



**FLORIDA SCHOOL NUTRITION ASSOCIATION  
PRESENTS:**

# **END ZONE EDUCATION:**

## **KNOW BEFORE YOU GO GUIDE**

**October 10-12, 2024  
Daytona Beach, FL**

**9:00 AM**

## **General Exhibit Information**

October 10-12, 2024

Location: Ocean Center (Daytona, Beach)

101 N Atlantic Ave, Daytona Beach, FL 32118

Booth Size: 10' x 10'

Expo Theme: Building Champion Kids Booth Cost (page 11 of the sponsorship prospectus)

### **Member Type:**

SIP Member \$1,800 Full Table / \$1,100 Shared Table

Non-Member \$2,400 Full Table / \$1,400 Shared Table

SIP Membership \$650

Sustaining Industry Partnership (SIP) membership status will be verified by FSNA. Please ensure that your membership is current and valid throughout the show dates. Vendors will not be able to register for ConnectionXpo without an active membership. Additionally, each manufacturer represented by a broker must also be an active SIP member to qualify for member pricing.

### **Booth Package**

Standard booth setup includes 10' x 10'

Space with 8' high back wall drape and 3' high side draped partitions

Complimentary sign listing company name

Complimentary 8' draped table with two chairs and a waste basket

Security Service from installation through dismantling

Refrigerator and Freezer access

Listing in official conference app distributed to all attendees

One (1) County Purchasing Profile on USB

One (1) listing of attendees emailed prior to event

Invitation to Friday Night Party

Vendor Appreciation Coffee Friday & Saturday Morning

# **Booth Decorating Contest**

Join the booth decorating contest by showcasing a football theme at your booth! The winner will be awarded priority booth selection for the 2025 ConnectionXpo show.

Good luck and have fun decorating!

## **Schedule**

### **Exhibitor Set-up Hours**

Full details provided in the exhibitor service manual on the FSNA website.

#### **Exhibitor Set-up: Thursday, October 10th, 2024 Time: 8am-6pm**

All displays must be set and all empty storage must be off the exhibit floor by 6pm. ApolloCSL will complete show ready procedures until 10pm. Exhibitors will be able to continue to set up until then. However Apollo CSL service desk will be closed.

#### **Exhibitor Set-up: Friday, October 11th, 2024 Time: 7am-8:30am**

All food preps and empty containers must be completed by 8:30am to be show ready for cleaning procedures to be completed

#### **Exhibitor Hours: Friday, October 11th, 2024**

Time: 9am-3pm Saturday, October 12th, 2024 Time: 9am-11am

Exhibitor Dismantle: Saturday, October 12th, 2024 Time: 11am-4pm

\*\*All displays must be packed up and ready for shipment by 4pm.

Drivers must be checked between 11am-4pm\*\*

#### **Exhibitor Appreciation Coffee Break**

Provided in the SIP lounge on the Xpo floor

Friday, October 11th 7:30am-11:30am

Saturday, October 12<sup>th</sup> 7:30am – 11:30am

## **Exhibit Hall Hours**

Directors & Supervisors Preview Friday, October 11th 9:00am-10:00am All Attendees

Friday, October 11th 10:00am-3:00pm Saturday, October 12th 9:00am-11:00am Exhibitor  
Dismantling Hours

Saturday, October 12th 11:00am-4:00pm (no early breakdowns)

All displays must be packed up and ready for shipment by 4pm.

Drivers must be checked between 11am-4pm

## **Ocean Center Venue Parking**

Parking will be charged per space occupied per day. Park on either the South Lot or Lot C. The rates are \$15.00 per space. However, for exhibitors, they qualify for discounted rates, which are \$10.00 per space or \$15.00 per space overnight.

