

2026 Exhibitor Prospectus

BACK

to the

80'S



FEBRUARY 20-22, 2026

ASNA STATE CONFERENCE

MONTGOMERY CONFERENCE
CENTER

EXHIBITOR PROSPECTUS

CONFERENCE INFORMATION

Dear Exhibitor,

Thank you for your interest in joining us at the 2026 Alabama School Nutrition Association Conference! Our ASNA members trust and value the relationships built with partners like you—and we can't wait to see you in action on the exhibit floor.

This year's show is shaping up to be one of our best yet, packed with food, equipment, small wares, chemicals, software, and operational services that keep school nutrition programs running strong. The exhibit hall is always a highlight of the conference—filled with hands-on experiences, taste tests, and real conversations that spark new ideas and lasting connections.

Together, we create the link between school nutrition professionals, industry partners, and allied organizations.

Please take a moment to review this Exhibitor Prospectus for all the details you'll need to make your experience successful. We can't wait to welcome you to Montgomery, Alabama, where we **“Won't Stop Believin' in Child Nutrition!”**

Regards,

Cacyce R Davis MPH, RDN, SNS, ASNA President, 2025–2026
Krystal Patterson, ASNA President Elect/Conference Planner
Sonja Anthony, SNS, ASNA Executive Director

Conference Dates

February 20-22, 2026

Scheduled Exhibit (Show) Hours

Saturday, February 21, 2026

11:00am - 12:45pm (Private Showing for Directors & Supervisors)

1:00pm - 4:00pm (Open to All Conference Attendees)

Theme

Don't Stop Believin'....In School Meals!

BELIEVE in the power of School Meals, BUILD Strong teams, and BECOME champions for kids.

Exhibit Hall Theme Colors

ROCK OUT TO AN 80'S CONCERT VIBE with colors such as:
Electric Blue, Neon Colors, Magenta, Turquoise, etc.

Exhibit Location

Montgomery Convention Center- Hall C
201 Tallapoosa Street
Montgomery, Alabama 36104

EXHIBIT HALL INFORMATION

Booth Design

- Single 10' x 10', draped booth setup with 8' high back wall drape and 3' high side draped partition. Exception: Booths 103,111,411,429,513 and 519 are designated as double booths 10' x20' setup with 8' high back wall drape and 3' high side draped partition. Booths 402 and 428 are designated as quad booths 20' x 20' setup with 8' high back wall drape and 3' high side draped partition.
- All booths will include a sign, one 6' L x 30"H skirted table, 2 chairs, a waste basket and **upon request** one additional 6' L x 30"H skirted back table for displays/additional samples. Double and quad booths unless otherwise noted will include two 6' L x30" H skirted tables, 4 chairs and two waste baskets.

Note: Floors are not carpeted.

- Official listing with the company name, contact name, address, phone number, email address, and website will be printed in the conference agenda if booth is purchased no later than **January 12, 2026**
- Two complimentary booth personnel badges for each single booth. Four complimentary badges for double and quad booths.
- Gold Medal Exhibitor will receive attendee list of directors and supervisors



Booth Setup Hours

Friday, February 20, 2026- 8:00 a.m.-5:00 p.m.

Saturday, February 21, 2026- 8:00 a.m.- 10:00 am.

All equipment/food samples must be contained within your 10'x10' booth space.

Booth Dismantling Hours

Saturday, February 21, 2026- 4:00 p.m.-6:00 p.m..

NO EARLY BREAKDOWN IS ALLOWED. A \$300 fee will be assessed for exhibitors breaking down prior to 4pm.

Booth Reservations/Payments

Exhibit space request must be made through Map Dynamics, the official application and payment processor for the ASNA 2026 conference.

The exhibit space map is continuously refreshed in real time. Here, you'll have the opportunity to carefully choose your booth(s) and enter your contact details. Upon selecting your desired booth(s), they will be securely held in your cart for a span of 45 minutes. Should you not proceed to checkout within this window, the booths will become available for general purchase once again. In the event that you revisit to secure a previously chosen booth, but find that another attendee has it in their cart, the booth is clearly marked in red, alerting you that it is now unavailable.

