



LEAP

FOR GOOD

NUTRITION

LEADERSHIP 🍏 EDUCATION 🍏 ADVOCACY 🍏 POLICY

42nd Annual Exposition
February 28, 2020
Renaissance Montgomery Convention Center
Montgomery, 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 back in Montgomery at the Renaissance Montgomery Convention Center for the 2020 Food EXPO. The EXPO Board of Directors has made the 2020 show a one day event. They strongly encourage ALL exhibitors to stay the entire day and NOT to tear down before 5:00PM. We will coordinate these show hours with the State Directors meeting. The leadership of the Alabama Food Service and Nutrition Exposition is excited to be heading to Montgomery in 2020 - it offers great meeting facilities, a 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 Convention Center and the Renaissance Montgomery will serve as our headquarters hotel. EXPO 2020 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 2020.

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 2020.

EXPO Board of Directors

ABOUT US

The Association of Nutrition & Foodservice Professionals (ANFP) Alabama Association of Nutrition and Foodservice Professionals (AL ANFP) consist of certified dietary managers (CDM) and other professionals in the field of nutrition. We manage the daily operations of dietary and foodservice operations in various facilities. Most certified dietary managers work in skilled nursing facilities/homes with 100-199 beds, hospitals with 99>500 beds, continual care retirement communities, and assisted living. Our average meal cost starts at \$2.78 up to \$5.42 and budget for purchasing food depends on the size of the facility but mostly ranges from \$150,000 to \$1,000,000+. We will have on purple badges and we are buyers.

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 2020

February 28th
Renaissance Montgomery Convention Center
Montgomery, 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).....	\$ 800.00
10 X 20 (approximately).....	\$ 1,500.00
20 X 20 (approximately).....	\$ 2,600.00
Non-Profit/Educational 10x10.....	\$ 450.00

Exhibit Space Rental Includes:

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

DONATE A PRIZE

Get Recognition.... We will be happy to announce prize drawings in the exhibit hall.

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 and exposure opportunity.

SHOW HOURS

Thursday, February 27th

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

Friday, February 28th

Exhibitor Move In 8:00 a.m. – 12:00 p.m.
Show Hours 12:00 p.m. – 5:00 p.m.
Move Out 5:00 p.m. – 8:00 p.m.

EXPO 2020 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 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

