

Georgia School Nutrition Association 2024 Exhibitor Prospectus



GSNA CONFERENCE

April 18-20, 2024

**Augusta Convention Center
901 Reynolds St., Augusta, GA 30901**

EXHIBIT BOOTH RATES/ADDITIONAL FEES

Date: April 18-20, 2024

Theme: Tee Off in Augusta

Exhibit Hall Colors: Green, Red & White

Exhibit Location: Augusta Convention Center
901 Reynolds St., Augusta, GA 30901
<https://www.augustaconventioncenter.com/>

Booth Sizes: 10' x 10' and 8' x 8'

2024 EXHIBITOR REGISTRATION PRICING

EARLY RATES 11/24/23 – 2/15/24

Corporate Member Booth Rates

8' x 8' standard booth - \$1,700

10' x 10' standard booth - \$1,800

8' x 8' premium booth* - \$1,800

10' x 10' premium booth* - \$1,900

Non-Member Booth Rates

8' x 8' standard booth - \$1,900

10' x 10' standard booth - \$2,000

REGULAR RATES. 2/16/24 – 3/15/24

Corporate Member Booth Rate:

8' x 8' premium booth* \$1,900

8' x 8' standard \$1,800

10' x 10' premium booth* \$2,000

10' x 10' standard \$1,900

Non-Member Booth Rate:

8' x 8' standard \$2,000

10' x 10' standard \$2,100

LATE REGISTRATION RATE. 3/15/24 – 4/1/24 GSNA will not sell exhibit space after April 1, 2024.

Corporate Member/Non-Member Rate:

\$2,200 all size booths

***PREMIUM BOOTHS:**

Premium booths are not available to Non-Members. Current Non-Members that would like to select a premium booth must pay an additional membership fee (\$350).

Your Premium booth rate will include ONE YEAR of GSNA Membership for 2024-2025.

DISCOUNTS:

Your corporate member discount counts for ONE BOOTH only. If you are a broker securing booth space for more than one company, you will need to complete a separate registration for EACH company that wants to apply their corporate member discount.

SHARED BOOTHS*

Shared Booth Fee: \$100 per company

EACH company IN shared booth must pay the additional \$100 sharing fee.

Shared booths may only be occupied by two (2) exhibiting companies.

EACH company IN shared booth must be identified when registering. Changes can be made later if needed.

GSNA will not match single companies who want to have a shared booth space.

Each company must identify which company they are sharing the exhibit booth space with at the show.

**There are a limited number of booths that may be shared by exhibiting companies.*

GSNA reserves the right to set a cut-off for shared booths when we have reached capacity.

ADDITIONAL BOOTH PERSONNEL: \$30 per badge

Four complimentary booth personnel badges are provided for each single booth.

There will be a \$30 charge for any additional personnel added to your booth.

All booth personnel must be identified BEFORE arriving on site to receive an official 2024 Conference name badge.

ADDITIONAL TICKETS

Friday Night Party: \$50

Additional tickets to the Friday Night "Rollin' on the River Retro" celebration may be purchased.

All purchased exhibit booths receive ONE ticket to the event. If you wish to have additional attendees, you must purchase a ticket.

GSN FOUNDATION GOLF TOURNAMENT

Wednesday, April 17th at 12:00 noon

Bartram Trail Golf Club

470 Bartram Trail Club Drive, Evans, GA 30809

Individual: \$135

Team: \$525

2024 GOLF VISOR

\$15 per visor

Order Deadline:

February 28, 2024



GSNA WILL NOT SELL exhibit space AFTER April 1, 2024

EXHIBIT HALL INFORMATION

EXHIBIT DETAILS

- Single 10' X 10' or 8' x 8', draped booth setup with 8' high back wall drape and 3' high side draped partition.
- All booths will include a sign, one 6' x 30" skirted table, 2 contour chairs and a wastebasket.
- Official listing with company name, key contact name, address, phone number, e-mail and website will be in the conference app if booth purchase is received by March 15, 2024.
- Four complimentary booth personnel badges for each single booth (\$30 for each ADDITIONAL Name Badge).
- Attendee list of directors and supervisors
- ONE 2024 Conference T-shirt per booth (Additional t-shirts will be available for purchase - \$15.00 per t-shirt).