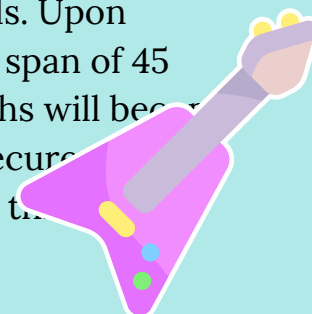


EXHIBIT HALL INFORMATION

Electrical Services

Electrical services will be facilitated by Backstage, Productions, LLC . Additional furniture needs will be through Veal. Following booth selection, exhibitors will receive comprehensive information about pricing and the procedure for purchasing these services. You can also contact:

Mark Veal

Veal Convention Services, Inc.
3016 Rev Abraham Woods Blvd
Birmingham, AL 35203
Office: 800-844-8325 or 205-328-1010
or

Ricky Grayson

Production Sales Specialist, Backstage Productions, LLC
T: 334-481-5143 / C: 334-301-4261
ricky@backstageemail.com

Ashley Rambo, EVENT PLANNING MANAGER

Renaissance Montgomery Hotel & Spa
201 Tallapoosa St. Montgomery, AL, 36104
T 334.481.5181 | M 334.558.8391

Food Exhibitors

Vendors specializing in food can present sample sizes ranging between 2 to 3.5 ounces, as well as prepackaged items. Arrangements have been made to utilize the preparation kitchen near the exhibit hall. Cooking equipment is limited so plan accordingly. Any on-site cooking arrangements should be coordinated with Ashley Rambo to insure compliance with Health Department and Fire Marshall regulations. Ice is also available in the preparation kitchen.

Equipment Exhibitors

Please be aware that neither the Montgomery Conference Center nor ASNA will offer forklift services. it will be necessary to utilize your own pallet jack for equipment movement. You may also contact Mark Veal.

Loading Docks/Parking

Parking is the responsibility of each individual vendor.

EXHIBIT HALL INFORMATION

Official Show Decorator

For comprehensive information on electrical, shipping, storage, labor, and additional furniture, please contact :

Mark Veal

Veal Convention Services, Inc.

mark@vealco.com

3016 Rev Abraham Woods Blvd

Birmingham, AL 35203

Office: 800-844-8325 or 205-328-1010

or

Ricky Grayson

Production Sales Specialist, Backstage Productions, LLC

T: 334-481-5143 / C: 334-301-4261

ricky@backstageemail.com

Ashley Rambo, Event Planning Manager

ashley.rambo@renaissancemontgomery.com

Renaissance Montgomery Hotel & Spa

201 Tallapoosa St. Montgomery, AL, 36104

T 334.481.5181 | M 334.558.8391

Housing

Hotel reservations can be made through the conference hotel link for the Renaissance Montgomery Hotel & Spa. The link will be sent under separate cover.

Conference Registration

Exhibitors holding conference registration badges are invited to participate in all General and Educational sessions. Please note that access to meal events requires the purchase of event tickets.

BOOTH RATES & FEES

2026 Exhibitor Registration Pricing

Early Registration: 2025 GOLD MEDAL STATUS ONLY: November 7-9, 2025

Registration Rate November 10, 2025- January 12, 2026

Medal Status Exhibitors:

- Gold Booth \$ 2250.00 (Single) \$4250.00 (Double) \$ 8500 (Quad)- **NEW**
- Silver Booth \$1750.00 (Single) \$ 3250.00 (Double)- **NEW**
- Bronze Booth \$1600.00 (Single) \$3075.00 (Double)- **NEW**

(Rate applies to exhibitors from the 2025 State Conference)

Non Medal Exhibitors:

