

EXHIBITOR PROSPECTUS

The 73rd Annual Conference of the California School Nutrition Association



October 29–November 1, 2025
Pasadena 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

There will be a special competition for booths decorated in keeping with the theme. This year's theme is "Hitting a Home Run for Child Nutrition!"

Up-to-the-Date Information

Visit our website at www.calsna.org for up-to-the-minute information regarding this year's conference.

BOOTH PRICING

(10' x 10' Booths or 20' x 20' Booths as Noted on Floor Plan)

Members

Regular Booths	\$1,275
Premium Booths (Designated with *)	\$1,425
20' x 20' Island	\$6,500

Non-Members

Regular Booths	\$1,525
Premium Booths (Designated with *)	\$1,675
20' x 20' Island	\$7,500

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
available soon!

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

WE BRING THE BUYERS TO YOU!

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

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.

EXHIBITOR PROSPECTUS

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 Ardizone at 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. 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 \$250 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, no refunds will be given.***

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.

FOR MEMBERSHIP INFORMATION, PLEASE VISIT WWW.CALSNA.ORG OR CALL 818-842-3040

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
- Bold sponsor recognition signage located on-site
- Sponsor recognition on CSNA website

Conference Co-Sponsorship

\$15,000

Your Company Logo displayed on conference signwork. Your logo and link on the Conference Website, and Conference Brochure. You will receive 4 Conference Registrations, and 4 California SNA Memberships! You'll be given the opportunity to address the entire conference when you introduce the Thursday Keynote session. You will also be allowed to present up to 3 Educational Sessions (Thur - Sat) so you can provide training on topics that you feel are most beneficial to School Nutrition Professionals. You will receive 1 full page color ad in 4 issues of CalSNA's quarterly magazine.

1 OPPORTUNITY AVAILABLE

Conference Tote Bags

\$8,500

Your Company Logo will be in the hands of over 1,000 attendees when you sponsor the Official 2025 Conference tote that will be used at conference and beyond!

1 OPPORTUNITY AVAILABLE

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. You will also be given the opportunity to address the entire conference when you introduce the Friday Keynote session. Recognition in Conference App and in Poppy Seeds Magazine.

1 OPPORTUNITIES AVAILABLE

1 Friday

Lanyards/Badgeholders

\$6,000

Have your Company name and logo printed on these highly visible items that are worn by more than 1,000 attendees during the conference and collected as souvenirs.

1 OPPORTUNITY AVAILABLE

State Co-Sponsor

\$5,000

Your logo and link on the Conference Website, logo and recognition on signage at conference and Conference Brochure. You will receive 4 Conference Registrations, and 4 California SNA Memberships! You will also receive Keynote session on Friday to address the entire conference, and 1 track during Thursday Educational Sessions 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

Awards Brunch

\$3,500

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

1 OPPORTUNITY AVAILABLE

Mobile App Sponsor

\$3,500

Your company logo will show on the conference welcome home screen. You will receive recognition as a conference sponsor on signage and also in PoppySeeds.

MULTIPLE OPPORTUNITIES AVAILABLE

Registration Desk Kick Panels

\$2,000

Your Company Logo on the front of a Registration Desk Counter. 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

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

President's Party Reception Sponsor

\$750

Your Company Logo displayed on conference signwork. CSNA is looking for Industry supporters to sponsor the President's Party Reception on Friday, October 31, 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 conference app 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).

MULTIPLE OPPORTUNITIES AVAILABLE

Nutrition Advisory Council Sponsorships

\$500

Your Company name listed in the conference app (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

MULTIPLE OPPORTUNITIES AVAILABLE

Attendees Scholarship Sponsorship

\$350

Your Company name listed in the conference app and on website. Attendees will be selected from a pool of qualified applicants

MULTIPLE OPPORTUNITIES AVAILABLE

Fitness Fundraiser

\$300

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

***Engage, Inspire and Grow with these great
2025 Conference Sponsorship and Marketing opportunities!
Sponsor/Marketing Registration Form
is available on the middle of the next page***

SPONSORSHIP/MARKETING REGISTRATION FORM

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 for 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!

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 President's Party 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!

