

Alabama Food Service & Nutrition  
**40<sup>TH</sup> ANNUAL EXPO**

*Golden  
Opportunities*  
SEEKING NUTRITION FOR ALABAMA



March 16, 2018  
BJCC • Birmingham, Alabama

SPONSORED BY:

The Alabama Association of Nutrition & Foodservice Professionals, The Alabama Dietetic Association  
and the Alabama School Nutrition Association

Dear Exhibitor:

We are excited to be heading back to the Birmingham Jefferson Convention Center (BJCC) for the 2018 Food EXPO. Everyone enjoys the location, you never have to move your car as there are restaurants and entertainment at Uptown, which is adjacent to our host hotel, the Sheraton Birmingham. The EXPO Board of Directors has made the 2018 show a one day event. They strongly encourage ALL exhibitors to stay the entire day and not to tear down before 6:00 p.m. We will coordinate these show hours with the State Directors meeting. All vendors are encouraged to donate a prize (Must Be Valued At \$100 or More) that we will give-away throughout the afternoon on Friday. Winners must be present to win. The leadership of the Alabama Food Service and Nutrition Exposition is excited to be heading to Birmingham in 2018, as Birmingham typically draws our biggest crowds. They offer great meeting facilities, large headquarters hotel and a lot of restaurants and nightlife.

**All exhibitors are encouraged to come to the show with special purchasing opportunities available for those who can make purchasing decisions on site. Whether it's food products, home kitchen items, equipment, products or services, we encourage you to offer special deals to our members.**

The show will be in the East Hall of the BJCC and the Sheraton Birmingham will serve as our headquarters hotel. EXPO 2018 offers exhibitors a very unique opportunity to showcase your products and/or services to three separate associations at one time. Plus, the State Directors meeting will coincide with EXPO, which adds even more buying power to EXPO 2018.

On behalf of the members of the Alabama Dietetic Association, the Association of Nutrition & Foodservice Professionals and the Alabama School Nutrition Association, we encourage you to participate in EXPO 2018.

EXPO Board of Directors

### *About us...*

**The Association of Nutrition & Foodservice Professionals (ANFP)** is a professional organization for nutrition and foodservice managers, directors and those aspiring to have careers in nutrition and foodservice management—particularly in health care and other non-commercial foodservice settings. Most ANFP members work in health care—nursing homes, long-term care facilities, senior living communities and hospitals. Some may work in correctional facilities, schools and in the military. Dual credentials among members are common; some are Executive Chefs, Diet Technicians or some may hold additional college degrees such as Hospitality Management.

In health care settings, most Alabama dietary managers run the foodservice and nutrition departments and work in tandem with registered dietitians and other members of the healthcare team. They may provide supportive nutrition screening, documentation, and care planning. Because of their intensive training in management and human resources administration, some nutrition and foodservice managers oversee multiple service-oriented departments (e.g, laundry, housekeeping, and others) within their organizations. Others work for corporations in areas such as multi-site management of foodservice operations, employee training or sales.

Most ANFP members who are managers or directors are ultimately responsible for or are involved in the choosing/purchasing of food & paper products, chemicals and equipment.

**The Alabama Dietetic Association (ALDA)** is an organization for nutrition professionals from across the state; the majority of its members are registered dietitians. Dietitians are employed in a wide variety of settings but typically work in a healthcare environment such as hospitals, nursing homes, dialysis clinics, diabetes management programs and rehabilitative therapy facilities. There is also a large population of dietitians working in school nutrition, public health and sports nutrition. Dietitians often serve in an administrative or consultant role with the authority to manage the planning and implementation of budgets. They oversee purchasing for nutrition supplements, food products, equipment, education materials and incentives. Dietitians serve in leadership positions for national, state and local organizations where they may also have influence over purchasing.

Please join the Expo this year and reach out to ALDA members, the nutrition experts in the state. They look forward to partnering with you to provide the best nutrition possible for their clients.

**The Alabama School Nutrition Association** has over 1,600 school nutrition professionals which consist of child nutrition directors, cafeteria managers, cafeteria workers, as well as retired child nutrition employees. With the passing of the “Healthy, Hunger Free Kids Act of 2010” many of our members are looking for items that will help with incorporating the new meal guidelines. Our members are looking for new equipment as well as smallwares that will make their jobs more efficient. By participating in the 2018 Alabama Food Service and Nutrition Expo you will be able to show our members how you can help them.

The Alabama School Nutrition Association looks forward to partnering with each of you on our number one goal: To provide healthy meals to the children of Alabama.

# EXPO 2018

March 16th

BJCC • Birmingham, Alabama

## Booth Contract

All contracts are on a first come, first serve basis.

