



Exhibitors • Sponsors

YOUR TIME TO SHINE WITH CACFP

JOIN US AT THE ROUNDTABLE

BE PART OF CACFP

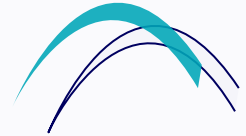
YOUR SEAT AWAITS

25th Annual

Child Care Food Program Roundtable Conference

October 17-19, 2016

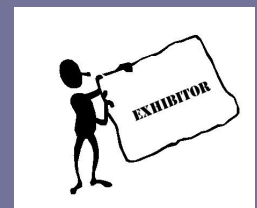
Omni Rancho Las Palmas Resort and Spa, Palm Springs, CA



WELCOME! Exhibitors and Sponsors

The Child Care Food Program Roundtable invites you to join us for our 25th Annual Conference at Omni Rancho Las Palmas Resort and Spa located in Palm Springs, CA. Your participation at the Annual Conference offers the opportunity to connect, in person, with key decision-makers in the Child and Adult Care Food Program (CACFP) field. This is a great way to learn more about who your customers are and what their needs may be.

We value your commitment to our Child and Adult Care Food Program (CACFP) community. We look forward to making this a wonderful event for exhibitors and attendees. Reserve your booth space today by submitting the exhibitor contract.





Child Care Food Program Roundtable Conference

THE CCFP ROUNDTABLE CONFERENCE

provides CACFP professionals an opportunity to strengthen their efforts to help Child Care Professionals provide nutritious meals to young children through a combination of expert training, technical assistance and peer learning. Through this vital and dynamic network of CACFP and child nutrition leaders, child care programs, health educators and child development specialists, CACFP professionals will go back to the child care world with new CACFP knowledge and energy that will assist them in getting young children a healthy start in life. A healthy start with the highest standards of nutrition for children in their care. Another important benefit is the wealth of knowledge to be shared with parents, providing them with information to teach their children that healthy eating habits are good both in and out of the child care setting.

CHILD AND ADULT CARE FOOD PROGRAM

The Child and Adult Care Food Program (CACFP), which dates back to 1968, provides federal funds and USDA-donated foods to nonresidential child care and adult day care facilities to serve nutritious meals and snacks. Federal funds come in the form of partial reimbursements to participating institutions for meals served meeting program requirements.



CHILD CARE FOOD PROGRAM ROUNDTABLE

Our mission is to promote health and well-being of children in child care by providing leadership and advocating for enhanced and expanded CACFP. It was established in 1977 (before the adult component was added to the program) to give California sponsors a voice. The Child Care Food Program (CCFP) Roundtable has become an influential voice nationally for the CACFP. Working cooperatively with the California Department of Education, Nutrition Services Division (NSD), the U.S. Department of Agriculture, the National CACFP Forum, the California Food Policy Advocates (CFPA), the Child Care Resource and Referral Network and other regional and national program and children's advocates, the Roundtable constantly seeks to improve program integrity and quality, as well as provide a voice for program sponsors, providers, parents and, most importantly, the children. Since 1992, the CCFP Roundtable has sponsored a highly successful fall CACFP conference which attracts 350-450 participants from throughout California and the country.

Numbers:

1.9 billion

3.4 million

118,000

128,000

1.9 billion meals and snacks to:

- over 3.4 million children daily in child care centers, family care homes and after-school programs;
- over 118,000 persons in Adult Day Care;
- nearly 55,000 child care centers
- Nearly 128,000 child care providers

Nearly 128,000 family child care providers working with 848 sponsors use CACFP to provide children with high quality nutrition and learning experiences.

SPONSOR LEVELS & BENEFITS

CONFERENCE CO-SPONSOR

\$15,000

Conference Onsite Benefits:

- Company logo on
 - conference program cover and sponsor recognition page
 - onsite signage (sponsor banner)
- Website with link to company webpage
- Two reserved exhibit tables - premium location
- Option for inclusion of product samples or materials in registration packet
- Welcome comments during opening plenary or Tuesday luncheon session
- 10 conference registrations (or equivalent in room nights)
- Logo and ad in conference special edition of *Roundtable News*
- Two free workshops (if subject matter is relevant to conference)
- Ad in conference program
- Promotional item in conference bag

Yearlong Benefits:

- Distribution of marketing materials/product sampling at regional meeting/training

KEYNOTE SPEAKER SPONSOR

\$10,000

Conference Onsite Benefits:

- Company logo on
 - conference program cover and sponsor recognition page
 - onsite signage (sponsor banner)
- Two reserved exhibit tables - premium location
- Option for inclusion of product samples or materials in registration packet
- Sponsor recognition at keynote session
- Seven conference registrations
- Logo and ad in conference special edition of *Roundtable News*
- Two free workshops (if subject matter is relevant to conference)
- Ad in conference program
- Promotional item in conference bag

All Sponsors Receive

Yearlong Benefit:

- \$100 value Roundtable Corporate membership
- Website logo and link

The ROI: worth the investment!

