

MISSOURI SCHOOL NUTRITION ASSOCIATION (MSNA)



# Saddle Up for School Nutrition

WRANGLING UP WELLNESS &  
SPICING UP SCHOOL MEALS



NOVEMBER 6 - 8, 2026

CHATEAU ON THE LAKE

BRANSON, MO



Vendor Prospectus



# MISSOURI SCHOOL NUTRITION ASSOCIATION

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Columbia, MO 65203

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Feeding Bodies. Fueling Minds.™

Dear Trade Show Vendor,

On behalf of the Missouri School Nutrition Association, I would like to invite you to participate in the exhibition hall held in conjunction with the MSNA Annual Conference. This conference will be held **November 6 - 8, 2026**, at **Chateau on the Lake Resort Spa & Convention Center – Branson, MO**. The exhibit hall (November 7) is an excellent opportunity for you to market directly to those individuals who have primary buying 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 the conference, your company can still become an Industry Partner and support MSNA throughout the year for an annual \$50.00 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](http://www.mosna.org). See more online information below.

MSNA will be holding a Purse Raffle again at this year’s conference to fund scholarships. These purse raffles are an attendee favorite, and it is always an exciting time seeing who wins at the end of the conference, Sunday morning. 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 off. If you or your company would be interested in donating a surprise-filled purse for the raffle, please contact the MSNA Office at (573) 445-0929 or email [msna@mosba.org](mailto:msna@mosba.org).

**Online Registration!** To register, please go to the MSNA website, [www.mosna.org](http://www.mosna.org) home page. Scroll down to the events section and click on MSNA 2026 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, and the vendor hall layout to choose three booth selections (do this before opening the registration link). The form to order electric, internet connection or information about shipping can be found on the annual conference page mentioned above. Information about ordering more tables and other exhibit booth amenities for your booth will be emailed to you from a representative of Liberty Exposition Services, Inc., approximately 3 weeks before the event. Booth assignments will be done on a first-come first-served basis. After receipt of your registration and **payment**, an electronic confirmation of booth location will be emailed.

MSNA will again be using a conference app, so the Industry Partner Program sponsorships found in this prospectus have been updated. Be the first and only sponsor to have your logo as the Top Banner on the conference app or you can have your company logo on the rotating carousel of sponsors at the top under the Top Banner. There will not be a conference program so no other opportunity for advertising will be available this year.

**Conference registration is required to be able to reserve rooms within Missouri SNA’s discounted hotel room block.**

When registering online after you have received your confirmation, you will be given access to the Online Link at the Chateau on the Lake. MSNA reserves the right to cancel, without notification, any reservation that does not have a corresponding registration for MSNA 2025 Annual Conference.

Thank you in advance for your support. Please do not hesitate to contact the MSNA office by emailing [msna@mosba.org](mailto:msna@mosba.org) if you have any questions.

Sincerely,

Beth Stocksick  
Missouri SNA Executive Secretary



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# MSNA Annual Conference Industry Partner Program

## **\$4,000.00 Extreme Elite Partner – One Sponsor Only!**

- One complimentary booth at state conference.
- Choice of booth location at state conference.
- Top Level Conference App Sponsorship.  
(You will be the only sponsor at the top of the app)
- Annual Industry membership to MSNA.
- 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 Sponsor Page in the  
Conference App.
- Recognition at the General Sessions and at the  
Awards Banquet.

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## **\$3,500.00 Elite Plus Partner**

- One complimentary booth at state conference.
- Choice of booth location at state conference.
- Rotating Carousel App Sponsorship.
- Annual Industry membership to MSNA.
- 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 Sponsor Page in the  
Conference App.
- Recognition at the General Sessions and at the Awards Banquet.

## **\$3,000.00 Elite Partner**

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- One complimentary booth at state conference.
- Choice of booth location at state conference.
- Annual Industry membership to MSNA.
- 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 Sponsor Page in the Conference App.
- Recognition at the General Sessions and at the Awards Banquet.

## **\$2,000.00 Premier Partner**

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- Annual Industry membership to MSNA.
- 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 Sponsor Page in the Conference App.
- Recognition at the General Sessions and at the Awards Banquet.

## **\$1,000.00 Select Partner**

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- Complimentary quarter-page ad in the Messenger – issue of choice.
- Recognition in the Sponsor Page in the Conference App.
- Recognition at the General Sessions and the Awards Banquet.

## *Lodging*

The Chateau on the Lake Resort Spa & Convention Center will be the official site for the conference lodging. A block of rooms for vendors will be available for reservations. After you have received your registration confirmation, you will be given access to the Online Room Registration Link at the Chateau on the Lake. MSNA reserves the right to cancel, without notification, any reservation that does not have a corresponding registration for MSNA 2026 Annual Conference. Room reservations must be made before **Sunday, October 24, 2026**. The reduced room rate will be **\$149.00** for single or double, plus tax per night.