Return the Registration Form with your check as quickly as possible to reserve the best space available. **Remember, forms and payments received after January 31st will be considered late and charged a \$100 late fee.**

Exhibit Booth Fees:

10 X 10 (approximately).....	\$ 700.00
10 X 20 (approximately).....	\$ 1,150.00
20 X 20 (approximately).....	\$ 2,150.00
Non-Profit/Educational 10x10.....	\$ 350.00

Exhibit Space Rental Includes:

- 8' table, 2 chairs, waste basket, 8' high draped back drop and 3' high draped booth dividers.
- One standard company sign.
- General cleaning of exhibit hall.
- Exhibit personnel badges.

## Donate A Prize

*Get Recognition....*

We are giving away \$1,000 in prizes during the afternoon on Friday, but winners must be in the Show Hall to win. Donate a prize valued at \$100 or more and you get to announce the winner. No one can win more than once and you must be present to win.

## Program Ads Sell

An ad in the official Program puts you in front of approximately 1,500 attendees! Advertising is a superior buy in the official EXPO Program. The majority of decision makers attending the EXPO will keep their EXPO Program and refer to it throughout the year for information on exhibitors. Please refer to the attached Ad Form and remember we can produce a basic ad for you at no additional charge. Please contact Karen in the EXPO office at (334) 260-7970 if you want more information on this excellent advertising/exposure opportunity.

## Show Hours

### Thursday, March 15th

Exhibitor Move In 1:00 p.m. – 5:00 p.m.

### Friday, March 16th

Exhibitor Move In 8:00 a.m. – 11:00 a.m.  
Show Hours 11:00 a.m. – 6:00 p.m.  
Move Out 6:00 p.m. – 8:00 p.m.

## EXPO 2018 Guests

We will be happy to make badges for guests you would like to have visit the EXPO. Maybe you have a customer in the area that would like to attend? Guest badges can be purchased for \$15 per person. We will send a form for guest registration with your confirmation.

## Contact Information

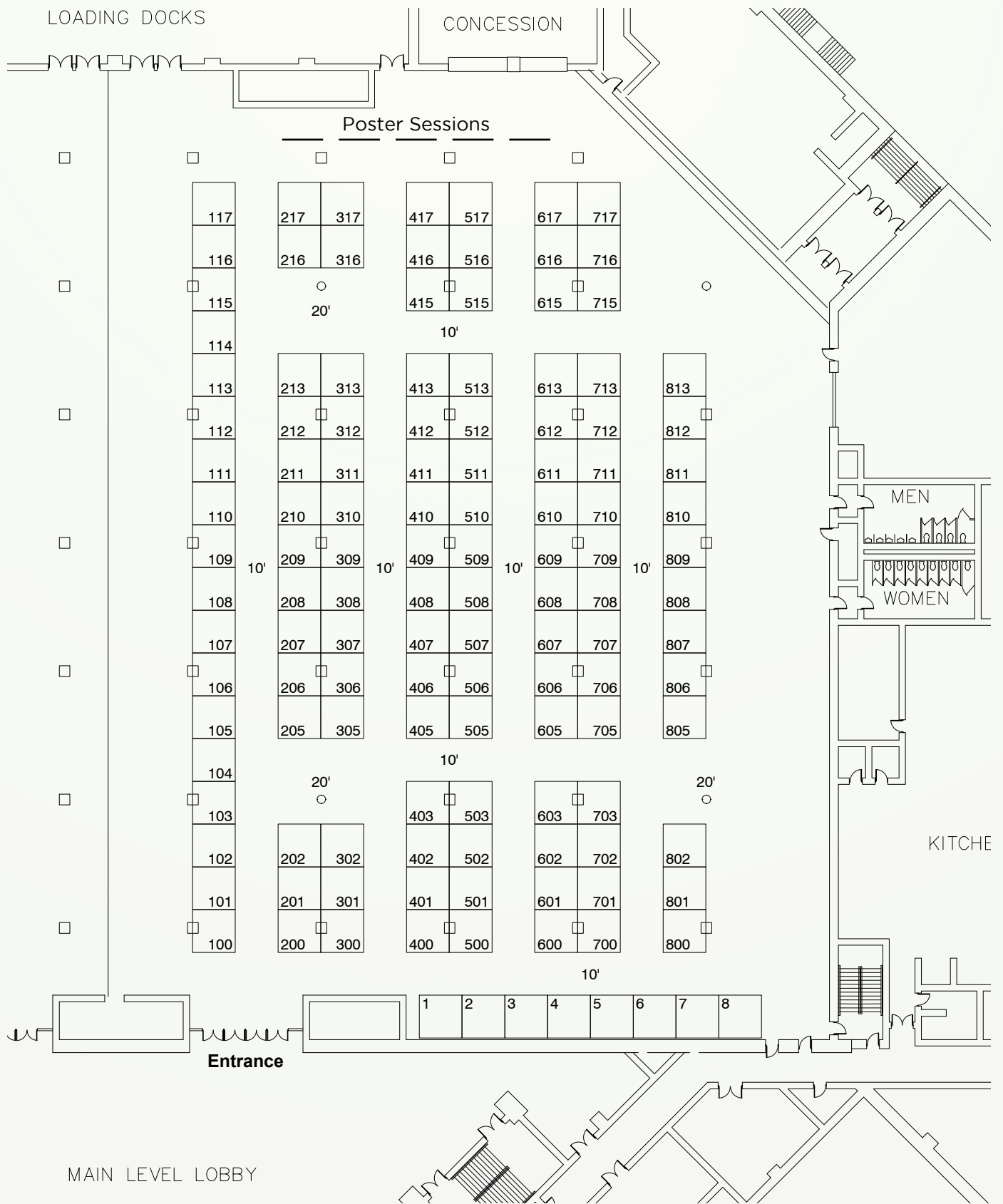
Please make sure to list your email address on your Registration Form as we will be sending updates on the show and other EXPO activities via email.

