

Pennsylvania Association of  
School Business Officials & the  
PDA Bureau of Food Distribution

*invite you to exhibit at the*

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**16<sup>th</sup> Annual Food Service  
Directors Conference,  
Commodity Show & Exhibits**

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**November 17 & 18, 2010**

Radisson Penn Harris Hotel  
and Convention Center  
Camp Hill, PA





# 16<sup>th</sup> Annual PASBO Food Service Directors Conference, Commodity Show & Exhibits



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## *Conference Information*

The Pennsylvania Association of School Business Officials is pleased to announce the 16<sup>th</sup> Annual Food Service Directors Conference, Commodity Show and Exhibits. This event combines the educational content of the PASBO Food Service Directors Conference with the PDA Commodity show exhibits. This year's program will be held Wednesday, November 17, and Thursday, November 18, 2010 at the Radisson Penn Harris Hotel and Convention Center near Harrisburg, PA. This conference also offers valuable sponsorship opportunities to reach more attendees.

**IMPORTANT:** Preference on booth space will be given to commodity processors who must reserve booths by August 31. Booths that remain available after August 31 will be offered to any other school foodservice related vendors on a first-come, first-served basis. All exhibits will be in the Grand Ballroom or Ballroom Lobby from 10:00 a.m. to 2:00 p.m. on Wednesday, November 17. *The Commodity Show and Exhibits will be FREE OF CHARGE to all school nutrition staff.*

### **Highlights from the program include:**

- ★ *Intensive* exhibit opportunities for commodity processors and other school food service industry vendors on Wednesday, November 17. See the enclosed information sheet about the sponsorship opportunities.
- ★ Access to a *diverse* audience of the school community who are responsible for or influence food service purchasing decisions.
- ★ Availability to the *entire* Pennsylvania education community including school districts, intermediate units, vocational-technical schools, private schools and other groups.

The objective is to educate attendees about the latest products available for comparative and nutritional value as well as to provide opportunities to purchase supplies & equipment while visiting with exhibitors. There is a special emphasis on healthy food options that meet government guidelines.

Two tables, two chairs and a wastebasket are included in the booth price. There will be pipe and drape and the colors are blue and white. There will be limited access to a kitchen at the Radisson. However, you must bring your own equipment for both preparation and display of your products. Equipment such as microwaves, warmers or small ovens may be used. Both the display and the equipment must fit into the 8' by 10' space. The exhibit hall is carpeted.

You may reserve a booth by calling PASBO at (717) 540-9551. Commodity Processors must reserve booths by Aug. 31. Others may reserve booths after Aug. 31 on a first come, first-served basis. Booth payment and a signed Exhibit Space Application and Contract are required to be submitted two weeks after the original telephone contact.

***Remember to call PASBO as soon as possible. This is the first step in reserving booth space!***

## REGISTRATION & BOOTH FEES

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### Exhibit Booth

**\$425.00**

- One 8' x 10' space for a single day
- Two 6' tables, two chairs and one wastebasket
- Registrations for your company representatives

Additional services (tables, chairs, etc.) can be purchased directly from the decorator, Reber-Friel, or the Convention Center. Kitchen facilities will be available, but on a limited basis. More information will be provided with booth confirmations.

### Lodging

Rooms have been reserved at the Radisson Penn Harris on November 16 and 17 at a cost of \$104 single or double occupancy plus tax. To reserve a room, call the Radisson at 717-763-7117 or 800-333-3333 by Friday, October 15. Ask for the PASBO Conference rate.

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## AGENDA (tentative)

### Tuesday, November 16

Exhibit set-up hours will be available on Tuesday night beginning at approximately 9:00 p.m.. You will be notified by email of the exact hours closer to the conference .

### Wednesday, November 17

7:00 a.m. - 10:00 a.m..

Exhibitor Registration

**7:00 a.m. - 10:00 a.m.**

**Exhibitor Set-up - Grand Ballroom**

Beverages provided by PASBO for exhibitors during set-up

**10:00 a.m.- 2:00 p.m.**

**Food Service Exhibits - Grand Ballroom**

2:00 p.m. - 3:00 p.m.

Keynote Session

3:00 p.m. - 5:00 p.m.

Educational Sessions

**2:00 p.m. - 6:00 p.m.**

**Exhibit removal.** A food bank will pick up unused food supplies.

5:00 p.m. - 7:00 p.m.

Attendee reception - Exhibitors may purchase tickets at the registration desk before 2:00 p.m. if they wish to attend.

### Thursday, November 18

7:30 a.m.

Continental breakfast (attendees only)

8:15 a.m. - 11:45 a.m.

