

Minnesota School Nutrition Association's 67th Annual Conference
River's Edge Convention Center, St. Cloud, MN

2024 EXHIBITOR PROSPECTUS



TUESDAY, AUGUST 6TH, 2024

Location: River's Edge Convention Center (RECC)
10 4th Ave S, St. Cloud, MN, 56301

Theme: MSNA For All

Colors: Red and White

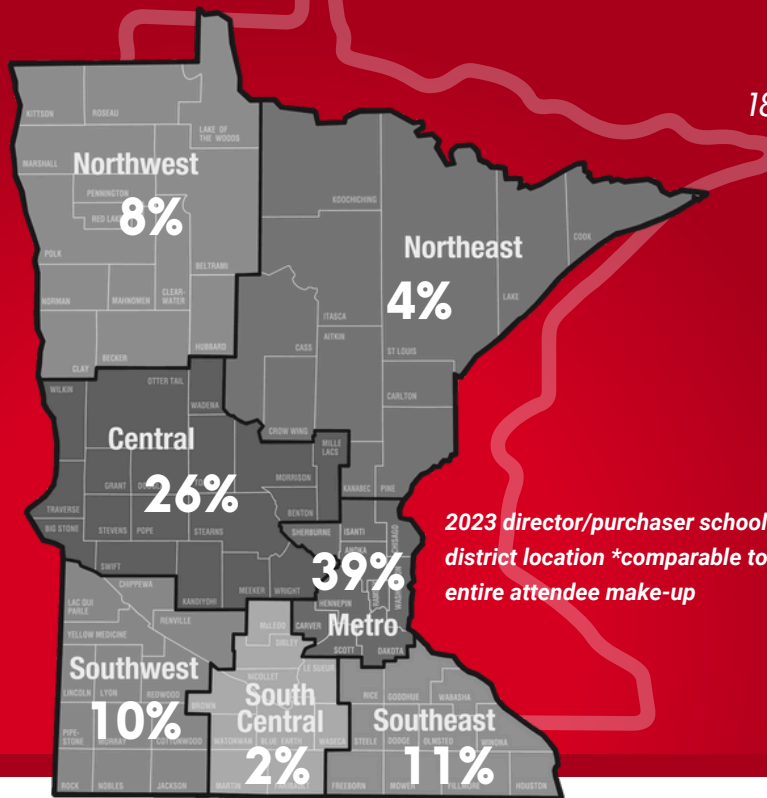
REGISTER YOUR BOOTH

BECOME A SPONSOR

OUR 2023 CONFERENCE ATTENDEES

650+ Total Attendees

186 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.

NEW THIS YEAR!

2024 SPONSORSHIP OPPORTUNITIES

Gain a competitive edge and position yourself as a leader in school nutrition by supporting MSNA's unique sponsorship program!

Join us as a sponsor during the Annual Conference or during other events throughout the year that convene industry leaders, school nutrition professionals, and government school nutrition representatives to share valuable information, provide key insights, and create meaningful opportunities.

Check out the opportunities for your company to gain visibility with over 2500 MSNA members.

SPONSORSHIP OPPORTUNITIES



ANNUAL CONFERENCE KEYNOTE SPEAKER \$1200 (Two Available)

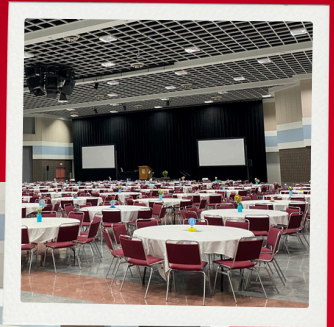
Speaking & Engagement Benefits

- Introduce speaker – four-minute engagement (alternative: pre-recorded video)
- Access to speed networking with school nutrition directors/purchasers
- Spotlight in (1) issue of MSNA Minute triannual newsletter
- Spotlight in (1) “What’s Happening at MSNA” monthly e-bulletin
- Free job postings on MSNA website

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 Display sign 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 or SNIP Conference webpage depending on sponsorship
- Ad in Conference Booklet (Full page)

