

Minnesota School Nutrition Association

2025 EXHIBITOR PROSPECTUS



SCRATCHING THE SURFACE:
THE FUTURE IS UNLIMITED



TUESDAY, AUGUST 5, 2025

Location: Mayo Civic Center

30 Civic Center Dr SE, Rochester, MN 55904

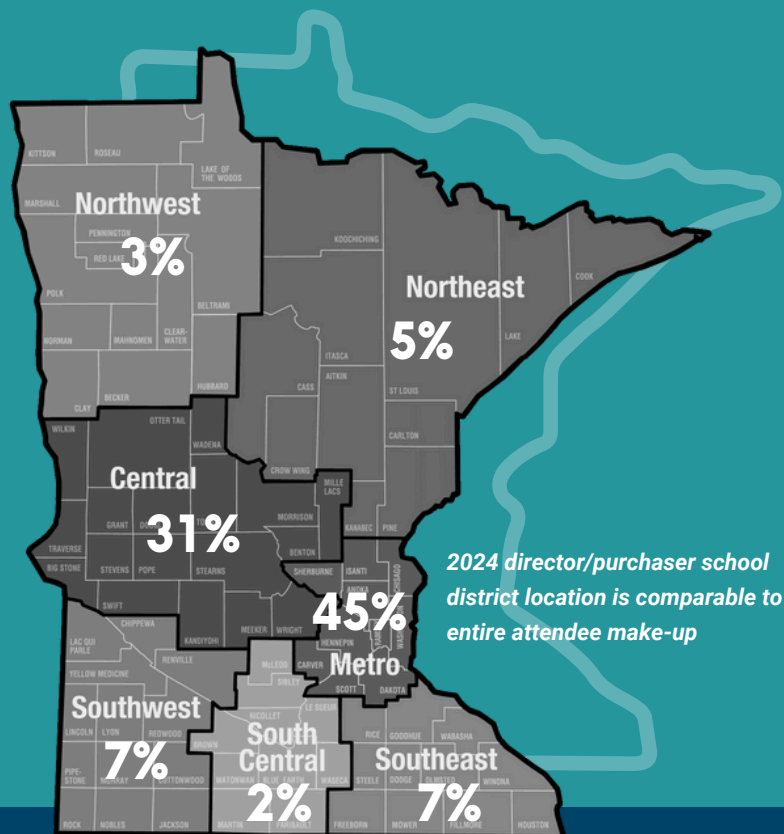
Theme: *Scratching the Surface: the Future is Unlimited*

Colors: Shades of Blue

REGISTER MY BOOTH

BECOME A SPONSOR

OUR 2024 CONFERENCE ATTENDEES



712 Total Attendees

**136 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 abound from start to close.



WHY GET INVOLVED WITH MSNA?

“

Being a member has brought many benefits as an Industry Partner. I enjoy attending the conferences, which keeps me connected with other school and industry members.

The networking is beneficial in my position and membership accelerates that process. I like to keep up to date on the legislative and advocacy so I understand how changes at a federal level will affect the work I do with my customers. I thrive with the idea-sharing and support from members.

Some of my strongest relationships were cultivated at the events that MSNA plans. I always like to tell people that if they don't sign up, then they are missing out!

Bekah DeJarlais, Upper Lakes Foods
Industry Advisory Board Member
2023 SNIP Conference Co-Chair
2023 Industry Partner Award





Show Details

TUESDAY, AUGUST 5

WHY EXHIBIT?

- Opportunity to promote your products and services to over 700 MSNA and SNA members, many of whom are potential buyers 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 directors/decision-makers list post-event

**We recommend no more than two (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

- **June 13, 2025** Early Bird Registration ends
- **July 11, 2025** Deadline for company info to be included in printed conference program
- **July 18, 2025** Deadline for booth registrations

EXHIBIT SET-UP HOURS

- **Monday, August 4** | 12:00pm-5:00pm
 - *NO early arrivals to set up. This will be strictly enforced*
- **Tuesday, August 5** | 6:00am-9:00am

EXHIBIT HALL HOURS

Tuesday, August 5, 2025

- **9:15am-2:00pm Show Hours**
 - 9:15-11:15am (Directors/Purchasers only*)
 - 11:30am-2:00pm (All)

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

EXHIBIT DISMANTLING HOURS

Immediately after show (2:00 PM)

Early dismantling will result in forfeiture of 2025 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, two (2) chairs, one (1) waste basket
 - Access to refrigerated truck & ice service
 - Option to purchase additional adjacent booths
 - Option to provide kitchen-service in your booth (see form below)

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.

