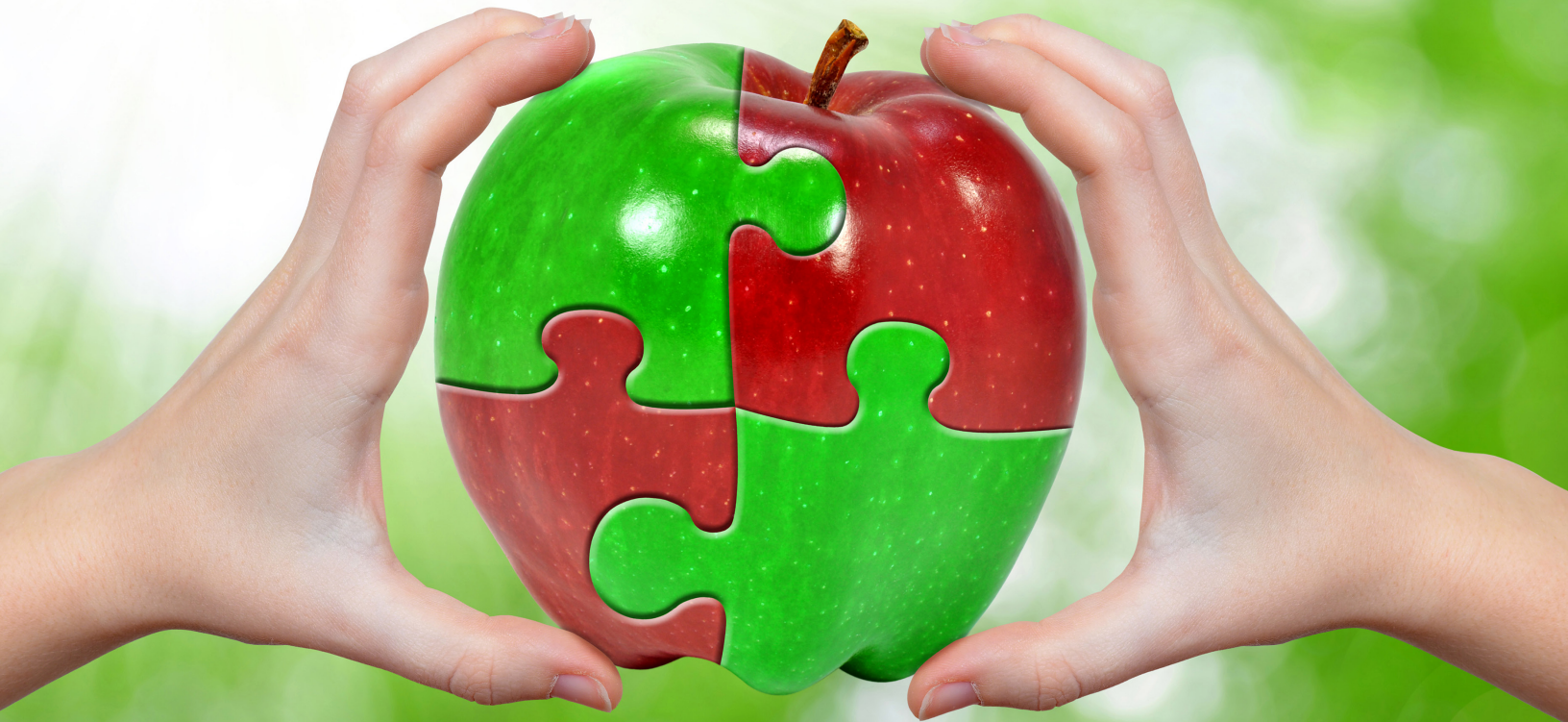


EXHIBITOR PROSPECTUS



The 71st Annual Conference

of the California School Nutrition Association



October 25-28, 2023
Palm Springs 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 "Essential Pieces."



