



## KENTUCKY SCHOOL NUTRITION ASSOCIATION

December 19, 2011

Dear Industry Friends,

Greetings!

The Kentucky School Nutrition Association is excited to provide all of the information you need to participate in the KSNA “**Conquering the Next Challenge**” 2012 Conference and other activities for 2012-2013.

The 2012 Annual State Conference will take place *June 18-20* at the **Northern Kentucky Convention Center in Covington, Kentucky**. The exhibits will take place on **Tuesday, June 19, 2012**.

This document includes:

- ✓ 2012-2013 Industry Partner Opportunities
- ✓ Conference Exhibit Details
- ✓ 2012-2013 Industry Partner/Exhibit Space/Sponsor Application
- ✓ 2012 Exhibit Layout (**2<sup>nd</sup> email attachment**)
- ✓ Conference Program/Challenger Ad Guidelines
- ✓ 2012 Conference Overview (tentative)
- ✓ Industry Advisory Council Information

If you are interested in other opportunities to support KSNA please feel free to contact us and discuss your idea. If you have any questions feel free to contact me. Thanks in advance for your support.

We look forward to working with you to continue to make our KSNA Conference a success.

Sincerely,

*Michelle Coker*

**KSNA Conference Exhibit Committee**

*Michelle Coker, Chair*

Fayette County Public Schools

400 Springhill Drive

Lexington, KY 40503

[michelle.coker@fayette.kyschools.us](mailto:michelle.coker@fayette.kyschools.us)

859-381-3839 ph

859-381-3831 fax

### OFFICERS

**Paula Maddox**  
*President*

**Barbara Kincaid**  
*President Elect*

**Sabrina Jewell**  
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### KSNA Gold Partners 2011-2012

*Advance Pierre Foods*

*Bosco's Pizza*

*ButterBuds Food Service*

*C&T Design & Equipment*

*Heartland School Solution*

*Hobart*

*JTM Food Group*

*Michaels & Associates*

*Schwan's Food Service*

*Winston Industries*

**Kentucky School Nutrition Association**  
**2012-2013 INDUSTRY PARTNER OPPORTUNITIES**

**Gold Partner - \$2,200**

- ✦ KSNA Annual Conference – Monday Night Celebration Sponsor – This event is preceded by a reception for our Industry Partners.
- ✦ Recognition on KSNA stationery as Gold Level Partner.
- ✦ KSNA Website link .
- ✦ One (1) free exhibit booth at 2012 state conference; reduced rate for additional booths (\$660).
- ✦ Choice of booth space location.
- ✦ Booth and general session recognition at KSNA annual conference.
- ✦ One free, full meeting registration per partner, including admission to all education sessions, general sessions and other activities; KSNA member registration fee applies to additional conference registrations.
- ✦ One (1) quarter page ad in conference program.
- ✦ Two (2) quarter page ads in the “Challenger” magazine; discounted ad upgrade fees.
- ✦ Opportunity to be a representative on the KSNA Industry Advisory Council (pending election).
- ✦ Including Corporate Membership Benefits in KSNA\*\*.

**Silver Partner - \$1,650**

- ✦ Invitation to attend a special Industry Partner reception prior to the Monday Night Celebration.
- ✦ One (1) free exhibit booth at 2012 state conference; reduced rate for additional booths (\$660).
- ✦ Choice of booth space location.
- ✦ Booth and general session recognition at KSNA annual conference.
- ✦ One free, full meeting registration per sponsor, including admission to all education sessions, general sessions and other activities; KSNA member registration fee applies to additional conference registrations.
- ✦ One (1) quarter page ad in conference program.
- ✦ Two (2) quarter page ads in the “Challenger” magazine; discounted ad upgrade fees.
- ✦ Opportunity to be a representative on the KSNA Industry Advisory Council (pending election).
- ✦ Including Corporate Membership Benefits in KSNA\*\*.