- Gold Booth* \$2750.00 (Single) \$5250.00 (Double) - **NEW** \$9500.00 (Quad)-**NEW**
- Silver Booth *\$2250.00 (Single) \$ 4350.00 (Double)- **NEW**
- Bronze Booth* \$2100.00 (Single) \$ 4075.00 (Double)- **NEW**

(*Includes ASNA Industry Medal status fee for 2026-27)

Late Registration Rate January 13 - January 26, 2026

- Additional \$ 150.00

Shared Booth Fee- \$100.00 per exhibiting company (\$200.00 total)

- **EACH** company in a single shared booth must pay an additional \$100.00 sharing fee.
- Shared booths may only be occupied by two (2) exhibiting companies.
- Each company in a shared booth must be identified when registering. Changes can be made later if needed.

There will be a limited number of booths allocated for sharing by exhibiting companies.

Additional Booth Personnel- \$30.00 per badge

- Two complimentary booth personnel badges will be provided per booth Exception will be four complimentary booth badges if it is a **shared** booth.
- There will be a \$30.00 charge for any additional personnel added to your booth.
- All booth personnel must be identified BEFORE arriving on site to receive the official 2026 Conference Name Badge.

Tickets for Friday Night Evening of Entertainment- \$75.00 per person

- All **purchased** exhibit booths will receive **one (1) complimentary ticket** to the event. Additional tickets may be purchased during booth registration.
- If you wish to have additional tickets, you must purchase them.

BOOTH RATES & FEES

Benefits of Booth Levels

Gold Booth

- ASNA Conference Booth Sign Display
- Active company link on the ASNA Website
- Priority Booth Selection/Registration
- Special Recognition at the ASNA Conference including signage and information in the conference program
- Individualized conference promo on ASNA's social media platforms promoting attendance at your booth during the exhibits.
- Eligibility to serve on the ASNA Industry Advisory Board
- Listing of registered attendees a week prior to the event

Silver Booth

- ASNA Conference Booth Sign Display
- Active Company link on the ASNA Website
- Special Recognition at the ASNA Conference including signage and information in the conference program
- Individualized conference promo on ASNA's social media platforms promoting attendance at your booth during the exhibits.
- Eligibility to serve on the ASNA Industry Advisory Board

Bronze Booth

- ASNA Conference Booth Sign Display
- Active company link on the ASNA website and ASNA social media platforms.



PATRONAGE OPPORTUNITIES

New Director Meet & Greet- Riverwalk Stadium Home of the Montgomery Biscuits 5:30 p.m.-8:30 p.m.

Sunday, February 22, 2026

\$1,500 (5 Opportunities Available) Venue/Refreshments

Exhibitors will have the opportunity to meet district directors/supervisors and provide additional printed information of their respective product lines. This year we are going to make it open to New Directors from 5:30 - 6:30 and then open it up for all directors to come by after 6:30.

FRIDAY NIGHT KICKOFF PARTY - Evening of Entertainment- \$2,500 (4 Opportunities Available)

6:30 p.m.-10:00 p.m.

Friday, February 20, 2026

Kick off the conference in '80s ROCK style! Host and welcome attendees with a live band (Velcro Pygmies), refreshments, and fun networking, while your company name shines as the official sponsor. Plus, enjoy one reserved 8 top table for your representatives to connect, celebrate, and rock the start of the event.

SATURDAY NIGHT 80'S AFTER PARTY - Evening of Entertainment- \$2,500 (4 Opportunities Available)

6:30 p.m.- 10:00 p.m.

Saturday, February 21, 2026

Party Like the '80s! Continue the party Saturday night with a high-energy throwback featuring DJ EST, lip sync battles, and all the iconic '80s fun. Your company name will be featured as a sponsor, with one reserved 8 top table for your representatives to mingle, celebrate, and keep the party rocking all night long!

Conference Attendee Tote Bags- \$1500.00 (1 Opportunity Available)

Your Company Logo will be displayed on the tote bags

Lanyards and Name Badge Holders- \$1000.00 (1 Opportunity Available)

Sponsors logo/name will be reflected on the lanyard/name badge holder.

