

Pennsylvania Association of  
School Business Officials & the  
PDA Bureau of Food Distribution  
*invites you to exhibit at the*

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**21st Annual Food Service  
Directors Conference,  
Commodity Show & Food  
Service Exhibits  
November 17 & 18, 2015**

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**Penn Stater Conference Center Hotel,  
State College, PA**

# 21st Annual PASBO Food Service Directors Conference, Commodity Show & Food Service Exhibits

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## *Conference Information*

The Pennsylvania Association of School Business Officials is pleased to announce the 21st Annual Food Service Directors Conference, Commodity Show and Food Service Exhibits. This event combines the educational content of the PASBO Food Service Directors Conference with the PDA Commodity Show and Food Service Exhibits. This year's program will be held Tuesday, November 17 and Wednesday, November 18, 2015 at the Penn Stater Conference Center Hotel, State College, PA. This conference also offers valuable sponsorship opportunities to reach more attendees.

### **IMPORTANT:**

Preference on booth space will be given to commodity processors who reserve booths by June 30. **Booths that remain available after June 30 will be offered to any other school food service related vendors on a first-come, first-served basis.** All exhibits will be from 9:30 a.m. to 1:00 p.m. on Tuesday, November 17. ***The Commodity Show and Food Service Exhibits will be FREE OF CHARGE to all school nutrition staff.***

### **Highlights from the program include:**

- Showcase your products and services on the exhibit floor
- Submit a proposal to present a session at the conference (see enclosed info)
- Be recognized as a sponsor (see enclosed forms)
- Network with a diverse audience of the school community responsible for food service purchasing

The objective is to educate attendees about the latest products available for comparative and nutritional value as well as to provide opportunities to purchase supplies and equipment while visiting with exhibitors. There is a special emphasis on healthy food options that meet government guidelines.

Two 6' tables, two chairs and a wastebasket are included in the booth price for all booths. There will be pipe and drape and the colors are blue and white for all booths. **There will be limited access to a kitchen.** However, you must bring your own equipment for both preparation and display of your products. Equipment such as microwaves, warmers or small ovens may be used. Both the display and the equipment must fit into the 10' wide x 8' deep booth space. The exhibit hall and hallway are carpeted.

You may reserve a booth by sending payment in full with contract. **Commodity Processors must reserve booths by June 30.** Others may reserve booths after June 30 on a first come, first-served basis.

## REGISTRATION & BOOTH FEES

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### Exhibit Booth

**\$450.00**

- One 8' x 10' space for a single day
- Two 6' tables, two chairs and one wastebasket
- Four registrations for your company representatives

Additional services (tables, chairs, etc.) can be purchased directly from the decorator, General Exposition Services. The decorator information will be mailed and/or emailed after your booth is confirmed. **Kitchen facilities will be available, but on a limited basis.** More information including the kitchen access and electrical order form will be provided with booth confirmations.

### Lodging

Rooms have been reserved at the Penn Stater Conference Center Hotel on November 16 and November 17 at a cost of Single \$115, Double \$125; Triple \$135; Quad \$145; plus occupancy tax. To reserve a room, call the Penn Stater Hotel at (800) 233-7505 by October 17, 2015. To receive the group rate, please mention the Room Block Code # PASK15A when making your reservation.

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## AGENDA (*Tentative*)

### Monday, November 16

Exhibit set-up hours will be available on Monday night from approximately 6:00 p.m. to 10:00 p.m. You will be notified by email of the exact hours prior to the conference.

### TUESDAY, NOVEMBER 17

7:00 a.m. – 9:30 a.m.

#### Exhibitor Set-up

Beverages provided by PASBO for exhibitors during set-up

7:30 a.m. – 5:00 p.m.

Registration

9:30 a.m. – 1:00 p.m.

#### Exhibits Open

1:15 p.m. – 1:20 p.m.

Welcome

1:20 p.m. – 2:45 p.m.

Keynote Session

1:00 p.m. – 5:00 p.m.

**Exhibit Removal** – A food pantry will pick up unused food supplies at 1:15 pm

2:45 p.m. – 3:00 p.m.

Break

3:00 p.m. – 5:00 p.m.

General Session

5:30 p.m. – 8:00 p.m.

Attendee Reception & Dinner – Limited tickets will be available for purchase by exhibitors at the registration desk before 2:00 p.m.

