

AUGUST 23-27, 2015

THE CONFERENCE & EVENTS CENTER AT NIAGARA FALLS

# THE PREMIER TRADE SHOW FOR THE CORRECTIONAL FOOD SERVICE MARKET

NUMEROUS NETWORKING OPPORTUNITIES WITH CORRECTIONAL FOOD SERVICE DECISION-MAKERS

EDUCATIONAL & TRAINING SESSIONS OPEN TO EXHIBITORS
FOUR DEDICATED TRADE SHOW HOURS

## **EXHIBITOR PROSPECTUS**

# Why Should Your Company Exhibit at the 2015 ACFSA Annual International Trade Show?

*This is the one opportunity of the year* to meet face-to-face with the buyers and decision-makers in the Correctional Food Service market. With four hours of dedicated time to show your latest products and old favorites, you will have a chance to give your existing and potential customers a hands-on understanding they may not otherwise have a chance to experience. With this exclusive gathering of Correctional Food Service Professionals, your company will have the advantage in an incredibly competitive marketplace. And with educational sessions highlighting the most recent information on the industry you will have an insight into your customer's future needs.



Register to exhibit at the 2015 ACFSA Annual International Conference today!

# What Should You Know About the 2015 ACFSA Annual International Trade Show?



The Vendor Showcase show theme is "Rockin to the 80's!" Decorate your booth with your best 80's theme because ACFSA will again have the Annual Best Booth competition! Your company could win up to \$400 off of your booth for the 2016 Conference Trade Show! The top three winners will also be recognized at Conference and on the pages of Insider, so get your plan together early!

On Sunday, August 23, ACFSA will kick off the Conference as we do each year with the Annual Golf Tournament. This is a great time to network and ease into the festivities. This year, the Seneca Hickory Stick Golf Course was chosen for our Tournament. There will be food, prizes and, of course, fun! Check the website for more details.



Not a golfer but coming to Conference on Sunday? Well, this year the Falls are the star! There is nowhere else in the world where you can ride the world famous Maid of the Mist Boat tour, walk within feet of the Falls at the Cave of the Winds, meet the legends at the Niagara Adventure Theatre, get hands-on at the Discovey Center and go under the sea at the Aquarium of Niagara! Discovery Passes, available for \$38 per person will grant you admission to all of these exciting adventures!

Make sure you're finished in time to join us for the President's Reception at 6 P.M.

We will again have the Silent Auction/Basket Challenge to raise funds for Scholarships to future Conferences. A fun way to help ACFSA Members who may not otherwise have the opportunity to be in attendance, we urge you to be creative with the items that you submit. Themes such as a city, state, sport or company have been used in the past. Jewelry, art, books, gift cards, sports memorabilia, the options are limitless!



### **ACFSA Conference Sponsorship Opportunities**

Sponsorships enhance ACFSA conferences by giving Professional Partners the opportunity to show their support for the professional development of those in the Correctional Food Service Industry. Scholarship donors show support for the educational development of ACFSA members and contribute to conference attendance. ACFSA has a wide range of sponsorship opportunities and benefit from many levels of recognition. ACFSA sponsors receive recognition before, during, and after the conference, are listed in the pre-show issue of INSIDER magazine, and on the ACFSA web site. At the conference, they are prominently displayed on sign work, printed in the on-site program book, and publicly thanked by the association leadership from the podium during main events. Please feel free to contribute on your Registration form. Also, if you would like to be an exclusive Sponsor of an event such as the Awards Banquet, Opening Breakfast, or any other facet of the Conference, please visit the ACFSA website for details or call the ACFSA office. Thank you in advance for your generous contribution!

### GENERAL TERMS AND CONDITIONS

Vendors who have <u>not</u> purchased a booth will NOT be allowed to enter the vendor show floor under any circumstance. NO exceptions.

