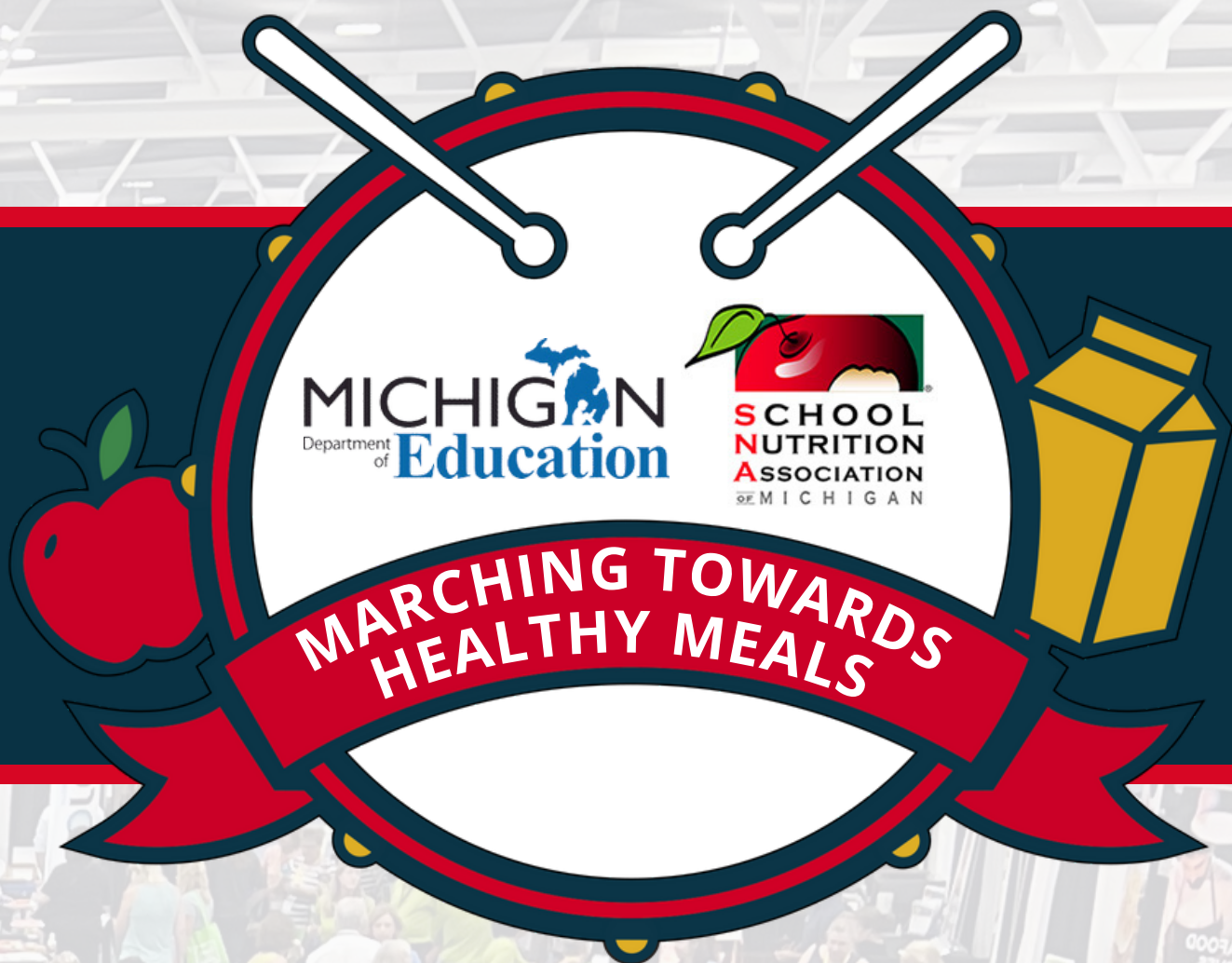




Partnership Opportunities 2025-26





SNAM PARTNERSHIP OPPORTUNITIES 2025-26

Dear SNAM Business & Industry Partners,

As another annual conference quickly approaches, we want to extend a sincere thank you for your continued support of SNAM and food service staff across the state of Michigan! Your support is extremely valuable in ensuring our members continue to have the resources and network to thrive.

The 2025 MDE-SNAM Annual Conference is scheduled for November 6 - 9, 2025, in Battle Creek, MI! We are so excited to invite you to join us as we work to provide a one-of-a-kind experience for all members and partners.

As we quickly approach the 2025 MDE-SNAM Annual Conference, we have put together the attached materials to help in your preparations. Please review the attached materials for information on registering as a partner, participating in the conference, exhibiting at the 2025 exhibit/food show, and more!

MDE - SNAM Annual Conference

November 6 - 9, 2025

Kellogg Arena

Battle Creek, MI

***Exhibit Show to be held on Saturday, November 8, 2025**

Please ensure that you have completed the following items in preparation for this year's conference:

- ☐ Register for the conference and as a Business and Industry Partner for the 2025-26 membership year [HERE](#).
- ☐ Reserve your booth for the SNAM Annual Exhibit Show - (Coming October 1)
- ☐ Reserve hotel rooms. Click [HERE](#) for more information on reserving a room.