IMPORTANT FORMS

- Electric, rental, drayage, and shipping provided by Mayo Civic Center
 - **Exhibitor Store**
 - **Internet is provided. Electric and carpet are NOT provided.**
- 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**

DID YOU KNOW YOU'LL SAVE BY BECOMING A MEMBER?

2025 ANNUAL CONFERENCE BOOTH PRICING

Premier-Level or Elite-Level Member Booth*	Included with Membership
Industry-Level Member Booth	\$850.00 (\$1050.00 after 6/13)
Non Member Booth	\$1500.00 (\$1600.00 after 6/13)

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

2025 MSNA MEMBER PRICING

Membership runs January - December 2025

ELITE LEVEL	\$2500.00
PREMIER LEVEL	\$1400.00
INDUSTRY LEVEL	\$600.00

Become a Premier or Elite member and secure a discounted booth PLUS great membership benefits.

(It's a no-brainer to become a member!)

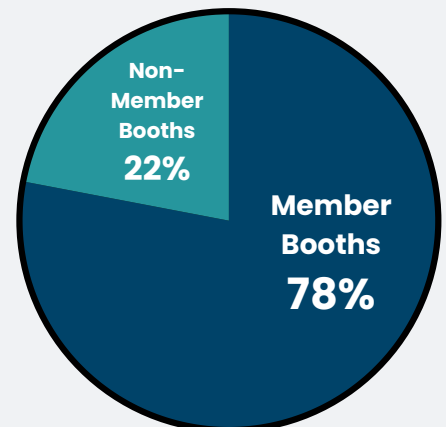
MEMBER BENEFITS

- **Premier-level and Elite-level receive a booth at the Annual Conference.**
- **Elite members receive up to two additional booths for \$850 each (\$1050 after 6/13).**
- 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
- **Visibility opportunities** for Elite Members

I WANT TO BECOME A MEMBER!

Never been a member before? **Complete this quick form.**

Otherwise, email MSNA@fusionLP.org with your interest and desired membership level.



2024 PARTICIPATION

- 153 booths
- 111 MSNA members represented
- 8 brokers represented

Membership Type	# Booths	%
ELITE LEVEL	22	14%
PREMIER LEVEL	83	54%
INDUSTRY LEVEL	13	10%
NON-MEMBER	35	22%

THANK YOU, 2024 EXHIBITORS!