### **BOOTHS**

Individual booth spaces are 10 feet wide and 10 feet deep. Full payment of the booth rental charge is required upon submission of the Contract to the ACFSA office. This must be done before any booth assignment is made. As part of the space rental charge, ACFSA will provide each exhibitor with an 8' high back, 3' high division rails (all side rails must remain in place throughout the show), one 6' draped table, two side chairs, one wastebasket, and one 7" x 44" sign showing the exhibiting company's name. Show colors will be Blue and White. Hall is not carpeted. SHOW HOURS Tuesday, August 25, 2015 from 10:00 a.m. to 2:00 p.m. These hours have been set aside on this day exclusively for viewing the exhibits and learning about exhibitor products at the show. No other activities will be scheduled during this time. The Show will close at 2:00 p.m. on Tuesday. No dismantling may occur before that time. All exhibit material and decorations must be cleared from the exhibit space from 2:00 p.m. to 7 p.m. on Tuesday, August 25, 2015. Please inform Heritage Exposition Services if you will need additional time. Heritage Exposition Services will be available at the end of the show to handle outgoing freight with a common carrier or by air.

### ARRANGEMENT OF EXHIBITS

Construction may *NOT* obscure the view of adjoining booths. Except in the case of booths located along perimeter walls, booth back wall height for draped or fabric exhibits or their construction shall not exceed 8 feet including signs and electrical lighting. This height restriction does not apply to a piece of equipment that is regularly sold and used within the industry as long as the item is placed in the space so that it does not obscure the view of adjoining booths.

OFFICIAL SHOW CONTRACTOR
Exhibitors must use the Official Show Contractor:

### Heritage Exposition Services

2580 Kenmore Ave., Tonawanda, NY 14150 Ph: (800) 360-4323

www.heritageexpo.com

After ACFSA has processed your booth reservation contract and payment, *Heritage Exposition Services* will mail information containing all necessary forms and instructions to assist exhibitors. Shipping details will be included in the exhibit service kit. *Heritage Exposition Services* will be available during setup and removal to assist with your needs.

### SET-UP & REMOVAL

The exhibit area in Exhibit Hall will be available for setup on Monday, August 24, from 1 p.m. to 8 p.m. and on Tuesday, August 25, from 7:30 a.m. to 9:30 a.m. At least one representative must check in at the Heritage Exposition Services desk on Monday, August 24, between 1 p.m. and 8 p.m. or August 25, between 7:30 a.m. and 9:30 a.m. If this is not possible, alternative arrangements must be made with Heritage Exposition Services in advance of the specified setup time. Exhibitors who do not complete setup of booth(s) before the beginning of the Show automatically forfeit the exhibit space(s) unless previous arrangements have been made with Heritage Exposition Services and have been approved by the Conference Chairperson. The disposition of the booth will be entirely at the discretion of ACFSA. In the event that an exhibitor forfeits their space, no refunds will be granted, nor will previous payments be credited to any future event or other purpose. Dismantling and/or packing exhibits will be allowed after the closing of the Show on August 25 from 2:00 p.m. until 7 p.m. Please inform Heritage Exposition Services if additional time is needed. Additional details on setup and dismantling will be provided in the exhibitor information kit provided by the Official Show Contractor.

### PAYMENTS & REFUNDS

An application for exhibit space consists of this contract and payment in full of the space rental charges received by ACFSA. Space cannot be reserved on the basis of an incomplete application. In the event of failure to pay the space rental by the time specified, or failure to comply with any terms or conditions concerning the use of exhibit space, ACFSA or its authorized representatives shall have the right to take possession of the space and/or reassign the space. The exhibitor shall forfeit the amount paid for the space reservation, regardless of whether or not the involved space is reassigned. If it becomes necessary to cancel your space reservation, the rental fee, less a \$250 administrative fee, will be refunded if written request is received on or before May 22, 2015. After that date, no refunds will be made nor will payments be applied to any future ACFSA event nor to offset another company's booth rental fee. Exhibit booths are not transferable and cannot be sold, rented, or "transferred" to another company by the original contracting organization - ACFSA.

#### SPACE ASSIGNMENTS

Wherever possible, space assignments will be made in keeping with the preferences expressed by the exhibitor on the contract form. However, space assignments are based upon many factors, including the following: 1) application and payment received prior to March 1, 2015; 2) support of previous ACFSA Conferences and ACFSA as a whole (calculated based upon points earned for past involvement); and 3) amount and configuration of space requested. Precaution will be taken to prevent close proximity to a competitive company, when requested. However, ACFSA cannot guarantee that such proximity will not inadvertently occur. ACFSA reserves the right to make the final determination of all space assignments in the best interest of the show.