## Contractor and Services

The exhibit service contractor is The George Fern Company. They can provide warehouse services to receive your freight and deliver the goods to your booth for move-in. You will receive an Exhibitor Service Kit with your booth confirmation by email. You may order electrical service and additional furnishings at that time.

## EXPO Management

Should you need any additional information, please contact:  
EXPO Manager Karen Vinson  
Post Office Box 240757  
Montgomery, Alabama 36124  
Telephone (334) 260-7970  
FAX (334) 272-7128  
Email karen@gmsal.com



# Alabama Food Service and Nutrition EXPO 2018

# Alabama Food Service & Nutrition Exposition

## CONTRACT FOR EXHIBIT SPACE

Sponsored by the Association of Nutrition & Foodservice Professionals, the Alabama Dietetic Association,  
and the Alabama School Nutrition Association  
March 16, 2018 • BJCC • Birmingham, AL

*Please Print or Type*

Company Name \_\_\_\_\_  
Individual \_\_\_\_\_  
Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

Office Use Only	
Booth cost \$	_____
Date Deposit Received	_____
	_____ - \$ _____
Balance Due \$	_____
Assigned Booth # _____	

The authorized signature above indicates that we have read, understand and agree to abide by all rules, regulations, and restrictions outlined in this application and in the Prospectus, the terms of which are made a part of this application by reference and are fully incorporated herein. We also understand this application will become a contract when signed by us and accepted by Exposition Management.

### EXHIBIT SPACE RATES:

10 X 10 .....\$700.00    10 X 20 ...\$1,150.00    20 X 20 .....\$2,150.00    Non-Profit/Edu. 10x 10...\$ 350.00

#### Our Booth Choices:

You are hereby authorized to reserve \_\_\_\_\_ exhibit booth(s) for our use at the Alabama Food Service & Nutrition Exposition as noted.

Exhibit space number preferred: 1st) \_\_\_\_\_ 2nd) \_\_\_\_\_ 3rd) \_\_\_\_\_ 4th) \_\_\_\_\_

Our Primary Product Line(s)  
\_\_\_\_\_

We request that our exhibit space not be assigned adjacent to the following competitors:  
\_\_\_\_\_

### INSTRUCTIONS

Paid space receives preference! A deposit for 50% of exhibit space must be sent to reserve space. The remaining balance must be paid by January 31st. There is a late fee of \$100.00 per booth after this date.

Please make checks payable to:  
and forward to:

**ALABAMA FOOD SERVICE & NUTRITION EXPOSITION**  
EXPO Manager  
Post Office Box 240757  
Montgomery, AL 36124  
Telephone: (334) 260-7970  
FAX (334) 272-7128  
Email karen@gmsal.com

#### Regarding Telephoned Space Reservations...

For those who telephone booth requests, tentative assignments will be held for 7 days following the initial contact at which time a contract with payment must be received by the Exhibit Manager or the space is subject to reassignment without notice.

# Alabama Food Service and Nutrition Exposition, Inc.

Post Office Box 240757 • Montgomery, Alabama 36124

Sponsored by the Association of Nutrition & Foodservice Professionals • Alabama Dietetic Association  
Alabama School Nutrition Association

## Program Advertising Contract

We, the undersigned, agree to purchase and pay for a Program Ad in the official EXPO Program.

Check one:

Ad size

Cost

- Back Cover.....\$400.00
- Inside Front Cover.....\$300.00
- Inside Back Cover.....\$300.00
- Full Page.....\$250.00
- Half Page.....\$200.00

Camera ready art requested. GMS can produce a basic ad for you. Call for details.

Please return Contract/Request by January 15th, Copy and Camera-Ready Art no later than February 1st.

Copy herewith   
Copy to follow

Check enclosed for \$ \_\_\_\_\_

Contact: \_\_\_\_\_

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

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

eMail: \_\_\_\_\_

Date: \_\_\_\_\_

1/2 Page

Full Page