Booth Setup Hours: Thursday, April 18, 2024, 8:00 AM-5:00 PM. Your booth must be set up by 5:00 PM. **All equipment must be within your selected booth space.**

Booth Dismantling Hours: Saturday, April 20, 2024, 1:30 – 5:00 PM. No early breakdown is allowed. A food bank will pick up leftover and excess product.

Booth Reservations/Payments: Exhibit space requests must be made through Map Dynamics, the official application and payment processor for the GSNA 2024 show. There are several payment options through Map Dynamics: Credit card, check and invoice.

To make your booth selection online view the online map webpage here: <https://shows.map-dynamics.com/gsna2024/?register>

The map is updated in real time. This is where you will pick your booth(s) and provide your contact information. You can select multiple booths at a time.

When you click on a booth, it will be added to your cart on the right side of the page. Selected booths will remain in your cart for 45 minutes, and then released. If you are unable to click on a booth, someone else has it in their cart – you will get a red error message on the right side of the page.

Booth Reservation Requirements: Booths can be reserved by invoice until 2/15/24. A 50% deposit should be paid by Monday, January 15, 2024 for ALL booths reserved by invoice between November 2023 and January 1, 2024. Booths reserved by invoice between those dates that have not paid a 50% deposit are subject to release.

A 50% deposit will be required to reserve a booth between 2/16/24 – 3/15/24. After 3/15/24 payment in full will be required to secure your booth space. All payments MUST be received by April 1, 2024. All payments made AFTER 4/1/24 are subject to a \$200 late fee.

ICE & Refrigerator Truck:

Use of a refrigerator truck and ice will be provided to all exhibitors.

Forklift Service:

Forklift service will be available courtesy of GSNA, or you may use your own pallet jack to move in your equipment.

Electrical Services:

Electricity will be provided through the Augusta Convention Center – **ENCORE EVENT SERVICES**

Fire Extinguishers Requirements by Fire Marshal:

All Booths cooking or reheating with sterno will need to have a 25lb K Class Fire Extinguisher. Booths that are NOT cooking and do not have sidewall pipe and drape may share an ABC 10lb Fire Extinguisher, but there must be one every 25 feet. Once there is separation by pipe and drape, rail, etc., the 25 feet calculation starts over with a new extinguisher. All extinguishers must be inspected and tagged within the last 12 months by a GA licensed contractor even if they are brand new.

CONFERENCE SCHEDULE:

Wednesday, April 17th

12:00 PM: GSN Foundation Golf Tournament **Thursday,**

April 18th

8:00 AM – 5:00 PM: Exhibitor Set up

Friday, April 19th

8:00 AM - 5:00 PM: Exhibitor's Lounge Open

9:30 - 11:00 AM: Private Showing with Directors

11:00 AM - 2:00 PM: Exhibits Open to ALL

2:15 - 4:15 PM: Opening General Session

7:00 - 10:00 PM: **"Rollin' on the River"** Retro Celebration

Saturday, April 20th

8:30 - 9:45 AM: General Session

8:30 AM - 2:00 PM: Exhibitor Lounge Open

10:00 AM - 1:00 PM: Exhibits Open to ALL

3:00 - 5:00 PM: Closing General Session

1:30 - 5:00 PM: Exhibits Breakdown

OFFICIAL SHOW DECORATOR:

PeakXpo

For all necessary information for shipping, storage, labor, and additional furniture.

kspencer@peakxpo.com | www.PeakXpo.com

HOUSING: Hotel reservations must be made through "Connections" at [2024 GSNA Annual Conference - Start your reservation \(passkey.com\)](#)

CONFERENCE REGISTRATION: All exhibitors with name badges are welcome to attend all General and Educational sessions.

TERMS & CONDITIONS

GENERAL SHOW POLICY. The Exhibitor shall not display the products of any other company, nor sublet any part of the space assigned to him. No distributions of circulars or advertising materials will be permitted except from Exhibitor's booth. The content of such material is subject to review by GSNA. No glaring lights or displays that obstruct the clear view or otherwise interfere with other exhibitors shall be permitted. Audiovisual equipment may be operated in the exhibit area only with prior written approval of the GSNA. Exhibits will be confined to the official exhibition areas only. Hotel rooms may not be used for the display of merchandise which may be in competition with the exhibits in the exhibition areas. Agents, solicitors, and representatives not exhibiting with GSNA in the show will not be permitted to use space elsewhere for display of their products. No solicitations for charity or otherwise shall be permitted. Children under the age of 16 are not permitted in the exhibit hall. Children under the age of 18, but older than 16, must be accompanied by a chaperone.

