



Feeding Bodies. Fueling Minds.™

KENTUCKY SCHOOL NUTRITION ASSOCIATION

Dear Industry Partners:

The Kentucky School Nutrition Association (KSNA) is excited to provide the

KSNA Partnership Packet for SY 2025-2026.

Partnership terms will be from **June 2025-May 2026**.

Our 68th Annual Conference will take place, Thursday through Saturday, **June 26-28, 2025** at the Kentucky International Convention Center (KICC) in Louisville, KY. The exhibits show will be held on Friday, June 27th.

Partnerships will include registration fees to all KSNA Conferences.

Included in your packet:

- ❖ Tentative Schedule for Annual Conference
- ❖ Annual Conference Exhibit Details
- ❖ KSNA Exhibitor Deadlines
- ❖ KSNA Partnership Opportunities
- ❖ Sampling Guideline for Food Vendors
- ❖ Conference Program & Challenger Ad Specifications
- ❖ Meeting Presentation Guidelines

If you are interested in other opportunities to support KSNA, please feel free to contact us to discuss your idea. Also, feel free to contact us should you have any questions. Thanks in advance for your support of KSNA.

We are looking forward to working with you to make the 2025-2026 SY a great success.

PLEASE READ OVER CAREFULLY FOR UPDATES

Sincerely,

Alicia Arnett

Alicia Arnett
KSNA Industry Relations Chair
alicia.arnett@jefferson.kyschools.us

Amy Chappell

Amy Chappell
KSNA Executive Administrator
Kentuckysna@gmail.com

Chris Gardner

Chris Gardner
KSNA Industry Advisory Council
Chair
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Michelle Coker, MA, RD, LD, SNS
President

Stephanie Utley
President-Elect

Jennifer Wheeler
Vice President

Wendy Young, RD, LD, SNS
Secretary/Finance Officer

Amy Chappell
Executive Director

KSNA Platinum Industry Partners 2024-2025:

Acxion

C&T Design & Equipment
CSI Commercial Services

Domino's Smart Slice

Dynamic Food Solutions

General Mills

Gold Creek Foods

HRI

Idahoan

Jackson Warewashing

JTM Food Group

JW Associates

MPK-Processing Group

Manning Brothers

National Food Group

Peterson Farms

Phoenix Marketing

Pilgrim's

ProTeam Foodservice Advisors

Red Gold

Schwan's Foodservice

Simplot

SMART Systems

Tasty Brands

Taylor Belle's

The Dairy Alliance

Vanco

Wild Mike's

Zink Foodservice Group

www.kysna.org

(502) 514-2352



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2025 KSNA Annual Conference

Tentative Schedule

(Schedule is subject to change)

Wednesday, June 25

Pre-Conference Sessions

Thursday, June 26

Education Sessions

Lunch on your own for Attendees

12:00 p.m.– 4:00 p.m. Exhibitor Registration/Set-up (KICC)

Opening General Session

Education Sessions

Open House (by invitation only)

(opportunity for Platinum & Gold)

Dinner on your Own

Friday, June 27

Education Sessions

Second General Session

**10:30 a.m. – 12:30 p.m. Exhibits
for Directors/Administrators Only**

10:30 a.m. – 12:30 p.m. Education Sessions
for Managers and Assistants

**12:30 p.m. – 2:30 p.m. Exhibits
for All Attendees**

KSNA President's Dinner & Party

Open to all KSNA Attendees

(opportunity for Platinum & Gold)

Saturday, June 28

Education Sessions

Brunch Served

Closing General Session

For more details and registration information, visit

www.kysna.org

2025 KSNA Annual Conference Exhibit Details



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We have strived to plan a successful event for both our members and partners. Please join us at the 2025 Kentucky School Nutrition Association Annual Conference and Exhibit Show, June 26-28, 2025, at the Kentucky International Convention Center (KICC) located at 221 S Fourth St., Louisville, KY 40202.