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



The 71st Annual Conference of the California School Nutrition Association

Palm Springs Convention Center

277 N Avenida Caballeros, Palm Springs, CA 92262
(760) 325-6611 | visitpalm Springs.com/palm-springs-convention-center/



Exhibit Hall Floor Plan

Palm Springs Convention Center

Oasis 1-3



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:

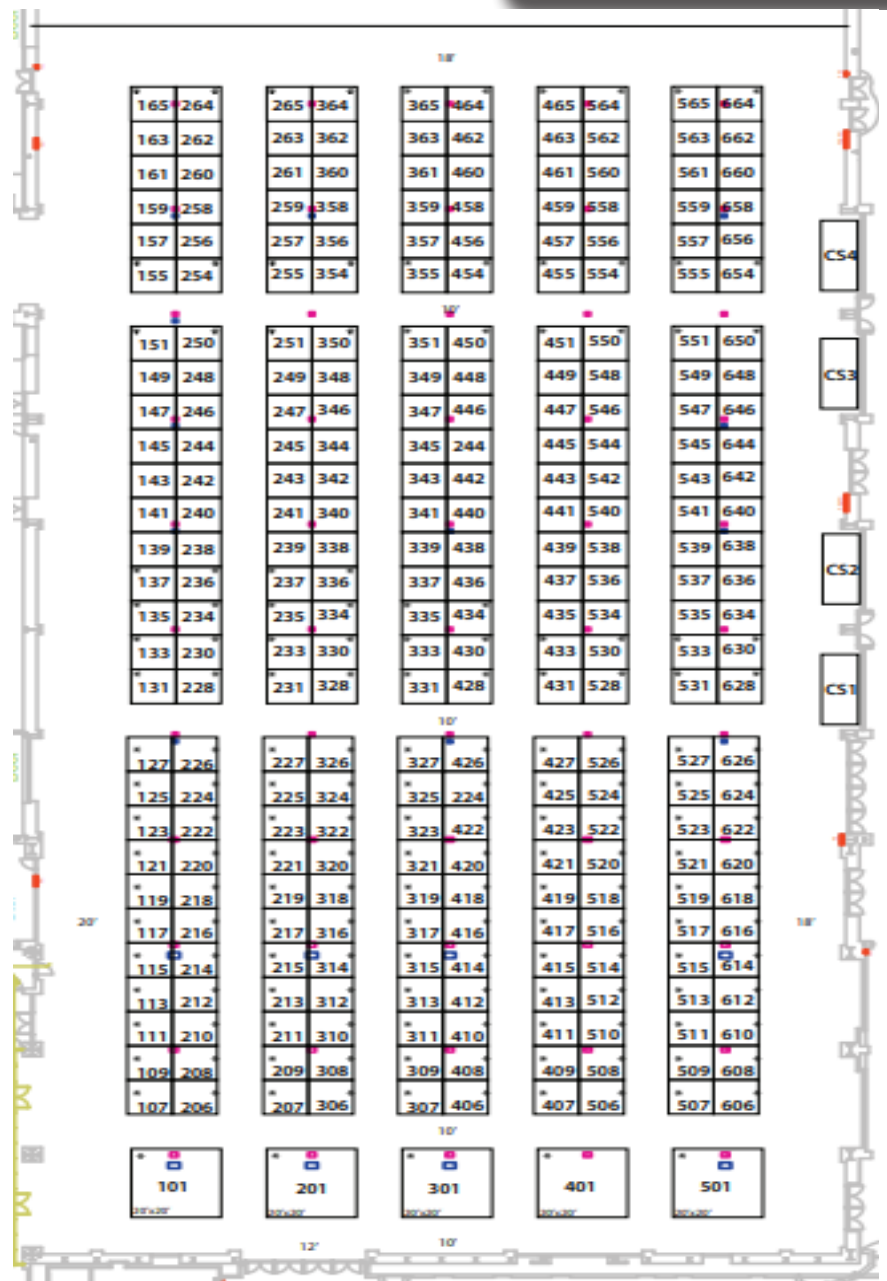
calsna.org/events/annualConference2023.php

then click on the link to Exhibitor Information

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

NOTE:

- ALL BOOTHS ARE 10'x10'
- UNLESS NOTED
- (280) 10'x10' BOOTHS
- (5) 20'x20' ISLAND BOOTHS
- ALL AISLES ARE 10' UNLESS NOTED



EXHIBITOR APPLICATION

71ST Annual Conference • California School Nutrition Association
October 25-28, 2023 • Palm Springs 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 CONFERENCE APP

Company: _____ Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Broker: _____

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.**

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, 2023)

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, 2023 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 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!

At the Show, you can highlight your booth in the conference app 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 President's Party Reception is another great opportunity to sponsor and get your company name in the eyes of attendees.