CANCELLATION OR WITHDRAWAL. Cancellation of space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation. If written notice is received MORE than 30 days prior to show opening date, total booth fee less a \$200 cancellation fee will be refunded to Exhibitor. If cancellation is less than 30 days prior to show GSNA will retain 50% of the booth fee and give a credit for the remainder to be used within 12 months from the date of cancellation.

ELIGIBLE EXHIBITS. GSNA reserves the right to exercise its sole discretion in acceptance or refusal of applications. All exhibits will be under the management and control of **GSNA** and **AUGUSTA CONVENTION CENTER**. Show management also has the right to stop exhibiting companies showing of products which would negatively impact show's reputation.

FORFEIT OF SPACE. The Exhibitor agrees that in the event he fails to install his product in the assigned space by 5:00 p.m. Thursday, April 18, 2024, or fails to comply with the provisions of the agreement, GSNA shall have the right to take possession of said space and release or use that space without refund or credit to Exhibitor.

LIMITATION OF LIABILITY. It is mutually agreed that **GSNA** and **AUGUSTA CONVENTION CENTER** shall not be liable to the Exhibitor and said Exhibitor will hold harmless the, for ANY loss or damage or injury to his property contained in such exhibit, or injuries to his person, his agents, employees or other persons, no matter how sustained, from fire, theft, accident, or other causes. All claims for such loss, damage, or injury, arising from or in connection with the use of exhibit space or related activities, including expenses and reasonable attorney's fees are hereby expressly waived. **Exhibitors are responsible for all damage to the AUGUSTA CONVENTION CENTER caused by exhibitor or his agents.** No signs or other items may be affixed to walls, doors, curtains, etc., in such a manner that would damage them.

RELOCATION OF EXHIBITS. The Exhibitor agrees that GSNA shall have the right to make rules and regulations for said exhibition as it shall deem necessary and to amend same from time to time. GSNA shall have the final determination and enforcement of all rules and regulations, including relocation of exhibits or alteration of the floor plan.

TERMINATION OF SHOW. If Exhibit area is rendered untenable, in the judgment of GSNA, or destroyed by fire, Act of God, or any conditions beyond the control of GSNA, or if exhibit activities are precluded by labor disputes, GSNA will not be liable for performance under the contract and may terminate the agreement.

EXHIBIT SET-UP. Exhibit space will be available for set-up **Thursday, April 18, 2024, from 8:00 a.m. to 5:00 p.m.** Exhibits may be removed after **1:00 p.m. on Saturday, April 20, 2024.** Exhibitor expressly agrees to remove all equipment no later than 5:00 p.m. on Saturday, April 20, 2024, and further agrees to reimburse GSNA for all costs of removing any such exhibit which is not removed by the exhibitor by that time. Exhibitor further agrees to leave the exhibit space in substantially the same condition as existed on the date that possession thereof commenced. **Teardown prior to official close of show is strictly prohibited.** Exhibitor shall properly staff the exhibit during show hours.

SHOW SERVICES. Services for Exhibitor can be arranged through the show contractor at the Exhibitor's expense. GSNA is not responsible for any service provided by independent contractors.

COOKING/AISLE REGULATIONS/GREASE DISPOSAL. Georgia State Law prohibits the storage of propane or butane gases inside the building. Aisle space must be left entirely free for traffic. Aisle space is under the control of GSNA. Grease disposal must be done in approved **AUGUSTA CONVENTION CENTER** provided containers. Fire extinguisher required for all booths cooking or reheating. Booths with sterno will need to have a 25lb K Class Fire Extinguisher. Booths that are NOT cooking and do not have sidewall pipe and drape may share an ABC 10lb Fire Extinguisher, but there must be one every 25 feet. Once there is separation by pipe and drape, rail, etc., the 25 feet calculation starts over with a new extinguisher. All extinguishers must be inspected and tagged within the last 12 months by a GA licensed contractor even if they are brand new.