## **SIP Member & VIP Networking Reception**

**Thursday, October 10<sup>th</sup> 7:00pm – 8:30pm**

**Location:** Hard Rock Hotel - 4 min (1.1 mi) from the Ocean Center  
via N Atlantic Ave 918 N Atlantic Ave - Daytona Beach, FL 32118

**Room:** Wave Terrace (look for event signs and FSNA event concierges)

Weather backup location: Avalon ballroom

**Dress Code:** Smart casual – picture ready

**Bartender Service:** 2 drink tickets provided then transition to cash bar.

All major credit cards and cash accepted. ATMs on property

**Parking:** \$10 event valet & self-parking for drive in guests

## **Friday Night Party (all exhibitors welcome)**

**Friday, October 11th 6:00pm - 8:00pm**

**Location:** Hard Rock Hotel - 4 min (1.1 mi) from the Ocean Center  
via N Atlantic Ave 918 N Atlantic Ave - Daytona Beach, FL 32118

**Room:** Avalon Terrace (look for event signs and FSNA event concierges)

Weather backup location: Avalon ballroom

**Dress Code:** Football attire (wear your favorite football jersey)

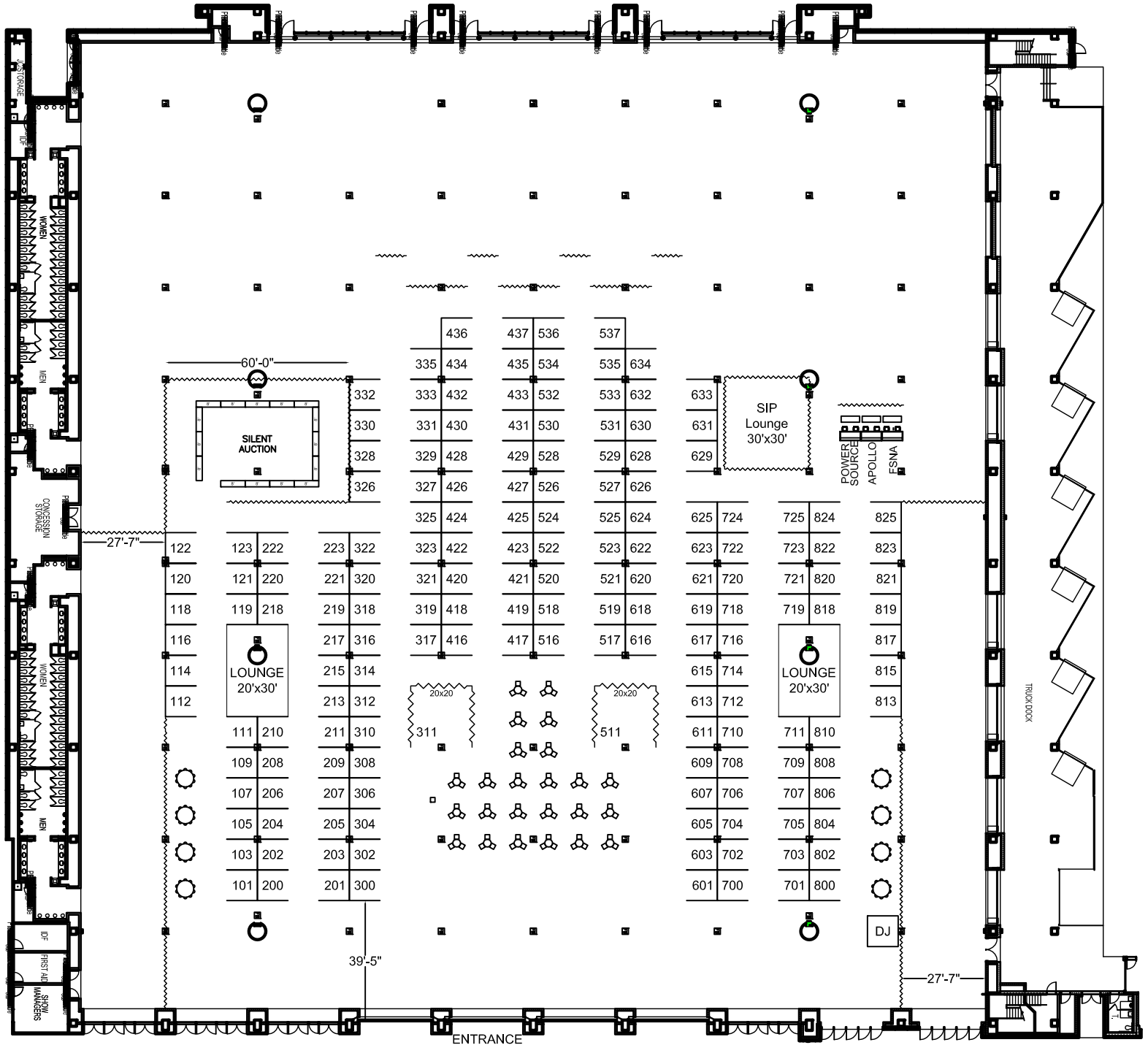
**Bartender Service:** 1 drink ticket provided then transition to cash bar.