SPONSORSHIP OPPORTUNITIES



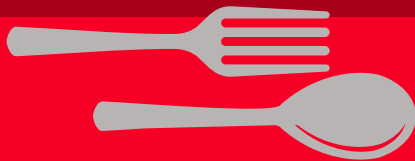
ANNUAL CONFERENCE LUNCH SPONSOR \$750 (One Available)

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
- Free job postings on MSNA website

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
- Ad in Conference Booklet (1/2 page)



ANNUAL CONFERENCE BREAKFAST SPONSOR

Speaking & Engagement Benefits

\$500 (Two Available)

- 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
- Ad in Conference Booklet (1/4 page)

SPONSORSHIP OPPORTUNITIES

A LA CARTE SPONSORSHIPS

\$100 Each (Unlimited # Available)

MSNA offers several sponsorship opportunities at events throughout the year. These sponsorships offer industry partners the chance for recognition before 2500 MSNA members:

>> Saints Game Social Event with school nutrition professionals

Two events planned for 2024

>> SNIP Conference Social Activities, TBD, Fall 2024

>> MSNA Webinar Series

>> Community Service Outreach Event

Speaking & Engagement Benefits

- Recognition 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, email blasts, and social media
- Promotion of your company on website as the sponsor of event (linked logo)
- Your company logo on signage at event
- Post event recognition in MSNA Minute triannual newsletter



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 6TH

WHY EXHIBIT?

- Opportunity to promote your products and services to over 700 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 directors/decision-makers 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

- **June 14, 2024** Early Bird Registration ends
- **July 5, 2024** Deadline for company information to be placed in printed conference program
- **July 26, 2024** Deadline for booth registrations

EXHIBIT SET-UP HOURS

- **Monday, August 5** | 2:00pm–6:00pm
 - NO early arrivals to set up. This will be strictly enforced
- **Tuesday, August 6** | 7:00am–9:00am

EXHIBIT HALL HOURS

Tuesday, August 6, 2024

- **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, 2 chairs, 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)

IMPORTANT FORMS

- Electric order and payment forms provided by River's Edge CC
 - **Electrical Form**
- Rental/drayage/material handling form provided by Cenai 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!

2024 ANNUAL CONFERENCE BOOTH PRICING

Premier-Level or Elite-Level Member Booth -----	\$0.00*
Industry-Level Member Booth-----	\$775.00 (\$975.00 after 6/14)
Non Member Booth-----	\$1300.00 (\$1400.00 after 6/14)

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

2024 MSNA MEMBER PRICING

Membership runs January - December 2024

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

Join MSNA as a Premier or Elite member by July 5 to secure your discounted booth!

MEMBER BENEFITS

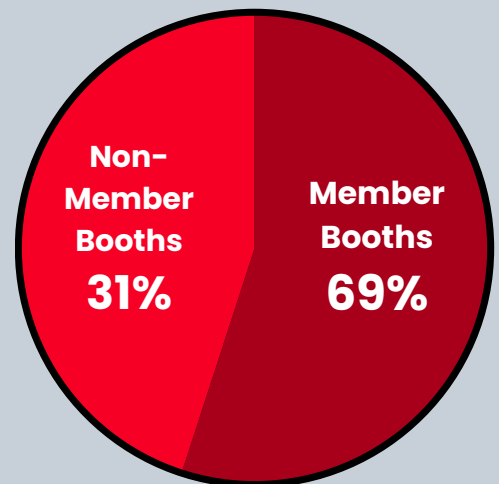
- **Premier-level and Elite-level receive a booth at the Annual Conference**
- Industry-level receive a discounted booth (\$775)
- Receive a list of Minnesota school food service directors
- Your company will be identified on our MSNA Industry Directory section of the MSNA website
- E-subscription to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

2023 PARTICIPATION

- 137 booths
- 93 MSNA members represented
- 8 brokers represented



Membership Type	# Booths	%
ELITE LEVEL	15	11%
PREMIER LEVEL	67	49%
INDUSTRY LEVEL	12	9%
NON-MEMBER	43	31%

THANK YOU, 2023 EXHIBITORS!