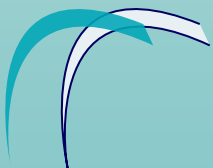
WORKSHOP TRACK SPONSOR \$5,000

Conference Onsite Benefits:

- Company logo on
 - conference program cover and sponsor recognition page
 - onsite signage (sponsor banner)
- Two reserved exhibit tables - premium location
- Sign recognition on your choice of track workshop room signs
- Five conference registrations
- Logo and ad in conference special edition of *Roundtable News*
- One free workshop (if subject matter is relevant to conference)
- Ad in conference program
- Promotional item in conference bag



2016 Sponsors





SPONSOR LEVELS & BENEFITS

NUTRITION BREAK SPONSOR \$2,500

Conference Onsite Benefits:

- Company name on
 - conference sponsor recognition page
 - onsite signage (sponsor banner)
- One reserved exhibit table
- Two conference registration
- Sign recognition on refreshment tables for break of choice (Monday or Tuesday PM)
- Logo in conference special edition of *Roundtable News*
- One free workshop (if subject matter is relevant to conference)
- One promotional item in conference bag

CONFERENCE SUPPORTER \$1,000

Conference Onsite Benefits:

- Company name on
 - conference sponsor recognition page
 - onsite signage (sponsor banner)
- One reserved exhibit table
- One conference registration
- Logo in conference special edition of *Roundtable News*
- One free workshop (if subject matter is relevant to conference)
- One promotional item in conference bag

CCFP Roundtable 25th Anniversary Co-Sponsor Partner \$2,500

Conference Onsite Benefits:

- Company name on
 - conference sponsor recognition page
 - onsite signage (sponsor banner)
- One reserved exhibit table
- Two conference registration
- Sign recognition on refreshment tables for break of choice (Monday or Tuesday PM)
- Logo in conference special edition of *Roundtable News*
- One free workshop (if subject matter is relevant to conference)
- One promotional item in conference bag

Conference Friend - Exhibitor Special \$500

Conference Onsite Benefits:

- One reserved exhibit table (a \$50 value)
- One conference registration (a \$225 value)
- Company name in conference special edition of *Roundtable News*
- Free 1/4 page B & W ad in conference program (a \$200 value)
- One Promotional Item in Conference Bag

EXHIBITOR \$75.00

- **Skirted Exhibit tables** are \$75.00 each
- Link on CCFP Roundtable Conference website during the conference
- See page 6 for specific information

ADVERTISING

Advertising in the CCFP Roundtable Annual Conference Final Program is an excellent, cost-effective way to directly reach CACFP participants when they are most focused on new opportunities to improve their programs and advance their own professional development.

For more information, refer to the Exhibitor/Sponsor Application Forms.

MORE ROUNDTABLE CONFERENCE SPONSORSHIP OPPORTUNITIES

Conference Bags - Conference Program - Coffee Service - Promotional Conference Items - Reception - Promotional Item

Contact Chris Clark at 805.551.7226 if you are interested in sponsoring any of these opportunities.





SPONSOR APPLICATION FORM

Child Care Food Program Roundtable's 25th Annual Conference
October 17-19, 2016-Rancho Las Palmas Resort and Spa, Palm Springs, CA

Company Name _____

Contact Person _____

Company Address _____

City _____

State _____

Zip _____

Telephone _____

Fax _____

Email _____

Type of product or service (describe briefly)

COMMITMENT LEVEL

- Co-Sponsor @ \$15,000 (10 registrants)
- Keynote Sponsor @ \$10,000 (7 registrants)
- Track Sponsor @ \$5,000 (5 registrants)
- Break Sponsor @ \$2,500 (2 registrants)
- CCFP Roundtable 25th Anniversary
Co-Sponsor Partner @ \$2,500 (2 registrants)

- Supporter @ \$1,000 (1 registrant)
- Friend (Exhibitor Special) @ \$500

ADS: I wish to upgrade my free ad from:

- 1/4 page = \$1 50
- 1/2 page = \$300
- 1 page = \$450

PAYMENT INFORMATION Payment Enclosed: Total Amount \$ _____

Check# (Payable to CFPA) _____

Applications and payment are due August 1, 2016. Make checks payable to California Food Policy Advocates c/o Chris Clark, 530 Los Angeles Ave, #115-341, Moorpark, CA 93021

WORKSHOPS: I wish to present my free workshop (s) and will submit a 2016 Workshop Proposal Form for each. I understand that the content must be relevant to CACFP and meet Roundtable approval.

EXHIBIT TABLES: I wish to use my free Sponsor exhibit table(s).

Electrical hook up? No Yes (You must bring your own power cord) **Internet Access?** No Yes (You must arrange for this with the hotel).

