing Address \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Name on Card \_\_\_\_\_ Authorized Signature \_\_\_\_\_

SEND COMPLETE ADVERTISING CONTRACT TO:

CSNA, PO Box 11376, BURBANK, CA 91510 OR FAX TO (818)843-7423

QUESTIONS? CALL (818) 842-3040 OR EMAIL TO POPPYSEEDS@CALSNA.ORG

SEND FILES TO POPPYSEEDS@CALSNA.ORG OR CALL (818) 842-3040 FOR INSTRUCTIONS ON SENDING LARGER FILES TO FTP SITE.



# PIVOTING TOGETHER

69<sup>th</sup> Annual Conference  
of the California School Nutrition Association

November 11 - 13, 2021  
Sacramento Convention Center

## CONFERENCE SCHEDULE

### THURSDAY, NOV. 11, 2021

- 8:00 a.m. - 5:00 p.m. Exhibitor & Member Registration
- 9:00 a.m. - 5:00 p.m. Exhibitor Move-In
- 9:00 a.m. - 3:30 p.m. Pre-Conference Workshops
- 10:30 a.m.-12:30 p.m. Regional Awards Brunch & 1st General Session CDE
- 3:00 p.m. - 4:00 p.m. Exhibitor Pre-Show Meeting
- 1:00 p.m. - 5:00 p.m. SNS Exam

### FRIDAY, NOV. 12, 2021

- 7:00 a.m. - 5:00 p.m. Exhibitor & Member Registration
- 8:00 a.m.-10:15 a.m. Educational Sessions
- 9:00 a.m. - 1:30 p.m. NAC Conference
- 10:30 a.m. - 3:00 p.m. Exhibits Open
- 3:15 p.m. - 5:00 p.m. 2nd General Session
- 6:30 p.m.-10:00 p.m. President's Party

### SATURDAY, NOV. 13, 2021

- 7:30 a.m - 3:00 p.m. Exhibitor & Member Registration
- 7:15 a.m. - 8:15 a.m. Fitness Event
- 8:45 a.m. - 9:45 a.m. Educational Session
- 10:00 a.m. - 1:30 p.m. Exhibits Open
- 1:30 p.m. - 2:30 p.m. Educational Session

## SUMMARY OF KEY DATES

### AUGUST 31, 2021

Deadline for regular fee. After this date, a \$150 late fee applies.

### OCT. 15, 2021

Final deadline for all information to be included in the Conference App

### NOV. 11 - 13, 2021

69th Annual Conference in Sacramento, CA  
at the Sacramento Convention Center

### Exhibit Manager

Amber Ardizone  
CSNA  
P.O. Box 11376  
Burbank, CA 91510  
amber@calsna.org  
Tel: 818-842-3040  
Fax: 818-843-7423

### Trade Show Facility

Sacramento Convention Center  
1400 J Street  
Sacramento, CA 95814  
safecreditunionconventioncenter.com  
Tel: 916-808-5291

## Conference Hotels

Sheraton Grand Sacramento Hotel  
1230 J Street (13th And J)  
Sacramento, CA 95814  
916-447-1700  
Single/Double \$188  
Triple \$213  
Quadruple \$238

Citizen Hotel (Autograph Collection)  
926 J St., Sacramento, CA 95814  
916-447-2700  
Single/Double \$189

! Room cut-off Room cut-off Wednesday, October 13,  
but will sell out early, so don't wait!