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: _____

BILLING ADDRESS: _____ CITY: _____ ST: _____ ZIP: _____

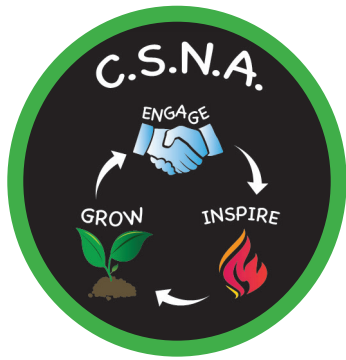
ADVERTISE IN POPPY SEEDS MAGAZINE

Poppy Seeds
The Official JOURNAL for the California Child Nutrition Professional

- Poppy Seeds Magazine is the "Official Journal for 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 or email poppyseeds@calsna.org





The 73rd Annual Conference of the California School Nutrition Association

Pasadena Convention Center

300 E Green St, Pasadena, CA 91101

(626) 795-9311 | www.visitpasadena.com/convention-center/



Exhibit Hall Floor Plan



TRICORD

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:

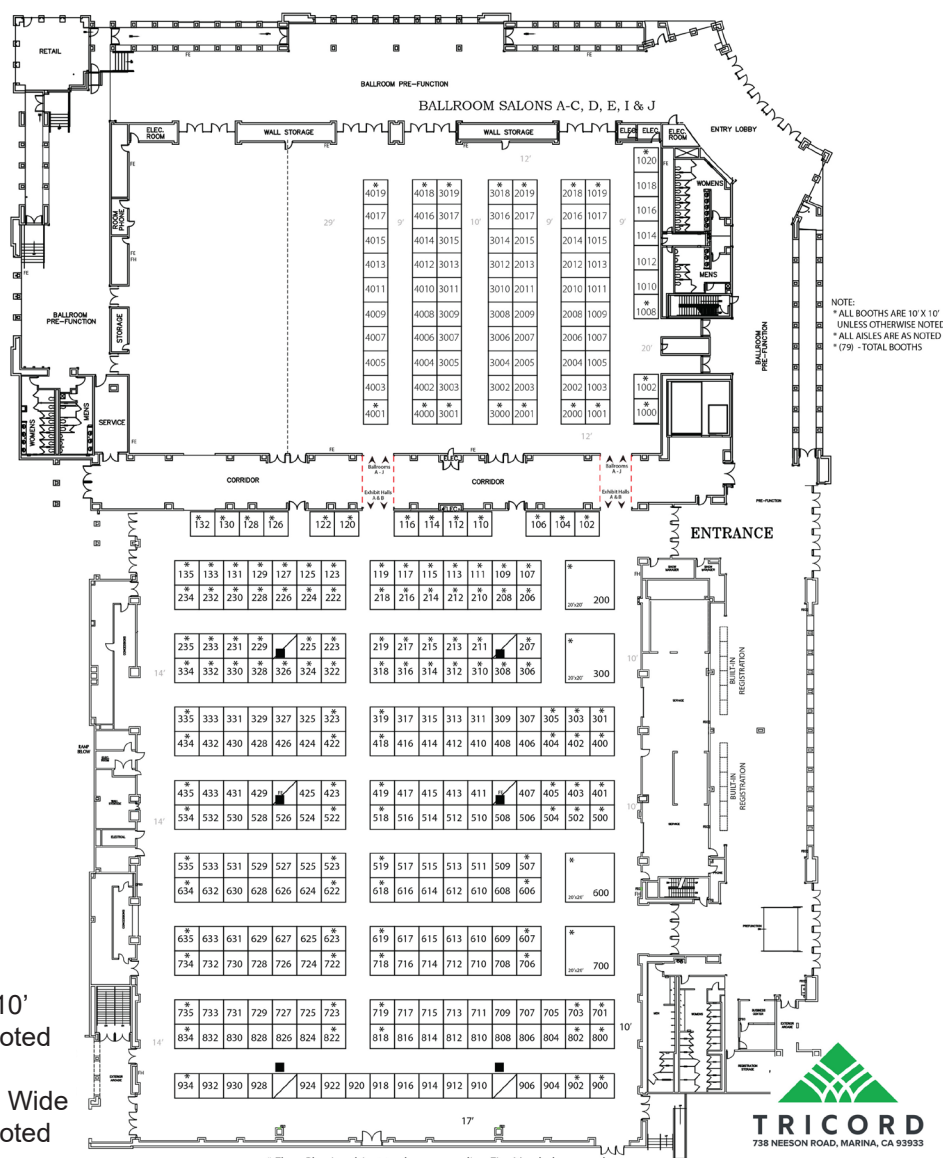
calsna.org/events/annualConference2025.php