- Accutemp
- Acxion Foodservice
- Affinity Group
- Albies
- Amazin Raisins
- Amazing Chickpea
- AmTab
- Apple & Eve
- Arlington Valley Farms
- Aspire Bakery
- ATSR Planners Architects & Engineers
- Bake Crafters
- Baker Boy
- Baker Sales Company
- Ben's
- **Boelter**
- Bongards Creameries
- Brakebush Brothers Inc.
- Bridgford
- Buena Vista
- Bush's Beans
- Butter Buds
- Butterball
- C.H. Guenther
- Cambro
- Campbell's
- CannonBelles Cheese
- Captain Ken's Foods
- Cargill
- Catallia Mexican Foods
- Caulfield & Associates
- Cavendish Farms
- **CenterPoint Energy**
- Cherry Central
- Classic Delight
- Cleveland Kitchen
- Cloverdale Foods
- Conagra
- Cool Schol Cafe-Real Time Solutions
- Cool Tropics
- CORE Foodservice
- Country Pure Foods
- Country View Dairy
- Culinex
- Curate
- Custom Culinary
- Cybersoft Technologies, Inc.
- **PrimeroEdge**
- **Daly & DeRoma Foodservice Reps**
- **Darlington (Lakeland Minneapolis)**
- Del Real
- Dole
- Domino's Smart Slice
- Dyma Brands
- EduTrak
- Ekon-O-Pac LLC
- Envy
- ES Foods
- Ferndale Market
- Fond Du Lac Ojibwe School
- **Food Chain Management, Inc.**
- Foodservice Concept Design
- Fork Farms, LLC
- Foster Farms
- Freshpoint - Bix Produce Company
- Gaia Software Inc
- **General Mills**
- **General Parts**
- GVM Marketing
- Harvest Hills
- Health-e Pro
- Heartland/Java House
- Hershey Ice Cream
- High Liner
- Hillyard
- Hobart
- **Hollander**
- Home Market
- Hoyo, SBC
- Hubert Company
- Huhtamaki Inc. / Repworx
- Idahoan
- **IFD Foodservice Distributor**
- Impossible Foods
- Infinite Campus
- Integrated Food Service
- International Food Solutions
- IPS Rebates
- J&J Snack Foods
- Jack Links
- Jennie-O-Hormel
- Jonny Pops
- **JR Simplot Company**
- JTM
- KDP (Keurig Dr. Pepper)
- Kellanova
- Kellogg's
- Kikkoman
- Kraft Heinz
- Lakeland Minneapolis
- Land O' Lakes
- Lindy's Homemade/Froot Jooce
- LINQ
- Los Cabos Mexican Foods
- Maglio Companies (Produce)
- McCain Foods
- Minnesota Department of Agriculture
- **Minnesota School Food Buying Group**
- Mission Foods
- Mission Nutrition
- Muffin Town
- Nardone Bros Pizza
- Nathan's Famous
- **National Food Group**
- Nippon Shokken
- Nordic Waffles
- North Star Agency
- NutriStudents K-12
- Oliver Packaging & Equipment
- Palmetto
- PepsiCo
- **Peterson Farms Fresh LLC**
- Pilgrims
- Post Holdings
- ProTeam Foodservice Advisors
- Provender Brands LLC d/b/a Deeply Rooted
- ProView
- Raisels
- **Ranchers US OP LLC**
- Red Gold
- Redco Foodservice Equipment
- Rich Products
- Richland Hills Farms/Sunset Orchard
- Ritten Assoc
- **Schwan's**
- SEIU Local 284
- Sico America, Inc.
- Smithfield
- Smuckers
- Sno Pac Foods
- Southern Peanut Growers
- Street Vision Foods
- Sunbutter
- Sunkist
- Super Bakery
- Swanson Meats
- Sysco Western MN
- **Tasty Brands**
- TekVisions, INC
- The Good Acre
- **The Yes Group**
- Tree-Range Farms Inc.
- Trident (Acxion Foodservice)
- **TriMark Minnesota**
- Trio Supply Company
- Tyson
- Unox
- **Upper Lakes Foods**
- Upstate Farms
- **Vader & Landgraf**
- Vistar / Performance Food Group
- Visualz
- Wild Mike's / SA Piazza
- Wisconsin Food Hub
- WOW Butter
- Yang's 5th Taste
- Zepole Supply Co.

MSNA 2024 Elite Industry Members

Bolded companies indicate 2024 MSNA members

2025 SPONSORSHIP OPPORTUNITIES



Shape the future of school nutrition and position your company in front of 2500+ school nutrition professionals! Sponsorships are available to MSNA industry members. Visibility benefits are available at each level. Check out the [prospectus](#) to view all speaking, engagement, and visibility opportunities available!

Annual Conference Sponsorships

\$1200 | Annual Conference Keynote Speaker Sponsorship (Two Available)

\$750 | Annual Conference Lunch Sponsor (One Available)

\$500 | Annual Conference Breakfast Sponsor (Two Available)

\$1000 | Annual Conference Welcome Reception Sponsor (Two Available)

\$1000 | Annual Conference Lanyards Sponsor (One Available)

\$500 | Annual Conference Pens Sponsor (One Available)



**SPONSOR
REGISTRATION**



Questions?

Contact MSNA:
MSNA@fusionLP.org
(320) 251-2344
www.MNsna.org



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