



EXHIBITOR & SPONSORSHIP PROSPECTUS

Minnesota School Nutrition Association

TUESDAY, AUGUST 4, 2026
RIVER'S EDGE CONVENTION CENTER
10 4TH AVE S, ST. CLOUD, MN 56301

[REGISTER MY BOOTH](#)

[BECOME A SPONSOR](#)



TABLE OF CONTENTS

P3 - Why Exhibit | Attendees

P4 - Show Details

P5 - Industry Member Information

P6 - Speed Networking

P7 - 2025 Exhibitors

P8-P12 - Sponsorship

WHY YOU SHOULD EXHIBIT



The exposure the Minnesota School Nutrition Association offers at the annual food show is simply invaluable for school nutrition industry partners.

Showcase your company's products and services to over 700 attendees, including 130+ directors/purchasers. Get instant feedback on new and upcoming products from districts that represent a wide range of needs and goals.



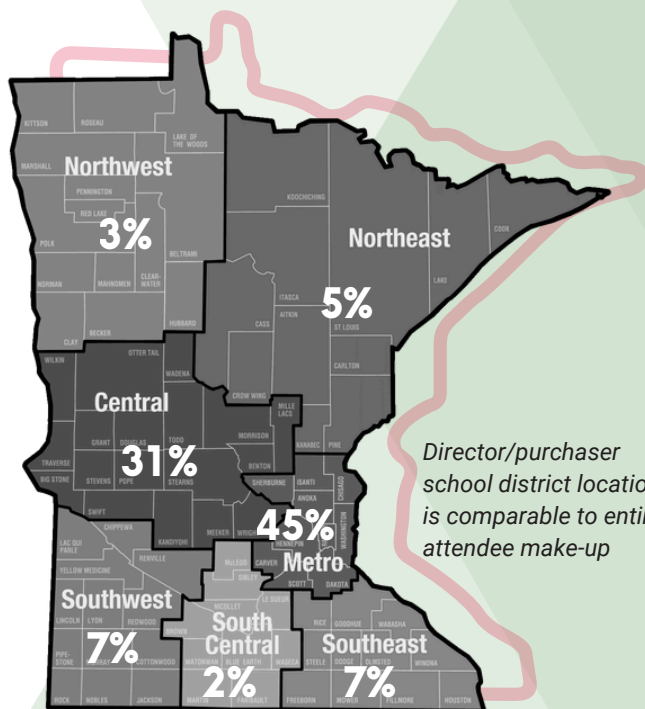
We're proud to say our 2025 exhibit show in Rochester sold-out, and we're excited to continue record-setting attendance and exhibitor satisfaction into 2026. When surveyed following the 2025 show, **85% of exhibitors** rated the show as Excellent or Good, **88%** agreed that their objectives were met, and **90%** were satisfied with their conversations with attendees.



"MSNA hosts one of the most attended SNA state shows in the country - providing countless opportunities to showcase your products to K-12 operators all over the state. MSNA does a great job considering all details (show hours, decision maker period, spacious floor space, and much more) to offer value that exceeds the investment."

Billy Rosenthal, Integrated Foodservice, MSNA Industry Advisory Board Member

OUR ATTENDEES



Director/purchaser school district location is comparable to entire attendee make-up

712 Total Attendees*

136 Director/Purchasers

Connect with directors and purchasers representing areas from across the state. With director/purchasers having dedicated time and all show access, there are numerous opportunities to connect with key decision-makers from beginning to end.

**Numbers based on the most recent year the conference was held in St. Cloud, 2024*



Show Details

TUESDAY, AUGUST 4
 RIVER'S EDGE CONVENTION CENTER,
 10 4TH AVE S, ST. CLOUD, MN 56301



KEY DATES

- **June 13, 2026** Early Bird Registration ends
- **July 13, 2026** Deadline for company info to be included in printed conference program
- **July 13, 2026** Deadline for booth registrations

EXHIBIT SET-UP HOURS

- **Monday, August 3** | 11:00am-5:00pm
 - NO early arrivals to set up. This will be strictly enforced
- **Tuesday, August 4** | 6:00am-9:00am

EXHIBIT HALL HOURS

Tuesday, August 4, 2026

- **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 2027 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 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**
 - **Credit Card Form**
- 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**

SAVE BY BECOMING A MEMBER

84% OF EXHIBITORS WERE MEMBERS IN 2025

2026 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.