If you have any questions about this year's conference or your partnership, please don't hesitate to reach out to SNAM at admin@michigansna.org.

Thank you again for your support. We look forward to working with you!

-The SNAM Team

2025-26 SNAM PARTNERSHIPS

SNAM is excited to provide the following all-inclusive partnership packages for the 2025-26 partnership year. Packages include the following benefits. For more information or questions, please reach out to admin@michigansna.org.

BRONZE PARTNER - \$350

- Ability to participate in SNAM-hosted webinars
- Featured as a listed sponsor on SNAM's website
- Annual licensing rights to utilize SNAM Logo
- Annual membership in SNAM

SILVER PARTNER - \$1,200

- Half (1/2) booth at the 2025 MI School Nutrition Industry Expo with designation as a "Silver Partner". ** Booth assigned by SNAM unless you are booking along with your broker
- One complimentary partner registration at the Annual Conference
- Ability to purchase tickets to Welcome Reception
- Ability to purchase tickets to Saturday Night Dinner
- Name recognition in commercial video loop at the Annual Conference
- Name recognition in SNAM's Newsletter once annually
- Name access to SNAM's membership directory
- Ability to participate in SNAM-hosted webinars
- Featured as a listed sponsor on SNAM's website
- Annual licensing rights to utilize SNAM Logo
- Annual membership in SNAM

GOLD PARTNER - \$1,850

- One (1) traditional booth at the 2025 MI School Nutrition Industry Expo with designation as a "Gold Partner".
- Two complimentary partner registrations at the Annual Conference
- Ability to purchase tickets to Welcome Reception
- Ability to purchase tickets to Saturday Night Dinner
- Name recognition in commercial video loop at the Annual Conference
- Ability to provide an educational article for one SNAM Newsletter
- Name access to SNAM's membership directory
- Ability to participate in SNAM-hosted webinars
- Featured as a listed sponsor on SNAM's website
- Annual licensing rights to utilize SNAM Logo
- Annual membership in SNAM

PLATINUM PARTNER - \$3,000

- One (1) traditional booth at the 2025 MI School Nutrition Industry Expo with designation as a "Platinum Partner"
- Opportunity to provide additional sponsorship of SNAM Board Meeting (at partner expense - only three available)
- One (1) complimentary partner registration and one (1) table at the 2026 Industry (Spring) Conference
- Sponsor of Fun Night Event - Partner may provide gift(s) for winners
- Spot at exclusive Prized Partners Reception prior to Saturday Dinner
- Listing as a Session Sponsor for a main session at the Annual Conference
- Inclusion of an item in the "Conference Bag" provided to Annual Conference registrants. **Provided by partner
- Three complimentary partner registrations at the Annual Conference
- Three complimentary tickets to Saturday Night Dinner
- Ability to purchase additional tickets to Saturday Dinner
- Ability to purchase tickets to Friday Welcome Reception
- Static logo in commercial video loop at the Annual Conference
- Ability to provide an educational article for each SNAM Happenings
- Ability to share company updates/information through SNAM's Newsletter once annually
- Linked logo recognition in SNAM's Newsletter twice annually
- Name and email access to SNAM's director membership directory
- Ability to post one original pre-recorded webinar for SNAM's website
- Ability to participate in SNAM-hosted webinars
- Featured as a scrolling link on SNAM's website w/ logo
- Annual licensing rights to utilize SNAM Logo
- Annual membership in SNAM

DIAMOND PARTNER - \$5,500

- Double booth at the 2025 MI School Nutrition Industry Expo with designation as a "Diamond Partner"
- Two (2) complimentary partner registrations and one (1) table at the 2026 Industry (Spring) Conference
- Recognition as sponsor of conference mobile site
- Recognition as Sponsor of a snack/beverage break with the opportunity to provide a snack/beverage
- Sponsor of Director's Day Lounge
- Logo used on a portion of conference registrant lanyards
- One pre or post-conference email to director registrants
- Opportunity to provide a 30-second commercial spot for use at the Annual Conference
- Opportunity to provide additional sponsorship of SNAM Board Meeting (at partner expense - only three available)
- Sponsor of Fun Night Event - Partner may provide gift(s) for winners
- Spot at exclusive Prized Partners Reception prior to Saturday Dinner
- Listing and recognition as Sponsor for a main session at the Annual Conference
- Inclusion of an item in the "Conference Bag" provided to Annual Conference registrants. **Provided by partner
- Four complimentary partner registrations at the Annual Conference
- Four complimentary tickets to the Saturday Night Dinner
- Ability to purchase additional tickets to Saturday Night Dinner
- Ability to purchase tickets to the Friday Welcome Reception
- Ability to provide an educational article for each SNAM Newsletter
- Linked logo recognition in all SNAM Newsletters
- Ability to share company updates/information through SNAM's Newsletter twice annually
- Name and email access to SNAM's director membership directory
- Ability to create original pre-recorded webinars for SNAM's website
- Ability to participate in SNAM-hosted webinars
- Featured on the home page of SNAM's website w/ logo
- Annual licensing rights to utilize SNAM Logo
- Annual membership in SNAM