Educational sessions

11:45 a.m. - 12:45 p.m.

Lunch

12:45 p.m. - 4:00 p.m.

Educational sessions

***Remember to call PASBO as soon as possible. This is the first step in reserving booth space!***  
**(717) 540-9551**

*Sponsorship Opportunities . . .*



# PASBO Food Service Directors Conference, Commodity Show & Exhibits

November 17 & 18, 2010  
Radisson Penn Harris Hotel, Camp Hill

The PASBO Food Service Committee invites you to be a sponsor at the 2010 Food Service Directors Conference, Commodity Show & Exhibits. Interact with 130+ Food Service Directors plus their staff members from across PA. Choose your sponsorship level below and sign up by October 15, 2010.

## Sponsorship Levels

### Exclusive Reception or Lunch Sponsor (\$500) – (Limit 1 each)

- Two admissions to the event you are sponsoring: The reception is on Nov. 17 and lunch is on Nov 18.
- Half-page black & white program book ad (3.75” high x 4.5” wide)
- Opportunity to put literature in the attendee packets
- Event sponsorship listed in the program book

### Exclusive General Session Sponsorship (\$500) – 3 sessions (Limit 1 per session)

- Half-page black & white program book ad (3.75” high x 4.5” wide)
- Recognition at the general session
- Opportunity to put literature in the attendee packets
- Sponsorship listed in the program book

### Breakout Session Sponsor (\$250) – 5 sessions (Limit 1 per session)

- Quarter-page black & white program book ad (2” high x 4.5” wide)
- Signage at the breakout recognizing your sponsorship
- Sponsorship listed in the program book

### Break or Continental Breakfast Sponsor (\$250) – 3 breaks/ 1 breakfasts Limit 1 per break/breakfast

- Quarter page black & white program book ad (2” high x 4.5” wide)
- Signage at the break recognizing your sponsorship
- Sponsorship listed in the program book

**DEADLINE TO SIGN UP IS OCTOBER 15, 2010**

Yes, I'd like to become a sponsor for the Food Service Conference, November 17 & 18, 2010.

Circle your choice(s): Reception - \$500 Gen. Session - \$500 Breakout - \$250 Break - \$250 Breakfast - \$250

Company Name: \_\_\_\_\_

Contact person \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

### PAYMENT INFORMATION: (PASBO account # 3034)

Enclosed is my check payable to PASBO for \$ \_\_\_\_\_

Bill my Credit Card Type of card \_\_\_\_\_

Name on credit card \_\_\_\_\_ Authorized Amt. \$ \_\_\_\_\_

Card No. \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Date Signed \_\_\_\_\_

Mail to PASBO, PO Box 6993, Harrisburg, PA 17112-0993 **OR** fax credit card payment to (717) 540-1796.  
Questions? Please call Marilyn at PASBO at (717) 540-9551.

# Food Service Director's Conference, Commodity Show and Exhibits

2010 Exhibit Space Application and Contract

Radisson Penn Harris Hotel & Convention Center  
Camp Hill, PA  
November 17 & 18, 2010

We hereby contract for exhibit booth space at the PASBO Food Service Director's Conference and Exhibits to be held November 17 & 18, 2010 at the Radisson Penn Harris Hotel, Camp Hill, PA.

Booth # \_\_\_\_\_ \$425 per booth

## **PAYMENT MUST ACCOMPANY THIS CONTRACT**

We understand that PASBO will assign space as requested. In the event your choice is already sold, the nearest space will be assigned. PASBO reserves the right to assign all booths to best meet the needs of the exhibitors, the PDA Bureau of Food Distribution and the association.

The rental fee for exhibit space includes a uniform 8' x 10' wide area with two 6-foot tables, two chairs, one identification sign with booth number, company name, city and state, and free conference registrations for company representatives.

We understand additional requirements such as electricity, telephone, plumbing, furniture, booth carpeting, porters, drayage, etc., will be at an additional charge and paid directly by us, the exhibiting company. This contract is subject to the conditions printed on the reverse side.

