

Memo

To: Exhibitors

From: Fred Blair
Exhibit Chair

Subject: TSNA Annual Conference

EXHIBIT RULES

The Tennessee School Nutrition Association invites you to participate in our annual conference and exhibition to be held June 14, 2010 – June 18, 2010 at the Memphis, Cooke Convention Center. We expect approximately 900 school food service personnel to be in attendance.

To reserve exhibit space, please complete the enclosed registration and mail it with your check to the following address:

Charlie White
TSNA Executive Director
4214 Hickory Ridge Road
Lebanon, TN 37087

Booth fees will be \$ 900.00 and \$550.00 for ½ booth. No single ½ booths will be allowed. All ½ booths must be shared by two vendors. See sponsorship information that will also cover booth fee.

EXHIBITS WILL BE OPEN ONE DAY ONLY

Exhibit hours are from 8:00 a.m. to 3:00 p.m. **(SUPERVISORS, DIRECTORS, STATE STAFF ONLY)** on Wednesday, June 16, 2010 from 8: a.m. to 10:15 a.m. **(SUPERVISORS & MANAGERS ONLY)** from 10:15 a.m. to 11:45 a.m. and 12:00 noon to 3:00 p.m **for everyone.** There will be a difference in badge colors.

There will be four badges per booth issued to be included in your registration. Any other badges will be issued at a cost of \$10.00 per badge. Badges should be for **company employees only.**

Any visitors must be **pre- approved** for admittance and badges.

Fees must be sent with the registration form. No faxed registration applications will be accepted. No booth will be issued without an enclosed payment. All registrations not accompanied by payment will be returned to sender.

SPONSORSHIPS: Please take advantage of your sponsorship opportunities that are included in your registration packet.

Booth Space: Booths are 10x10 and include one table, chair and wastebasket. Additional items will be available from Geo. Fern.

Use of Space: Exhibitors are not permitted to sublet or divide space without written approval from the exhibit committee in advance.

Liability: It is agreed that exhibitors will assume responsibility for any damage to the convention center property by their exhibits. The exhibitors further agree to make no claims for any reason against the Tennessee School Nutrition Association.

Fire Regulations: All local codes and regulations will be followed

Admission: ADMISSION WILL BE BY BADGE ONLY. Badges are not transferable. A list of persons in a booth must be provided on the application form prior to exhibiting.

Booth Selection: Final booth selection remains the right of the Exhibit Committee Chair.

Extra Needs: Detailed information concerning any costs for extra services, not included in the basic package, will be mailed to you by the official conference decorator Geo. Fern

Competitive vendors: You may request not to be located near (next to or across from or same isle) competitors by including such request in writing to accompany your registration.

TERMS AND CONDITIONS OF EXHIBIT SPACE AGREEMENT

Eligible Exhibits: The Tennessee School Nutrition Association (TSNA) reserves the right to determine the eligibility of any Company or Product to exhibit in TSNA's Annual Conference and Exhibits. TSNA also has the right to reject any application or limit any space assigned to any one company.

Limitation of Liability: The exhibitor agrees to make no claim for any reason whatsoever against TSNA, neither for loss, theft, damage or destruction of goods nor for any injury to himself or employees while conference is in progress, being set up or dismantled.

Limitation of Exhibits: TSNA reserves the right to stop or remove any exhibitor, or representative thereof, for acts or practices which is objectionable or unethical as it relates to our having a successful professional show.

TSNA reserves the right to refuse admittance until all dues and fees are paid in full.

Assignment of Space: After priority is given to TSNA sustaining members, assignment of space will be made on a "first come first serve" basis by date, with multiple booths taking precedence. No assignment of space will be made or held unless full payment accompanies the request for space.

The last day to purchase a booth will be May 1, 2010. Request must be postmarked by this date. **Unpaid registrants may be denied booth space.** Due to limited space, when all booths are assigned, other requests and fees will be returned to prospective exhibitor.

Registration: exhibitor badges will be allocated as follows: 4 badges per booth purchased. Additional badges are available at \$10.00 each. Badges will be distributed during registration. No badge swapping will be allowed. Visitor's badges will be issued for educators, principals, superintendents, director of schools only.