2026 MSNA MEMBER PRICING

Membership runs January - December 2026

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

**All invoices paid via credit card are subject to a 3.5% fee.

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

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

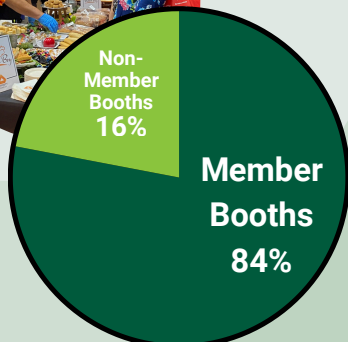
MEMBER BENEFITS

- 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 identified on the Industry Directory on the MSNA website
- E-subscription to the MSNA Minute triannual newsletter
- Important updates and communications from MSNA
- **Visibility and engagement opportunities** for Elite Members, including attendance at the Annual Conference directors' breakfast, the opportunity to participate in the **new** speed networking event , and much more



I WANT TO BECOME A MEMBER

Simply email MSNA@fusionLP.org with your desired membership level.



2025 PARTICIPATION

159 booths | 123 members represented | 7 brokers represented

Membership Type	# Booths	%
ELITE LEVEL	27	17%
PREMIER LEVEL	89	56%
INDUSTRY LEVEL	14	9%
NON-MEMBER	29	18%

NEW AT THE 2026 ANNUAL CONFERENCE

SPEED NETWORKING

When: Monday, August 3, 3:30 – 5:00 pm

Who: This member benefit will be available exclusively for Elite members in 2026.

Cost: \$250.00

Connect directly with school nutrition decision-makers in a way that goes far beyond the exhibit hall. Speed networking is designed to give your team focused, face-to-face time with directors who are actively shaping purchasing decisions in their districts.

This **90-minute session** brings together ten (10) industry partners and **up to 40 school nutrition directors**, ensuring conversations stay targeted and valuable. With short, timed rotations, you'll meet multiple decision-makers in a single session, maximizing your exposure. Think of it as compressing weeks of outreach into one high-impact experience, where every interaction is intentional and relevant.

Participation is limited and offered on a first-come, first-served basis for ten (10) Elite industry members. MSNA will contact all Elite members by early May, and participation will be limited to the first 10 registrants. At just \$250, this opportunity delivers exceptional value by putting you in front of qualified buyers who are already attending the conference and ready to engage. If you're looking to strengthen relationships, generate leads, and stand out among competitors, speed networking is one of the smartest investments you can make at this year's event.

Guidelines

- The speed networking session will last 90 minutes. 10 industry companies will rotate each round, including one "break" round.
- You will have 6 minutes to present relevant information and discuss opportunities with the representative(s). 2-4 school nutrition decision-makers will be present at each table.
- You may bring a limited amount of printed materials, promotional giveaways such as pens, pencils, keychains, or stickers, as well as electronic devices (e.g., iPads) to display additional product or service details.
- NO physical samples of products or equipment are allowed. This policy will be strictly enforced to ensure fairness for all participants.



THANK YOU, 2025 EXHIBITORS!