**\*\*Corporate Membership - \$350**

- On the mailing list to receive information about member activities.
- Special recognition with signage at meetings and in publications.
- Subscription to Challenger magazine.
- Meeting registration for your staff at discounted member rates.
- Electronic Directory of School Food Service Directors.
- Exhibit Booth \$825

**A la Carte For Non-Partner Participation**

- Exhibit Booth \$825

KSNA 2012 ANNUAL CONFERENCE  
**June 18-20, 2012**  
*Northern Kentucky Convention Center*  
Covington, Kentucky  
“Conquering the Next Challenge”  
EXHIBITOR INFORMATION

**Please read carefully! This is a lot of information and I assure you it will answer most of your questions!**

***The Exhibit Hall will be located in Hall 1 at the Northern Kentucky Convention Center (NKCC).***

1. Exhibits will *tentatively* be open from 10:00 am – 2:00 pm on Tuesday, June 19th.  
Directors only from 10:00-12:00 and opening up to all other participants from 12:00-2:00.
2. **Set-up** will be 12:00 - 4:00 pm on Monday, June 18th and 7:30am – 9:45 am on Tuesday, June 19th.
3. The loading dock for Exhibit Hall 1 is located off River Center Drive between Madison and Johnson Street. Due to limited space vendors should unload and then move their vehicles promptly so that all can get unloaded.
4. Break-down may be completed **after** the exhibits are closed on Tuesday, June 19th.
5. Admittance to exhibit area will be by name badge only - for exhibitors and other conference participants.
6. Exhibitor registration will be held on Monday afternoon at the NKCC, inside the exhibit hall, from 12:00 pm to 4:00 pm, and again on Tuesday morning at NKCC from 8:00 am to 9:00 am.
7. Booth assignments will be made on a priority basis. **Gold and Silver Level Partners will receive first priority if contract and payment are received by March 30, 2012.** All vendors may indicate a booth number preference on the exhibit contract. Refer to the *2012 KSNA Exhibit Layout* when selecting preference. **FINAL BOOTH ASSIGNMENT WILL BE MADE WHEN PAYMENT IN FULL IS RECEIVED. PAYMENT IN FULL IS DUE WITH THE CONTRACT.**
8. Vendors who elect to become Industry “Partners” will pay \$660.00 per additional booth. Regular booths (non-partners/corporate members) shall be at a cost of \$825.00 per booth.
9. The Industry Partner fee varies by level of sponsorship. Refer to *2012-2013 Industry Partner Opportunities* for additional information.
10. Any exhibitor wishing to provide a **door prize** is encouraged to do so.
11. **George Fern Company** is contracted to provide the booth set-up. You will receive information directly from them pertaining to requests you may have concerning your booth. If you have questions pertaining to booth needs, please contact them at **502-367-0254**.
12. Refer to the 2<sup>nd</sup> email attachment regarding the **2012 KSNA EXHIBIT LAYOUT & Booth #'s**.

13. Booth fees include the following:

**10' x 10' draped booth**  
**2 - 8' tables, one skirted, one not**  
**1 folding chair**  
**1 garbage can with 4 liners**  
**1 - 7' x 44" Identification Sign**

14. Ice and refrigerated or frozen storage will not be provided by KSNA for show samples.
15. The NKCC has exclusive rights to provide all electrical, water and drain service for the exhibit area. Forms for these services will be included in the Exhibitor Service Kits mailed out by the George Fern Company prior to the show. Discount Pricing will be honored up to the deadline of June 1, 2012.
16. The NKCC requires all vendors to complete a form indicating the types of samples they will be providing. The form is included in the George Fern packet and should be submitted directly the Northern KY Convention Center. Please direct all questions to NKCC at 859-261-1500.
17. **Allowable Products in KSNA Exhibit:** Only products that are within the USDA regulations to be sold in Child Nutrition Programs (CNP) may be shown during this exhibit. Products that may not be sold in Child Nutrition Programs, and therefore may not be represented in the exhibit are defined as foods of minimal nutritional value and are identified by 7 CFR 210 Appendix B and include: Soda water including carbonated beverages, Water Ices, Chewing Gum, Certain Candies such as Hard Candies, Jellies and Gums, Marshmallow Candies, Fondant, Licorice, Spun Candy, Candy Coated Popcorn.
18. Cancellation of exhibit space must be requested in writing. **In no event will a refund be made for a cancellation after May 18, 2012.**
19. Only **REGISTERED EXHIBITORS** will be admitted into the exhibit hall. **All attendees must register to enter and must represent a company who has purchased booth space. All exhibitors must wear a name badge at all times.**
20. **Housing information:** Three sites will be available for room reservations: Marriott River Center, Embassy Suites River Center and Radisson Riverfront. You must tell the reservation desk that you are with the Kentucky School Nutrition Conference.

