

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

invite you to exhibit at the

**17th Annual Food Service
Directors Conference,
Commodity Show & Exhibits
November 1 & 2, 2011**



**Penn Stater Conference Center Hotel
State College, PA**

17th Annual PASBO Food Service Directors Conference, Commodity Show & Exhibits

Conference Information

The Pennsylvania Association of School Business Officials is pleased to announce the 17th 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 Tuesday, November 1 and Wednesday, November 2, 2011 at the Penn Stater Conference Center Hotel in State College, 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 food service related vendors on a first-come, first-served basis. All exhibits will be in the President's Hall or President's Pre-function area from 10:00 a.m. to 1:45 p.m. on Tuesday, November 1. ***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 Tuesday, Nov. 1. 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 6' 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.** 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 Julie Bly 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.

***Call Julie Bly at PASBO(717) 540-9551 to reserve your booth today!
This is the first step in reserving booth space!***

REGISTRATION & BOOTH FEES

Exhibit Booth

\$425.00

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

Additional services (tables, chairs, etc.) can be purchased directly from the decorator, General Exposition Services. The decorator information will be mailed and/or emailed after your booth is confirmed. Kitchen facilities will be available, but on a limited basis. More information including the electrical order form will be provided with booth confirmations.

Lodging

Rooms have been reserved at the Penn Stater on October 31 and November 1 at a cost of \$110 single or \$120 double occupancy plus tax. To reserve a room, call the Penn Stater at 800-233-7505 by Friday, September 30. Use the PASBO Conference ID number: PASJ11A

AGENDA (tentative)

Monday, October 31

Exhibit set-up hours will be available on Monday night beginning at approximately 6:00 p.m. You will be notified by email of the exact hours closer to the conference.

Tuesday, November 1

7:00 a.m. – 5:00 p.m.

Exhibitor Registration

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

Exhibitor Set-up – President's Hall and Pre-function area

Beverages provided by PASBO for exhibitors during set-up

10:00 a.m.- 1:45 p.m.

Exhibits Open- President's Hall and Pre-function area

1:45 p.m. - 5:00 p.m.

Exhibit Removal - A food pantry will pick up unused food supplies.

2:00 p.m. - 4:00 p.m.

Keynote Session

4:15 p.m. - 5:00 p.m.

Educational Sessions

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.

Wednesday, November 2

7:00 a.m. – 8:15 a.m.

Registration

7:30 a.m. – 8:15 a.m.

Continental Breakfast (attendees only)

8:15 a.m. - 12:00 p.m.

Educational sessions

12:00 p.m. - 12:30 p.m.

Working Light Lunch

12:30 p.m. - 1:30 p.m.

Educational Sessions

***Call Julie Bly at PASBO(717) 540-9551 to reserve your booth today!
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Sponsorship Opportunities . . .

**PASBO Food Service Directors Conference,
Commodity Show & Exhibits**

November 1 & 2, 2011

Penn Stater Conference Center Hotel

The PASBO Food Service Committee invites you to be a sponsor at the 2011 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 1, 2011.

Sponsorship Levels

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

- Two admissions to the event you are sponsoring: The reception is on Nov. 1 and lunch is on Nov 2.
- 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) – 4 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) – 3 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 breakfast (Limit 1 per break/breakfast)

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

DEADLINE TO SIGN UP IS OCTOBER 1, 2011

Yes, I'd like to become a sponsor for the Food Service Conference, November 1 & 2, 2011.

Circle your choice(s):

Reception-\$500 Lunch-\$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

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 Julie Bly at PASBO at (717) 540-9551.

Food Service Director's Conference, Commodity Show and Exhibits

2011 Exhibit Space Application and Contract

Penn Stater Conference Center Hotel
State College, PA
November 1-2, 2011

We hereby contract for exhibit booth space at the PASBO Food Service Director's Conference, Commodity Show and Exhibits to be held November 1-2, 2011 at the Penn Stater Conference Center Hotel in State College, 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 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, an identification sign with booth number, company name, city and state, and free conference registrations for **four** 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:

Enclosed is my check payable to PASBO for \$ _____

Bill my Credit Card

Name on credit card _____ Authorized Amt. \$ _____

Card No. _____ Expiration Date _____

Signature _____ Date Signed _____

PASBO Contact:

Julie Bly – 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 2011 EXHIBIT SPACE APPLICATION AND CONTRACT
PASBO Food Service Director's Conference and Exhibits Nov. 1 & 2, 2011