### **The following information will be printed in the conference program booklet.**

Company name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Products or services to be exhibited: \_\_\_\_\_

**\*PLEASE HAVE A NUTRITIONAL ANALYSIS SHEET OF THE PRODUCT AVAILABLE IN THE BOOTH.**

**\*COMMODITY PROCESSORS—PLEASE BRING DIVERTED PRODUCT AGREEMENT SHEETS WITH YOU!**

### **All subsequent mailings regarding the exhibits will be forwarded to the contact person listed below:**

Company Name: \_\_\_\_\_

Brokerage Affiliation (if any) \_\_\_\_\_

Contact name: \_\_\_\_\_ Company website \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone # \_\_\_\_\_ Fax # \_\_\_\_\_ Email \_\_\_\_\_

Date: \_\_\_\_\_ Executed by: \_\_\_\_\_

(Signature and Title)

### **Payment Information:**

Amount of check: \$ \_\_\_\_\_ Checks should be payable to "PASBO"

**OR Circle One: Master Card Visa American Express Discover**

Name on Credit Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_ Date Signed \_\_\_\_\_

### **Contact: If any questions should arise as a result of this contract, the following person should be contacted.**

**SEND TO:** Marilyn Chastek – PASBO  
P.O. Box 6993  
Harrisburg, PA 17112-0993  
Phone: 717-540-9551 Fax: 717-540-1796

A fully executed and signed copy will be returned for your records.

Acceptance: This application for exhibit space has been accepted and Booth # \_\_\_\_\_ has been assigned. Payment received \$ \_\_\_\_\_.

\_\_\_\_\_  
(Date) Approved by: \_\_\_\_\_  
Jay Himes, CAE, PASBO Executive Director

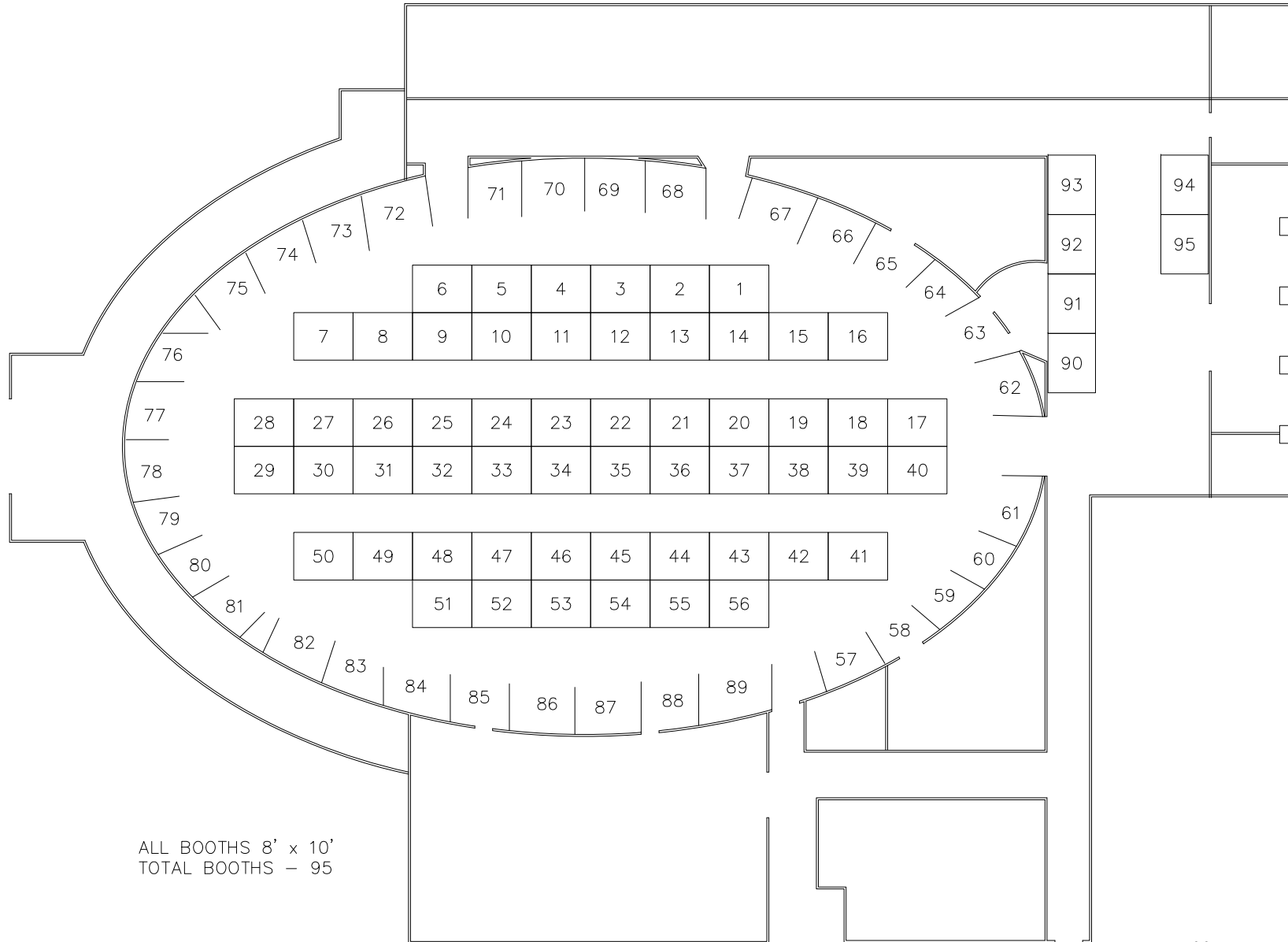
**CONDITIONS FOR 2010 EXHIBIT SPACE APPLICATION AND CONTRACT**  
**PASBO Food Service Director's Conference, Commodity Show and Exhibits Nov. 17 & 18, 2010**