PRESENTING PARTNER - \$10,000

- One (1) **extra large focal booth** at the 2025 MI School Nutrition Industry Expo with designation as a "Presenting Partner"
- Recognition as a title sponsor of Friday Welcome Reception
- Logo on conference giveaway item for all director attendees
- Three (3) complimentary partner registrations and one (1) large double table at the 2026 Industry (Spring) Conference
- Recognition as sponsor of conference mobile site
- Recognition as Sponsor of a snack/beverage break with the opportunity to provide a snack/beverage
- Sponsor of Director's Only Day Lounge
- Logo used on a portion of conference registrant lanyards
- Ability to facilitate one 30-minute "Innovation Session" at Annual Conference
- 5-minute live speaking opportunity at Annual Conference
- One pre or post-conference email to director registrants
- Opportunity to provide a 30-second commercial spot for use at the Annual Conference
- Opportunity to provide additional sponsorship of SNAM Board Meeting (at partner expense - only three available)
- Sponsor of Fun Night Event - Partner may provide gift(s) for winners
- Spot at exclusive Prized Partners Reception prior to Saturday Dinner
- Listing and recognition as Sponsor for all main sessions at the Annual Conference
- Inclusion of an item in the "Conference Bag" provided to Annual Conference registrants. **Provided by partner
- Four complimentary partner registrations at the Annual Conference
- Four complimentary tickets to the Saturday Dinner
- Ability to purchase additional tickets to Saturday Dinner
- Complimentary tickets to the Friday Dinner
- Ability to provide an educational article for each SNAM Newsletter
- Linked logo recognition in all SNAM Newsletters
- Ability to share company updates/information through SNAM's Newsletter twice annually
- Name and email access to SNAM's director membership directory
- Ability to create original pre-recorded webinars for SNAM's website
- Ability to participate in SNAM-hosted webinars
- Featured on the home page of SNAM's website w/ logo
- Annual licensing rights to utilize SNAM Logo
- Annual membership in SNAM

To register as a partner for the 2025-26 year, visit us online at michigansna.org

Questions? Reach out to us by email at admin@michigansna.org



OVERVIEW OF SNAM CONFERENCE EVENTS

- **Prized Partners Reception** – a sophisticated 60-minute cocktail affair tailored for our esteemed Platinum, Diamond, and Presenting Partners. This event offers a rare opportunity for these valued partners to engage in meaningful conversations and networking solely with director-level members who are registered for the conference. The reception provides a platform for fostering connections, sharing insights, and exploring collaborative opportunities. As a token of our appreciation, each director and partner will receive two complimentary drinks. This event is not designed for partners to bring materials other than a small paper document if they would like, but rather a time for partners to engage with decision-makers in a relaxed atmosphere.
- **President's Reception** – a lively 30-minute gathering designed for all full conference registrants and those partners who purchased or received complimentary tickets to the President's Dinner. This engaging event offers a unique opportunity for attendees to come together, exchange ideas, and forge connections within the vibrant foodservice community. Open to all who have contributed to the President's Dinner, the reception sets the stage for fostering new relationships and strengthening existing ones. Please note that this gathering features a cash bar, allowing guests to choose their preferred refreshments as they enjoy the convivial atmosphere. Join us for a spirited evening of networking, collaboration, and celebration within the world of food service excellence.
- **Saturday Dinner & Awards** – an exquisite evening dedicated to honoring excellence and fostering community within the SNAM family. This remarkable Saturday event, reserved for all full conference registrants and those partners who purchased or received complimentary tickets to the Saturday Dinner, stands as a testament to your commitment to the industry. As you indulge in a sumptuous dining experience, we will also take this moment to celebrate the SNAM Award winners, individuals who have displayed exceptional dedication and innovation in their respective fields. Their achievements serve as an inspiration to us all, reflecting the values that drive our collective success.
- **Director's Day Lounge** – is an exclusive haven designed for Food Service Director-Level members attending the conference. This dedicated small space offers a tranquil retreat where these leaders can recharge, both themselves and their devices. Equipped with comfortable seating, the lounge provides a quiet environment ideal for making important calls or simply taking a moment to relax. Complimentary coffee and light refreshments are available to keep attendees energized throughout the event, ensuring that their time at the conference is as productive and enjoyable as possible.

THANK YOU FOR YOUR SUPPORT!



EXHIBITOR DETAILS

2025 SNAM Conference Dates: November 6 -9, 2025

2025 SNAM Exhibit Show Date: Saturday, November 8, 2025

Conference Theme: Marching Towards Healthy Meals

Location: Kellogg Arena
1 McCamly Square, McCamly St S,
Battle Creek, MI 49017

Space Contract and Rules & Regulations

Terms and conditions of booth rental and occupancy are included in this prospectus. Please read these guidelines carefully. Purchase of a membership indicates that the exhibitor agrees to and accepts all terms and conditions stated therein. Please make checks payable to the School Nutrition Association of Michigan (SNAM).