Keynote Speakers- \$2000.00 (2 Opportunities Available)

Sponsors will be granted the privilege of introducing the session speaker. Additionally, their company logo will be prominently displayed on session tripods as attendees make their way into the session room; Sponsors will be authorized to present prepackaged sample products in accordance with Renaissance guidelines. These offerings can be showcased at a designated resource table within the session room, or distributed to attendees as they enter the session.

WiFi Connectivity- \$3000.00- (1 Opportunity Available)

Sponsor will provide Wi-Fi connections for a maximum of 250 devices. The wi-fi address (if permitted by the Renaissance) will reflect the sponsors identifier/wi-fi access name; Sponsor will be acknowledged in the program booklet.

***Note: Poster board signs will advertise respective sponsorships.**



PATRONAGE OPPORTUNITIES

NEW OPPORTUNITIES

Pre-Conference School Tour Sponsor \$1,500 (1 Opportunity Available)

Friday, February 20, 2026 8:00 am-12:00 pm

Be part of something truly special! Before the conference officially kicks off, attendees will travel to Elmore County Schools for exclusive behind-the-scenes tours of innovative child nutrition operations. As a Pre-Conference School Tour Sponsor, your company will be featured in pre-event communications, receive logo placement on tour materials, and have the opportunity to provide branded items or snacks for participants. It's a unique chance to connect directly with directors and staff in a meaningful setting.

Totally Rad School Lunch Throwdown – Exhibit Hall

Saturday, February 21, 2026 | 2:30–4:00 p.m.

Event Overview: Exhibitors will have the opportunity to showcase products, interact with Alabama school nutrition professionals, and provide additional printed information about their products. This high-energy cooking competition features a mystery basket challenge where teams create USDA-compliant, student-approved reimbursable meals.

Sponsorship Opportunities:

Cooking Competition Title Sponsor – \$1,500 (1 Opportunity Available)

Includes: Mystery basket protein, \$300 prize donation for winning team, naming rights in event promotions, signage, social media recognition, and option to provide promotional materials.

Equipment Sponsor – \$1,000 (1 Opportunity Available)

Includes: Use of cooking equipment (ventless combi or convection oven, ventless steamer, warming cabinet, 4 butane burners), cover electrical costs, recognition signage at cooking stations, acknowledgment during event remarks, and social media promotion.

Pantry Sponsor – \$500 (Multiple Opportunities Available)

Includes: Funding for staple pantry ingredients, recognition signage at pantry station, and option to display company logo on pantry setup or ingredient cards.

Smallwares Sponsor – \$500 (Multiple Opportunities Available)

Includes: Funding or providing kitchen tools/smallwares (knives, cutting boards, utensils, bowls, pans, measuring tools), recognition signage at prep stations, acknowledgment in announcements, and option to display company logo on items or table cards.

***Note: Poster board signs will advertise respective sponsorships.**

PATRONAGE OPPORTUNITIES

OTHER OPPORTUNITIES

360 Photo Booth Sponsor - \$1,200.00 (1 Opportunity Available)

Take conference fun to the next level with our 360 Photo Booth Experience Saturday Night! Attendees will step into the spotlight to create unforgettable slow-motion videos—perfect for sharing on social media. As the 360 Photo Booth Sponsor, your company's logo will be prominently displayed at the booth and featured on all digital overlays and signage. You'll also be recognized in the conference program and during event announcements. It's a high-energy way to showcase your brand while capturing the excitement of the conference

Balloon Arch Decoration Sponsor - \$1,000.00 (1 Opportunity Available)

Make a grand entrance! The Balloon Arch Sponsor helps set the stage for a vibrant, photo-worthy welcome as attendees arrive at the conference and special events. Your company's logo will be displayed on signage near the arch, featured in the conference program, and recognized during event announcements. This eye-catching sponsorship ensures your brand is front and center—right where the fun begins!