- Accutemp Products Inc.
- **Acxion Foodservice**
- **Affinity Group**
- **Albies**
- Amazin Raisins
- AmTab
- Apple & Eve
- **Arlington Valley Farms**
- **Aspire**
- **ATSR Planners Architects Engineers**
- **Baker Boy**
- **Baker Sales**
- **Basic American Foods**
- Boelter Companies
- **Bongards Cheese**
- **Brakebush**
- Bridgford
- Brookwood Farms
- Brown's Ice Cream Co.
- **Buena Vista**
- **Bush Brothers**
- Butter Buds
- **Butterball**
- C.H. Guenther
- **Cambro Manufacturing**
- Campbell's Foodservice
- **Captain Ken's**
- **Cargill**
- **Catallia**
- **Caulfield & Associates**
- **Cavendish Farms**
- CenterPoint Energy
- Classic Delight
- **Cloverdale Foods**
- **Conagra**
- **Cookies Food Products**
- **Cool School Cafe**
- **Cool Tropics**
- **CORE Foodservice**
- **Country Pure Foods**
- **Country View Dairy**
- **Curate**
- Daly & DeRoma Foodservice Reps
- Danone North America
- Darlington
- **Deeply Rooted Farms and BAMF Foods**
- **Del Real**
- **Dole**
- **Domino's Smart Slice**
- **Educational Biometric Technology**
- **EduTrak LLC**
- Ekon-O-Pac LLC
- Envy
- Equalis Group
- **ES Foods**
- Food Chain Management Inc
- **Fork Farms, LLC**
- **Foster Farms**
- Frazil
- **Freshpoint - Bix Produce**
- **Frito Lay- Pepsico**
- **Gaia Software**
- General Mills
- **General Parts**
- **GVM Food Marketing**
- **Harvest Hills/Juicy Juice**
- Health-e Pro
- Heartland Foods
- High Liner Foods
- **Hobart**
- Hollander
- Home Market
- **Hormel/Jennie-O**
- **Hoyo SBC**
- Idahoan
- IFD Foodservice Distributor
- **Imperial Dade**
- Infinite Campus
- **Integrated Foodservice**
- **International Food Solutions**
- **J&J Snack Foods**
- Jack Links
- Jones Dairy Farm
- **Jonny Pops**
- **JTM Food Group**
- **Kikkoman**
- King's Command
- Knouse
- **Kraft Heinz**
- **Lakeland Marketing**
- **Land O'Lakes**
- **Lindy's Froot Jooce**
- Magic Seasoning Blends
- Marzetti
- **MBC Companies - Bake Crafter's & Nardone Bros Pizza**
- **McCain**
- **MCI Foods / Los Cabos Mexican Foods**
- MIC Foods
- Middleby
- **Minnesota Department of Agriculture**
- **Minnesota Department of Agriculture**
- **Minnesota Department of Education**
- Mission Foods
- **Mission Nutrition**
- National Food Group / ZeeZee's
- **Nippon Shokken U.S.A. Inc.**
- **Nordic Waffles**
- **North Star Agency**
- **Oliver Packaging & Equipment**
- Pacific Coast Producers
- **Palmetto**
- **Performance Food Group**
- Peterson Farms Fresh - Cool Tropics
- **Pilgrims**
- **Post Cereal**
- **PrimeroEdge + SchoolCafe**
- **ProTeam Foodservice Advisors**
- **ProView**
- R&R Cultivation
- **Raisels**
- Rancher's Legacy
- **Rapids & Affiliates**
- **Rebelloys Foods**
- **Red Gold**
- Redco Foodservice Equipment
- **Rich Products**
- **Rich's Ice Cream**
- **Ritten Associates**
- **SA Piazza/Wild Mike's Pizza**
- **Safer Plate LLC (Liam's)**
- Savannah Classics
- Schwan's
- SEIU Local 284
- **Sico America**
- Simplot
- Smithfield
- **Smucker's**
- **Sno Pac Foods, Inc**
- Southern Peanut Growers
- **South-town Refrigeration & Mechanical**
- Starkist
- **Street Vision Foods**
- **Sunset Orchard/Richland Hills Farms**
- **Super Bakery**
- **Sysco Western MN**
- Tajin
- Tasty Brands
- Taylor Farms Illinois Inc
- **TekVisions, Inc**
- **The Amazing Chickpea**
- The Good Acre/ Sprout Food Hub/
Renewing The Countryside
- The Yes Group
- **Tree Top**
- **Tree-Range Farms**
- **Trident**
- Trimark USA
- **Trio Supply Company**
- **Tyson Foods**
- **United Food & Oriental LLC**
- Unox
- Upper Lakes Foods
- Vader and Landgraf, Inc.
- Ventura
- **Vistar / Performance Food Group**
- **Vollrath Co. LLC**
- **Winholt**
- **WK Kellogg CO**
- **Yang's**
- **Zepole Supply Co.**

MSNA 2025 Elite Members

Bolded companies indicate 2025 members

2026 SPONSORSHIP OPPORTUNITIES



Shape the future of school nutrition and position your company in front of 2500+ school nutrition professionals. Sponsorships are exclusively available to MSNA industry members, and visibility benefits are available at each level. Check out the prospectus to view all speaking, engagement, and visibility opportunities, and grab your sponsorship while it's 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)

\$350 | Annual Conference Refreshment Break Sponsor (Six Available)

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

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

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

[SPONSOR PROSPECTUS](#)

[BECOME A SPONSOR](#)

[REGISTER MY BOOTH](#)

THANK YOU, 2025 ANNUAL CONFERENCE SPONSORS

<p>Breakfast Sponsors</p>  	<p>Lunch Sponsors</p>  	<p>Lanyards Sponsor</p> 
<p>Welcome Reception Sponsors</p>                 		

2026 SPONSORSHIP OPPORTUNITIES



ANNUAL CONFERENCE KEYNOTE SPEAKER SPONSOR

→ **\$1200 (Two Available)**

Speaking & Engagement Benefits

- Introduce speaker
- Spotlight in (1) issue of MSNA Minute triannual newsletter
- Spotlight in (1) "What's Happening at MSNA" monthly e-bulletin

Visibility Benefits

- Continuous promotion and recognition of your Keynote Speaker Sponsorship in all pre-event marketing, including on website, app, email blasts, and social media
- Promotion of your company on website and mobile app as the Keynote Sponsor for that day (linked logo)
- Keynote Speaker Sponsor sign displayed at booth
- Exclusive promotion of your company logo on screens before plenary as Keynote Sponsor
- Post-conference recognition in MSNA Minute triannual newsletter
- Color ad on MSNA Annual Conference webpage
- Color ad in (1) issue of MSNA Minute triannual newsletter