1. **CONTRACT FOR EXHIBIT SPACE** - This contract for exhibit space and formal notice of assignment by the Pennsylvania Association of School Business Officials (PASBO) for the full payment of rental fees constitutes a contract for the right to use the assigned exhibit space.
2. **PAYMENT FOR SPACE** - The cost of exhibit space is due in full along with the submission of this contract. Payment must be received within two weeks of booth reservation or prior to the beginning of exhibit hours, whichever comes first.
3. **CANCELLATIONS** - A full refund will be made by PASBO for cancellations of exhibit booth contracts received in the PASBO office on or before September 15, 2010. A \$50 service fee will be charged for cancellations received between September 16 and October 15, 2010. **No refunds will be made for booths cancelled after October 15, 2010.**
4. **INSTALLING AND DISMANTLING** – Exhibitors may set up their booth space in the Grand Ballroom the evening of Tuesday, November 16 beginning at approximately 9:00 p.m. and on Wednesday November 17 from 7:00 a.m. until 10:00 a.m. All exhibits must be set-up and ready to go by exhibit time. Exhibit time will be from 10:00 a.m. to 2:00 p.m. on Wednesday, November 17. Tear down will begin immediately after the show, and all materials and equipment must be removed from the exhibit hall by 6:00 p.m. on Wednesday, November 17, 2010.
5. **USE OF SPACE** - All demonstrations and other sales activities must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet or share the space allocated without the knowledge and consent of PASBO. Displays shall not be placed in a manner as to interfere with other exhibits. PASBO reserves the right to exclude from exhibition any or all literature, illustrations, materials or products that, in its judgment, are not consistent with the proper decorum of the educational exhibits.
6. **PRIZES** - Exhibitors may award prizes at their booths during exhibit hours. PASBO is not responsible for individual exhibitor prizes.
7. **NOISEMAKING EXHIBITS** - Exhibits that include the operation of musical instruments, radios, talking motion picture equipment, public address systems or noisemaking machines must be constructed or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors or their patrons.
8. **INSURANCE** - Responsibility for various types of insurance coverage is that of each individual exhibitor. Each exhibitor will hold free of liability, in connection with property damage or personal damage to his/her agents and employees, the headquarters hotel, PASBO, and the employees of each such organization for loss, theft, damage or destruction of goods, or for any injury to himself/herself or employees while in the exhibit area or for any damages of any nature or character.
9. **FIRE PROTECTION** - No flammable fluids, substances or materials of any nature, including decorative material that is not flameproof, may be used in the booth. Electrical wiring must conform with national Electric Code Safety Rules. Exhibitors must comply with local fire regulations.
10. **EXHIBIT BOOTH** - Booths will be assigned by PASBO on a first-come, first-served basis.
11. **PASBO MAILING LABELS** - Mailing labels of all PASBO food service members are available for purchase by exhibitors upon request. Exhibitors requesting mailing labels are expected to use them only to promote attendance at their booth and the exhibits. To order, go to [www.pasbo.org](http://www.pasbo.org) and click on the Vendors button. Under “Business Associate Benefits” is a Label Request Form and instructions for ordering. Please note that there is a \$40 minimum charge. A printed list of attendees will be given out at the conference to each company that exhibits.
12. **ACCOMMODATIONS** – A room block has been reserved at the Radisson Penn Harris for November 16 & 17, 2010 at a cost of \$104 single and double occupancy plus tax. To reserve a room, call the Radisson at 717-763-7117 by Friday, October 15, 2010. Please request the PASBO rate.

# PASBO FOOD SERVICE DIRECTORS CONFERENCE

## RADISSON PENN HARRIS HOTEL

### CAMP HILL, PA



ALL BOOTHS 8' x 10'  
TOTAL BOOTHS - 95

Prepared by:  
Reber-Friel Company  
Conventions & Expositions  
610-265-7310  
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