Purse/Tote Bag Raffle Sponsors

Support a fun and stylish conference favorite! We will host a raffle featuring beautiful purses and tote bags donated by our valued vendors. Your company's name will be listed as a Purse/Tote Bag Raffle Sponsor, and you'll receive special recognition during the drawing. It's a great way to get your brand in front of attendees while adding a little excitement to the day!

***Note: Poster board signs will advertise respective sponsorships.**



CONTACT INFORMATION

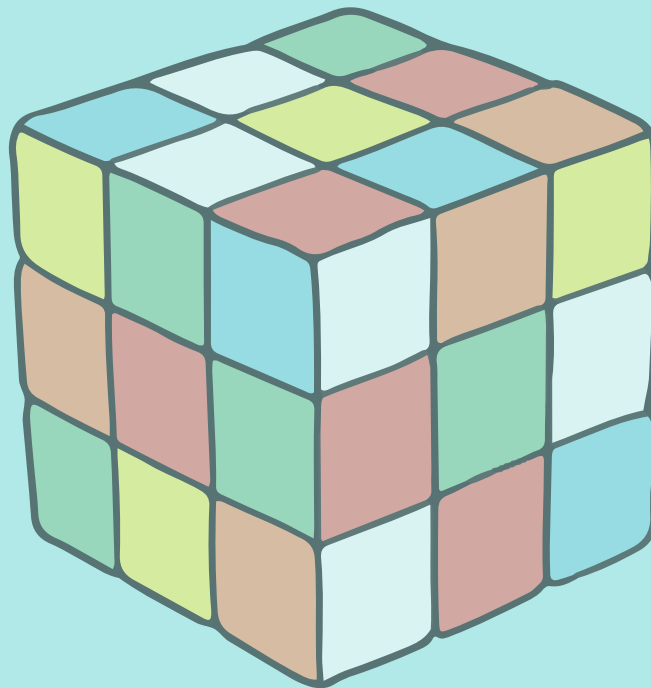
**Have questions?
Please reach out to us!**

Sonja Anthony, ASNA Executive Director
asnaexecutivedirector@gmail.com
205.913.2768

Cacyce Davis, ASNA President
cacyce.davis@elmoreco.com
334.300.0343

Krystal Patterson, ASNA President-Elect
patterson.krystal@lee.k12.al.us
334.703.0579

Ashley Rambo, Event Planning Manager
ashley.rambo@renaissancemontgomery.com
Renaissance Montgomery Hotel & Spa
201 Tallapoosa St. Montgomery, AL, 36104
T 334.481.5181 | M 334.558.8391



2026 INDUSTRY FUN AWARDS

As we have stated before, our Annual State Conference is always Alabama's school nutrition event of the year! And you, our industry partners, help kick start the fun and learning at this year's exhibit hall. All vendors are encouraged to participate in the celebration and fun with their conference booths.

Whether your company reps are dressed like pop icons, rock legends, or channeling your favorite '80s band or movie, our ASNA Fun Awards Committee will be sure to take notice!

Industry partners have two opportunities to win this year's bragging rights with our ***Booth Decorating Contest and ASNA's Secret Shopper program.***

Booth Decor

Use the 2026 ASNA Conference Theme — **“Don't Stop Believin'... in School Meals!”** — to decorate your booth and/or attire. Think bright neon colors, vinyl records, big hair, and leg warmers! Let your inner rock star shine and help turn the Exhibit Hall into an '80s concert stage of child nutrition innovation!

Secret Shopper

To help highlight the best of the best in the ASNA Exhibit Hall, Secret Shoppers will be on the prowl looking for the best and most innovative menu items, equipment or services. We can't wait to showcase and share these standout products or services with our members. Secret Shoppers will be looking for items in the following categories:

FOOD ITEM

GRAB 'N GO ITEM

INNOVATIVE SMALLWARE

TIME SAVER/SERVICE

Industry Awards

1. Industry Fun Awards will be announced no later than 4pm in the Exhibit Hall and then again at the Saturday Evening Night of Entertainment. If you should win and are in attendance at the banquet, please know that you will be called to the front for an additional recognition.
2. Prizes will be awarded to first, second, and third place winners in the Booth Décor Category.
3. Each Secret Shopper category will have one winner. A Best of Show Trophy will be awarded to the top item of the four Secret Shopper categories.