All major credit cards and cash accepted. ATMs on property

**Parking:** \$10 event valet & self-parking for drive in guests

# FLORIDA SCHOOL NUTRITION ASSOCIATION 2024 SCHOOL FOOD & EQUIPMENT EXPO

OCTOBER 10-12, 2024

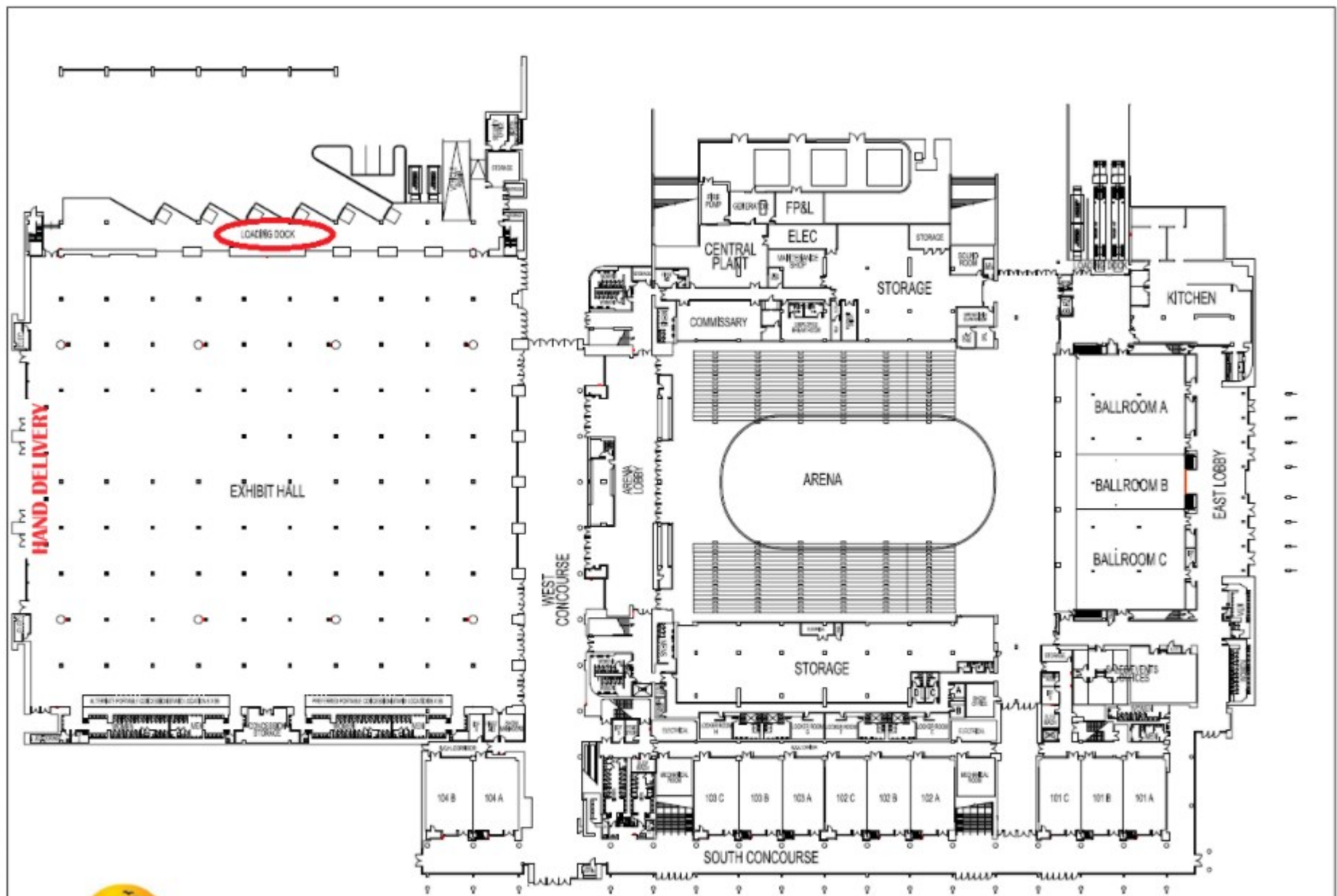


## EXHIBIT HALL

172-10'x10' BOOTHS  
2-20'x20' BOOTHS

Ocean Center  
Daytona Beach, FL





# FIRST FLOOR



## **Hosting Hotel**

Daytona Hilton

Reservation Link: [www.floridaschoolnutrition.org/registration](http://www.floridaschoolnutrition.org/registration)

Reservation Deadline: September 17th

## **Decorator & Service Kits**

Danny Reyes

Apollo Convention Services & Logistics, Inc.

6333 Florida Circle West Apollo Beach, Florida 33572 Phone: (813) 478-0462

Email: [dreyes@apollo.com](mailto:dreyes@apollo.com)

## **Annual Conference & Expo Sponsorships**

Please refer to the FSNA sponsorship prospectus and visit the online sponsorship store via [mapdyanmics](#) to make an online purchase.

## **TERMS & CONDITIONS OF EXHIBIT SPACE AGREEMENT**

**ELIGIBLE EXHIBITS:** The Florida School Nutrition Association (FSNA) reserves the right to determine the eligibility of any company or product to exhibit in the Annual Conference & Expo and further reserves the right to reject any application and/or limit space assigned to any one company. Show management also has the right to stop exhibiting companies from the showing of products or services which would negatively impact the show.

**LIMITATION OF LIABILITY:** The exhibitor agrees to make no claim for any reason whatsoever against FSNA and/or Apollo Convention Service and Logistics, Inc. wherein the Expo is held, for loss, theft, damage or destruction of goods, nor for any injury to self or employees while Expo is in progress, being set up or dismantled. Exhibitor agrees to indemnify and hold harmless FSNA or Apollo Convention Service and Logistics, Inc. and their agents and employees, against any and all claims of any person, arising out of acts, omissions or negligence of exhibitor, its agent or employees. Organizer makes no warranties regarding the number of persons who will attend the event. If any term