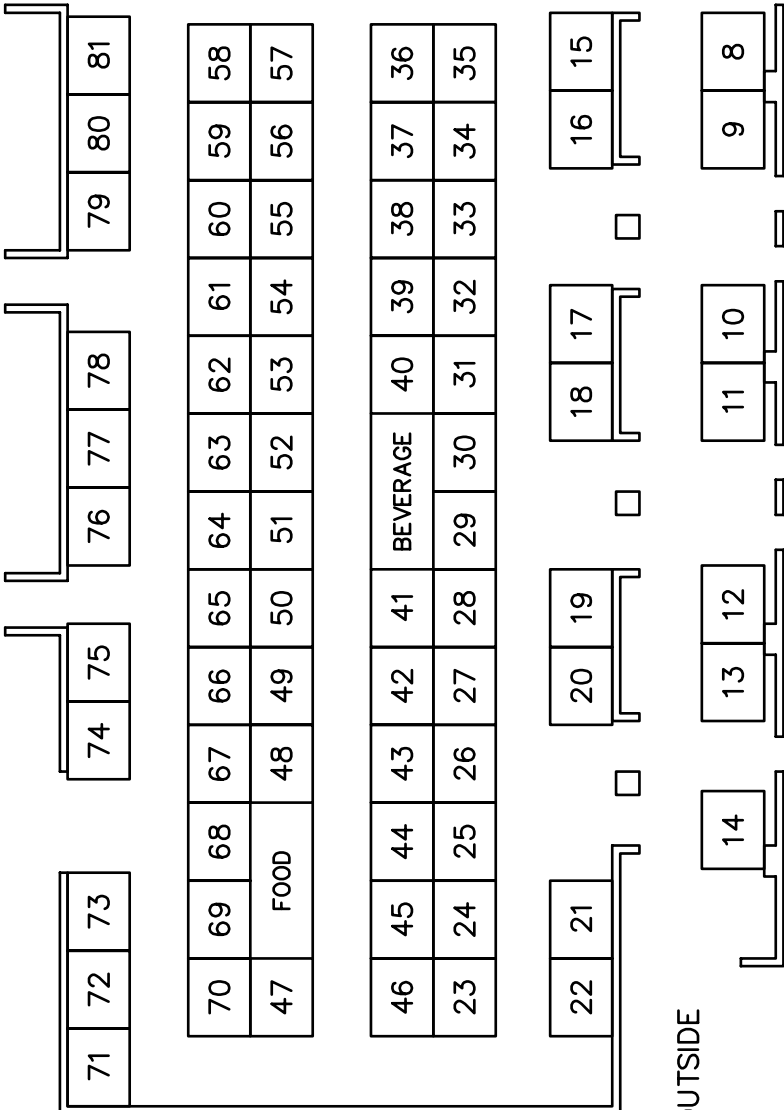
1. **CONTRACT FOR EXHIBIT SPACE** - This contract for exhibit space and formal notice of assignment by the Pennsylvania Association of School Business Officials (PASBO) for the full payment of rental fees constitutes a contract for the right to use the assigned exhibit space.
2. **PAYMENT FOR SPACE** - 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 1, 2011. A \$50 service fee will be charged for cancellations received between Sept. 2 and October 1, 2011. **No refunds will be made for booths cancelled after October 1, 2011.**
4. **INSTALLING AND DISMANTLING** – Exhibitors may set up their booth space in President's Hall and Pre-function Area on Monday, October 31, 2011 from 6:00 p.m. until 11:30 p.m. and on Tuesday, Nov. 1 from 7:00 a.m. until exhibits open at 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 1:45 p.m. on Tuesday, November 1. Tear down will begin immediately after the show, and all materials and equipment must be removed from the exhibit hall by 5:00 p.m. on Tuesday, November 1, 2011.
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. Vendors must have an insurance policy in the amount of \$1,000, 000 to cover any liability. 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 & ATTENDEE LISTS** - 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 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 Penn Stater Conference Center Hotel for October 31 and November 1, 2011 at a cost of \$110 single and \$120 double occupancy plus tax. To reserve a room, call the Penn Stater Conference Center Hotel at 800-233-7505 by Friday, Sept. 30, 2011. Please request the PASBO rate and use ID # PASJ11A.

PASBO FOOD SERVICE CONFERENCE

NOVEMBER 1, 2011

PENN STATER CONFERENCE CENTER HOTEL

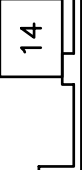
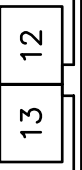
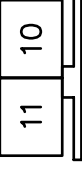
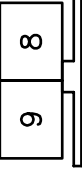
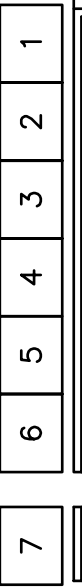
EXHIBITOR LOADING RAMP



DEANS HALL

TO LOBBY

TO OUTSIDE



ALL BOOTHS 8' x 10'