If full payment is not received by October 18, 2025, SNAM reserves the right to cancel the exhibit space without refunding the deposit and/or moving said organization to a different booth location at SNAM's discretion. Space will not be assigned without full payment. Booth space will be assigned (with payment in full) on a first-come, first-served basis by partnership level, starting no later than October 1, 2025. Space will not be formally assigned without applicable payment. SNAM reserves the right to assign or re-assign to a space other than that requested. Cancellation and/or booth reductions of reserved space are non-refundable after October 1, 2025.

Exhibitor Move-In Hours:

Friday, November 7, 2025 from 1:00PM to 5:00PM and Saturday, November 8, 2025 from 8:00AM to 12:00PM

All exhibits must be completely installed by: 12:00PM on Saturday, November 8, 2025.

Show Hours:

Saturday, November 8, 2025 from 12:30PM to 3:30PM (Director Level Only from 12:30PM-1:30PM)

Exhibitor Move-Out Hours:

Saturday, November 8, 2025 from 4:00PM to 6:00PM

All equipment & exhibit materials must be completely removed from the show floor by 8:00PM on Saturday, November 8, 2025.

Note: All Carriers must check in at the dock or service desk two hours prior to floor closing time.

EXHIBITOR DETAILS

Booth Size: Single Booths are 12' x 8' and include Two - 6' black spandex skirted tables, 36" draped side rails, 8' backdrop, two chairs, and a small vendor sign.

Half Booths are 6' x 8' and include One - 6' table, skirted, 36" draped side rails, 8' backdrop, one chair, and a small vendor sign.

Please note: an Extra Large Booth (equivalent of four full booths 24' x 16') is included with the Presenting Level Business & Industry Partnership. A large booth (equivalent of two full booths 24' x 8') is included with the Diamond Level Business & Industry Partnership. A single full booth is included in the annual membership package for both Platinum and Gold Business & Industry Partners. Silver Business & Industry Partners receive a single half booth 6' x 8'.

Booth Selection: Information on booth selection will be shared with registered partners after October 1, 2025. Booths will be selected on a first-come, first-served basis by partnership level.

Shipping Information:

Direct Show Site Shipping Address:

Kellogg Arena
Exhibiting Company Name
2025 MDE-SNAM Annual Conference
1 McCamly Square
Battle Creek, MI 49017

For questions, please contact Andrew Walden at 269.963.4800

EXHIBITOR DETAILS

Additional Services: The price of the booth rental does not include storage, placement, shipment or reshipment of exhibit materials, special lighting, booth furnishings, electrical supplies, carpet, individual booth cleaning or any other special service ordered by the exhibitor. To order additional services please see the attached information and reach out to the vendor directly.

Electricity: Electricity is not included but is available directly through the Kellogg Arena. Please see the included Exhibitors Order Form to arrange electricity.

Limitation of Exhibits: SNAM reserves the right to stop or remove any exhibitor, or his/her representative, that is found to be performing an act or practice which in the opinion of SNAM is objectionable, detracts from the dignity of the association, or is unethical to the business purpose of the expo.

*SNAM reserves the right to refuse admittance of exhibits or materials to the expo floor until all dues and fees owed are paid in full.

Payment: Full payment must be made in order for booth(s) to be assigned. A \$100 processing fee will be applied to all payments made by credit card. SNAM accepts MasterCard, Visa, American Express, Discover and checks.

Allocation of Space: **A shared full booth may be occupied by a maximum of two (2) individually paid exhibiting companies if utilized by a Broker but only one exhibiting company if not working with a Broker. Half booths are not permitted to be shared by multiple exhibiting companies.** When space is reserved to share a booth, both exhibiting companies must submit separate partnership renewals and payment. Each company must identify which company they are sharing the exhibit booth space with. All exhibitors in a booth must be at least a Bronze Partner or purchase booth space.

General Expo Floor Policies: No exhibitor or part of an exhibit will be admitted to any space until rental of that space has been paid in full. Noisy or offensive exhibits are prohibited. Children under the age of 16 are not permitted in the exhibit hall. SNAM shall always have sole control over all admission policies. There are no exceptions to general expo floor policies.

Relocation of Exhibits: SNAM reserves the right to alter the official floor plan and/or re-assign any exhibitor's location as deemed advisable. SNAM further reserves the right to make such changes, amendments and additions to these rules and such further regulations as it considers necessary to act in the best interest of the expo.

EXHIBITOR DETAILS

Collection Policy: The exhibitor agrees to pay the balance of fees due before the booth(s) is/are assigned. Full payment is required before setup and entry.

Insurance: It shall be the responsibility of each exhibitor to maintain such insurance against injury to person or damage or loss of property in such amounts as the exhibitor shall deem adequate.

