



Feeding Bodies. Fueling Minds.™

Annual Conference

Holiday Inn KCI Airport & KCI Expo Center, Kansas City, MO

November 19 - 21

2021



IT'S ALL ABOUT THE JOURNEY,

Don't Stop Believing!

MISSOURI SCHOOL NUTRITION ASSOCIATION



2100 I-70 Drive Southwest
Columbia, MO 65203
Phone: 1-573-445-0929
or 1-888-276-4307
Fax: 1-573-446-8589
E-mail: msna@mosba.org

Dear Industry Partner,

On behalf of the Missouri School Nutrition Association, I would like to invite you to participate in the exhibit hall held in conjunction with the MSNA Annual Conference. This conference will be held **November 19-21, 2021**, at the **Holiday Inn KCI & KCI Expo Center, Kansas City, MO**. The exhibit hall will provide an excellent opportunity for you to market directly to those individuals who have primary purchasing powers for all school food service products including directors, supervisors, managers, buyers and line staff. See the exhibit hours schedule detailed later in this brochure.

Participating in the Industry Partner Program or sponsoring an event in full or in part is an effective way to increase your visibility among the conference attendees. If you are unable to exhibit at conference, your company can still become an Industry Partner and support MSNA throughout the year for an annual \$50 membership fee. This fee entitles your company to a list of the MSNA conference attendees, a company link on the industry page of the MSNA website and a copy of the spring and fall issues of the MSNA *Messenger*. You will find the **Industry Membership Only** box on the online registration form on the MSNA website. See additional online information below.

MSNA will be holding a Purse Raffle again at this year's conference to fund scholarships. Raffle proceeds fund scholarships to our members that complete their SNA Certification or their Credentialing Exam. Proceeds also fund the Annual MSNA ANC Scholarship for MSNA active members. Purses, briefcases, wallets and other items with a secret surprise tucked away in each bag will be raffled. If you or your company would be interested in donating a surprise-filled purse for the raffle, please contact MSNA Vice President, Linda Webster at lwebster@stjschools.org or the MSNA office at (573) 445-0929 or email msna@mosba.org.

Online Registration! To register, please go to the MSNA website, www.mosna.org home page. Scroll down to the events section and click on MSNA 2021 Annual Conference. There you will find a Vendor Information section with the links to this brochure, the booth registration for credit card registration or check registration with mailing instructions, the vendor hall layout to choose 3 booth selections (do this before opening the registration link). The link to order electricity, additional tables, etc. will be emailed to you from Liberty Exposition Services, Inc. closer to the event. Booth assignments will be made on a first-come first-served basis. After receipt of your registration and **payment**, an electronic confirmation of booth location will be emailed.

Thank you in advance for your support. Please do not hesitate to contact the MSNA office by calling 1-573-445-0929 or email msna@mosba.org if you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Dan McCullough". The signature is written in a cursive, flowing style.

Dan McCullough, Peterson Farms Fresh, Inc. & MSNA Industry Partners Committee Chair



INDUSTRY PATRON PROGRAM



\$3,000 Elite Partner

- One complimentary booth at state conference.
- Choice of booth location at state conference.
- Annual Industry membership to MSNA.
- Complimentary half page ad in the conference program.
- Complimentary half page ad in the spring and fall Messenger.
- Link to company on industry page of MSNA website.
- Signage throughout the conference location.
- Recognition in the annual conference program.
- Recognition at the General Sessions and at the Awards Banquet.

\$2,000 Premier Partner

- Annual Industry membership to MSNA.
- Complimentary quarter page ad in the conference program.
- Complimentary quarter page ad in the Messenger – issue of choice.
- Link to company on the Industry page of MSNA website.
- Signage throughout conference location.
- Recognition in the annual conference program.
- Recognition at the General Sessions and at the Awards Banquet

\$1,000 Bronze Patron

- Complimentary quarter page ad in the Messenger – issue of choice.
- Recognition in the annual conference program.
- Recognition at the General Sessions and the Awards Banquet.