2026 SPONSORSHIP OPPORTUNITIES



LUNCH SPONSOR → \$750 (Two Available)

Speaking & Engagement Benefits

- Two-minute attendee welcome on selected day
- Spotlight in (1) issue of MSNA Minute triannual newsletter
- Spotlight in (1) "What's Happening at MSNA" monthly e-bulletin



Visibility Benefits

- Continuous promotion and recognition of your Lunch Sponsorship in all pre-event marketing, including on website, app, email blasts, and social media
- Promotion of your company on website and mobile app as the Lunch Sponsor for that day (linked logo)
- Exclusive promotion of your company logo on screen at lunch
- Post-conference recognition in MSNA Minute triannual newsletter
- Color ad in (1) issue of MSNA Minute triannual newsletter



BREAKFAST SPONSOR → \$1000 (One Available)

Speaking & Engagement Benefits

- Two-minute attendee welcome on selected day
- Spotlight in (1) "What's Happening at MSNA" monthly e-bulletin



Visibility Benefits

- Continuous promotion and recognition of your Breakfast Sponsorship in all pre-event marketing, including on website, app, email blasts, and social media
- Promotion of your company on website and mobile app as the Breakfast Sponsor for that day (linked logo)
- Exclusive promotion of your company logo on screen at breakfast
- Post-conference recognition in MSNA Minute triannual newsletter
- Color ad in (1) "What's Happening at MSNA" monthly e-bulletin

REFRESHMENT BREAK SPONSOR → \$350 (Six Available)

Speaking & Engagement Benefits

- Spotlight in (1) "What's Happening at MSNA" monthly e-bulletin



Visibility Benefits

- Continuous promotion and recognition of your sponsorship in all pre-event marketing, including on website, app, email blasts, and social media
- Promotion of your company on website and mobile app as a Break Sponsor (linked logo)
- Promotion of your company logo on refreshment table sign
- Post-conference recognition in MSNA Minute triannual newsletter

2026 SPONSORSHIP OPPORTUNITIES



ANNUAL CONFERENCE WELCOME RECEPTION SPONSOR

→ **\$1000 (Two Available)**

Speaking & Engagement Benefits

- Two-minute attendee welcome at the Welcome Reception
- Spotlight in (1) "What's Happening at MSNA" monthly e-bulletin

Visibility Benefits

- Continuous promotion and recognition of your Welcome Reception Sponsorship in all pre-event marketing, including on website, app, email blasts, and social media
- Promotion of your company on website and mobile app as the Welcome Reception Sponsor (linked logo)
- Exclusive promotion of your company logo on screen at reception
- Post-conference recognition in MSNA Minute triannual newsletter
- Color ad in (1) "What's Happening at MSNA" monthly e-bulletin



All Annual Conference attendees are invited to join our industry partners at this Monday evening Welcome Reception

ANNUAL CONFERENCE LANYARDS SPONSOR

→ **\$1000 (One Available)**



Visibility Benefits

- Your logo on conference lanyards, worn by all attendees. MSNA or company to provide lanyards.
- Promotion and recognition of your sponsorship in all pre-event marketing, including on website, app, email blasts, and social media
- Post-conference recognition in MSNA Minute triannual newsletter



ANNUAL CONFERENCE PENS SPONSOR

→ **\$500 (One Available)**

Visibility Benefits

- Your logo on conference pens. COMPANY TO PROVIDE PENS (1000 count).
- Promotion and recognition of your sponsorship in all pre-event marketing, including on website, app, email blasts, and social media
- Post-conference recognition in MSNA Minute triannual newsletter

2026 SPONSORSHIP OPPORTUNITIES



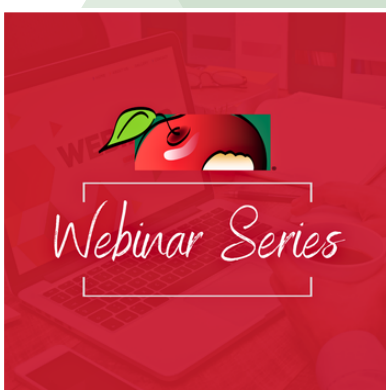
Other event sponsorships are available, including opportunities to sponsor the:

- SNIP Conference
- Twins Game
- Webinar Series

SEE ALL EVENT SPONSORSHIPS

BECOME A SPONSOR

REGISTER MY BOOTH





Questions?

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

TUESDAY, AUGUST 4, 2026
RIVER'S EDGE CONVENTION CENTER
10 4TH AVE S, ST. CLOUD, MN 56301