Cancellation: Cancellation of space and refunds will be made as follows: Exhibitors must request cancellation in writing 60 days prior to conference time. If cancellation notice is received within this time frame, total monies less \$50.00 cancellation fee will be refunded to exhibitor. No refunds will be allowed for any cancellation less than 60 days prior to the opening of exhibits.

Exhibit Restrictions: No exhibitor will open a booth or booths without space being paid in full. The acceptance of an exhibiting firm does not constitute an endorsement or approval by TSNA of the quality or value of claims made by the firm.

Boundaries: All parts of all exhibits must be exhibited within exhibitors assigned space. All aisles space is under the control of the TSNA.

General Show Policies: Distribution of literature or samples must be related to exhibit and limited to exhibitor's space. Space will not be sublet. The exhibitor may not display signs that are not professionally prepared or that detract from the appearance of the show in any manner whatsoever. Exhibit chair shall have sole control over all admission policies at all times.

Relocation of Exhibits: TSNA reserves the right to alter the official floor plan, and or reassign any exhibitor's location as deemed advisable. TSNA further reserves the right to make such changes, amendments and additions to these rules and such further regulations as it considers necessary for the good of the Conference/Show.

Booth Construction & Show Services: Booth decorations, furniture, signs, and electrical connections are available to the exhibitor through either convention center departments or independent contractors. TSNA is not responsible for any service provided by the convention center or independent contractor.

Collection Policy: The exhibitor agrees to pay any and all cost incurred by TSNA to collect all or any portion of fees and dues owing to TSNA, which have not been paid in full prior to opening.

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.

Cooking Regulations: All state and local codes and regulations must be adhered to as well as those set forth by the hosting convention center.



EXHIBIT REGISTRATION

TSNA ANNUAL STATE CONFERENCE

COOK CONVENTION CENTER MEMPHIS TENNESSEE

June 14 - June 18, 2010

Company Address
City State Zip
Email Telephone FAX
Please Indicate Business Type

ALL Industry memberships expire on December 31 of each year. If your company has paid the membership fee since January 1, 2010, please use the MEMBER Pricing amount. If you have not paid your membership or do not wish to become a member, please submit the NON-MEMBER amount.

Member Pricing

(All One/Half Booths Must Be Filled)

Non-Member Pricing

Full Booth Price \$900 Each

Half Booth Price \$550 each

Full Booth Price \$1,100 Each

Half Booth Price \$550 each

Number of FULL Booths

Number of HALF Booths

Number of FULL Booths

Number of HALF Booths

Booth # Preference 1

Booth # Preference 2

Booth # Preference 3

Booth # Preference 4

See Enclosed Booth Layout for Booth Numbers

Names for Exhibit Badges

Name 1

Name 2

Name 3

Name 4

If you would like to re-new your membership or become a new member please check the appropriate box (click for details <http://www.tnsna.com/Sponsor.html>. Go to bottom of page.)

Individual Membership \$200 (one individual) members name

Company Membership \$500 (up to three people)

Members Name

Members Name

Members Name

Sponsorships Available

Detailed information click: <http://www.tnsna.com/Sponsor.html>

Diamond Sponsor \$3,000

Gold Sponsor \$2,500

Silver Sponsor \$2,000

Bronze Sponsor \$1,500

Name Badge Holder \$1,500

Conference Tote Bag \$1,000

Promotional Inserts \$200

Wellness Walk \$200

Bonus Extravaganza \$100

Annual Handbook / Volunteer Venture Ad Rates

(color items not available in Volunteer Ventures)