### **USE OF SPACE**

An exhibitor shall not assign, sublet, or share the space contracted with another business or firm unless approval has been obtained in writing from ACFSA. Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular trademark under which it is sold in the general course of business. All displays, demonstrations, and related activities must be contained within the reserved booth space and may not impede traffic through the aisles. Display dimensions may not exceed the 8' height of the backdrop or the 3' height of the side rails. A display may stand 8' in height only if it is flush with the booth's backdrop and extends no more than 3' from the back line of the booth at this height. The height of the booth must then drop down to the 3' height of the side rails. Displays which do not conform to these specifications must be approved by ACFSA in writing prior to the Show. Displays violating this rule may be dismantled at the discretion of ACFSA due to infringement on the visibility of or interference with adjoining displays. Any firm or organization that has not been assigned exhibit space will not be permitted to display products or solicit business in the show area, or in any public area of the show facilities. Please report violations to the Board of Directors, the Conference Chair or an ACFSA staff member and person(s) will be removed from Show floor.

### **OVERSIZED DISPLAY**

Any display that exceeds normal display regulations must be approved in writing prior to the Show. Permission must also be granted, and arrangements made, for any oversized display which may require early setup. Displays that do not conform to specifications herein, and have not been approved by ACFSA prior to the Show, will not be accepted. Exhibitors needing approval for special setup arrangements must contact ACFSA at (818) 843-6608 at least 30 days in advance of the Show.

### **BOOTH OPERATIONS**

Exhibits that include the operation of radios, audio equipment, public address systems, or any other noise generating devices must not disturb adjacent exhibitors. Operators of noise generating exhibits must secure approval of operating methods and outputs before the exhibit opens. Distribution of circulars or promotional material may be made only within the booth assigned to the exhibitor presenting such material. Food and beverages may be served only if they are non-alcoholic and represent the product being exhibited. Exceptions must be approved by ACFSA in writing prior to the show. Food and beverages served in the exhibit area are limited to sample size portions. Storage crates, boxes, or other extraneous materials may not be stored in the exhibit area during the show. Arrangements must be made with Heritage Exposition Services for pickup, storage, and return at regular drayage rates. Exhibitors or exhibitor's agents shall not injure or deface the walls of the building, the booths, or the equipment of the booths. Exhibitors are not permitted under any circumstances to drive tacks, nails, or screws into the walls or woodwork. When such damage appears, the exhibitor is liable to the owner of the property so damaged. The use of placards, stickers, and decals is limited to the exhibitor's own display. All material used in displays must be flame proofed and meet local fire regulations. All electrical wiring must conform to local codes. Open flames are not permitted. ACFSA reserves the right to restrict exhibits that, because of noise, method of operation, materials, or for any other reason, become objectionable. At its own discretion, ACFSA reserves the right to decline to accept any exhibit booth reservation request or to cancel an exhibit booth Contract due to cause. ACFSA also reserves the right to prohibit any exhibit that, in the opinion of the show management, may detract from the general character of the show as a whole. In this event, ACFSA is not liable for any refund of rentals, etc.

### **AUTHORIZED REPRESENTATIVE**

Each exhibitor shall name one individual as the Office Contact Person in connection with all pre-show communications, payment and promotion. ACFSA also requires that an On-site Coordinator be named. This person will be responsible for installation, operation, and removal of the organization's exhibit, payment of any outstanding balances, and entering into any necessary service contracts for which the exhibitor shall be responsible. The exhibitor shall be responsible for such representative being in attendance throughout the show exposition period and keeping the exhibit neat, staffed, and in compliance with the show terms and conditions at all times.

#### **CONDUCT**

All representatives must conduct themselves in a professional and ethical manner. Any person found to be in violation of this policy will be required to leave the conference and will not be permitted to return.