Exhibit Location:

**Kentucky International Convention Center (KICC)
221 S. Fourth St.
Louisville, KY 40202**

Exhibit Set-Up Hours:

**Thursday, June 26, 2025: 12:00-4:00p.m.
Friday, June 27, 2025: 7:00-9:00a.m**

Exhibit Hours:

**Friday, June 27, 2025
10:30 – 12:30, Directors Only
12:30 – 2:30, All Attendees**

Exhibit Tear-Down Hours:

**Friday, June 27, 2025 after 2:30 p.m.
No early breakdown**

Each Booth will be Furnished with the Following:

- (1) 8' skirted table**
- (1) 8' non-skirted table**
- (2) Folding chairs**
- (1) Wastebasket**
- (1) Booth Identification**

Exhibitor Kit: Coming Soon

Loading Dock Directions: Coming Soon

KSNA Exhibitor Deadlines



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✓	Task	Deadline
	Read and understand all terms, conditions, and deadlines	ASAP
	Partner/Exhibitor applications due: Any applications received after deadline, will have an <u>additional \$100 late fee added to registration</u>	April 18, 2025
	Before making booth selections, application and payment must be received by Amy Chappell. <i>All manufacturers must be at least a Silver Partner and are responsible for choosing their own booth. If multiple manufacturers want to be next to each other, they must coordinate booth selections from the dates listed.</i> <i>Reminder: No splitting of booths!</i>	Booth Selection done electronically as follows: May 12, 2025 P May 14, 2025 G May 16, 2025 S
	Submit and pay orders online for additional utilities (including internet) needed for Exhibit Show:	June 13, 2025
	No permits required with Louisville Health Department, LMPHW Handwashing stations are required for those serving food. Levy does have sampling packets that each vendor will need to fill out Contact Alicia Arnett with any questions	June 13, 2025
	Ad's for Challenger and Conference App will be uploaded during registration.	April 18, 2025
	Hotel Booking (KSNA Room rates are available to Industry Partners) Hyatt Regency will be our Host Hotels: <ul style="list-style-type: none"> • Registration link for the Hotel will be sent to you in a separate email once you register for Partnership 	Booking Opens when Conference Registration Begins
	Bring door prizes with an approximate value of \$25 to Chris Gardner or Alicia Arnett Platinum Partners- Opportunity to send Conference Promotional materials. No IW or Bulk perishable food items allowed. Marketing/Promotions are suggested.	June 27, 2025



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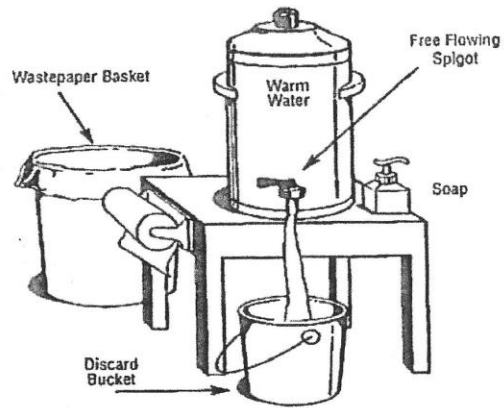
KSNA Partnership Opportunities

