

Minnesota School Nutrition Association 66th Annual Conference
River's Edge Convention Center | St. Cloud, MN

EXHIBIT SHOW

TUESDAY, AUGUST 8TH, 2023

ADVENTURE AWAITS WITH MSNA

Location: River's Edge Convention Center (RECC)

10 4th Ave S, St. Cloud, MN, 56301

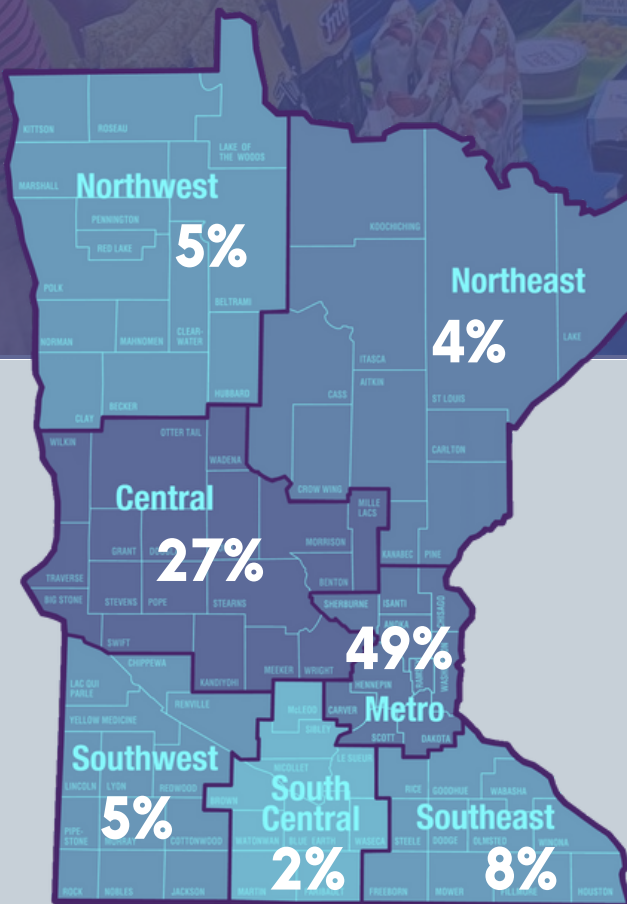
Theme: Adventure Awaits with MSNA

Colors: Blue & White

OUR 2022 CONFERENCE ATTENDEES

700 Total Attendees

182 Director/Purchaser Badges Purchased



Connect with directors and purchasers **representing areas from across the state!** With director/purchasers having dedicated time and all show access, opportunities to **connect with key decision makers** will abound from start to close.

2022 attendee school district location *comparable to Director/Purchaser make-up

REGISTER YOUR BOOTH HERE

THANK YOU, 2022 EXHIBITORS!