No balloons are allowed in the exhibit hall. No equipment may be set up in the aisles, if you need extra space for equipment or cooking you **MUST** purchase additional booth space. You **CANNOT** set up in the aisle or boneyard area.

ASSIGNMENT OF SPACE. GSNA Corporate members receive the exhibitor contract prior to non-members. Therefore, they will have the opportunity to reserve and pay for booth(s) before non-members. Assignment of space is on a "first come, first served" basis with payment received. There are a limited number of booths that may be shared by exhibiting companies. GSNA reserves the right to set a cut-off for shared booths. Each of the shared booths may only be occupied by two (2) exhibiting companies. When space is reserved to share a booth, both exhibiting companies must submit separate, completed contracts. A single exhibiting company may not request a shared booth space, without an accompanying exhibiting company that is willing to share the space. GSNA will not match single companies who want to have a shared booth space. Each company must identify which company they are sharing the exhibit booth space with at the show.

INSURANCE. It shall be the responsibility of each exhibitor to maintain such insurance against injury to person or damage or loss of property in such amounts as the exhibitor shall deem adequate.



2024 SPONSORSHIP OPPORTUNITIES

Evening of Entertainment:

"Rollin' on the River" Retro Celebration

\$5,000 (1 Available – Can be shared)

Be the host for THE event of the 2024 GSNA Annual Conference. You will lead our attendees in ALL the RETRO FUN. Dress in your best RETRO costume from the 60s, 70s, 80s, 90s or 2000's as we enjoy music and refreshments.

Your company name will be part of the event!

~ Share the stage with the 2024 president and bring a welcome to the conference attendees as Master/Mistress of Ceremony for event.

~ Your company logo will be on ALL signs displayed throughout the conference and in a prominent spot during the event.

~ Your company logo will be on the GSNA "Rollin' on the River" gift package displayed prominently during the annual conference.

~ Your company representative will draw the winning name for the Rollin' on the River prize package winner at the event.

~ One reserved table for company representatives

~ Four (4) drink tickets

Keynote Speaker - \$3,000 (1 Available)

Sponsors will have the opportunity to introduce the speaker and have their company name and logo displayed on large screens as attendees enter the session room.

Session sponsors may offer product samples at a resource table IN the session room or place one giveaway on every seat in the room.

Directors' Networking Breakfast-\$2,000

(NOW 1 Available)

Don't miss this chance to meet with your target audience at the 2024 Annual Conference. Your company representative can join the Director attendees for breakfast & networking on Friday, April 19th at 8:30 AM.

Registration Goody Bag - \$1,000

(NOW 1 Available)

Provide a "goody" bag with promotional materials and/or prepackaged product to be given out to school nutrition attendees at the GSNA registration desk.

General Session "Pop-Up" - \$1,000 (4 Available)

2 on Friday, April 19th and 2 on Saturday, April 20th

Your company would be able to provide promotional materials/product at a resource table at the entrance of the General Session room.

2024 Conference App—\$1,000 (1 Available) **SOLD**

Grab the attention of meeting attendees with the

GSNA mobile app. Attendees will be referring to the app for ALL their meeting needs. Your logo will appear on the splash page along with promotional messaging and a link to your Web page.

Name Badge Holders/Lanyards—\$700

(1 Available) **SOLD**

Your company name and logo will be on these highly visible items that are worn by every conference attendee during the conference and collected as souvenirs. Your company will provide a badge/lanyard imprinted with your company logo and a pouch.

Attendee Tote Bag—\$700 (1 Available) **SOLD**

Gain widespread conference exposure with your company branded tote bag that will be provided to all attendees at registration. You will provide GSNA with your company logo branded tote bags for distribution.

Past President's Luncheon—\$600 (1 Available) **SOLD**

The Past President's luncheon unites the GSNA past presidents and is our way of honoring and thanking them for their contributions to the Association. The luncheon is held every year at the annual conference. The past presidents meet as a group and discuss important issues in school nutrition. Your company name and logo will appear on the signage. Includes a ticket to the luncheon for ONE company representative.

Directors' Lounge - \$500 (NOW 4 available)

Sponsor the exclusive meeting place for Directors, Coordinators, Supervisors and State Department staff. This space will have seating and beverages for our system level members to recharge. Your company name/logo will be on signage in the room as well as the opportunity to provide your company's informational resources and prepackaged snacks.

