

2025 TSNA Exhibit Packet

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TSNA Annual Conference Gatlinburg, Tennessee

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2025 TSNA EXHIBITOR GUIDE

TSNA Annual Conference | Gatlinburg, TN

The Tennessee School Nutrition Association invites you to participate in our annual conference and exhibition to be held June 23 - 26, 2025 at the Gatlinburg Convention Center. We expect approximately 500 school food service personnel to be in attendance.

To reserve exhibit space, please complete the enclosed registration form and send by email to Vonda.bradford@fcstn.net. An invoice will be created and payment must be received no later than **April 15, 2025. Any ad sponsorship must be received by **April 7, 2025**.**

TSNA Industry members who have paid a single company membership prior to registering, the fee will be \$1,000.00 full and \$650.00 for ½ booth. Non-member booth fees are \$1,500 for a full and 750.00 for a ½ booth. No single ½ booths will be allowed. All ½ booths must be shared by two vendors. If a ½ booth assignment is unable to fill the other half, the booth WILL revert to a full booth and charged accordingly. One half booth assignments will not be considered final until both halves have been assigned.

Several sponsorships are available which include the booth rental fee as well as other recognitions and rewards for the 2025 Annual Conference. Additional sponsorships and advertisement opportunities are available but do not include the booth rental fees for the exhibit hall. For detailed information regarding all TSNA Annual Conference and Handbook Sponsorships please see the Industry registration packet.

**Exhibit setup is Tuesday, June 24, 2025
from 7:00am until 4:00pm.**

**EXHIBITS WILL BE OPEN ONE DAY ONLY:
Wednesday, June 25, 2025.**

Exhibit hours are from 9:00 a.m. to 3:00 p.m. Attendees will have different times according to badge color.

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

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

Booth fees **DO NOT** include the cost of electricity or Internet connection.

Payment for electrical and/or internet service is to be made to the Gatlinburg Convention Center separately from the booth fee or sponsorship payment to TSNA.

All Exhibit registrations must include booth and sponsorship fees, if any. Booth assignments will not be released until all fees are paid in full. Registration fees may be made via check or credit card. Vendor payments made electronically MUST still send a completed registration form. Registration forms received without one of the accepted payment types will not be accepted.

BOOTH REGISTRATIONS MUST INCLUDE A REGISTRATION FORM EVEN IF PAYING BY CREDIT CARD!

Sponsorships:

Please take advantage of your sponsorship opportunities that are included in your registration packet. PLEASE CHECK FOR AVAILABILITY.

Booth Space:

Booths are 10x10 and include one table, 2 chairs and wastebasket. Additional items will be available on site from Fern Co., Inc.

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 must 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 available to you by the official conference decorator Fern Co.

Competitive Vendors:

You may request not to be located near (next to or across from or same aisle) competitors by including such request in writing to accompany your registration. We will make every effort to grant your request when possible.

Please note: No one under 16 years of age is permitted into the Exhibit Hall or on the Loading Docks at any time - no exceptions! This includes family members, as well as booth character personnel and applies during installation, dismantling and on exposition days. No exceptions will be made.

Vonda Bradford
Industry Task Force Chair
TN School Nutrition
Association

Melissa Livesay
Executive Director
TN School Nutrition
Association



Exhibit Registration
TSNA Annual State Conference
Gatlinburg Convention Center
June 23-26, 2025

Company

Email

Address

Phone

City

State

Zip

Mobile

Conference Exhibit Booth

Full Booth Members
\$1,000 each

Full Booth Non-Members
\$1,500

Half Booth Members
\$650 each

Half Booth Non-Members
\$750

\$900 each additional booth

(No Single Half Booths)*

Check here if you do not wish to be listed as a Member

Booth Preference is FIRST COME FIRST SERVE

Booth Preference 1 _____

Booth Preference 2 _____

Booth Preference 1 _____

Booth Preference Requests cannot be guaranteed and may be subject to change.