- 8th Avenue Pasta
- A.J. Wholesale Produce, Inc.
- **Accutemp**
- **Affinity Sales Group Midwest**
- Albies
- Amazin Raisins
- **Apple and Eve/The Switch**
- Arlington Valley Farms
- Aspire Bakeries
- Bake Crafters
- **Baker Boy**
- **Baker Sales**
- **Basic American Foods**
- Ben's Original
- Bimbo Bakehouse
- **Bix Produce**
- **Bongards Creameries**
- Bridgford
- Brookwood Farms
- **Buena Vista Foods**
- Bush Brothers
- Butter Buds
- Butterball
- **Cambro Manufacturing**
- Campbell's Foodservice
- **Captain Ken's Foods, Inc.**
- Cargill
- **Catallia Mexican Foods**
- **Cavendish Farms**
- Cherry Central
- Classic Delight
- **ClearVu School Services**
- Cloverdale Foods
- Conagra
- **Cool School Café**
- **CORE Foodservice**
- Country Pure
- **Curate**
- **Daly & DeRoma**
- Darlington Snacks
- Dole
- **Domino's Smart Slice**
- EduTrak / WordWare
- **Ekon-O-Pac**
- Envy
- ePallet
- **ES Foods**
- **Ferndale Market**
- **Foster Farms**
- **Fruti Fruit**
- **General Mills**
- **General Parts**
- **Great Northern Baking Company**
- **GVM Food Marketing**
- **Hangry Bear**
- Harvest Hill Beverage
- Health-e Pro
- Heartland/Java House
- **Hershey Ice Cream**
- High Liner Foods
- **Hobart**
- **Hollander**
- Home Market Foods
- **Hubert Company**
- **Huhtamaki**
- Idahoan
- **IFD Foodservice Distributor**
- Impossible Foods
- Infinite Campus
- Integrated Food Service
- **International Food Solutions**
- **J&J Snacks**
- Jack Links
- **Jennie O Turkey Store**
- JM Smucker (Smucker's)
- Jonny Pops
- JR SIMPLOT
- JTM
- **Kelloggs**
- Kent Precision Foods
- **Key Impact**
- Kikkoman
- Knouse Foods
- **Lakeland Minneapolis**
- **Land O' Lakes**
- **Life Time Foundation**
- Lindy's Homemade, LLC (Froot Jooce)
- **LINQ**
- **Los Cabos Mexican Foods**
- Maglio Produce
- Marzetti
- McCain
- Michael Foods
- Minnesota Department of Agriculture
- Minnesota Department of Education
- Mission
- Mission Nutrition
- Mott's
- **Nardone Bros Pizza**
- **National Food Group**
- **North Star Agency**
- **NutriStudents K-12**
- **PCS Revenue Control Systems**
- **PepsiCo/Frito Lay**
- **Peterson Farms Fresh, LLC**
- Phoenix Marketing
- Pilgrim's (Gold Kist)
- **Post Consumer Brands**
- **PrimeroEdge**
- **ProTeam Foodservice Advisors**
- ProView
- **Red Gold**
- **Redco Foodservice Equipment**
- **Rich Products**
- **Ritten Associates**
- Rockin'OLA
- **S A Piazza (Wild Mike's)**
- **Schwan's**
- SEIU Local 284
- Smithfield Culinary
- Starkist
- **Street Vision Foods**
- **Sunset Orchard/Richland Hills Farms**
- Super Bakery
- **Sysco Western MN**
- Tasty Brands
- The Amazing Chickpea
- **The Yes Group**
- Tree Top
- Trident
- **TriMark Minnesota**
- **Trio Supply Company**
- Tyson
- **Upper Lakes Foods**
- **US Foods Culinary Equipment and Supplies**
- **Vader and Landgraf, Inc.**
- Vistar Minnesota / Performance Food Group
- **Visualz**
- **Vollrath Company**
- **Waypoint**
- WOW Butter
- Yangs 5th Taste

**Bolted companies indicate 2022 MSNA members*



Show Details

TUESDAY, AUGUST 8TH

WHY EXHIBIT?

- Opportunity to promote your products and services to over 800 MSNA and SNA members, many of whom are potential buyers and are looking for products for their nutrition programs
- Get instant feedback on new and upcoming products from districts that represent a wide range of needs and goals. Help focus your sales plans for these items.
- Listing in conference program and on the MSNA website
- Unlimited # of booth staff*
- Receive a director's list post-event

**We recommend no more than 2 booth staff at one time. Booth staff do not receive passes to the conference. To register for the conference as an attendee, use this [form](#).*

KEY DATES

- **July 10, 2023** Early Bird Registration ends
- **July 10, 2023** Deadline for company information to be placed in printed conference program
- **July 28, 2023** Deadline for booth registrations

EXHIBIT SET-UP HOURS

- **Monday, August 7** | 2:00pm-6:00pm
 - *NO early arrivals to set up. This will be strictly enforced*
- **Tuesday, August 8** | 7:00am-8:30am

EXHIBIT HALL HOURS

Tuesday, August 8, 2023

- **9:15am-3:00pm Show Hours**
 - 9:15-11:30am (Director's/Purchasers only*)
 - 11:45am-1:15pm (Group A**)
 - 1:30-3:00pm (Group B)

**Directors/Buyers allowed in for the entire show hours*

***Each group will be identified by a different lanyard color.*

EXHIBIT DISMANTLING HOURS

Immediately after show (3:00 PM)

Early dismantling will result in forfeiture of 2024 preferred placement.