Please Contact:

Beth Stocksick, MSNA Executive Secretary
2100 I-70 Drive Southwest, Columbia, MO 65203
Phone: 573-445-0929 Toll-Free: 888-276-4307 Fax: 573-446-8589



EXHIBITOR INFORMATION



SET UP, SHOW HOURS & TEARDOWN

Set Up	Friday, November 19, 2021 12:00 – 6:00 p.m. Exhibition Hall B
	Saturday, November 20, 2021 8:00 – 10:00 a.m. Exhibition Hall B
Show Hours	Saturday, November 20, 2021 11:00 a.m. – 2:00 p.m. (There is no “Directors’ Only” time.)
Teardown	Saturday, November 20, 2021 2:00 – 4:00 p.m.

CONFERENCE PROGRAM ADS

Inside Cover (as space allows)	\$350
Full Page	\$220
Half Page	\$120

BEST BOOTH DESIGN AWARD

We want your booth to show our attendees how they can make it “All About the Journey.” A First Place trophy will be awarded for the best booth design on Saturday during the show. Those who would like to participate will need to have their booths completely set up by 9:30 a.m. on Saturday morning for judging.

AWARDS BANQUET

Exhibitors are invited to attend the Awards Banquet on Saturday, November 20 at 6:30 p.m. Attending functions offers exhibitors an excellent opportunity to meet and mingle with conference attendees. Please indicate on the online registration if you plan to attend and how many from your company will be attending. There is no additional cost to attend.

CONVENTION SERVICES COMPANY INFORMATION

MSNA has contracted with Liberty Exposition Services, Inc. to handle the 2021 MSNA Exhibit Hall. (The vendor hall is NOT carpeted for those interested.) About 90 days prior to the show each registered exhibitor will be **emailed** instructions with the necessary information to access the exhibitor online service kit. The email will be from Liberty Exposition Services with a subject line Ordering Open. Be sure and check you spam and junk folder in case you cannot find the email in your Inbox. The kit will include all the information exhibitors need for freight shipping, ordering electricity, extra tables, etc. Each booth will be 10 X 10 with an 8’ skirted table, 2 chairs, a waste can and an identification sign.

INTERNET SERVICE

If you need internet service in your booth, the information to order is located on the electrical form provided in the exhibitor online service kit from Liberty Exposition Services, Inc.

EXHIBITORS NEEDING TO PREPARE SAMPLES – PLEASE READ!!

KCI Expo Center understands that kitchen facilities will be needed for your use for preparation of samples and will work with you to coordinate usage. The kitchen use is provided to you free of charge. Please be respectful of the property's kitchen staff and equipment and of each other. There is one other option below for preparing samples.

Vulcan FEG will also be providing ovens and a prep table again this year for your use in the exhibit hall. Representatives will be on hand demonstrating the ovens to attendees during the trade show as well as allowing vendors to prepare their samples. Please be respectful of the representatives and their equipment as they are there to exhibit just as you are.

BOTH OF THESE OPTIONS REQUIRE YOU TO PROVIDE YOUR OWN POTS, PANS, UTENSILS, FOIL, CLING WRAP, AND TOWELS!! NONE WILL BE PROVIDED BY VULCAN OR THE EXPO CENTER!

BOOTH SELECTIONS

Check the virtual exhibit hall on the homepage of the MSNA website at www.mosna.org for booth availability before completing your online registration.

LODGING

Holiday Inn KCI Airport & KCI Expo Center will be the official site for the conference lodging. A block of rooms will be available for reservations Friday, September 17, 2021. Room reservations must be made before Monday, October 18, 2021. The online reservation link will be available on the MSNA website www.mosna.org on Friday, September 17, 2021.

For all current vendor information and online credit card and check registration links, please visit the MSNA website at www.mosna.org or <https://www.mosna.org/event/msna-annual-conference/>.

NEW THIS YEAR - COVID-19 WAIVER

You will be required to check the COVID-19 Waiver Box before the online vendor booth registration can be submitted. By checking the COVID Waiver Box prior to clicking the submit button, your company acknowledges the contagious nature of COVID-19 and voluntarily assume the risk that your representatives may be exposed to or infected by COVID-19 by attending the 2021 MSNA Vendor Show. Your representatives hereby release, covenant not to sue, discharge, and hold harmless MSNA, its employees, agents, and representatives, of and from the Claims, including all liabilities, claims, actions, damages, costs, or expenses of any kind arising out of or relating thereto. Your representatives have been made aware, understand, and agree that this release includes any claims based on actions, omissions, or negligence of MSNA, its employees, agents, and representatives, whether a COVID-19 infection occurs before, during, or after participation in the 2021 MSNA Vendor Show.