- Accutemp
- Affinity Sales Group Midwest
- Albies
- Amazin Raisins
- Amazing Chickpea
- **Apple and Eve**
- Arlington Valley Farms
- Aspire Bakeries
- Bake Crafters
- **Baker Boy**
- **Baker Sales**
- Ben's Original
- **Bix Produce**
- **Bongards**
- **Brakebush Brothers**
- Bridgford
- **Buena Vista Foods**
- Bush Brother's Beans
- **Butterball**
- **Cambro Manufacturing**
- **Captain Ken's Foods, Inc.**
- **Cargill**
- **Catallia Mexican Foods**
- **Caulfield & Associates**
- **Cavendish Farms**
- **CenterPoint Energy / MN Energy Resources / Xcel Energy**
- Cherry Central
- **Classic Delight**
- **ClearVu School Services**
- Cloverdale Foods
- Coast to Coast Custom Trucks and Trailers
- **Conagra**
- **Cool School Cafe**
- Cool Tropics
- **CORE Foodservice**
- Country Pure
- Culinex
- **Curate**
- **Daly & DeRoma**
- Danone
- Darlington Snacks
- **Dole**
- **Domino's Smart Slice**
- Dr. Praeger's
- **Education Biometric**
- EduTrak
- Ekon-O-Pac
- Envy
- ES Foods
- Ferndale Market
- Foster Farms
- Froot Jooce/Lindy's Homemade
- **General Mills**
- **General Parts**
- **Great Northern Baking Company**
- **GVM Food Marketing**
- Harvest Hill Beverage
- **Health-e Pro**
- **Heartland Business Solutions**
- **Heartland School Solutions**
- Hershey
- Hershey Ice Cream
- High Liner Foods
- Hillyard
- **Hobart**
- **Hollander Company**
- Home Market Foods
- **Hormel Foods / Jennie O Turkey Store**
- Hoyo, SBC
- Hubert Company
- Huhtamaki
- Idahoan
- **IFD Foodservice Distributor**
- Impossible Foods
- Infinite Campus
- Integrated Food Service
- **International Food Solutions**
- **IPS Rebates**
- Jack Links
- **JM Smucker**
- Jonny Pops
- **JR Simplot**
- JTM
- **Kelloggs**
- **Keurig Dr. Pepper**
- **Key Impact**
- Kikkoman
- Kind
- **Kraft/Heinz**
- **La Croix Sparkling Water**
- **Lakeland Minneapolis**
- **Land O Lakes**
- **LINQ**
- **Los Cabos Mexican Foods**
- **Maglio Produce**
- Marson Waffles
- Marzetti
- **McCain**
- **Michael Foods**
- **Minnesota Department of Agriculture**
- **Mission**
- **Mission Nutrition**
- **Nardone Bros Pizza**
- **National Food Group**
- Nippon Shokken U.S.A.
- **North Star Agency**
- **NutriStudents K-12**
- **Oliver**
- **PCS Revenue Control Systems**
- **PepsiCo**
- **Peterson Farms Fresh**
- Pilgrim's
- **Post Consumer Brands**
- **PrimeroEdge + SchoolCafe**
- **ProTeam Foodservice Advisors**
- **Provender Brands**
- ProView
- **Rancher's US/Rancher's Legacy**
- **Red Gold**
- **Redco Foodservice Equipment**
- **Rich's Products**
- **Richland Hills Farms/Sunset Orchard**
- **Ritten Associates**
- **Schwan's**
- SEIU Local 284
- Smithfield
- **Starkist**
- **Street Vision Foods**
- Sun Maid
- **Super Bakery**
- **Sysco Western MN**
- Tasty Brands
- **TekVisions**
- **The Yes Group**
- Trident
- **TriMark Minnesota**
- **Trio Supply Company**
- **Tyson**
- **Upper Lakes Foods**
- **US Foods Culinary Equipment and Supplies**
- **Vader and Landgraf**
- Vistar Minnesota
- **Visualz**
- **Vollrath Company**
- **wÄhiwater**
- **Waypoint**
- **Wild Mike's Pizza**
- Yang's
- **Zepole Supply Co.**

**MSNA 2023 Elite Industry Members*

**Bolded companies indicate 2023 MSNA members*



Questions?

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