then click on the link to Exhibitor Information

Questions: Please email Amber Ardizone,
Exhibit Manager at amber@calsna.org

- All Booths are 10' x 10'
Unless Otherwise Noted
- 4 Islands - 20' x 20'
- All Aisles Are 10' - 0" Wide
Unless Otherwise Noted

EXHIBIT HALLS A-B & BALLROOM SALONS A-C, D, E, I & J PASADENA CONVENTION CENTER



TRICORD
738 NEESON ROAD, MARINA, CA 93933

EXHIBITOR APPLICATION

73rd Annual Conference • California School Nutrition Association
October 29 - November 1, 2025 • Pasadena 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: 1ST _____ 2ND _____ 3RD _____

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: _____

Contact Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Fax: _____

Email: _____

Broker: _____

___ Baked Products/Frozen/Fresh

___ Brokers

___ Beverages

___ Canned Goods

___ Computer Hardware

___ Computer Software

___ Dairies

___ Distributors

___ Equipment, Banquet

___ Equipment, Large

___ Equipment, Small Wares

___ Equipment, Software

___ Food, Condiments

___ Food, Dry Goods

___ Food, Frozen

___ Food, IQF

___ Food, Fruits & Vegetables

___ Food, Snack

___ Food, Staples

___ Food Courts/Furniture

___ Janitorial

___ POS Equipment/Money

___ Counters

___ Packaging Equipment/Supplies

___ Paper Supplies

___ Resource Agencies

___ State Agencies

___ Uniforms

___ Other _____

PAYMENT INFORMATION

MEMBER EXHIBIT FEES:

___ NUMBER OF REGULAR BOOTHS @\$1,275 \$ _____

___ NUMBER OF PREMIUM BOOTHS @\$1,425 \$ _____

___ 20' X 20' ISLAND @ \$6,500 \$ _____

NON-MEMBER EXHIBIT FEES:

___ NUMBER OF REGULAR BOOTHS @\$1,525 \$ _____

___ NUMBER OF PREMIUM BOOTHS @\$1,675 \$ _____

___ 20' X 20' ISLAND @ \$7,500 \$ _____

SUBTOTAL \$ _____

PLUS LATE FEE (IF NOT PAID IN FULL BY JULY 31, 2025)

___ 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, 2025 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



The 73rd Annual Conference of the California School Nutrition Association

October 29 - November 1, 2025
Pasadena Convention Center

CONFERENCE SCHEDULE

THURSDAY, OCT. 30, 2025

- 8:00 a.m. - 5:00 p.m. Exhibitor & Member Registration
- 8:00 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, OCT. 31, 2025

- 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. 1, 2025

- 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

JULY 31, 2025

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

SEPTEMBER 15, 2025

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

OCTOBER 29 - NOVEMBER 1, 2025

73rd Annual Conference in Pasadena, CA
at the Pasadena 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

Pasadena Convention Center
300 E Green St.
Pasadena, CA 91101
(626) 795-9311

Conference Hotels

Westin Pasadena

191 N Los Robles, Pasadena, CA 91101
(626) 792-2727

Single/Double \$239 Triple \$249 Quad \$259
Room cut-off Wednesday October 8th

Hotel Dena

303 E. Cordova St., Pasadena, CA 91101
(626) 449-4000

Single/Double \$239
Room cut-off Wednesday, October 8th

Hyatt Place

399 E Green Street, Pasadena, CA 91101
(626) 788-9108

Single/Double \$229
Room cut-off Wednesday, October 1st

Rooms will sell out early, so please don't wait until the last minute to book!