Outside Back Cover (color) \$1,200

Inside Back/Front Cover (color) \$1,000

Full Page Inside (B/W) \$700

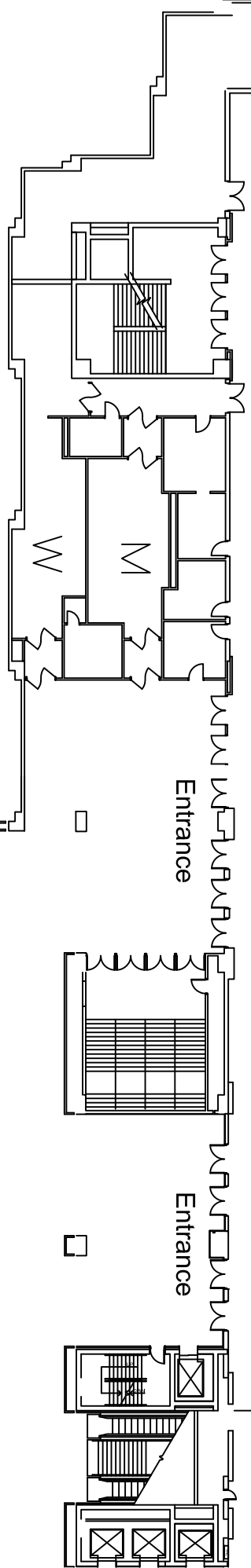
Half Page Inside (B/W) \$500

Quarter Page Inside (B/W) \$250

Business Card Inside (B/W) \$100

Payments can be made online and **must** be received prior to booth setup.

919	918	819	818	719	718	619	618	519	518	419	418	319	318	219	218	119	118
917	916	817	816	717	716	617	616	517	516	417	416	317	316	217	216	117	116
915	914	815	814	715	714	615	614	515	514	415	414	315	314	215	214	115	114
913	912	813	812	713	712	613	612	513	512	413	412	313	312	213	212	113	112
911																	110
909	908	809	808	709	708	609	608	509	508	409	408	309	308	209	208	109	108
907	906	807	806	707	706	607	606	507	506	407	406	307	306	207	206	107	106
905	904	805	804	705	704	605	604	505	504	405	404	305	304	205	204	105	104
903	902	803	802	703	702	603	602	503	502	403	402	303	302	203	202	103	102
901	900	801	800	701	700	601	600	501	500	401	400	301	300	201	200	101	100



BOOTH LEGEND
 164 = 10' x 10' Booths
 SCALE: 1/32" = 1' - 0"

TENNESSEE SCHOOL NUTRITION ASSOCIATION
 JUNE 14-18, 2010
 COOK CONVENTION CENTER
 MEMPHIS, TN
 SOUTHWEST EXHIBIT HALL

George Fern Company
 Expositions • Corporate Events • Exhibits
 Nationwide
 125 FERNCO DRIVE
 NASHVILLE, TN 37207
 TEL: 615-256-0357
 FAX: 615-256-0490



MEMPHIS COOK CONVENTION CENTER
 255 North Main Street ~ Memphis, Tennessee 38103
 (901) 576-1200, EXT. 1222 ~FAX# (901) 576-1212
ELECTRICAL SERVICE ORDER FORM



Name of Exhibition or Show: _____ Booth No. _____
 Firm/Booth Name: _____ Show Dates _____
 Address: _____ Phone No. _____
 City: _____ State: _____ Zip Code _____
 Ordered By: _____ Signature: _____ Date: _____
(Print or Type)

*PAYMENT: Cash ___ Check No. ___ Visa ___ Mastercard ___ Amex. ___ Fax No. _____
 CARD # _____ EXP. DATE _____
 VERIFICATION CODE _____ (three digits on back of card, CVV2#)
 NAME _____ SIGNATURE _____

Signature of requesting party on order form indicates acceptance of terms and conditions on reverse side.
PAYMENT NOTICE: Preorder rates apply only to orders paid in full and received twelve (12) days prior to the first scheduled move-in day
All onsite orders must be paid with cash, and/or credit card. NO EXCEPTIONS.
ALL ORDERS MUST BE PAID IN FULL BEFORE SERVICES ARE RENDERED

ALL ORDERS MUST BE MAILED, FAXED OR PLACED ON-SITE
 (NO TELEPHONE ORDERS WILL BE ACCEPTED)

ELECTRICAL SERVICE

Standard Basic Power				
QUANTITY	One Single Outlet	PREORDER RATE	ON-SITE RATE	TOTALS
_____	120 Volts up to 2000 Watts	\$75.00	\$100.00	\$ _____
_____	120 Volts up to 3000 Watts	\$100.00	\$125.00	\$ _____

Rental Items listed below do not include electrical services. Exhibitor must order electrical services to utilize rental service. Limited Availability				
QUANTITY		PREORDER RATE	ON-SITE RATE	TOTALS
_____	25 Foot Extension Cord	\$15.00	\$20.00	\$ _____
_____	50 Foot Extension Cord	\$20.00	\$25.00	\$ _____