Prized Partners Reception: The Prized Partners Reception for Directors will be held on Saturday, November 8, 2025, for all Presenting, Diamond & Platinum Partners, and all Food Service Director Level Registrants in attendance at the 2025 MDE-SNAM Annual Conference and Exhibit Show. Invitations to the reception will be sent prior to the Conference to all Presenting, Diamond and Platinum Partners (as of October 15, 2025). Drink tickets will be included in your conference registration for this event.

Prior arrangements for specific needs must be requested and coordinated through SNAM. The deadline for all requests is October 15, 2025.

HOTEL INFORMATION

Each vendor is required to make their own hotel reservations. SNAM has reserved a block of rooms at a discounted rate at the Doubletree by Hilton.

Doubletree by Hilton: Battle Creek

50 Capital Ave SW, Battle Creek, MI 49017

MDE and SNAM have secured a block of rooms at the Doubletree by Hilton Battle Creek at a discounted rate of \$139/night plus applicable taxes/fees.

All attendees should make hotel reservations directly through the hotel's website. For information on reserving a room, click [HERE](#).

MDE/SNAM Annual Conference 2025
Kellogg Arena, Battle Creek, MI
November 6-9, 2025

EXHIBIT RULES & REGULATIONS

ASSOCIATION: The word "Association" means the School Nutrition Association of Michigan, its officers, director, committees, agents or employees acting for it in the management of the exhibition.

SNAM CONFERENCE LOGO (USE OF): An exhibitor wishing to use the SNAM conference logo shall submit its intended use to the SNAM Executive Director, for prior approval, which shall be within the sole discretion of SNAM.

I. PAYMENT AND REFUNDS

A. Payment Policy: If full payment is not received by October 18, 2025, SNAM reserves the right to cancel the exhibit space without refunding the deposit and/or moving said organization to a different booth location at SNAM's discretion. Space will not be assigned without full payment. Booth space will be assigned (with deposits or payment in full) on a first-come, first-served basis based on partner level, starting after October 1, 2025. Space will not be formally assigned without applicable payment. SNAM reserves the right to assign or re-assign to a space other than that requested. Cancellation and/or booth reductions of reserved space are non-refundable after October 1, 2025.

B. Cancellations: If exhibit space is canceled after October 1, 2025 SNAM reserves the right to charge the full Membership Level Price as a cancellation fee. Half of the membership fee is refundable for exhibit space canceled prior to October 1, 2025.

II. ALLOWABLE PRODUCTS IN SNAM EXHIBIT SHOWS AND SPONSORSHIPS

A. Allowable Products: Companies exhibiting at SNAM's Annual Conference and/or showing their product at a predetermined sponsored meal or event may only include products that are within the USDA regulations to be sold in Child Nutrition (CN) programs. Representation includes demonstrating or featuring the product or logo in the booth design or dispensing cups, napkins, etc. It also includes demonstrating written material, signage, any giveaways such as tote bags and T-shirts, or any other merchandise or material with the logo or product name.

B. Non-Allowable Products: Products that may not be sold in CN programs, and therefore may not be represented in trade shows and sponsorships are defined as foods of minimal nutritional value and include, but are not limited to:

1. Soda and/or carbonated beverages
2. Water ices
3. Chewing gum
4. Certain candies such as hard candies, jellies and gums, marshmallow candies, fondant, licorice, spun candy, candy coated popcorn

III. SPACE RENTAL AND ASSIGNMENT OF LOCATION

A. Contract Acceptance: The Association reserves the right to exercise its sole discretion in acceptance or refusal of applications. If an application is not accepted by the Association, all money paid will be returned to the applicant.

B. Booth Assignment: Booths will be assigned using the SNAM Platform. The Association reserves the right to use its sole discretion in reassigning space in cases where competitive products have exhibits adjacent to each other or for other reasons.

IV. USE OF SPACE

A. Permissible Exhibits: All business activities, including booth character personnel, of the Exhibitor in the Exhibit Hall must be within the Exhibitor's allotted exhibit space.

B. Food Sampling in Space: In connection with the distribution of food or beverages in exhibitors' booths, food and beverage manufacturers must serve only sample-size portions of their own products. Equipment manufacturers who require a food or beverage product served to demonstrate their equipment may do so only in sample-size portions. Carbonated (unless CN-approved) or alcoholic beverages may not be displayed or served within the Exhibit Hall. All food must be prepared or served within the requirements of the MI Health Department and the Convention Center (CC).