### WEDNESDAY, NOVEMBER 18 – NO EXHIBITS

7:00 a.m. – 8:00 a.m.

Registration & Breakfast (attendees only)

8:00 a.m. – 9:15 a.m.

General Session

9:15 a.m. – 9:30 a.m.

Break

9:30 a.m. – 11:00 a.m.

Triple Play Session

11:10 a.m. – 12:30 p.m.

Mini-Seminars

12:30 p.m.

Prize Drawings & Adjourn

# PASBO Food Service Directors Conference, Commodity Show & Food Service Exhibits

November 17-18, 2015  
Penn Stater Conference Center Hotel  
State College, PA

## CALL FOR CONFERENCE SPEAKERS

PASBO is pleased to issue this “Call for Conference Speakers” for the Food Service Directors Conference to be held November 17-18 in State College. We invite your company to propose a presentation topic that will help food service directors and staff to identify new and cost effective ways to solve their current challenges and propel their organizations forward.

**Selection Process:** Businesses must be either a Food Service Conference exhibitor or sponsor in order to submit a proposal. Your proposals must be submitted by **August 4, 2015**. Each submission will be reviewed by a team of food service directors and you will be notified by **September 11, 2015** of the status of your submission. There is a limited number of each type of format.

**Topic Ideas:** Our goal is to offer attendees a broad range of topics providing the best knowledge and tools to do their jobs more effectively and to make their organizations more successful. **Please be aware that presentation content is to be educational and non-product specific. This is not a sales opportunity.**

**Format:** Topics will be presented in a Mini-Seminar format

- **Mini-Seminar** – 20 minute round table presentation and facilitated discussion. (Each topic will be presented 4 times during the 80 minute session.) No electrical-powered AV equipment can be accommodated at these presentations. You may bring a laptop computer operated on battery power, if you wish.

**Schedule:** Mini-Seminars will be presented on Wednesday, November 18  
11:10 a.m. – 12:30 p.m. Mini-Seminars

**Submit Your Proposal:** Businesses are encouraged to submit proposals for presentations that meet these criteria. Final selection of topics and speakers will be made by the PASBO Food Service Committee. Submission of an exhibit contract, sponsorship or session proposal does not guarantee your topic will be chosen. Questions on the speaker proposal process can be directed to Corrine Shearer at [cshearer@pasbo.org](mailto:cshearer@pasbo.org).

**Please submit your proposal(s) online by August 4 at the following link:**

<https://www.surveymonkey.com/s/FoodServiceRFP2015>

**Registration/Travel Info:** All primary speakers will receive a complimentary registration on the day of their presentation. Speakers will be responsible for lodging and related travel costs.

## ***Sponsorship Opportunities . . .***

### **PASBO Food Service Directors Conference, Commodity Show & Food Service Exhibits**

November 17 & 18, 2015 – Penn Stater Conference Center Hotel

The PASBO Food Service Committee invites you to be a sponsor at the 2015 Food Service Directors Conference. Interact with 120+ food service directors plus their staff members from across PA. All sponsors and exhibitors have the opportunity to submit a proposal\* to present a mini-seminar. If proposal is accepted, the primary presenter will receive a one-day conference registration for the day of the presentation. **Choose your sponsorship level below and sign up by October 23, 2015.**

#### **Gold - \$1000 – No limit. *(Subject to remaining booth availability)***

- One Exhibit Booth for the November 17 Commodity Show & Food Service Exhibits
- Two full Conference registrations including meals
- Full-page Ad in the program book (7.5" high x 4.5" wide)
- Event sponsorship listed in the program book
- Opportunity to submit a proposal\* to present a mini-seminar
- Logo on General Session PowerPoint

#### **Silver - \$500 – Limited. One sponsor per the following events:**

***Tuesday Keynote Speaker***

***Tuesday PM Break***

***Tuesday Reception***

***Wednesday Breakfast***

***Wednesday AM Break***

- One full Conference registration including meals
- Half-page black & white program book ad (3.75" high x 4.5" wide)
- Signage at your sponsored function
- Opportunity to submit a proposal\* to present a mini-seminar
- Sponsorships listed in the program book
- Recognition on the general session PowerPoint

#### **Bronze - \$250 – No limit.**

- Sponsorships listed in the program book
- Recognition on the general session PowerPoint
- This sponsorship level does not include conference registration or meals
- Opportunity to submit a proposal\* to present a mini-seminar. If proposal is accepted, the primary presenter will receive a one-day conference registration for the day of the presentation.