## *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 \$1,000,000.00 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.

# Exhibitor Information

## Booth Registration Fee

The booth fee is \$870.00 per booth which includes the \$50.00 Annual Industry Membership.

## Best Booth Design Award

We want your booth to show our attendees how they can “Saddle Up for School Nutrition” by wrangling up wellness and spicing up meals with new products and services.

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 10:00 a.m. on Saturday morning for judging.

## Awards Banquet

Exhibitors are invited to attend the Awards Banquet on Saturday, November 7 at 6:30 p.m. 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., Branson, Mo** to manage the 2026 MSNA Exhibit Hall. Each registered exhibitor will be **emailed** instructions with the necessary information as to how to view the exhibitor service kit online.

The kit will be available online July 6, 2026, and will include all the information exhibitors need for extra tables, and other exhibit booth amenities. Each booth will be 10 X 10 with an 8’ draped table, two chairs, a waste can, and an identification sign. The vendor hall is carpeted.

## Electrical Service And Internet Service

**Chateau on the Lake Resort and Spa** is the designated electrical and internet contractor and will manage all electrical requirements and internet needs. Liberty Exposition Services, Inc. will provide the electrical/internet order form in the Online Exhibitor Service Kit or on the conference page of the MSNA website at [mosna.org](http://mosna.org).

## Parking

Surface lot parking is \$10.00 per 24 hours (**waived if you are a registered overnight guest of the property**). Garage parking is available for \$15.00 per 24 hours. Valet parking is available for \$25.00 per 24 hours.

For all current vendor information and online credit card and check registration links, please visit the MSNA website at [www.mosna.org](http://www.mosna.org).

## Set Up

**Friday, November 6, 2026**

12:00 – 6:00 p.m.

Edinburgh/Vienna/Versailles/Windsor

**Saturday, November 7, 2026**

8:00 – 10:00 a.m.

Edinburgh/Vienna/Versailles/Windsor

## Show Hours

**Saturday, November 7, 2026**

11:00 a.m. – 2:00 p.m.

(There is no “Directors’ Only” time)

## Teardown

**Saturday, November 7, 2026**

2:15 – 4:00 p.m.





## Exhibitors needing to prepare samples - PLEASE READ!!

Chateau on the Lake understands that kitchen facilities will be needed for your use for the preparation of samples and will collaborate 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.

**ONLY ONE CERTIFIED SERVS SAFE VENDOR FROM EACH BOOTH WILL BE GIVEN A KITCHEN ADMITTANCE ARMBAND AND BE ALLOWED KITCHEN ACCESS SO COME PREPARED WITH CERTIFICATE IN HAND! ARMBAND REQUIRED AT ALL TIMES! NO EXCEPTIONS!**

There are two other options below for preparing samples.