<http://kysna.org/state-conference/state-conference.html>

**RETAIN THIS INFORMATION FOR FUTURE REFERENCE**

**2012-2013 Industry Partner/Exhibit Space/Challenger/Other  
APPLICATION/CONTRACT**

Kentucky School Nutrition Association Annual Conference  
Exhibits: Northern Kentucky Convention Center ▶ **June 19, 2012**

**Return contract with check payable to KSNA, to:**

Michelle Coker  
Fayette County Public Schools  
400 Springhill Drive  
Lexington, KY 40503  
FAX: 859-381-3831  
Michelle.coker@fayette.kyschools.us

**KSNA USE ONLY**

App# \_\_\_\_\_ Partner# \_\_\_\_\_ Level \_\_\_\_\_  
Date Received \_\_\_\_\_  
Booth Number(s) \_\_\_\_\_  
\_\_\_\_\_  
Total Partner/Exhibit Cost \_\_\_\_\_  
+Total Sponsor Cost \_\_\_\_\_  
=Total Vendor Cost \_\_\_\_\_  
  
Ck. Date \_\_\_\_\_ Ck.# \_\_\_\_\_  
Ck. Amt \_\_\_\_\_ Date Rcvd \_\_\_\_\_  
  
Ck. Date \_\_\_\_\_ Ck.# \_\_\_\_\_  
Ck. Amt \_\_\_\_\_ Date Rcvd \_\_\_\_\_  
Balance Due: \_\_\_\_\_  
Paid in Full Date: \_\_\_\_\_

***PLEASE TYPE OR PRINT LEGIBLY – Provide additional booth sign and name badge information at bottom of page 2 of application.***

**Name of Company/Broker:** \_\_\_\_\_

**⇒ BOOTH SIGN COPY:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Phone:** (\_\_\_\_\_) \_\_\_\_\_ **(800)** \_\_\_\_\_ **Fax:** (\_\_\_\_\_) \_\_\_\_\_

**Company Contact:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**⇒ NAME BADGE COPY:** \_\_\_\_\_

**Website:** \_\_\_\_\_ **Exhibit Contact(if different)** \_\_\_\_\_

**Do you require water hook-up?** \_\_\_ Yes\* or \_\_\_ No

(\*water hook ups only @ 106, 112, 118, 124, 130, odd 401-433 booths)

**PARTNER PROGRAM: Optional (CHECK ONE ONLY)**

		<b>AMOUNT</b>
_____ <b>Option 1 – Gold Partner</b>	\$2,200	_____
_____ <b>Option 2 – Silver Partner</b>	\$1,650	_____

**STATE CONFERENCE PARTICIPATION:**

	<b>BOOTH# PREFERENCE<sup>1</sup></b>	<b>QTY.</b>	
<b>Booth – GOLD or SILVER Partner</b>			
One 10' x 10' Booth	_____	* 1	FREE *
Additional Booth - \$660 each	_____	_____	_____
<b>Booth – Non-Partner</b>			
One 10' x 10' Booth - \$825 each	_____	_____	_____

<sup>1</sup>refer to NKCC Exhibit Layout; subject to change until paid in full; you may also indicate a second choice.