Partner Level Opportunities	Platinum \$2,500	Gold \$1,950	Silver \$1,200
All Manufactures have to be partners with KSNA and select partner membership (Platinum, Gold, or Silver). Partnership fee must be paid in full.	√	√	√
Partnership provides 1 Vendor Booth at Annual Conference.	√	√	√
Partnership provides Free Conference Registration (Meals included). • Annual Conference (Do not register online)	2 Free	1 Free	1 Free
Annual Conference Booth Selections will be electronic, and selection instructions will be sent to Registered Partners. Booth selection will open per dates listed in Columns. <i>All manufacturers must be a KSNA Partner and are responsible for choosing their own booth. If multiple manufacturers want to be next to each other, they must coordinate booth selections with the dates listed. *** No Splitting Booths***</i>	First Prior 5/12	Second Priority 5/14	Third Priority 5/16
Additional Conference Tickets: Additional Conference Tickets can be purchased for \$150 for full access to any KSNA conference.	√	√	
Annual Conference Networking opportunity with Directors. Open House Event Thursday, June 26, 2025.	√	√	
Free Color Digital Ad in Annual Conference App. Ads Due: During Industry Registration, but no later than April 18, 2025 • Ad will be added to contact page under Sponsors. • Platinum Partners will have their logo scroll on banner of website homepage in the conference app during KSNA Events.	√	√	√
Free Color Digital Ad in Fall 2025 and Spring 2026 Issue of <i>The Challenger</i> . (See Specifications Sheet Included in this Packet) (Ads/Logos due while completing Industry Partnership Application)	Full Page	Half Page	
Invitation to attend KY LAC and represent with KY Region.	√		
Bi-Annual E Blast Marketing/Promotional opportunity w/ specific message to KSNA. (E Blast messages will be sent to Amy Chappell)	√		
Opportunity to Serve in an Elected Industry Advisory Council Position.	√	√	
Attendee List Distributed Prior to Events in Excel Spreadsheet format.	√		
Electronic School Nutrition Directors Listing.	√	√	
Company Information on KSNA Website.	Contact Info, Logo & Link		
Opportunity to send Conference Promotional materials. No IW or Bulk perishable food items allowed.	√		
Opportunity to participate in a networking event at KSNA Admin Conference. (Opportunity to be discussed 3 months prior to event) Partnership provides Free Conference Registration (Meals included)	2 Free		
Opportunity to participate in networking event at Manager Conference. (Opportunity to be discussed 3 months prior to event) Partnership provides Free Conference Registration (Meals Included)	2 Free	1 Free	

HANDWASHING

At least one convenient handwashing facility must be available for handwashing on site at all times. This facility must consist of, at least, a container with warm potable running water (via spigot if sinks won't be utilized), a catch bucket for wastewater, soap, individual single-use paper towels, and a trash container for disposal of paper towels. Employees must wash their hands at all necessary times during food preparation and service.

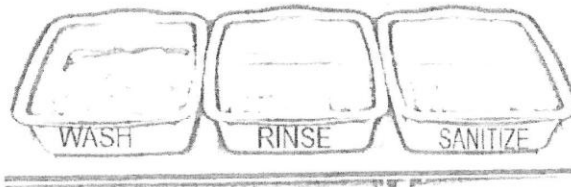
- Prior to starting food handling activities
- After using the restroom
- After sneezing, coughing, blowing your nose, eating, drinking, smoking, or touching a part of the body
- After touching an open sore, boil, or cut
- After handling money or other soiled items
- After taking out the trash or following any activity during which hands may have become contaminated.



DISHWASHING

Facilities must be provided to wash, rinse, and sanitize multi-use utensils, dishware and equipment used for food preparation at the site. Proper chemical sanitizer and the appropriate chemical test kit must be provided and used at each site. All dishes and utensils must be air-dried. Use of disposable pans is recommended.

PROPER SET-UP



PROPER SANITIZER CONCENTRATIONS

Chlorine
50-100 ppm*

Quaternary Ammonia
200 ppm*

Iodine
12.5-25 ppm*

* Or as otherwise indicated by the Code of Federal Regulations (CFR) or by the manufacturer of the product.

Water

All foodservice operations that prepare or portion food on the premises must provide an adequate supply of potable water for purposes of employee hand washing and cleaning. Municipal connections, holding tanks or portable containers are accepted means to provide an adequate supply of water, ensure hoses specifically state “food grade” water hose.

Solid and Liquid Waste

Operators must remove all garbage and rubbish from the premises often enough to prevent nuisance conditions and dispose solid waste properly in tight-fitting, covered containers.

Operators must dispose liquid waste in a public or other approved wastewater system.

