

❖ **EXHIBITOR**

❖ **SPONSOR**

❖ **ADVERTISE**

❖ **PARTNER**

MORE
Nourishing Healthy Bodies & Minds



May 3 & 4, 2010
Hotel Albuquerque

A Training for
New Mexico School Food Service Directors

Reach 300 of
New Mexico's
Food Service Directors
at this annual training!

Join Us!

The NM Public Education Department, Student Nutrition Bureau is excited to announce its 2010 Food Service Directors Training: ***Nourishing MORE Health Bodies and Minds***. During the training attendees will gain a greater knowledge of how to market their programs while sponsors and exhibitors will have the opportunity to market their services to **300** New Mexico food service directors and staff at this annual meeting. This is the main opportunity event where all food service directors gather so you don't want to miss this opportunity! Some ways you can participate are:



Monetary Sponsor

Become a "Golden Apple", a "Top Banana" or a "Just Peachy" sponsor. Sponsorships range from \$250 to \$1,000. Benefits include an exhibit booth at the event, advertisements in the training program and much more!



In-kind Sponsor

We are looking for and have been given permission to bring in pre-packaged food items for the events breakfast and snack breaks. Sponsorship benefits include an exhibit booth, advertisement in the training program and an insert in the attendee bag. Suggested food items are:

Breakfast Items

- Yogurt
- Breakfast bars
- Cereals/cereal bars
- Breakfast breads (muffins, Danish)
- Milk
- Whole fruit

Snack items

- Dried fruit/trail mix
- Fruit chews/leather
- Chips
- Packaged crackers & cheese
- String cheese
- Energy bars
- Ice cream bars
- Juice bars



Bag Sponsor

Attendees love bags to put the many resources they collect from exhibitors. Provide a bag of your choosing or a donation of funds to purchase bags. Sponsorship benefits include an exhibit booth, advertisement in the training program and an insert in the attendee bag.

Ad space

Advertisement space is available in the training program book. Ads range from \$75 to \$500. Contact the training management office for more details.

Exhibit

An exhibit booth is the perfect opportunity for face-to-face communication with food service directors. Attendees look forward to bringing resources back to their schools to share with their staff and school administrators.

Please contact the Training Management Office to secure your participation.

Exhibitor Logistics

Exhibit Dates & Times: **Tuesday, May 4, 2010** **8:00 am – 3:00 pm**

Exhibit Location: **Hotel Albuquerque**
800 Rio Grande Blvd. NW
Albuquerque, NM
Phone : (505) 843-6300

Cost: **6' tabletop exhibit \$150.00** **Non-profit* \$ 50.00**

**501 C (3) organizations that do not generate income by selling product(s).*

There is a separate fee for electrical access or any special equipment.

Booths: Booth fee includes sign, a 6' table with linen/skirting and two chairs.

Set Up: All exhibits must be in place no later than 8:00 am when registration opens. For safety reasons we cannot have booths being set up after this time – the exhibit area will be too congested. Packing crates and supplies must be placed under tables. Items cannot be taped to walls at the hotel.

Break Down: We ask that you do not break down early so attendees have ample time to visit your booth. Breakdown must be completed by 5:00 pm on Tuesday, May 4, 2010. Materials not removed by this time will be removed by the Sponsor and put in storage at Exhibitor's expense.

Training Attendance: There is a separate fee for training registration.

Participation: Sponsor has the right to reject an exhibitor application if it is deemed that the subject matter/content is not appropriate for the training.

Contact Information: **Kesselman-Jones, Inc.**
Tisha Aldredge, CMP
Event Manager
PO Box 30182
Albuquerque, NM 87190
Phone: (505) 266-3451 x105
Fax: (505) 266-3461
E-mail: Tisha@KessJones.com

Exhibitor Guidelines

Official Contact Person: The person named on the Exhibitor Application Form is considered the official contact of the participating organization to receive all information regarding confirmation of events and activities. This person is responsible for assuring information is properly distributed to all participating representatives. Booth workers are the individuals in actual attendance at the Conference. Participating representatives may be listed on the Application upon submittal or may be submitted at a later date.

Attendance at Conference: The ability to send four (4) booth workers is included in the exhibit fee however this does not include participation in training sessions. Additional representatives may be authorized if requested. Each representative will be issued a name badge. Meal service is not included as part of the exhibitor package.

Electrical Connections/additional booth requests: An electrical connection will be provided, if requested, for a fee. Please indicate on your application form if you require electricity. Other services may or may not be provided and must be arranged through the Training Management Office.

Booth Assignments: Space assignments will be made according to the order in which applications were received and accepted. Payment must be received in order for the application to be considered accepted.

Cancellations: Cancellation of exhibit space must be in writing. Cancellations received before Thursday, April 22, 2010 will be refunded with a 20% service charge on the net cost of the original space. A refund for cancellation cannot be made after Thursday, April 22, 2010. In the event of the Conference being cancelled due to fire, strikes, government regulations, Acts of God or other causes beyond the control of the sponsoring organization, Kesselman-Jones, Inc. shall not be held liable for failure to hold the training, and Kesselman-Jones, Inc. shall determine the amount of exhibit fee to be refunded.

Shipping/Storage: All exhibitors are asked to make individual arrangements for shipping/handling. Please call Hotel Albuquerque at (800) 237-1233 and reference the 2010 Food Service Directors Training for shipping instructions.

Security/Liability: No security will be provided. Do not leave valuables in your booth unattended. The exhibitor assumes complete responsibility for losses, damages and claims arising out of damage of the exhibitor's displays, equipment and other property brought upon the premises of the host facility. He/she shall indemnify and hold harmless the host facility and its sponsors/organizers or any other authorized representative agent or employee of the foregoing of any and all losses, damages, and claims.

Restrictions: All decorative material must be flame proofed. Every effort will be made to maintain a business-like atmosphere. Extremely loud noises, such as bells, sirens, buzzers, etc., are not permitted. Use of audio-visual equipment must be played at a moderate volume.

Floor plan: The floor plan for this exhibit will be maintained as originally presented whenever possible. However, Kesselman-Jones, Inc. reserves the unqualified right to modify said plan to the extent necessary for the best interests of the exhibit, the exhibitors and the facility.

Damage: Exhibitors will not fasten any fixtures to the floors, walls, columns or ceilings of the exhibit area. Exhibitors will be liable for any damages caused by such fastening and for any damage to equipment furnished by Kesselman-Jones, Inc. or service suppliers designated by them.

Permits/Licenses: Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitors' booths or displays. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to Kesselman-Jones, Inc. proof satisfactory that the exhibitor has, or does not need, a license to use such music or copyrighted material. Kesselman-Jones, Inc. reserves the right to remove from the exhibit area all or any part of any booth or display which incorporates music, photographs or other copyrighted material for which the exhibitor fails to produce proof that the exhibitor holds all required licenses. The exhibitor shall remain liable for and shall indemnify hand hold Kesselman-Jones, Inc., their agents and employees, harmless from all loss, cost claims, causes of actions, suits, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violations or infringements (or claimed violation or infringement) by exhibitor, exhibitor's agent or employees of any patent, copyright or trade secret rights or privileges.