<b>Meals – GOLD or SILVER Partner</b>			
<b>Tuesday Banquet</b>		* 1	FREE *
Additional Tickets - \$40.00 each		_____	_____
<b>Wednesday Brunch</b>		* 1	FREE *
Additional Tickets - \$40.00 each		_____	_____

<b>Meals – Corporate Members/Non-Partners</b>			
<b>Tuesday Banquet</b>	\$40.00 each	_____	_____
<b>Wednesday Brunch</b>	\$40.00 each	_____	_____

**CORPORATE MEMBERSHIP:** \$350.00 \_\_\_\_\_

(NOTE: Corp. Membership included in Partner benefit; only use this space if you are not a Partner!)

**SUBTOTAL – PARTNER/EXHIBIT.....\$** \_\_\_\_\_



Name of Company/Broker: \_\_\_\_\_

Booth Category: (please circle) Food/Beverage    Equipment    Service    Other \_\_\_\_\_

PLEASE RETURN BOTH PAGES WITH YOUR PAYMENT.  
MAKE A COPY OF THIS FORM FOR YOUR RECORD

**ADDITIONAL BOOTH SIGN AND NAME BADGE INFORMATION**

**BOOTH SIGN COPY**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**NAME BADGE COPY**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

*Attach additional sheet if necessary*

**ADVERTISE in the *Challenger*:**

The Challenger is printed and distributed twice each year – fall and spring. Please forward electronic ad copy to Lisa Sims at [Lisa.sims@daviess.kyschools.us](mailto:Lisa.sims@daviess.kyschools.us).

Each Gold and Silver Partner receives a ¼ page ad in the Conference Program at no additional charge. The deadline for the Conference Program ad is May 4, 2012 (firm)!

Option 1 or 2: Gold or Silver Partner [CHECK APPROPRIATE ONE(S)]

- \_\_\_\_\_ ¼ page ads in Fall and Spring Issues – FREE FREE \*
- \_\_\_\_\_ ½ page ads in Fall and Spring Issues - \$150 \_\_\_\_\_
- \_\_\_\_\_ Full page ads in Fall and Spring Issues - \$300 \_\_\_\_\_

Non-Partner [CHECK APPROPRIATE ONE(S)]

- \_\_\_\_\_ ¼ page ads in Fall and Spring Issues - \$300 \_\_\_\_\_
- \_\_\_\_\_ ½ page ads in Fall and Spring Issues - \$600 \_\_\_\_\_
- \_\_\_\_\_ Full page ads in Fall and Spring Issues - \$900 \_\_\_\_\_
- \_\_\_\_\_ Single ¼ page ad in Fall Challenger - \$200 \_\_\_\_\_
- \_\_\_\_\_ Single ¼ page ad in Spring Challenger - \$200 \_\_\_\_\_

**SUBTOTAL – CHALLENGER ADS**      \$ \_\_\_\_\_

**GRAND TOTAL**      \$ \_\_\_\_\_

**KENTUCKY SCHOOL NUTRITION ASSOCIATION**  
**ADVERTISING IN THE *Challenger* AND CONFERENCE PROGRAM**

**AD SPECIFICATIONS**

Advertising pages in the *Challenger* are 8-1/2 x 11 inches and are printed in black and white. Three ad sizes are available: full page, 1/2 page and 1/4 page

<p><b>Full Page</b></p> <p>7-1/2" wide 10" high</p>	<p><b>1/2 Page</b></p> <p>7-1/2" wide 4-3/4" high</p>	<p><b>1/4 Page</b></p> <p>3-3/4" wide 4-3/4" high</p>
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**Guidelines:**

- ✓ All ads should be submitted in black and white.
- ✓ Ads may be submitted in the following formats for best results (PC compatible)
  - JPEG in high resolution
  - Tiff in high resolution
  - PDF in high resolution
- ✓ All formats listed above should include all fonts and graphics.
- ✓ Ads may be sent on disk or emailed to Lisa Sims at:  
[Lisa.sims@daviess.kyschools.us](mailto:Lisa.sims@daviess.kyschools.us)

**AD SCHEDULE**

All ads and payments are due prior to established deadline dates.  
Dates for 2012-2013 are:



**Fall 2012 – September 28, 2012**  
**Spring 2013 – March 1, 2013**

**CONFERENCE PROGRAM ADS**

Only Gold and Silver partners receive an ad in the state conference program and should submit their ad in the same manner to Lisa Sims no later than May 4, 2012.