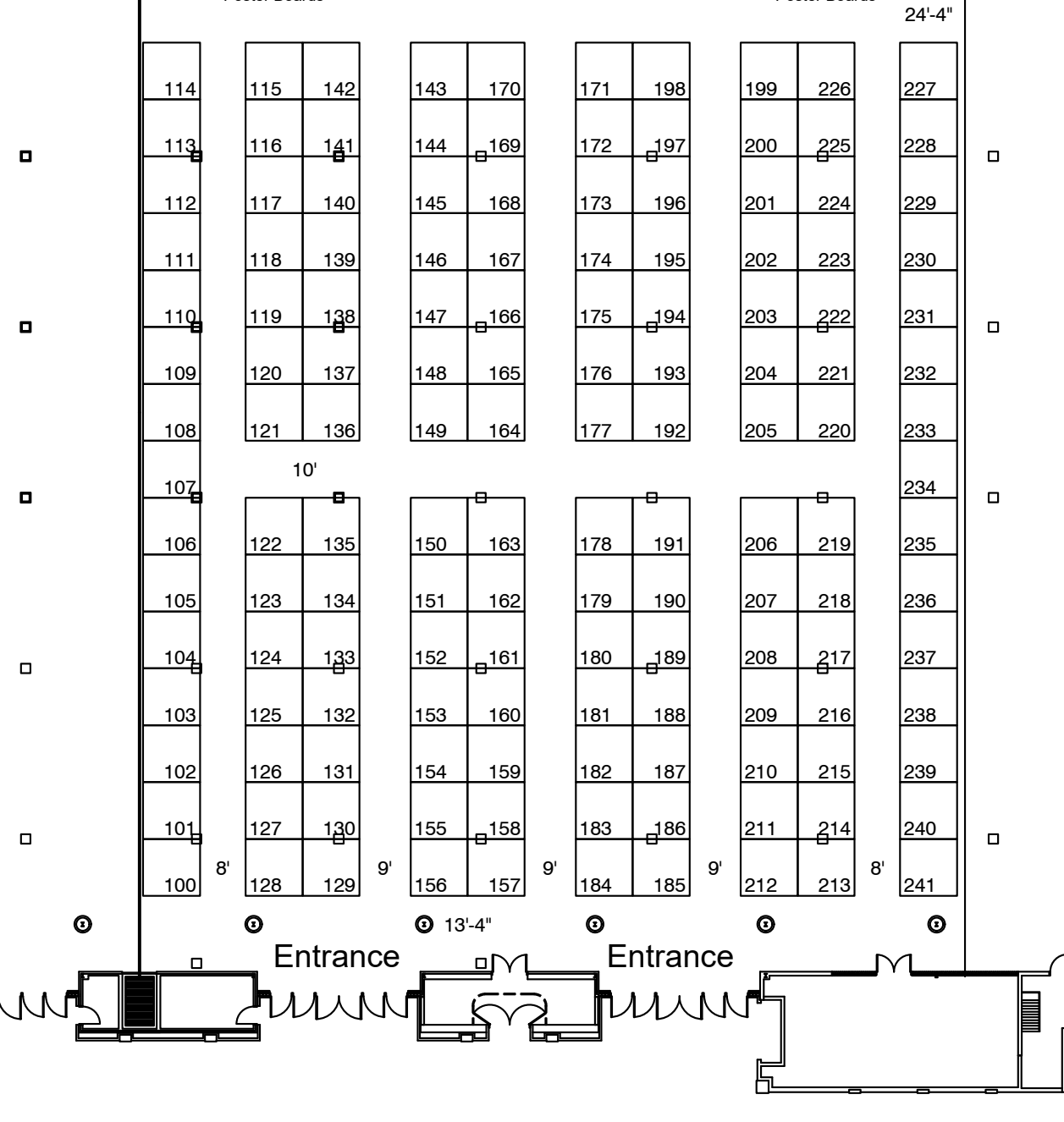


EXHIBIT SPACE RATES:

10 X 10
\$800.00

10 X 20
\$1,500.00

20 X 20
\$2,600.00

**Non-Profit/
Education**
10 X 10
\$450.00

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

Telephone Registrations

For telephoned 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

CONTRACT FOR EXHIBIT SPACE

Sponsored by the Association of Nutrition & Foodservice Professionals,
the Alabama Dietetic Association, and the Alabama School Nutrition Association
February 28, 2020 • Renaissance Montgomery Convention Center • Montgomery, AL

Please Print or Type

Company Name _____
Individual _____
Title _____
Address _____
City _____ State _____ Zip _____
Telephone (____) _____ Email _____
Signature _____ Date _____

Office Use Only

Booth cost \$ _____
Deposit Received \$ _____
Balance Due \$ _____
Date _____
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 - \$800.00 **10 X 20** - \$1,500.00 **20 X 20** - \$2,600.00 **Non-Profit/Education 10 X 10** - \$450.00

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 Target Audience is: Schools Nursing Home Healthcare Nutrition
Check All that Apply

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

PROGRAM ADVERTISING CONTRACT

Check one:

- Back Cover.....\$500.00
- Inside Front Cover..... \$400.00
- Inside Back Cover..... \$400.00
- Full Page..... \$350.00
- Half Page..... \$300.00

Contact: _____

Company: _____

Address: _____

City: _____

State: _____ Zip: _____

Email: _____

Half Page Ad: 6in X 4.5in

Full Page Ad: 6in X 9in

Copy herewith Copy to follow

Check enclosed for \$ _____

Please return Contract/Request by January 10th. Copy and ads (PDF or JPEG format) must be sent to karen@gmsal.com no later than January 15th.



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42nd Annual Exposition Contact Information:

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