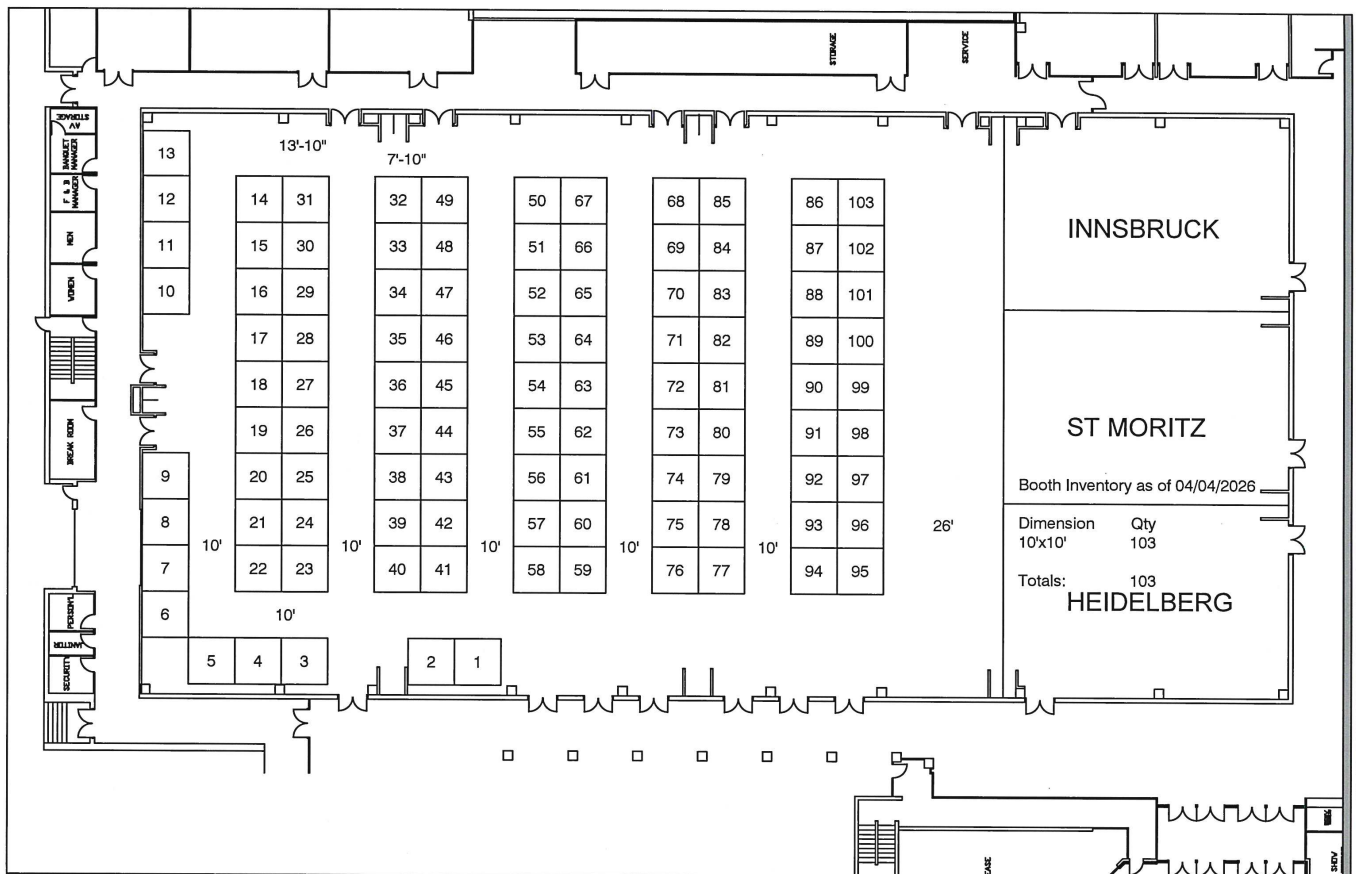
The Branson school district will once again provide certified ServSafe members of their kitchen staff to help with preparation and cleaning up of show samples. Please indicate on the online registration form if you will need their assistance.

Vulcan FEG will also be providing a convection oven and heated cabinet this year for your use in the exhibit hall. Representatives will be on hand demonstrating the oven 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.

**ALL THREE OF THESE OPTIONS REQUIRE YOU TO PROVIDE YOUR OWN PANS AND UTENSILS, FOIL, CLING WRAP AND TOWELS! NONE WILL BE PROVIDED BY VULCAN FEG, THE BRANSON SCHOOL DISTRICT KITCHEN PERSONNEL OR THE CHATEAU!**

## Booth Selections

Check the virtual exhibit hall on the conference page of the MSNA website at [www.mosna.org](http://www.mosna.org) for booth availability before completing your online registration.





# MSNA Annual Conference Sponsorship Opportunities

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## Conference Tote Bag Sponsor

**\$2000.00**

Each conference attendee will receive a tote bag showcasing the Missouri SNA logo to carry their conference materials. Sponsorship at this level is reserved for **1 sponsor**. Sponsor benefits include signage at the conference location and registration area, verbal recognition at the general sessions, and recognition in the conference app. **FILLED**

## Pre-Conference Speaker Sponsor

**\$1,000.00**

Sponsorship at this level is reserved for **2 sponsors**. 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 app.

## Conference Opening Keynote Speaker Sponsor

**\$1,500.00**

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, a verbal thank you during the opening general session, and recognition in the conference app.

## Conference Closing Keynote Speaker Sponsor

**\$1,500.00**

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, a verbal thank you during the closing general session, and recognition in the conference app.

## Conference Breakfast Sponsor

**\$1,000.00**

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

## Conference Beverage & Snack Break Sponsor

**\$750.00**

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 benefit includes recognition in the conference app.

## Award Banquet Dinner Sponsor

**\$1,500.00**

A plated, sit-down, dinner served at the Awards Banquet Saturday evening. Sponsorship at this level is reserved for **2 sponsors**. Sponsor benefits include the exclusive opportunity to introduce yourself, your company and provide the intro of the night's emcee and recognition in the conference program.

## Breakout Session Sponsor

**\$250.00**

The Breakout Sessions are 45-minute sessions held on Saturday. Sponsor benefits will include signage at the event and recognition in the conference app. Unlimited number of sponsors at this level.

## Wellness Event Sponsor

**\$250.00**

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 app. Unlimited number of sponsors at this level.

For more information, please contact the Missouri School Nutrition Association at [msna@mosba.org](mailto:msna@mosba.org).