



SNAI Conference

In June 2010, you'll have an opportunity to spend time exhibiting your

products, services, and/or equipment directly to key buyers in School Nutrition Association Iowa. As a leading supplier of products, equipment and/or services to the SNAI industry, we welcome you and your firm to exhibit at our 53rd Annual Food & Equipment Expo, the largest and most highly regarded exposition serving the School Nutrition Association Iowa members. Act now and take advantage of this fabulous opportunity to showcase your products and services directly to the decision makers of School Nutrition Association Iowa! Complete the enclosed Exhibit Contract form and mail to Norma LaMantia to reserve a space today!

Exhibit Hours

Tuesday, June 15 10:00-11:00 **Buyers**
11:00-1:30 General

Exhibit Set-up Hours

Monday, June 14 1:00-4:00 PM
Tuesday, June 15 8:00-10:00 AM

Exhibit Dismantling Hours

Dismantling begins at 1:30 PM after the show

Industry Membership

If you had a booth at the 2009, conference you are a member. You may purchase a booth at the Member rate for the 2010 conference. If you are not currently a member, you may exhibit at the lower rate by completing the enclosed Corporate Membership Form. Return the completed form, with your payment, to Norma LaMantia.

SNAI Conference Dates: June 14-15, 2010 "Growing Healthy Children"

Site

The Scheman Building
Iowa State University
Ames, Iowa

Booth Size

Single booths are 8' x 10'
Multiple booths are welcome.

Booth fees and electricity costs

Fees are listed on the contract. If you would like electricity in your booth, please indicate as such on the contract. Two outlets are included in the booth fee. If you require additional electricity, please refer to the Iowa State Center Exhibit Booth Additional Equipment Order Form.

If you are a first time exhibitor with SNAI, there is a **\$100 discount**.

Booth Services

Melissa Johnson
Iowa State Center
Suite 4, Scheman Building
Ames, IA 50011
(515) 294-9489; FAX (515)294-3349

If you need additional equipment, please refer to the Iowa State Center Exhibit Booth Additional Equipment Order Form and make arrangements directly with them. Additional electricity may also be ordered directly from the Iowa State Center by using this form.



Exhibit Package

- ✓ Standard booth set-up includes: 36" side dividers, one 6' draped table, 2 chairs, wastebasket and a sign with company name. Two standard outlets are also included.
- ✓ Security service
- ✓ Listing in show program book if contract received by April 15
- ✓ One complimentary 2010/11 SNAI Sustaining Membership with each full booth
- ✓ May attend educational sessions and meetings
- ✓ Opportunity to reach many School Nutrition Association Iowa professionals



Monday evening promises to be a fun-filled event. Dinner at the Gateway Conference Center will be followed by a decadent Chocolate Party sponsored by CanTwo. If you are interesting in attending, please return the reservation form included in your packet.

Contact Information:

Norma LaMantia
SNAI Association Manager
3232 Fernwood Court
Davenport, IA 52807
(563) 823-0162
snaiowa@msn.com

Hotel Information

Gateway Hotel/Conference Center

2100 Green Hills Drive
Ames, IA 50014
515-292-8600 or 800-FOR-AMES
www.gatewayames.com

Hotel Reservations:

Make your reservation by May 31 and mention that you are attending the School Nutrition Association conference to receive a special rate of \$95.00. 1-4 guests (plus ta.x)

Proceeds from this event go toward scholarships for the state and national organization. How can you help support our mission of child nutrition?

Door Prizes

Door prizes will be awarded during exhibits and at our last general session on June 15. If a name is drawn and the winner is not present, another name will be drawn. Suggested retail value is \$50.00. Your company will be recognized for your donation.

In addition, we will be using door prizes as incentive for conference attendees to visit all exhibitor booths. A check-off system will be used to earn points that will be applied to extra chances to win large door prizes.

Program Book

Personally invite School Nutrition Association Iowa delegates to visit your booth by advertising in the 2010 Conference Program. The program is your best chance to ensure that all conference participants will be exposed to your company's products or services.

Size: 5 x 6.75"

Cost: \$150

Camera ready artwork in either Microsoft Word or JPG format should be sent to Norma LaMantia by April 15, 2010 via email. Questions? Contact Norma.

Advertising

An easy way to have your name visible is to place your name or logo on any of our promotional items. These will be given to all our conference attendees at registration.

Promotional Item Fee: \$500

Sponsorship

Want to maximize your participation in SNAI's Annual Conference? Raise your company's visibility during the show? Enhance your company's image as supporter of School Nutrition Association Iowa? **If yes, here is your chance.** Sponsorships are an economical marketing opportunity to guarantee your company maximum year round exposure to School Nutrition Association Iowa delegates.

Other benefits include:

- ✓ Time during event to address the participants
- ✓ Company's name on all event signage
- ✓ Company listing as sponsor in conference program

Event to Sponsor

General session speaker	\$500
Banquet/entertainer	\$500
Education session	\$250
Luncheon	\$300
Door prize**	Suggested \$50
Favors for tote bags	Varies

Contribution

If you would like to donate door prizes or favors for tote bags, please contact one of the following:

Norma LaMantia (563) 823-0162

Susan Knight (319) 447-3302

Michael Carlson (641) 421-4501

If a door prize winner is not present at the time of the drawing, we will continue to draw names until a winner is present.



Making the right food choices, together.

**Celebrate the 53rd
Annual Conference**

**School Nutrition
Association Iowa**

June 14-15, 2010

“Growing Healthy Children”



**The Scheman Building
Iowa State University
Ames, Iowa**