To Prevent Foodborne Illness

- Obtain foods from an approved source. **The preparation of foods in a home kitchen or any other establishment not subject to a Health Department inspection is prohibited. Home canned foods or shellfish are also prohibited.**
- Wash hands thoroughly before handling food, single-service items and clean equipment and utensils.
- Maintain hot foods at temperatures of 135° F or above.
- Maintain cold foods at temperatures of 41° F or below.
- Reheat cooked foods to a minimum temperature of 165° F within two hours for hot holding.
- **Check food temperatures frequently with a metal stem thermometer.**
- Heat foods quickly and cool foods rapidly to minimize the time foods are in the food danger zone (41° F to 135° F).
- Keep raw and cooked foods separated.
- Thaw foods properly: completely submerged under cold running water no longer than four hours, or as part of the cooking process, or under refrigeration.
- Use single-service articles whenever possible.
- Keep foods covered and protected from dust, dirt, insects, vermin and human cross contamination.
- Protect all food, including displayed food, from customer contamination (touching, coughing, sneezing, etc.).
- Minimize handling of foods before, during and after preparation.
- Do not store food directly in contact with ice that is used for beverages.
- Do not use swollen, leaking or damaged canned goods.
- Store all food products, equipment, and single-service articles (cups, straws, napkins) at least six inches off the ground.
- Store prepackaged foods and drinks in drained ice.
- Condiments must be provided in individual packages or approved dispensers.
- Do not display relish/onions/etc. for customer self-service.
- All light fixtures (exception: heat lamps) shall be shielded or shatter-proof.

Type of Food	Minimum Internal Temperature
Poultry	165°F
Ground meats (beef, pork, and seafood)	155°F
Steaks of pork, beef, veal, and lamb	145°F

KSNA Conference Program & *The Challenger* Ad Specifications



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Pages in the Conference Program and the two Challenger publications are 8.5" X 11" and are printed in COLOR.

Ad Sizing:

- **Full Page: 8.5" wide x 11" high**
- **Half Page: 8.5" wide x 5" high**

- Ads need to be submitted vertically

Guidelines:

- **All ads should be submitted in COLOR**
- **Ads should be named: companynamelogo (I.e. KSNAlogo)**
- **Ads may be submitted in the following formats for best results (PC compatible)**
 - **JPEG in high resolution**
 - **Tiff in high resolution**
 - **PDF in high resolution**
- **All formats listed above should include all fonts and graphics**

Questions? Contact Deanna Taylor at deanna.taylor@owensboro.kyschools.us

KSNA Meeting Presentation Guidelines



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The purpose of this document is to outline policies and procedures for presentation materials shown or distributed at KSNA meetings, conference, and events.

Section I: Formatting

- **The smallest font size to use should be 30 pt as session rooms are large.**
- **If there are multiple presenters, the presentation should be merged into one document.**
- **The first slide or page of the presentation should include: Session Title, Date, and Time; Presenters' Name (s), Title, Company.**
- **To encourage practical use of content, learning objectives must be clearly outlined prior to beginning the content.**

Section II: Visual Aids

To help engage the audience, presenters are encouraged to use images and visual aids to reinforce learning.

- **Speakers should ensure that no images used are copyrighted or intellectual property of another person, organization, or entity.**
- **Proper citation and credit are to be provided to originating source when using images, data or examples from other organizations or speakers.**
- **Presenters should avoid using images that contradict the mission of KSNA. This includes images of fast foods, unhealthy options, or other images that contradict the importance of providing healthy, nutritious meals to students.**

Section III: Marketing and Branding

As a member driven organization, KSNA must be careful to avoid conflicts of interest with commercial entities. Therefore, in cases where an education session is presented by an industry group, organization, consultant, or entity that has a potential conflict of interest, the policy below must be followed.

KSNA does not permit merchandise, products, self-promotion, uniform/logos, food samples, food-tasting, live culinary demonstrations, or advertisements during any education sessions at any KSNA meetings. Any exceptions are at the sole discretion of KSNA.

- **The presentation cannot promote any brand, company, personal interests, or product.**
- **If using images of the organization's product images, at least 2 other competing brands are required to be included in the presentation to avoid conflicts of interest.**
- **For PowerPoint Presentations, no company logos may be used unless mutually agreed by.**

KSNA to allow the logo on the first and last page.

- **A disclosure slide must be included immediately after the title slide.**
- **Sample disclosure slides are provided below.**

Affiliation or Financial Disclosures

- Employee: ABC Industries
- Consultant: XYZ Holdings, INC.

Affiliation or Financial Disclosures

- Joe Smith
Employee: XYZ Industries
- Jane Doe
Consultant: ABC Global LTD.
- Kevin Samples
Consultant: JKL & Affiliates LLC.

Section IV: Miscellaneous

- **Presentations cannot include statements or images that contradict or damage KSNA's image, mission statement and code of ethics, including but not limited to its members and affiliates.**