***ALL HALF BOOTHS WILL BE CONVERTED TO FULL PRICE IF THE OTHER HALF CANNOT BE FILLED WITH ANOTHER REQUEST.**

Please indicate how payment will be made. Payments must be received prior to booth set up.

Personal Check

Company Check

Credit Card via TSNA Quickbooks Invoice

Booth registration includes up to four name badges. Each additional name badge is \$10.

Provide name and company for each badge on the lines provided.

Badge 1 _____

Name

Badge 2 _____

Name

Badge 3 _____

Name

Badge 4 _____

Name

TSNA Use Only

Payment Method:

Online

Check

Booth Assignment _____

GATLINBURG, TENN.





Tennessee School Nutrition Association Annual Conference and Notebook Sponsorships

Diamond Sponsor \$3,000

Recognition and Sponsorship of the following Conference Events:

- Two Exhibit Booth Rentals
- 1 full-page color advertisement in TSNA Notebook
- Facebook Recognition
- Recognition at Conference
- Sign or ribbon
- Admission to all Conference events & Education Sessions

Gold Sponsor \$2,500

Recognition and Sponsorship of the following Conference Events:

- 1 Exhibit Booth Rental
- 1 half-page color advertisement in TSNA Notebook
- Facebook Recognition
- Recognition at Conference
- Sign or ribbon
- Admission to all Conference events & Education Sessions

Silver Sponsor \$2,000

Recognition and Sponsorship of the following Conference Events:

- One Exhibit Booth Rental
- 1 half-page B & W advertisement in TSNA Notebook
- Facebook Recognition
- Recognition at Conference
- Sign or ribbon

**Sponsorships can be shared between multiple parties/companies. These sponsorships will receive recognition during the General Sessions and on our Facebook page.*

Additional Sponsorships Include:

Lunch Sponsorship (6 available)	\$1,000
Speaker Sponsorship	\$5,000
Conference Backpack (2 available)	\$5,000
Promotional Inserts (5 available)	\$200 each
Wellness Event	\$200
Past Presidents' Breakfast	\$3,000
TSNA Conference App (2 available)	\$2,500

TSNA Notebook Advertisement Opportunities

- Outside Back Cover (color) **\$750**
- Inside Front/Back Cover (color) **\$600**

PLEASE EMAIL OR CALL FOR AVAILABILITY

Questions?
Contact Vonda Bradford,
IPP / Industry Task Force Chair
(vonda.bradford@fcstn.net)



Tennessee School Nutrition Association Annual Conference and Notebook Sponsorships