\*Speaker Proposals are due August 4. Only those sponsors and exhibitors who have registered by August 7 will be considered as presenters. The deadline for sponsorship registration for non-presenting companies is October 23, 2015. **All sponsors must complete the sponsor form that is included in this packet and submit with payment to PASBO.**

**PASBO Food Service Directors Conference,  
Commodity Show & Food Service Exhibits**

November 17 & 18, 2015 – Penn Stater Conference Center Hotel

**SPONSORSHIP FORM**

Yes, we'd like to become a sponsor for the 2015 Food Service Directors Conference!

**Please check off your sponsorship preference:**

**GOLD - \$1000** (*Subject to remaining booth availability*)

Booth preference # \_\_\_\_\_

**SILVER - \$500**

Pick one of the following:

Tuesday Keynote Session

Tuesday PM Break

Tuesday Reception

Wednesday Breakfast

Wednesday AM Break

**BRONZE - \$250**

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

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

Representatives attending: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Payment Information:**

Enclosed is my check payable to "PASBO" for \$ \_\_\_\_\_

Bill my Credit Card: \_\_\_\_\_ Authorized Amt. \$ \_\_\_\_\_

Name \_\_\_\_\_ Signature \_\_\_\_\_

Account No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

**Please return by October 23, 2015**

**(NOTE: Gold Level Sponsorship subject to remaining booth availability)**

Mail to:

PASBO

PO Box 6993, Harrisburg, PA 17112-0993

**OR** fax with credit card payment to (717) 540-1796. Questions? Please call PASBO at (717) 540-9551.

**(PASBO Sponsor Account #3034)**

# Food Service Directors Conference, Commodity Show & Food Service Exhibits

2015 Exhibit Space Application and Contract  
Penn Stater Conference Center Hotel, State College, PA  
November 17-18, 2015

We hereby contract for exhibit booth space at the PASBO Food Service Directors Conference, Commodity Show and Food Service Exhibits to be held November 17-18, 2015 at the Penn State Conference Center Hotel.

## **PAYMENT MUST ACCOMPANY THIS CONTRACT**

Booth preference # \_\_\_\_\_ \$450 per booth

We understand that PASBO will assign space as requested. In the event your choice is already sold, the nearest space will be assigned. PASBO reserves the right to assign all booths to best meet needs of the exhibitors, the PDA Bureau of Food Distribution and the association.

The rental fee for exhibit space includes booth space with two 6-foot tables, two chairs, an identification sign with booth number, company name, city and state, and free conference registrations for **four** company representatives for Tuesday only.

We understand additional requirements such as electricity, telephone, plumbing, furniture, booth carpeting, porters, drayage, etc., will be at an additional charge and paid directly by us, the exhibiting company. This contract is subject to conditions printed on the reverse side.

**The following information will be printed in the conference program booklet.**

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

Mailing Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Products or services to be exhibited: \_\_\_\_\_

**\*PLEASE HAVE A NUTRITIONAL ANALYSIS SHEET OF THE PRODUCT AVAILABLE IN THE BOOTH.**

**\*COMMODITY PROCESSORS—PLEASE BRING DIVERTED PRODUCT AGREEMENT SHEETS WITH YOU!**

**All subsequent mailings regarding the exhibits will be forwarded to the contact person listed below:**

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

Brokerage Affiliation (if any) \_\_\_\_\_

Contact name: \_\_\_\_\_ Company website \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone # \_\_\_\_\_ Fax # \_\_\_\_\_ Email \_\_\_\_\_

Date: \_\_\_\_\_ Executed by: \_\_\_\_\_

(Signature and Title)

### **Payment Information:**

Enclosed is my check payable to PASBO for \$ \_\_\_\_\_

Bill my Credit Card

Name on credit card \_\_\_\_\_ Authorized Amt. \$ \_\_\_\_\_

Card No. \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Date Signed \_\_\_\_\_