SPECIAL ELECTRICAL SERVICE

208 Volts – SINGLE PHASE – per single connection					208 Volts – THREE PHASE – per single connection				
Amps	Quantity	Preorder Rate	Onsite Rate	TOTALS	Amps	Quantity	Preorder Rate	Onsite Rate	TOTALS
20	_____	\$100.00	\$200.00	\$ _____	20	_____	\$120.00	\$240.00	\$ _____
30	_____	\$150.00	\$300.00	\$ _____	30	_____	\$180.00	\$360.00	\$ _____
40	_____	\$200.00	\$400.00	\$ _____	40	_____	\$240.00	\$480.00	\$ _____
50	_____	\$250.00	\$500.00	\$ _____	50	_____	\$300.00	\$600.00	\$ _____

VOLTAGES AVAILABLE ONLY AS STATED ABOVE. ALL OTHER VOLTAGES MUST BE PROVIDED BY EXHIBITOR'S BULK/BOOST TRANSFORMER WHICH MUST BE APPROVED BY MEMPHIS COOK CONVENTION CENTER ELECTRICAL DEPARTMENT TWELVE (12) DAYS PRIOR TO MOVE-IN

480 Volts – SINGLE PHASE – per single connection					480 Volts – THREE PHASE – per single connection				
Amps	Quantity	Preorder Rate	Onsite Rate	TOTALS	Amps	Quantity	Preorder Rate	Onsite Rate	TOTALS
20	_____	\$160.00	\$320.00	\$ _____	20	_____	\$200.00	\$400.00	\$ _____
30	_____	\$240.00	\$480.00	\$ _____	30	_____	\$300.00	\$600.00	\$ _____
40	_____	\$320.00	\$640.00	\$ _____	40	_____	\$400.00	\$800.00	\$ _____
50	_____	\$400.00	\$800.00	\$ _____	50	_____	\$500.00	\$1000.00	\$ _____

Other 120/280 volt and 480 volt service available by special order. Please call (901) 576-1222 for pricing and availability.

SEE REVERSE FOR CONDITIONS AND REGULATIONS

GRAND TOTAL DUE \$ _____

Revision Date 06/10/08

This form supersedes all previous forms.

Additional Terms & Conditions on Reverse Side

MEMPHIS COOK CONVENTION CENTER
255 North Main Street ~ Memphis, Tennessee 38103
(901) 576-1200 EXT. 1222 ~ FAX# (901) 576-1212

IMPORTANT CONDITIONS AND REGULATIONS

PAYMENT NOTICE:

PREORDER RATES apply only to orders received and paid in full twelve (12) days prior to the first move-in day of show. ON-SITE RATES must be paid at move-in for all other orders. **NO EXCEPTIONS.**

ALL ORDERS MUST BE PAID IN FULL PRIOR TO THE OPENING OF THE FIRST DAY OF SHOW.

WE ACCEPT CASH, PRINTED CHECKS, VISA, AMEX AND MASTER CARD ONLY! ALL OTHER ORDERS SUBMITTED WITH ANY OTHER FORM OF PAYMENT WILL NOT BE CONSIDERED TO BE ORDERED.

All terms, conditions, and rates on this form are subject to change at any time without notice.

CONDITIONS FOR PROCESSING SERVICE ORDER FORMS:

1. Payment in full must accompany service form to be considered.
2. All order form information must be completed in full for order to be processed. Incomplete forms could result in processing delay that may result in floor rate or slow service installation.
3. No service will be installed until full payment is received.
4. Cancellations:
 - Refunds will be computed as follows:
 - ∞ A written request for refund must be received a minimum of twelve (12) days prior to first move-in day of show.
NO REFUNDS AFTER INSTALLATION!
 - ∞ Refunds will be forwarded by mail or credited after being processed by proper departments.
5. All returned checks will incur a \$25.00 Returned Check Fee.

ANY DISCREPANCIES OR DEVIATIONS FROM THE ORIGINAL ORDER MUST BE BROUGHT TO THE ATTENTION OF THE MEMPHIS COOK CONVENTION CENTER SERVICE DESK PRIOR TO THE OPENING OF THE FIRST DAY OF SHOW!