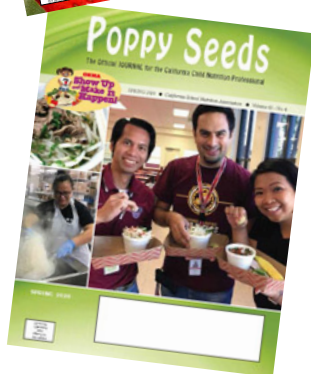
Please take a look at the information regarding Sponsorships and sign up early to best promote your company!

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
- Payment must be received by September 15, 2023

The latest conference information can be found on-line at
www.calsna.org/events/annualConference.php

ADVERTISE IN POPPY SEEDS MAGAZINE



• 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.



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 **\$10,000**
 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 5 Educational Sessions (Thus - Sat) so you can provide training on topics that you feel are most beneficial to School Nutrition Professionals. You will receive 1 full page ad in 4 issues of CalSNA's quarterly magazine.
1 OPPORTUNITY AVAILABLE

Conference Tote Bags **\$7,500**
 Your Company Logo and web address will be in the hands of over 1,000 attendees when you sponsor the Official 2023 Conference tote that will be used at conference and beyond!
1 OPPORTUNITY AVAILABLE

Lanyards/Badgeholders **\$5,000**
 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

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. 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.
2 OPPORTUNITIES AVAILABLE
 1 Friday | 1 Saturday

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

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

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 Thursday to address the entire conference, and 1 track during Educational Sessions (Thus - Fri) will be dedicated to you and you can provide training on topics that you feel are most beneficial to School Nutrition Professionals.
MULTIPLE OPPORTUNITIES AVAILABLE

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, Oct. 21 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 **\$400**
 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 **\$250**
 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 **\$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

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

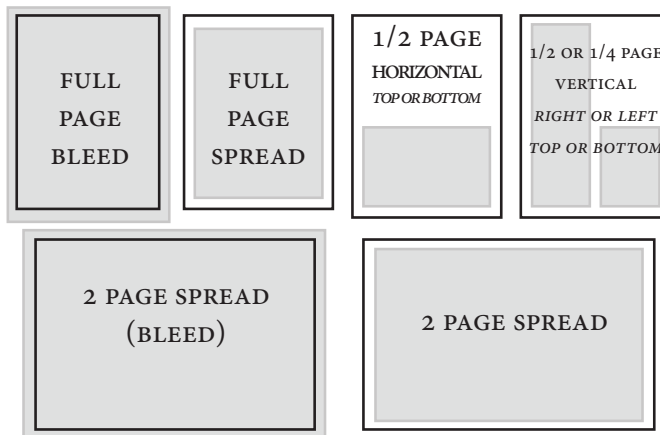
SEND FILES TO POPPYSEEDS@CALSNA.ORG

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 & 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.

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

OPTIONS	ADDITIONAL FEE	X # OF ISSUES	ADDITIONAL COST(S)
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 _____	= _____

*BASED ON AVAILABILITY

TOTAL COST \$ _____

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.



The 71st Annual Conference of the California School Nutrition Association

OCTOBER 25-28, 2023
PALM SPRINGS CONVENTION CENTER

CONFERENCE SCHEDULE

THURSDAY, OCT. 26, 2023

- 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, OCT. 27, 2023

- 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, OCT. 28, 2023

- 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, 2023

Deadline for regular fee. After this date, a \$250 late fee applies.

SEPTEMBER 15, 2023

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

OCTOBER 25-28, 2023

71st Annual Conference in Palm Springs, CA at the Palm Springs 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

Palm Springs Convention Center
277 N Avenida Caballeros,
Palm Springs, CA 92262
(760) 325-6611

CONFERENCE HOTELS

RENAISSANCE PALM SPRINGS
888 E TAHQUITZ CANYON WAY,
PALM SPRINGS, CA 92262
(760) 322-6000
SINGLE/DOUBLE \$219

ROOM CUT-OFF MONDAY, SEPTEMBER 25TH



HILTON PALM SPRINGS
400 E TAHQUITZ CANYON WAY,
PALM SPRINGS, CA 92262
(760) 320-6868

SINGLE/DOUBLE \$185 TRIPLE \$185 QUAD \$185
ROOM CUT-OFF TUESDAY SEPTEMBER 19TH

ROOMS WILL SELL OUT EARLY, SO PLEASE DON'T WAIT UNTIL THE LAST MINUTE TO BOOK!