### **PASBO Contact:**

Karen Rogers – PASBO  
P.O. Box 6993  
Harrisburg, PA 17112-0993

Phone: 717-540-9551 Fax: 717-540-1796  
E-mail: krogers@pasbo.org

**An email confirmation will be sent when your booth is approved.**

**INTERNAL USE ONLY:** This application for exhibit space has been accepted and Booth # \_\_\_\_\_ has been assigned.

**CONDITIONS FOR 2015 EXHIBIT SPACE APPLICATION AND CONTRACT**  
**PASBO Food Service Directors Conference and Exhibits, November 17 & 18, 2015**

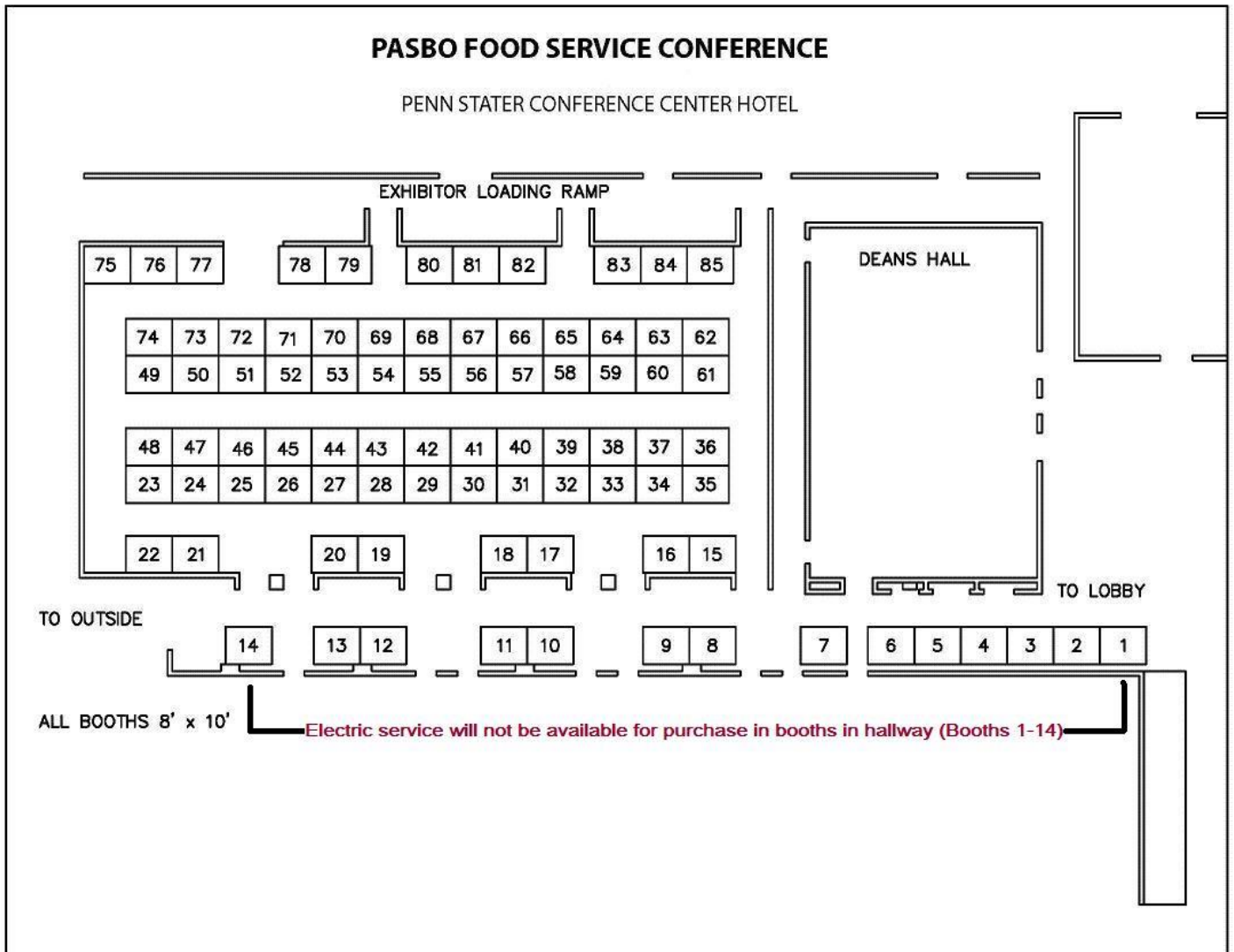
1. **CONTRACT FOR EXHIBIT SPACE** - This contract for exhibit space and formal notice of assignment by the Pennsylvania Association of School Business Officials (PASBO) for the full payment of rental fees constitutes a contract for the right to use the assigned exhibit space.
2. **PAYMENT FOR SPACE** - The cost of exhibit space is due in full along with the submission of this contract. Payment must be received within two weeks of booth reservation or prior to the beginning of exhibit hours, whichever comes first.
3. **CANCELLATIONS** - A full refund will be made by PASBO for cancellations of exhibit booth contracts received in the PASBO office on or before July 31, 2015. A \$150 service fee will be charged for cancellations received between August 1 and October 1, 2015. **No refunds will be made for booths cancelled after October 1, 2015.**
4. **INSTALLING AND DISMANTLING (*Set-up times subject to change.*)** – Exhibitors may set up their booth space on Monday, November 16, 2015 from 6:00 p.m. until 10:00 p.m. and on Tuesday, Nov. 18 from 7:00 a.m. until exhibits open at 9:30 a.m. All exhibits must be set-up and ready to go by exhibit time. Exhibit time will be from 9:30 a.m. to 1:00 p.m. on Tuesday, November 17. Tear down will begin immediately after the show, and all materials and equipment must be removed from the exhibit hall by 4:00 p.m. on Tuesday, November 17, 2015.
5. **USE OF SPACE** - All demonstrations and other sales activities must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet or share the space allocated without the knowledge and consent of PASBO. Displays shall not be placed in a manner as to interfere with other exhibits. PASBO reserves the right to exclude from exhibition any or all literature, illustrations, materials or products that, in its judgment, are not consistent with the proper decorum of the educational exhibits.
6. **PRIZES** - Exhibitors may award prizes at their booths during exhibit hours. PASBO is not responsible for individual exhibitor prizes.