INSURANCE

Exhibitors represent that they and any agents or independent contractors they may employ are insured with comprehensive liability insurance, with coverage of up to \$1,000,000 per claim or for all claims arising out of an act or occurrence which exhibitor or any agent of independent contractor they employ may become legally obligated to pay.



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MSNA ANNUAL CONFERENCE

SPONSORSHIP OPPORTUNITIES

Conference Tote Bag Sponsor

\$1,500

Each conference attendee will receive a tote bag to carry their conference materials. Sponsorship at this level is reserved for **1 sponsor**. Sponsor benefits will include your company, two-color, logo on the front side of the tote bag, signage at the conference location and registration area, verbal recognition at the general sessions, and recognition in the conference program.

Conference Lanyard Sponsor

\$1,000

Sponsorship at this level is reserved for **1 sponsor**. Sponsor benefits will include your company, one-color, logo on the lanyard, signage at the conference location and registration area, verbal recognition at the general sessions, and recognition in the conference program.

Pre-Conference Speaker Sponsor

\$1,000

Sponsorship at this level is reserved for **1 sponsor**. Our pre-conference speaker kicks off the conference weekend on Friday. Sponsor benefits will include the exclusive opportunity to introduce yourself, your company and the speaker, signage at the event, and recognition in the conference program.

Pre-Conference Lunch Sponsor

\$750

Sponsorship at this level is reserved for **1 sponsor**. Sponsor benefits will include the exclusive 10 minute opportunity to speak directly to the pre-conference attendees during lunch to promote your business or a select product, signage at the event, and recognition in the conference program.

Conference Friday Evening Event Sponsor

\$2,500

Sponsorship at this level is reserved for **4 sponsors**. This is an opportunity for casual networking and socializing with attendees arriving early. Sponsor benefits will include the exclusive opportunity to introduce yourself, your company and the entertainment, signage at the event, a verbal thank you at the opening general session, and recognition in the conference program.

Conference Opening Keynote Speaker Sponsor

\$1,500

Our opening keynote speaker opens the conference with high energy for us each year and draws the biggest crowd. Sponsorship at this level is reserved for **1 sponsor**. Sponsor benefits will include the exclusive opportunity to introduce yourself, your company and the speaker, signage at the event, a verbal thank you during the opening general session, and recognition in the conference program.

Conference Closing Keynote Speaker Sponsor**\$1,500**

Our closing keynote speaker concludes the conference on a high note for us each year. Sponsorship at this level is reserved for **1 sponsor**. Sponsor benefits will include the exclusive opportunity to introduce yourself, your company and the speaker, signage at the event, a verbal thank you during the closing general session, and recognition in the conference program.

Conference Breakfast Sponsor**\$750**

Breakfast will be served Saturday and Sunday mornings of the conference. Sponsorship at this level is reserved for **2 sponsors** (1 at each breakfast). Sponsor benefits will include signage at the breakfast, a verbal thank you at the general session following the breakfast, and recognition in the conference program.

Conference Beverage & Snack Break Sponsor**\$500**

Saturday morning and afternoon beverage and snack breaks will be available for conference attendees. Sponsorship at this level is reserved for **2 sponsors** (1 at each break on Saturday). Sponsor benefits will include signage at the beverage and snack break, and recognition in the conference program.

Award Banquet Dinner Sponsor**\$1,500**

There will be a plated, sit-down, semi-formal dinner served at the Awards Banquet Saturday evening. Sponsorship at this level is reserved for **2 sponsors**. Sponsor benefits will include the exclusive opportunity to introduce yourself, your company and provide the invocation or intro the night's emcee, signage at the event, a verbal thank you at the general session preceding the Awards Banquet, and recognition in the conference program.

Wellness Event Sponsor**\$250**

The Wellness Event held Sunday morning. Sponsor benefits will include signage at the event, a verbal thank you at the closing general session, and recognition in the conference program. **The number of sponsors at this level is unlimited.**

Samples/Flyer/Favors Inserted in Conference Tote Bags**\$50 per item**

Sponsor benefit will include inserting business samples, a flyer, a brochure, or a favor (company sponsored gum, breath mints, key chains, or similar items) hand stuffed into the conference tote bag supplied to each conference attendee. **The number of sponsors at this level is unlimited.**



Missouri School Nutrition Association
2100 I-70 Drive Southwest
Columbia, Missouri 65203

RETURN SERVICE REQUESTED

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