### **EXHIBITOR REGISTRATION**

Each person staffing a booth must be registered for the Conference and must wear a registration badge at all times. Three registrations are included in the booth fee. Registrations for additional booth staff can be made on the registration form and are an additional fee. Additional booth staff may be registered to attend the full conference or exhibit hall only. The three registrations included in the booth fee, as well as any staff may be registered to attend the full conference, may attend all ACFSA-sponsored business and social functions associated with the conference. Sales representatives or others who are not registered may not staff booths. Badges will be necessary for admission to the Show area for all conference attendees. There will be no exceptions. Official conference registration materials will be sent directly to the exhibitor's Authorized Representative (contact person) as listed on the contract.

# REFRIGERATION / FREEZER / COOKING REQUIREMENTS

Exhibitors must indicate on the registration form if they will need refrigerated/frozen storage prior to and during the show, as well as the approximate space (in square feet) needed. Information will be sent with the exhibit service kit that will provide you with clear delivery instructions. Due to space constraints, there will be no use of the kitchen for heating/warming of samples. All heating/warming of samples must be done in the exhibit booth and must comply with all applicable rules and regulations. All material used in displays must be flame proofed and meet local fire regulations. All electrical wiring must conform to local codes. Open flames are not permitted.

### **HOSPITALITY**

If your company would like to host a Hospitality Room/Suite, please provide your request in writing to *Myron Wiley, ACFSA Prof. Partner Rep., 926 W. Petunia, Farmersville, CA 93233 myronw@joneszylon.com.* Once approved, Hospitality Rooms/Suites must be coordinated directly with the hotel hospitality staff. Only hotel food and beverage will be allowed. There will be no exceptions. All charges will be paid by the vendor.

HOSPITALITY SUITES AND/OR OTHER EVENTS MUST NOT CONFLICT WITH ANY ACFSA SCHEDULED PROGRAMS OR EVENTS. IF YOUR COMPANY VIOLATES THIS RULE, YOU WILL LOSE ALL POINTS ACCRUED FOR PREVIOUS PARTICIPATION IN ACFSA EVENTS, MAY HAVE YOUR TRADE SHOW BOOTH CLOSED DOWN AND MAY LOSE THE PRIVILEGE OF PARTICIPATING AT FUTURE ACFSA TRADE SHOWS.

### **LABOR**

Exhibitors are required to observe all relevant contracts and regulations in effect among any involved labor organizations.

### CONTRACTING PARTIES & AGENTS

ACFSA does not appoint or recognize any agents, or other third party operatives, to broker, organize, lease, and/or sublet individual or clustered booth spaces in the Show. Nor does ACFSA authorize any part or agent to promise or provide commissions, discounts, preferred or assured placements, or other consideration in connection with the rental of show space(s). All show space is managed solely by ACFSA according to the Contract as provided for, herein. Contracts shall exist exclusively between ACFSA and the company occupying the space(s) and exhibiting its products/services therein. No signage, medium, or exhibit material may be utilized when, in the sole judgment of ACFSA, it suggests in any manner 1) that the Show is under auspices other than the auspices of ACFSA; 2) that exhibitor(s) constitute a collaborative/pooled marketing entity not explicitly declared in one or more valid Contracts based on the prospectus; or 3) that any status has been awarded by ACFSA to distinguish one exhibitor or group of exhibitors from another, as relates to the show and/or the Association in general.

### LAWS, REGULATIONS & ORDINANCES

It is the responsibility of each exhibitor to have knowledge of and comply with all laws, ordinances and regulations pertaining to health, fire prevention, and public safety while participating in this exposition. Additional information will be provided in your exhibit service kit. If you have questions as to the application of such laws, ordinances and regulations please call *Heritage Exposition Services*.

### SECURITY, LIABILITY & INSURANCE

It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury. All property of the exhibitor remains under the exhibitor's custody and control in transit to and from the exhibit hall, and while it is in the confines of the exhibit hall. Neither ACFSA, its service contractors, nor any of the officers, staff members, or directors of the Association are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism, or other causes; and the exhibitor waives and releases any claim or demand against any of them for any damage to or loss of property. The exhibitor assumes the entire responsibility for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought onto the premises of the exhibition hall and shall indemnify and hold harmless the exhibition hall agents and employees from any and all such losses, damages, and claims. Further, the exhibitor shall indemnify and hold harmless the Association of Correctional Food Service Affiliates from any and all such losses or damages.