MINNESOTA GIFT LAW

(MN Statute 471.895) prohibits local district officials from accepting gifts or prizes for personal use. The law allows trinkets valued up to \$5. Distribution of giveaways not in compliance with the gift law is prohibited.

BOOTH INFORMATION

- All booths are 8' x 10'
- Each Booth includes:
 - Hanging identification sign
 - Pipe/drape, 8' skirted table, 2 chairs
 - Access to refrigerated truck & ice service
 - Option to purchase additional adjacent booths
 - Option to provide kitchen-service in your booth (see form below)

IMPORTANT FORMS

- Electric order and payment forms provided by River's Edge CC
 - **Electrical Form**
- Rental/drayage/material handling form provided by Cenaiko Expo Services
 - **Decorating Form**
 - **Shipping Form**
 - **Shipping Instructions**
- If an exhibitor plans to serve food and beverage samples, the Special Event License form, below, must be read, signed, and sent to MSNA@fusionLP.org. This includes reading and agreeing to the Minnesota Department of Health food handling and handwashing safety guidelines.
 - **Special Event License Form**
 - **MDH Food Handling Safety Guidelines**
- *Cancellation prior to 30 days of show will have a \$150.00 administrative fee charge. No refunds will be allowed for any cancellation less than 30 days prior to the opening of exhibits.*

Become a Member!

2023 ANNUAL CONFERENCE BOOTH PRICING

- Premier-Level or Elite-Level Member Booth ----**\$0.00***
- Industry-Level Member Booth-----**\$775.00** (\$975 after 7/10)
- Non Member Booth-----**\$1275.00** (\$1375 after 7/10)

**Premier and Elite memberships include a booth as a benefit of membership. See below for member pricing.*

2023 MSNA MEMBER PRICING

Membership runs January - December 2023

- ELITE LEVEL-----**\$2300.00**
- PREMIER LEVEL-----**\$1200.00**
- INDUSTRY LEVEL-----**\$450.00**

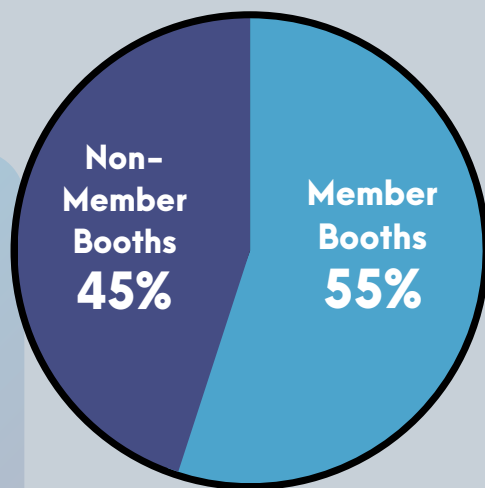
Join MSNA as a Premier or Elite member by July 10 to secure your discounted booth!

MEMBER BENEFITS

- **Premier-level and Elite-level receive a booth at the Annual Conference**
- Industry-level receive a discounted booth (\$775)
- Receive a list of Minnesota school food service directors
- Your company will be identified on our MSNA Industry Directory section of the MSNA website
- E-subscription to the MSNA Minute triannual newsletter
- Important updates and communications from MSNA
- **Sponsorship opportunities** for Elite Members

****I WANT TO BECOME A MEMBER!****

Email MSNA@fusionLP.org with your company's name, contact name, email, and desired membership level.



2022 PARTICIPATION

- 119 booths
- 64 MSNA members represented
- 8 brokers represented

Membership Type	# Booths	%
ELITE LEVEL	13	11%
PREMIER LEVEL	49	40%
INDUSTRY LEVEL	3	3%
NON-MEMBER	54	45%