INDUSTRY COMMITTEE BYLAWS

* **Section 7.1.2: Industry Committee**

7.1.2.1 Responsibilities of Industry Committee Chairs:

- a) Membership requires being a Sustaining Alabama Industry Partner.
- b) Chairs must have authorization for conducting business through various electronic means.
- c) Industry chair shall abstain from voting. In the event of a tie, the chair shall be the deciding vote.
- d) Report the committee's ongoing activities to the Executive Committee.
- e) Assist in procuring additional vendors for the ASNA Conference.
- f) Contribute to securing sponsorships for ASNA events
- g) In the event of the Industry Committee Chair missing two consecutive meetings, replacement is at the discretion of the ASNA Board.
- h) Fulfill other assigned duties.

7.1.2.2 Duties of the Industry Committee:

- a) Provide guidance to ASNA in enhancing exhibits and conference arrangements.
- b) Composition of the committee is as follows:
 - i) The Industry Co-Chair, elected by voting Industry Members, serves one year in this role before becoming the Industry Chair.
 - ii) The Chair oversees all Industry Advisory Board matters for a year until the Co-Chair assumes the Chair position. Simultaneously, the Aid transitions into the Co-Chair role. A new Aid is chosen from the 9-member committee with established 2-3 years of membership.
 - iii) The Industry Chair's responsibilities include guiding the Industry Committee as per the ASNA Board's directives, serving a one-year term, and actively recruiting new Industry Committee members.
 - iv) The Industry Aid supports the Chair and Co-Chair in meetings, event planning, and procedures.
 - v) Chair, Co-Chair, and Aid positions alternate between "Food" and "Equipment/Services" continuously.
 - vi) The committee comprises nine (9) Industry members, all exhibitors, with consideration given to geographic representation across the state.
 - vii) The committee maintains an equal balance of "Food Reps" and "Equipment/Services Reps" with staggered terms: one-third of the committee retires each year, ensuring continuity.
 - viii) Committee members serve a 2-year term, with an additional 3 years if elected or appointed to Aid, Co-Chair, and Chair positions.
 - ix) Appointments are made by the ASNA Board after reviewing applications. For the first two years (23-24 and 24-25), eligibility is based on Gold and Silver Level memberships, with three at-large appointees.
 - x) The committee convenes at the discretion of the ASNA Executive Director and Executive Committee.
 - xi) Other members include the President (Ex Officio), President-Elect (Ex Officio), Vice President (Ex Officio), and Executive Director (Ex Officio).
- c) Assist with matters related to ASNA Events, including monitoring industry exhibit trends, exhibitor protocol, resolving scheduling conflicts with other events, and coordinating with neighboring states.
- d) Promote attendance at ASNA events to vendors and child nutrition professionals, striving to obtain donated services where possible, recommending booth fees, badges, and other saleable items, and assisting in planning industry-involved ASNA events.
- e) Develop and implement activities aimed at recruiting young professionals into school food service and related industry jobs.
- f) Conduct business via mail, telephone, video conference, or other electronic communications.
- g) Perform additional duties as assigned