### MUSIC PERFORMANCE LICENSING

Exhibitors are hereby notified that the ACFSA Show is not licensed with regard to performance of music controlled by BMI, ASCAP, or others in exhibit area. There may be no display or performance via any medium, including live, optical or electronic reproduction, involving such music in connection with the Show. Any claim arising from alleged violation of BMI, ASCAP, or other rights shall be the responsibility of the involved exhibitor(s).

#### **CLARIFICATION**

In the event of conflicting information or lack of clarity involving conditions set out by 1) the Contract, including terms and conditions therein and in the prospectus; 2) Heritage Exposition Services; 3) The Conference & Events Center at Niagara Falls, the ACFSA Headquarters office is to be notified promptly. ACFSA will have authority to resolve the situation as warranted.

## Association of Correctional Food Service Affiliates 2015 Annual Vendor Showcase Tuesday, August 25, 2015 The Conference & Event Center at Niagara Falls



ACFSA Show Manager - Amber Ardizone Amber@emaoffice.com - (818) 843-6608



ACFSA PO Box 10065 Burbank, CA 91510 www.ACFSA.org

### The Sheraton at the Falls



300 Third Street Niagara Falls, NY 14303 716-285-3361

www.sheratonatthefalls.com

# THE CONFERENCE & EVENT CENTER NIAGARA FALLS

101 Old Falls Street Niagara Falls, NY 14303 716-278-2100 ● www.ccnfny.com

### **SHOW CONTRACTOR**



## Heritage Exposition Services

2580 Kenmore Ave., Tonawanda, NY 14150 Ph: (800) 360-4323

www.heritageexpo.com



# Exhibitor Registration Opportunity 2015 Annual Conference

August 23-27, 2015

Conference Center at Niagara Falls – 101 Old Falls St. – Niagara Falls, NY 14303

I am the AUTHORIZED REPRESENTATIVE (office contact person with address information) to receive all corresponding materials relating to Exhibits, Exhibiting at the 2015 ACFSA Conference in Niagara Falls, NY. (\* Indicates a REQUIRED FIELD) \_\_\_\_\_TITLE \_\_\_\_\_ \*Company/Organization \*Mailing Address \*City/State/Zip \_\_\_\_\_ \*CONTACT PHONE \_\_\_\_\_\_ FAX \_\_\_\_\_ \_\_\_\_Website \_\_\_\_\_ \*Contact EMAIL \*Contact for Publication in Program Book \_\_\_\_\_ 25 word description for publication: PLEASE SIGN ME UP TO EXHIBIT AT THE 2015 ACFSA ANNUAL INTERNATIONAL CONFERENCE IN NIAGARA FALLS, NY ACFSA Member \$1195each Booth = Total Amount \_\_\_\_ Corner Booths \$50 Additional Number of Booths Number of Corner Booths +\$50\_\_\_\_ = Total Amount NON- Member \$1675 each Booth\*\* Corner Booths \$50 Additional Number of Booths Number of Corner Booths Each Booth receives 3 Complimentary full conference attendees. Additional Booth Personnel \$200 per person. Additional names and payment will be collected on name badge form closer to conference. \*\*Non-Members pay the Member Booth Price if they JOIN ACFSA! ACFSA Membership \$384 Annually YES I would like to be a Sponsor for the 2015 Conference! *Minimum Contribution* \$250 Exclusive Sponsorship Opportunities are available! Call (818) 843-6608 or visit www.ACFSA.org for details. I would like to be Scholarship Sponsor for 2015 Conference! Minimum Contribution \$250 Total I will need refrigerated storage (list approx # of boxes and estimate sizes – for planning purposes) GRAND TOTAL DUE FOR ALL SERVICES \$\_\_\_\_ NON-EXHIBITING VENDORS ARE NOT PERMITTED AT THE ACFSA CONFERENCE AT ANY TIME CANCELLATION DEADLINE IS MAY 15, 2015 CANCELLATION REQUESTS MUST BE MADE IN WRITING ON OR BEFORE MAY 15, 2015 NO REFUNDS WILL BE MADE AFTER THIS DATE PLEASE RETAIN A COPY OF THIS FORM FOR YOUR RECORDS Questions? Call ACFSA at (818) 843-6608 Pay with a Check: Made Payable to ACFSA: Check Number \_\_\_\_\_ Pay with a Credit Card: Visa ☐ MasterCard ☐ American Express ☐ \_\_\_\_\_ Card #\_\_\_\_\_ Name on Card\_\_\_\_