C. Exhibit Space and Hall:

1. Decorations, signs, banners, etc., may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, walls, doors, windows, painted surfaces or columns.
2. No holes may be drilled, cored or punched in the building.
3. No painting of signs, displays or other objects is permitted in the building.
4. Promotional devices may not obstruct name badges in any way.
5. No exhibits, displays or presentations will be permitted at any time in hotel rooms, suites and/or meeting rooms without written approval from Exhibits Operations.
6. Contests, drawings, etc., MUST receive PRIOR approval from the Association. Contact Exhibit Operations.
7. Giveaway items that are carried or worn as visible advertisement shall be controlled by the Association.
8. When dispensing food or beverages, exhibitors are to provide their own trash containers (beyond small one provided by the Association at each booth).
9. Loud noises, bright lights or other distractions are not permitted. Sound volume of amplifiers or audiovisual presentations must be regulated so as not to disturb nearby exhibitors.
10. No hanging signs are permitted without prior written approval from exposition management.
11. Vehicles utilizing flammable fuels: All fuel tank openings shall be locked and sealed in an approved manner to prevent the escape of vapors. Fuel tanks shall not be more than one-half full or contain more than 10 gallons of fuel; whichever is less. At least one battery cable shall be removed from the batteries used to start the vehicle engine. The disconnected battery cable shall then be taped down. Vehicles cannot be moved during show hours. A set of keys to the vehicle must be left with show security management.
12. No adhesive items or decals will be allowed in the hall.
13. Claims made in exhibit booths and products displayed are required to:
 - a) meet all or part of the reimbursable meal pattern for school lunch or school breakfast or
 - b) manufacturer or service provider must keep on file documents of verification that will substantiate such claims. These documents will be available for review at any time by SNAM representatives or members should a question arise.
14. At the request of the Association, made at any time or times before or during the Exhibition, the exhibitor must promptly furnish the Association with sample products, packages, labels, advertising, and promotional literature that would be or is being distributed, before the exhibitor will be eligible to participate or continue in the Exhibition. The Association, in its sole discretion, reserves the absolute right to determine which firms and products are appropriate, in its judgment, for inclusion in the Exhibition and to refuse, cancel, or restrict any applicant or exhibit. This provision applies to exhibitor's conduct, articles, printed matter, samples, questionnaires, or any other item that the Association deems objectionable. If the Association decides, in its sole discretion, that any of these do not meet its standards or is not suitable, the exhibitor must immediately comply with the Association's decisions or withdraw. If the exhibitor chooses to withdraw, the booth must remain intact until the end of the show day.

Subletting of Space: Exhibitor may not assign this contract, or sublet any space contracted for hereunder, or show in such space any articles other than those manufactured by the exhibitor and shall not place any name signs or courtesy cards on any equipment it loaned for demonstration purposes unless the supplier of such equipment also is an exhibitor in the Exhibition.

V. CANVASSING AND PROHIBITED MATERIALS

A. Activities That Cause Aisle & Booth Blockage: Exhibitors must cease the activities of any kind whenever such activity blocks the aisles or in any way inhibits nearby exhibitors. If the exhibitor does not take action to stop such activities that are causing aisle or booth blockage, show management has the authority to stop such activity immediately. It is the sole responsibility of the exhibitors to "police" their own lines.

B. Canvassing and Other Activities: No person, firm or organization not having contracted with the Association for the occupancy of space in the Exhibition will be permitted to display or demonstrate its products, processes or services, or distribute promotional materials in the Exhibit Hall, convention halls or corridors or in hospitality suites. Any infringements of this rule will result in the prompt removal of the offending persons from the Hall, and exhibitors waive any and all rights for claims against the Association arising out of the enforcement of this rule.

1. Circulars or other promotional material may be distributed only from the exhibitor's booth space.

2. The Association reserves the right to reject, cancel, remove or restrict exhibitors who, because of noise or any other reason shall interfere with the best interests of the Exhibition as a whole.

C. Prohibited Materials: The use of characters, musicians, entertainers, loud speakers, sound systems and noise-making devices is restricted to within the booth. Balloons, horns, use of other mechanical devices that create objectionable noises, odors or congestion are prohibited. Show management reserves the right to determine when such items become objectionable.

D. Eviction: Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, are determined by show management to be objectionable to the successful conduct of the exposition as a whole. Use of so-called "barkers" or "pitchmen" is strictly prohibited.

E. Promotions and Sales: All demonstrations or other promotional activities must be confined to the limits of the exhibit space. No sales activity, demonstrations, sampling, giveaways, solicitation, etc. will be permitted in the aisles.

VI. ARRANGEMENT AND CARE OF EXHIBITS

A. Booth Construction and Arrangement: The Association will provide and arrange for construction of necessary draped back- grounds of uniform style. Drapery is flameproof fabric. Unfinished or unsightly ends of exhibits must be draped by the service contractor at the expense of the exhibitor. The Association does not allow for "end caps," peninsulas or islands under 400 square feet.

B. Booth Configuration and Restrictions: All exhibits must be confined to the limits of their respective booths as indicated on the floor plan. Back wall of the booth is 8 feet high; side dividers are 3 feet high. No special signs, booth construction, apparatus, equipment, lighting fixtures, etc., will be permitted to extend above 8 feet with the exception of island or perimeter spaces where height limitation is 16 feet unless otherwise noted due to center restrictions; however, cubic content of these booths must be approved in advance by Exhibition Management. Materials up to 8 feet in height may be placed within 5 feet from the back wall. Exhibit material must not be set up so as to interfere with the view into adjoining booths. All materials must conform to local building, electrical and fire department codes and regulations.