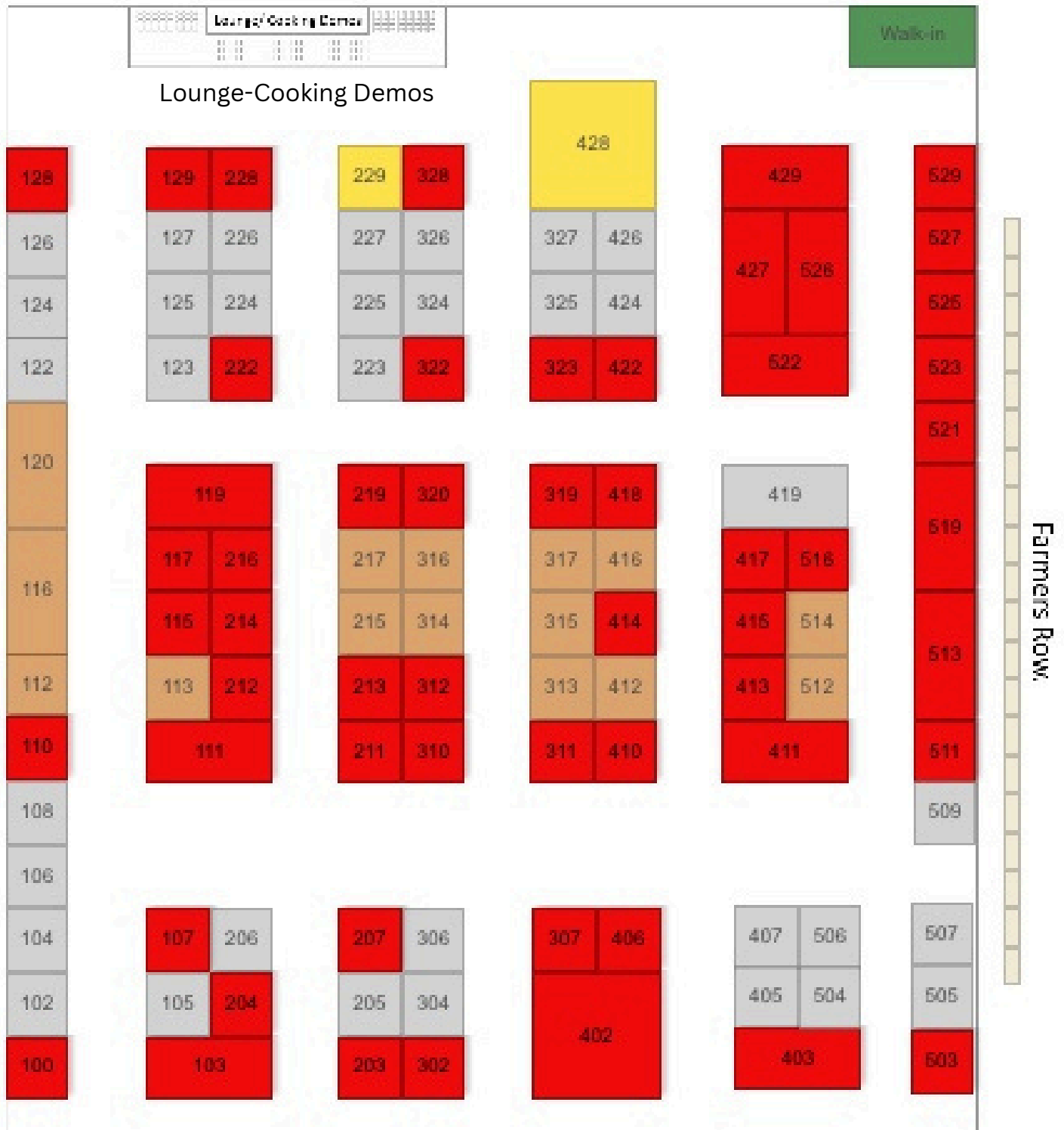
EXHIBIT HALL LAYOUT

ASNA Convention 2026

Renaissance Montgomery Convention Center - Hall C

Montgomery, Alabama

February 20-23, 2026

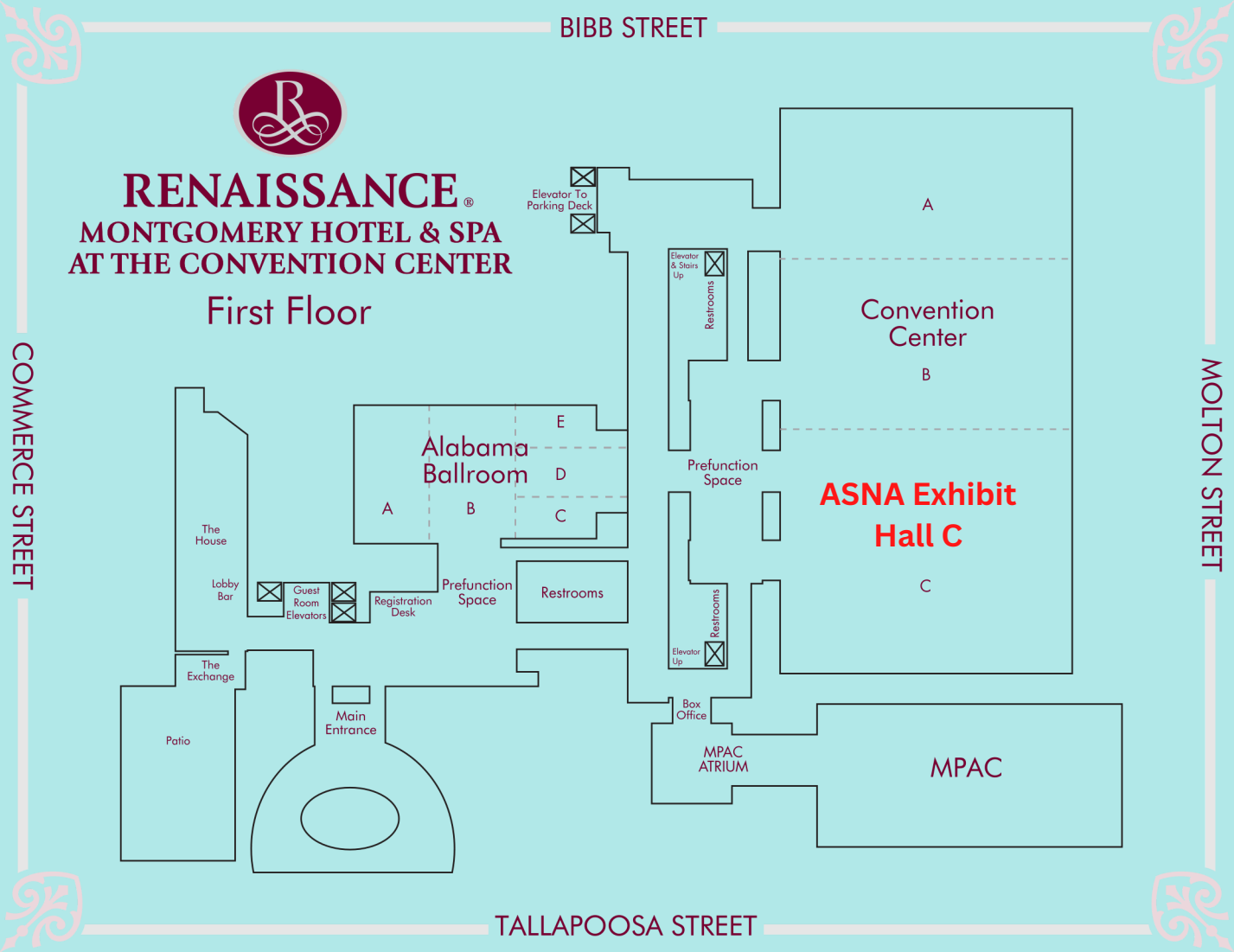


Updated 12/19/2025

(Red Indicates that Booths Have Been Purchased)

RENAISSANCE HOTEL & CONVENTION CENTER

FLOOR PLAN





Parking Rates plus tax:

0 – 30 Minutes.....	Free
31 Min. – 1 Hour.....	\$9.00
1 – 2 Hours.....	\$13.00
2 – 8 Hours.....	\$17.00
8 – 24 Hours.....	\$24.00

Hotel Guest Rates:

Day Valet Parking.....	\$20.00
Valet Parking Overnight.....	\$35.65
Self-Parking.....	\$27.60

*Includes in and out privileges