Sponsorship Registration: TSNA Annual State Conference

Company

Address

City State Zip

Email

Phone

Fax

Conference Sponsorships

Diamond Sponsor \$3,000

Speaker Sponsorship \$5,000

Gold Sponsorship \$2,500

Conference Tote Bag \$5,000

Silver Sponsor \$2,000

Promotional Inserts \$200

Lunch Sponsorship \$1,000

Wellness Walk \$200

Past President Breakfast \$3,000

Conference App \$2,500

Conference Notebook

Outside Back Cover (color) \$750

Inside Back/Front Cover (color) \$600



Whova

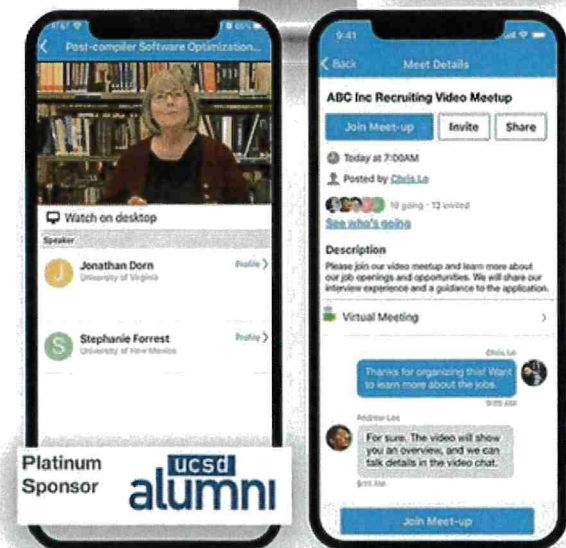
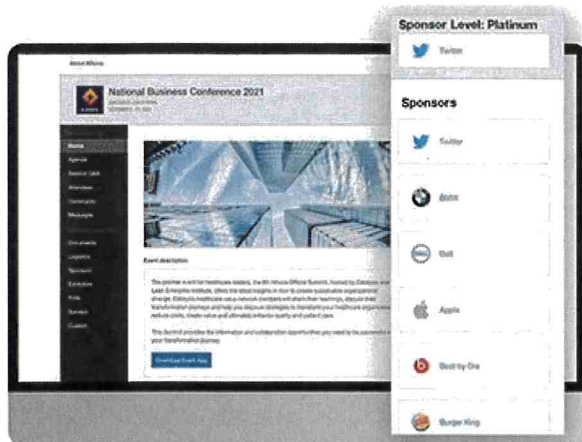


Event App Sponsor Benefits

Maximize Exposure, Connect with Attendees, and Drive ROI

Key Benefits for Sponsors

- Maximize brand exposure with banners on both **mobile app** and **web app**
- Start virtual meet-ups with attendees
- Engage attendees via the Community Board
- Get insight of attendees via SmartProfile
- Discover and nurture high quality leads
- Achieve high ROI with various promotional opportunities



Maximize Exposure with Highly Adopted Apps

Broaden your competitive edge by improving your company's public image, prestige and credibility through highly visible mobile and web event apps. Exploit showcase opportunities starting from a few weeks prior to your event and connect with even more attendees online.



Sponsor Impressions

Download Rate

Love Whova

“We were a major sponsor of the Mardi RAW conference and very much liked the app. We may suggest it in the future to other conferences and maybe even sponsor it.”

Mark Vera, Director of Operations and Sales | Aqua-Tech Co

Showcase More, Meet Leads Online Easily

Banners in Multiple Places: See your ad banners constantly displayed on Whova's mobile event app and web app in places that are frequently visited by attendees, including: the event home, live stream and session videos, attendee list, and more!

Virtual Meet-ups, and more: Engage attendees via virtual meet-ups, private in-app messaging, e-business cards exchanging, and promotional posts and product videos, all within Whova.

“A lot of them (sponsors) commented publicly that they reached out to more people than in-person event. It was a win-win!”

Allison Bleyler, Director of Marketing | Venture Well

Whova Event App Sponsor Benefits



Engage Attendees and Generate More Leads

Exploit opportunities to engage with attendees in personal and organic ways through the **Event Community Board**. Post promotional offers, share product information, hold virtual meet-ups, and generate more leads.



989

Bulletin Board



3,429

Messages

“As a sponsor, I found Whova to be fantastically useful. The ability to connect with conference attendees I might not have seen and to do so in a **friendly, not overly-forward manner**, was invaluable.”

Bertrand Harue, Galway Trading USA LLC

Discover High Quality Leads

Deep Insight into Leads: Gain understanding of attendees' professional backgrounds and interests from breakthrough **SmartProfiles** to generate high quality business opportunities.



3,349

Attendees with Profiles



16,507

Profile Views

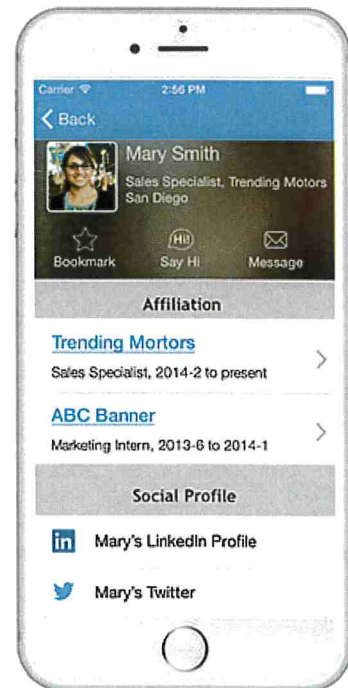


1,008

Lead Bookmarks

“I found the Whova app to be practical, easy to use, and a good investment of my time. I've already had **contact with the leads I put into the app.**”