Care of Exhibit Space: The exhibitor must, at its expense, maintain and keep in good order the exhibit space contracted. The exhibitor shall maintain and conduct the exhibit in a neat, clean, orderly and safe manner, and shall not do or allow anything to be done in, on or about the exhibitor's space that might adversely reflect on the Association. The exhibitor shall keep an attendant in its display during the hours the Exhibition is open, and the exhibitor must surrender the space occupied by it to the Association in the same condition as it was at the commencement of occupation (ordinary wear excepted).

1. No sign or other articles may be affixed, nailed or otherwise attached to walls, doors, drapery, etc., so as to deface or destroy them; likewise, no attachments may be made to floors by nails, screws or other devices that might damage or mark them.
2. Exhibits shall be so installed that they will in no way project beyond the space and not extend into the aisle.
3. Exhibits shall not obstruct the light, view or space of others. Exhibitors shall be responsible for damage to property. If the space occupied by the exhibitor shall be damaged by the exhibitor or the exhibitor's agents, employees, patrons or guests, the exhibitor, on demand, shall pay such sum as shall be necessary to restore the space to the same condition it was in when first occupied by the exhibitor.

VII. HANGING SIGNS

1. Definition: An exhibit component suspended above for the purpose of displaying graphics or identification.
2. Approval: All hanging sign requests must be submitted with floor plans or diagrams in writing to the Association. All hanging sign requests must be received no later than October 15, 2025. Signs not approved in advance will not be hung.

VIII. AUTHORIZED EXHIBITOR REPRESENTATIVES

A. Badges: The exhibit is limited to individuals, business firms and manufacturers who have contracted and paid for space assignments. Each exhibitor shall furnish the Association with the names of its representatives. Exhibitors may register the allotted number of complimentary attendees based on their membership level. The exhibitor and its representatives are required to wear these identification badges throughout the Exhibition. The badges are not transferable, and the Association reserves the right to withdraw the use of the badge used to gain admission to the Exhibition by any person other than the one for whom it was issued.

B. Admittance: The Association reserves the right to refuse to admit and eject from the Exhibit Hall, or from any space there-in, any objectionable or undesirable person or persons; and on the exercise of this authority, the exhibitor, for itself, its employees and to agents, hereby waives any right and all claim for damages against the Association. No one under the age of 16 will be allowed in the Exhibit Hall. No exceptions will be made.

IX. INSTALLATION AND REMOVAL

A. Set-up Times and Hours (subject to change)

Friday, November 7, 2025 from 1:00PM to 5:00PM and Saturday, November 8, 2025 from 8:00AM to 12:00PM

All exhibits must be completely installed by: 12:00PM on Saturday, November 8, 2025.

B. Anticipated Exhibit Hours (subject to change)

Saturday, November 8, 2025 from 12:30PM to 3:30PM (Directors Only from 12:30PM-1:30PM)

All exhibits must remain intact on Saturday, November 8, 2025, until after the official close of the exhibit hall and exit of attendees. Dismantling may begin at 3:30 pm.

C. Removal Of Exhibits:

Saturday, November 8, 2025 from 3:30PM to 6:00PM

All equipment & exhibit materials must be completely removed from the show floor by: 8:00PM on Saturday, November 8, 2025.

Note: All Carriers must check in at the dock or service desk two hours prior to FLOOR closing time.

X. SOUND AND NOISE PRODUCING DEVICES

A. Sound Systems: When the sound from one booth interferes consistently with the proper conducting of business in another booth, this is a violation. Each exhibitor must have the opportunity to meet and talk with buyers, unimpeded by the excess noise from another exhibitor.

B. The 80/30 Rule: Any sound that consistently exceeds 80 decibels measured at the edge of an exhibitor's booth or is clearly identifiable more than 30 feet from the booth is considered objectionable. If sound levels become excessive or if an exhibitor fails to reduce the sound level, or later turns the volume up, the sound will again be monitored and the exhibitor will be given a second warning. The third time an exhibit is found to be in violation, all electrical power to that booth will be terminated for the remainder of the conference. The exhibitor will also incur the expense of reconnecting the electrical service to the booth.

C. Monitoring Decibel Levels: The Exhibit Manager will utilize professional electronic monitoring equipment, which can objectively monitor sound levels at individual booths. The Exhibit Manager will advise exhibitors to adjust their sound systems to be under the predetermined decibel level. Sound levels on the exhibit floor must not exceed 80 decibels.

D. Cooperation: Remember that the use of sound systems or public address equipment in exhibit booths is an exception to the rule, not a right. Each exhibitor is asked to monitor their own booth site to make sure the sound levels do not infringe upon the rights of neighboring exhibitors.

XI. OPERATION OF DISPLAYS

A. Aisle and Booth Blockage: Exhibitors must cease the distribution of samples of any kind whenever such activity blocks the aisles or in any way inhibits nearby exhibitors. If the exhibitor does not take action to stop such activities that are causing aisle or booth blockage, show management has the authority to stop such activity immediately.

B. Sale or Distribution of Merchandise: Exhibitors may show, discuss, explain and demonstrate items or services but shall not make sales that result in exchange of merchandise or money in the Exhibit Hall. Exhibitors engaging in objectionable methods shall be subject to eviction without refund and the loss of all priority points for the current year.