Expiration \_\_\_\_\_ V Code \_\_\_\_ Billing Address \_\_\_\_ Zip \_\_\_\_

Send Completed Form to: **ACFSA**, **PO Box 10065**, **Burbank**, **CA 91510** If paying with a Credit Card, You may FAX your form to **(818) 843-7423** 

## Scholarship & Sponsorship Opportunities!

<ul> <li>Monday Opening Brea</li> <li>Wed. Continental Brea</li> <li>Keynote Sponsor \$1,0</li> <li>Banquet Entertainme</li> <li>Bag Sponsors \$1,000 G</li> </ul>	00 Premier Sponsor benefits, plus full akfast Sponsor \$2,500 Platinum Level akfast Sponsor \$2,500 Platinum Level 00 Gold Level benefits, plus signage ant \$1,000 Gold Level benefits, plus signage a Gold Sponsor Level Benefits, plus logo 0 Gold Sponsor Level Benefits, plus logo	l benefits, plus signage at even l benefits, plus signage at even t event and ¼ page Insider ad gnage at event and ¼ page Ins o on bag (or \$400 and provide	t and ½ page Insider ad at and ½ page Insider ad sider ad 400 bags for attendees)
for attendees) Lanyard/Badge Sponso	ors \$1,000 Gold Sponsor Level Benefits	s, plus logo on badge (or \$400 ar	nd provide 500 badges for attendees)
-	Sponsor \$1,000 Gold Sponsor Level Betation Sponsorship \$750 Silver Level 1		1 0
•	600 Silver Level benefits, plus signage		with 7. pugo includer we
-	00 Silver Level benefits, plus signage		lay)
Scholarship Sponsors	<b></b> \$2,500 <b></b> \$1,000 <b></b> \$7	\$500 \$500 \$250	Other
	For more details on the sponsorship opportunities,	go to http://www.acfsa.org/conference20	015.php
	Are you ready	to change someone's li	fe?
ACFSA	tough economic times, budgets are r out the products they need. Many us		9
Help these	food service people come to the ACFS Today's food service operation is co with a shrinking budget.		·
SCHOLARSHIP LEVELS	ACFSA would like to give \$750 to 10 people to help with their expenses at the conference. We		
Premier Level \$2,500	need your help to reach this goal. For any donation of \$250 or greater, you will receive:  • A special Scholarship Donor Sign to display in your booth!		
Platinum Level \$1,000	<ul> <li>Group Picture and Listing in the INSIDER magazine</li> <li>Recognition at Opening Reception and again at the Banquet</li> </ul>		
Gold Level - \$750	This is a terrific opportunity for you to increase attendance at Conference, attract potential clients and best of all to be recognized at Conference!		
Silver Level - \$500			
Bronze Level - \$250	To send your donation, please fill out the following information and FAX to the ACFSA Office at (818)843-7423. Or Mail with your check to: ACFSA, PO Box 10065, Burbank, CA 91510		
Questions? Call the ACFSA Office! (818)843-6608	Please accept this donation in the amount of \$ to provide Scholarships to send one or more ACFSA Members to Conference Sponsorship for conference (I want to sponsor:		
	Company Name		
SPONSORSHIP LEVELS	Address		
Premier Level \$5,000	-	StateZip Title	
	Contact Phone Email		
Platinum Level \$2,500	Payment Information: Check #Credit Card Number	is enclosed with form.	Paying with Credit Card:
Gold Level	Name on Card		The 3 Digit Code on back of Visa and M/C or
<b>@1 000</b>			The 4 Digit Code on front of AMEX

\$1,000

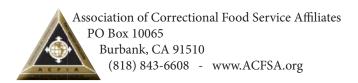
Silver Level - \$500

Bronze Level - \$250

Billing Address\_

Thank you for your support! We hope to see you at Conference!

Billing Zip Code\_



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