7. **NOISEMAKING EXHIBITS** - Exhibits that include the operation of musical instruments, radios, talking motion picture equipment, public address systems or noisemaking machines must be constructed or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors or their patrons.
8. **INSURANCE** - Responsibility for various types of insurance coverage is that of each individual exhibitor. Vendors must have an insurance policy in the amount of \$1,000, 000 to cover any liability. Each exhibitor will hold free of liability, in connection with property damage or personal damage to his/her agents and employees, the headquarters hotel, PASBO, and the employees of each such organization for loss, theft, damage or destruction of goods, or for any injury to himself/herself or employees while in the exhibit area or for any damages of any nature or character.
9. **FIRE PROTECTION** - No flammable fluids, substances or materials of any nature, including decorative material that is not flameproof, may be used in the booth. Electrical wiring must conform with national Electric Code Safety Rules. Exhibitors must comply with local fire regulations.
10. **EXHIBIT BOOTH** - Booths will be assigned by PASBO on a first-come, first-served basis.
11. **PASBO MAILING LABELS & ATTENDEE LISTS** - Mailing labels of all PASBO food service members are available for purchase by exhibitors upon request. Exhibitors requesting mailing labels are expected to use them only to promote attendance at their booth and the exhibits. To order, go to [www.pasbo.org](http://www.pasbo.org) and click on the Vendors button. Under “Business Associate Benefits” is a Label Request Form and instructions for ordering. Please note that there is a \$40 minimum charge. A printed list of attendees will be given out at the conference to each company that exhibits.
12. **ACCOMMODATIONS:** A room block has been reserved at The Penn Stater Hotel for November 16 and November 17, 2015 at a cost of \$115 single or \$125 double occupancy plus tax. To reserve a room, call the Penn Stater Hotel at (800) 233-7505 by October 17, 2015. Please reference room block #PASK15A to receive the PASBO rate.



# PASBO Food Service Directors Conference & Exhibits

## Exhibits held November 17, 2015

### Floor Plan



# SAVE THE DATE

for upcoming PASBO events!

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## **PASBO 61<sup>st</sup> Annual Conference and Exhibits**

**March 8 – 11, 2016  
Hershey Lodge & Convention Center  
Hershey, PA**

## **22<sup>nd</sup> Annual Food Service Conference**

**November 8-9, 2016  
The Penn Stater Conference Center Hotel  
State College, PA**



**Pennsylvania Association of School Business Officials**  
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