of this agreement is declared invalid or unenforceable, the remainder shall continue in full force and effect. Any action arising out of this agreement or the Event shall be brought in the county of the event, Florida, and governed by the law of that locale, exclusive of the choice of law rules of any jurisdiction. Organizer shall be entitled to recover reasonable attorneys' fees and costs in any action to enforce this Agreement. Registration and booth payment constitute agreement to this clause.

**LIMITATION OF EXHIBITS:** FSNA reserves the right to stop or remove from Expo any exhibitor, or their representative, performing an act or practice which in the opinion of FSNA is objectionable or detracts from the dignity of Expo or is unethical to the business purpose of Expo. FSNA reserves the right to refuse admittance of exhibits or materials to Expo until all dues and fees owing are paid in full. No exhibitor shall hold any social event or entice FSNA members off Expo floor or away from conference activities during official Expo, conference hours, or scheduled FSNA events.

**ASSIGNMENT OF SPACE:** Sustaining Industry Partners receive the exhibitor contract prior to non-members. Therefore, they have the opportunity to reserve and pay for booth(s) before non-members. Full payment must accompany contract for booth(s) to be assigned. FSNA accepts MasterCard, Visa, American Express, Discover, and checks. If payment does not accompany contract, the contract will be held until received. There are a limited number of booths that may be shared by 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. FSNA 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.

**REGISTRATION:** Registration packets and badges will be distributed on show site.

**CANCELLATION OR WITHDRAWAL:** Cancellation of space and refund is subject to the following conditions. Exhibitors shall give written notice of cancellations. If written notice is received more than 30 days prior to Expo opening, total monies less \$500 will be refunded to

Exhibitor. No refunds will be allowed for any cancellation less than 30 days prior to the opening of Expo.