Ty Stevenson, Consultant | LEGO education



Exposure

- Mobile/Desktop Banner Ads
- Sponsor List
- Custom Links
- Collateral Upload
- Social Media Integration

Lead Engagement

- Attendee SmartProfiles
- Private In-app Messages
- Virtual Meet-ups / Video Chats
- Contact Exchange
- Built-in Meeting Scheduler

Lead Generation

- Customized Promotional Offers
- Easy Lead Retrieval
- Event Community Board
- Lead Bookmarks
- Performance Metrics



Tennessee School Nutrition Association

Application for Industry Membership

TSNA Industry Membership Levels 2025

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

- Sign Recognition at Conference Exhibit Booth

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

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:

Membership runs January 1, 2025 - December 31, 2025

Questions? Contact Vonda Bradford, Industry Task Force Chair, Tennessee SNA
215 S. College St., Winchester TN 37398 ▪ Office: 931.967.7034 ▪ vonda.bradford@fctsn.net

2025 TSNA Conference at a Glance

Gatlinburg Convention Center

"A FUTURE TO EMBRACE... TO INFINITY AND BEYOND"

Monday, June 23, 2025

8:00–5:00	T	Pre-Conference Classes (See Room Assignment Grid)
9:00–4:00	T/M	Leadership Academy
12:00–1:00	F	Deli Buffet – Leadership & Pre-Conference
10:00–3:00		Registration (Convention Center Registration Booth)
10:00–2:00		Emporium Setup (Greenbrier Room)
5:00	F	Leadership Graduation

Tuesday, June 24, 2025

7:00–4:00		Exhibitor Set Up
8:00–3:00		Registration (Convention Center Registration Booth)
8:00–12:00	T	Pre-Conference Classes (See Room Assignment Grid)
8:00–12:00		Silent Auction Drop Off (Elkmont Room)
8:00–12:00		Emporium Open for Shopping (Greenbrier Room)
12:00–1:00	F	Luncheon (Baked Potato Bar) Tennessee Ballroom
1:00–2:30	GS	Opening General Session
2:45–4:45		Delegate Assembly
5:00		Industry Partners Reception

FREE EVENING – Enjoy Gatlinburg

Wednesday, June 25, 2025

Conference T-Shirt Day

6:30–7:00	W	Wellness Activity
7:30–8:45	F	Breakfast (Tennessee Ballroom)
7:30–8:45		TSNA Past President’s Breakfast
8:00–8:30		Registration (Convention Center Registration Booth)
8:00–3:00		Silent Auction Open (Elkmont Room)
8:00–3:00		Emporium Open for Shopping
9:00–10:00	T	State / USDA Update
9:00–11:45	E	Exhibits – Managers/Staff (Green & Red Badges)
12:00–3:00	T	Exhibits – Supervisors/Directors (Blue Badges)
12:00–3:00	E	Educational Sessions for Green & Red Badges
3:00		TSNA Executive Board Meeting

FREE EVENING – Enjoy Gatlinburg

Thursday, June 26, 2025

7:00–7:45	F	Breakfast (Tennessee Ballroom)
7:45–8:45	GS	Second General Session (Tennessee Ballroom)
9:00–11:15	T	Educational Sessions
11:30–1:00	GS	Closing General Session with Lunch
1:15–3:30	T	Educational Sessions
4:00		DOLLYWOOD

F=Food, T=Training, GS=General Session, E=Exhibits, M=Meeting, W=Wellness Activity
Conference attire is Business Casual.