**Kentucky School Nutrition Association**  
**56<sup>th</sup> Annual State Conference – June 18-20, 2012**

**Conquering the Next Challenge**

Sunday, June 17	Monday, June 18	Tuesday, June 19		Wednesday, June 20
<b>WELCOME EVERYONE!</b> <i>Conference Registration</i>	<i>Conf. Registration</i>	<i>Opening General Session</i>  Exhibitor Registration 8:00-9:00 Booth Set-Up 7:30-9:45	<i>Emporium Silent Auction Marketing Hall of Fame</i>	<i>Educational Sessions</i>
<i>Leadership Training/Chapter Team Motivation</i>	Pre-Conf. Sessions ~~~~~ Emporium & Silent Auction open	10:00 – 12:00 pm <i>Exhibits for Directors Only</i>	<i>Round Table Session for Food Service Employees</i>	<i>Closing General Session With Brunch</i>
<i>Executive Board Meeting</i>	<i>Educational Sessions</i>	12:00 – 2:00 pm <i>Exhibits for All Attendees</i>		<b>HAVE A SAFE TRIP HOME!</b>
Explore or visit one of the many great restaurants in Northern Kentucky.	Exhibitor Registration 12:00-4:00  Booth Set-Up 12:00-4:00	<i>Educational Sessions</i>	<i>Educational Sessions</i>	
 <b>KENTUCKY SCHOOL NUTRITION ASSOCIATION</b> <i>Making the right food choices, together.</i>	Evening Event TBA	<i>Pictures</i>  <i>Second General Session</i>  <i>Banquet</i>		 <b>KENTUCKY SCHOOL NUTRITION ASSOCIATION</b> <i>Making the right food choices, together.</i>

**\*\*\*More Detailed Agenda to be provided at later date\*\*\***

## Kentucky School Nutrition Association INDUSTRY ADVISORY COUNCIL

The Industry Advisory Council (IAC) is an important partner in helping KSNA achieve its goals. Established in 1991, and revised in 2005, the IAC consists of 18 members. Ten IAC members are from Industry (five from food service companies and four from equipment/supply companies); eight members are KSNA representatives. Each industry member is selected from among the Partner representatives to serve a three year term. The chair of the IAC is an industry member elected by all of the IAC members.

### 2011-2012 Industry Advisory Council

Shawnalee Smith	Halls Segó	Chair, Industry Member
Chuck Robinson	SFS Smart Systems	Vice Chair, Industry Member
Ashley Jarvis	Michael's & Associates	Industry Member
Carson Griffin	Mascari	Industry Member
Pam Dube	MVP	Industry Member
Jason Richards	Pierre Foods	Industry Member
Chad Lunsford	Winston Industries	Industry Member
John Bowerman-Davies	C&T Design	Industry Member
Tracy Long	The 2 Market Group	Industry Member
Chris Gardner	WB Marketing	Immediate Past Chair
Paula Maddox	KSNA President	KSNA Member
Barbara Kincaid	KSNA President Elect	KSNA Member
Sabrina Jewell	KSNA Vice President	KSNA Member
Michelle Coker	KSNA Exhibit Chair	KSNA Member
Ginger Gray	KSNA Active Past President	KSNA Member
Connie Whitaker	KSNA Managers & Assistants Chair	KSNA Member
Leah Mills	KSNA Administrator Chair	KSNA Member
Lisa Sims	KSNA Public Communications Chair	KSNA Member

Become a KSNA Industry Partner and take advantage of this opportunity to help the association reach its goals. The IAC helps KSNA provide meaningful professional development and networking opportunities for our members.



*Making the right food choices, together.*

***Industry Advisory Council***