**EXHIBIT RESTRICTIONS:** No exhibitor or part of an exhibit will be admitted to any space until rental of that space has been paid in full. Actual selling of products from the exhibit floor is prohibited. No exhibitor may begin dismantling their exhibit until AFTER the closing hour of Expo. The exhibitor shall properly staff the exhibit during Expo hours. Exhibitors are liable for any damage caused to building walls, floors or columns or other exhibitors' property. Vendors for whom FSNA makes exhibit space available are



those who have products/services that are of interest and use to the school food service industry. The acceptance of an exhibiting firm does not constitute an endorsement or approval by FSNA of the quality or value of claims made by the firm. One exhibitor per booth. Any exceptions must be made in advance in writing for consideration.

**BOUNDARIES:** All parts of all exhibits must be exhibited within exhibitor's assigned space boundaries. All exhibitors and their space must follow "The International Association of Exhibition Management (IAEM) Guidelines for Display Rules and Regulations." To review a copy of this document, please contact FSNA or Apollo Convention Services. Aisle space is under the control of FSNA.

**GENERAL SHOW POLICIES:** Noisy or offensive exhibits are prohibited. 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. Any exceptions will have to be cleared through FSNA. Distribution of literature or samples must be related to exhibit and distribution limited to within exhibitor's space. Assignment or subletting of assigned space by exhibitor is not permitted for any reason without approval of FSNA. Exhibitor must comply with all local laws, rules, regulations and ordinances in force. The exhibitor may not display signs that are not professionally prepared or in the opinion of FSNA detract from the appearance of Expo in any manner whatsoever. Expo Manager shall have sole control over all admission policies at all times.

**TERMINATION OF SHOW:** If FSNA determines the premises where Expo is to be held has become unfit for occupancy, or if the premises are materially interfered with by any reason of strike, embargo, injunction, act of war, act of God, act of terror, any other emergency, or any act or event not the fault of FSNA, this agreement may be terminated by FSNA. In the event of such termination, the exhibitor waives any and all damages to FSNA, including but not limited to travel expenses and exhibit space rental fee.

**RELOCATION OF EXHIBITS:** FSNA reserves the right to alter the official floor plan, and/or reassign any exhibitor's location as deemed advisable. FSNA further reserves the right to make such changes, amendments and additions to these rules and such further regulations as it considers necessary to act in the best interest of Expo.

**BOOTH CONSTRUCTION AND SHOW SERVICES:** Standard booths are limited to 8 ft. background drapes and 36" high side drapes. Maximum height of standard exhibit is 8 ft. and may extend only one-half the booth depth from the back wall. Height in the front half of the exhibit space cannot exceed 36" high, except for product height which may exceed the 36" height limitation. Booth decorations, furniture, signs and electrical connections are available to the exhibitor through independent contractors who will directly bill the exhibitor. FSNA is not responsible for any service provided by independent contractors.

**COLLECTION POLICY:** The exhibitor agrees to pay the balance at the time that the selection of the booth is made.

**SECURITY:** Security guard(s) will be furnished by FSNA to be on duty in the exhibit hall when exhibits are closed, but the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor.

**INSURANCE:** It shall be the responsibility of each exhibitor to maintain insurance against injury to person or damage or loss of property.

**COOKING REGULATIONS:** All decorations used as backdrops and partitions for booths must be flame retardant. Locations of all fire extinguishers must be visible; fire extinguisher locations shall be marked by readily visible signs. Portable cooking equipment may be fueled by small heat sources easily extinguishable by water, i.e., candles, solid alcohol. Such devices must be supported by a non-combustible surface. Final rulings on the safety and allowability of booths performing cooking and/or heating of consumable items is at the discretion of the local Fire Marshal.

**CODE OF CONDUCT:** All school districts that are sponsors of the National School Lunch and School Breakfast Programs must follow. “The employees, officers, directors, volunteers, and agents of the Sponsor may neither solicit nor accept gratuities, favors, or anything of monetary value from contractors or parties to subcontracts.