ALL CHANGES TO THE ORIGINAL ORDER MAY DELAY THE INSTALLATION OF SAID ORDER.

ELECTRICAL SERVICE CONDITIONS

1. Rates quoted cover delivery of service to the back of the booth and do not include connecting your equipment.
2. Tagging of equipment for proper voltage, phase, connection, etc. is exhibitor's responsibility.
3. Exhibitors using electronic equipment should supply surge protectors for their equipment (there is no surge protection on electrical drops).
4. Memphis Cook Convention Center is not responsible for voltage or frequency variances.
5. Work done after 5:00 p.m. and anytime on Saturdays, Sundays or holidays will be charged at the double time rate. Labor charged in one hour increments.
6. Any changes in location after initial installation will reflect a new order charge.
7. Wall, column and permanent building utility outlets are not part of booth space and are not to be used by exhibitors.
8. All equipment, regardless of source of power, must comply with all Federal, state and local building and safety codes.
9. All service connections and overload protection to such equipment must be made by the MCCC House Electrician only.
10. All appropriate exhibitors' extension cords must be of the three-wire grounded type; residential type extension cords and power strip cords are prohibited by local building and safety codes.
11. All exposed non-current carrying metal parts of fixed equipment that are liable to be energized must be grounded.

THE PARTIES AGREE THAT THE IMPLIED WARRANTIES OF MERCHANTABILITY AND THE FITNESS FOR A PARTICULAR PURPOSE AND ALL OTHER WARRANTIES, EXPRESSED OR IMPLIED, ARE EXCLUDED FROM THIS AGREEMENT. SMG AND THE MEMPHIS COOK CONVENTION CENTER DO NOT ASSUME ANY LIABILITY FOR DAMAGES OF ANY TYPE WHATSOEVER OR LOSS OF ANTICIPATORY PROFITS RESULTING FROM THE USE OF EQUIPMENT OR SERVICES OR DELIVERY OR INSTALLATION, OR DAMAGE OF ANY SORT WHATSOEVER TO USER'S GOODS OR EQUIPMENT ARISING FROM ANY CAUSE WHATSOEVER.



An SMG Managed Facility



Please fax the completed form to Events Dept at **901-576-1212**..

Cardholder Information

Name as it appears on the credit card: _____

Card type: Visa MC Amex

Account type: Individual (personal credit card)

Corporate | Company Name: _____

Account number: _____ Exp. date: _____

Verification Code: _____ (three digit code on Back of Card, CVV2#)

Address:
(where statement is mailed) _____

City, State and Zip: _____

Phone number: _____ Fax or alternate number: _____

Event Information

Event name: _____

Company (if applicable): _____

Phone number: _____ Fax or alternate number: _____

Event date: _____

I certify that all information is complete and accurate. I hereby authorize the SMG/Memphis Cook Convention Center to collect payment for all amounts as indicated in the Event Settlement Form and /or deposits for said event by processing a charge to the credit card listed above. I certify that I am the authorized signer of the credit card listed above.

Cardholder name: (Printed) _____

Cardholder signature: _____ Date: _____



Tennessee School Nutrition Association Application for Industry Membership

2010

TSNA Industry Membership Levels (Calendar Year)

Company Membership **\$500** Up to Three (3) Members per Company

- \$50 contribution to Industry Scholarship Fund
- Listing in TSNA Annual Handbook
- Sign Recognition at Conference Exhibit Booth
- Admission to all Conference Educational Sessions

Individual Membership **\$200** One (1) Member per Company

- \$25 contribution to Industry Scholarship Fund
- Listing in TSNA Annual Handbook
- Sign Recognition at Conference Exhibit Booth
- Admission to all Conference Educational Sessions

All information must be completed to process your application.

Please Check One:

Company Membership

Individual Membership

Member Name(s):

Company Name: (DBA):

(other company name used)

Industry Category:

(Food, Beverage, Equipment, Software, Etc)

Address:

City, State, Zip:

Telephone: () Fax: ()

E-Mail:

Please check the appropriate box on the Exhibit Registration Form and include the sponsorship price with your registration fees. Questions? Contact Charlie White, Executive Director, Tennessee School Nutrition Association
• Office:615.443.2288 • Fax:615.453.9990 • tnsna@bellsouth.net