C. Product and Literature Distribution: All demonstrations or other activities must be confined to the limits of the exhibitor's booth space and are not permitted in the building's public areas. Distribution of trade publications, invitations, circulars, business cards, stickers, novelties, etc, may be made only within the space assigned to the exhibitor distributing such materials. Trade publishers are prohibited from soliciting advertising during the show.

D. Bag Distribution: All bags distributed by exhibitors on the exhibit floor must be no larger than 15x18x3-in. including the handle.

XII. FOOD PREPARATION AND/OR BEVERAGE SAMPLING

A. Sampling of Food Products: All products prepared and/or sampled are subject to the following terms and conditions.

1. Food sampling is permitted only by the manufacturing company or the distributor of the product.
2. Proper hand wash facilities must be provided at each booth (sanitary towelettes or hand sanitizer are acceptable). Tongs, plastic gloves or other appropriate utensils are required in the handling of food products.

XIII. STORAGE AND SHIPPING

A. Storage Behind Booths: Because of fire regulations, NO STORAGE will be allowed behind booths. If any exhibitor has special problems in this area, please advise the official service contractor during set-up.

B. Shipping Instructions: Delivery receipts, waybills and bills of lading are to show weight, number of pieces and classification. Shipping instructions can be found in the attached materials.

Questions regarding shipping should be directed to the official service contractor or the venue.

XIV. MISCELLANEOUS

A. Security: Exhibitors must provide adequate insurance in their own insurance policies for theft.

B. Signs: A 8.5"x11" standard sign is provided complimentary to exhibitors, including booth number and company name. Additional signs may be ordered through the Exhibitor Service Manual.

XV. LIABILITY INSURANCE

It is agreed that the exhibitor shall make no claim of any kind against the Association, operator of the CC premises, Acme, MI, its agents or employees, or against any of the Association's agents or employees for any loss, damage, theft or destruction of goods; nor for any injury that may occur to itself or its employees while in the Exhibit Hall; nor for any damage of any nature or character whatsoever, and without limiting the foregoing, including any damage to its business by reason of the failure to provide space for an exhibit or removal of the exhibit, or for any action of the Association or its participants, agents or employees in relation to the exhibit or exhibitor, and the exhibitor shall be solely responsible to its own agents and employees and to all third persons, including invitees and the public, for all claims, liabilities, actions, costs, damages and expenses arising out of or relating to the custody, possession, operation, maintenance or control of the leased space or exhibit, for negligence or otherwise relating thereto; and exhibitor thereby agrees to indemnify and hold harmless the Association and its agents and employees and the operator of the premises against any and all such claims as may be asserted against it or them.

XVI. EXHIBITOR INSURANCE

Exhibitors must carry Workers' Compensation, comprehensive general liability, including products and completed operations, independent contractors, personal injury and blanket contractual liability. These coverages must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder, which shall be at the exhibit booth at all times during show hours. It is strongly recommended that exhibitors also carry insurance to cover loss of or damage to their exhibits or other personal property while such property is located at or is in transit to or from the Exhibition site.

While the Exhibition may provide security guards, this is solely as an accommodation to exhibitors, and the Association assumes no responsibility for any loss, damage or injury to any property of the exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever. The exhibitor expressly agrees to save and hold harmless the Association, its management, agents and employees from any and all claims, liabilities and losses for injuries to persons (including death) or damage to property arising in connection with exhibitor's use of the exhibit space.

XVII. INDEMNIFICATION BY EXHIBITOR

Neither the Association, the management of the Association nor the operators of the CC premises, Acme, MI, its agents or employees shall be held liable for injuries to any persons or for damage to property owned or controlled by the exhibitor, which claims for damages or injuries may be incident to, arise from or be in any way connected with the exhibitor's occupation of display space, or on account of the neglect by exhibitor of any rule, regulations or instruction of the Association; or any rule, regulation or instruction of the premises; or on account of violation of any law, ordinance or governmental regulation of any kind. The exhibitor shall indemnify and hold the Association, the management of the Association and the operators of the premise harmless against all such claims.

XIII. CONFERENCE POSTPONEMENT AND/OR CANCELLATION

The Association, in its discretion, shall have the right to postpone or cancel the conference and exhibit and shall be liable in no way to the exhibitor for losses resulting from such delay or cancellation. The Association will not be liable for the fulfillment of this contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: by reason of the facility being damaged or destroyed by fire, act of God, public enemy, war or insurrections, strikes, the authority of the law, postponement or cancellation of the Exhibition, or for any cause beyond its control.

Please mail to:

Kellogg Arena
1 McCamly Square
Battle Creek, MI 49017

EVENT NAME: _SNAM Annual Conference_

DATES: _November 8, 2025_

BOOTH: _____

COMPANY NAME: _____

ON-SITE CONTACT NAME: _____

ON-SITE CELL NUMBER: _____

****For questions, please contact Andrew Walden at 269-963-4800***