DOOR PRIZES (optional): Item(s) or service(s) to be donated and value:

FREE REGISTRATIONS ASSIGNED TO: I understand that with my selected sponsorship I get free registration for up to a specified number of my staff (additional staff must register). They include (please list all of your staff attending the conference):



EXHIBITOR INFORMATION & DEADLINE

Child Care Food Program Roundtable's 25th Annual Conference
October 17-19, 2016-Rancho Las Palmas Resort and Spa, Palm Springs, CA

A very limited number of exhibit tables are available to sponsors and exhibitors. Priority will be given to conference sponsors followed by exhibitors on a first-come, first-paid basis.

EXHIBIT DAY: Exhibit day is Tuesday, October 18, 2016 in the _____. Exhibit hours are 7:30 AM to 5:00 PM; setup is at 7:00 AM. Exhibitors should plan to use the loading dock and freight elevator to the ballroom.

EXHIBIT TABLES: Exhibit tables are standard 6' x 30" draped table with two chairs.

ELECTRICAL HOOKUP/INTERNET ACCESS: Exhibitors should plan on bringing their own power strips and extension cords. Contact Debbie at dzaragoza@cdasandiego.com or Chris Clark at ccfprtconference@gmail.com.

DELIVERIES: Exhibitors wishing to send materials to the hotel must follow these guidelines:

- ◆ The hotel charges for package handling. We will pay the \$5 fee for your first 0-5 pound package (heavier packages are more). Charges for additional packages will be billed after the conference.
- ◆ Packages may not arrive earlier than **3** business days prior to your arrival date.
- ◆ **Packages must be marked as follows:**

NAME (of person picking up boxes)
Child Care Food Program Roundtable Conference
c/o Omni Rancho Las Palmas Resort and Spa
41000 Bob Hope Dr, Rancho Mirage, CA 92270
HOLD for ARRIVAL - Date
Box X of Y (multiple boxes must be numbered)
Gilbert Barajas, Convention Services Mgr.

**INCLUDE YOUR
RETURN ADDRESS**

DOOR PRIZES: A fun opportunity for additional publicity for your company/product is to donate a door prize. Exhibitors who donate a door prize will be recognized at the drawing.

FEES: Exhibit tables are \$75.00 each and **DO NOT include** lunch or conference registration. **Lunches** may be purchased separately for \$40 each and must be eaten in the ballroom with other conference attendees. Only those exhibitors that have paid for conference registration, in addition to table fees, may participate in the workshops.

Workshops: exhibitors wishing to present a workshop must submit a Workshop Proposal Form www.ccfproundtable.org. Workshop approval is subject to space availability and subject matter.

Exhibitor Special– Be a Conference Friend: Check out the special \$500 exhibitor sponsorship package on [page 4](#).

ADS: exhibitors may purchase ad space in the conference program at the following rates:
1/4 page - \$200; 1/2 page - \$400; full page - \$800 (all ads will be black and white only).

DEADLINE: A completed application form and payment is due **August 1, 2016** (applications may be received after that date if space is available; be sure to check if you will be late).

APPLICATIONS: Exhibitors should send their application and payment to California Food Policy Advocates [CFPA] c/o Chris Clark, 530 Los Angeles Ave, #115-341, Moorpark, CA 93021.
Sponsorship questions, please contact Chris Clark at 805-551-7226.

LIABILITY: Exhibitor assumes entire responsibility and agrees to protect, defend, and save the CCFP Roundtable and the Hotel and employees of the above entities against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of exhibition premises or a part thereof, excluding any such liability caused by negligence of the Hotel, its employees and agents. In addition, Exhibitor acknowledges that the CCFP Roundtable and the Omni Rancho Las Palmas Resort and Spa do not maintain insurance covering Exhibitor's property, and that it is the sole responsibility of the Exhibitor to obtain insurance covering such losses.



EXHIBITOR APPLICATION FORM

Child Care Food Program Roundtable's 25th Annual Conference
October 17-19, 2016-Rancho Las Palmas Resort and Spa, Palm Springs, CA

Company Name _____

Contact Person _____

Company Address _____

City _____

State _____

Zip _____

Phone _____

Fax _____

Email: _____

Type of product or service (describe briefly)

LUNCH: Please complete applicable boxes and dollar amounts and total amount due:

Number of tables requested (no lunch) _____ @ \$ 75 each = \$ _____

Ballroom lunches requested _____ @ \$40 ea = \$ _____

ADS: I wish to purchase ad space:

1/4 page = \$ 200 1/2 page = \$400 1 full page = \$800 Total: _____

PAYMENT INFORMATION

Payment Enclosed: Total Amount \$ _____ Check# (Payable to CFPA) _____

WORKSHOPS: I wish to present my free workshop (s) and will submit a 2016 Workshop Proposal Form for each. I understand that the content must be relevant to CACFP and meet Roundtable approval.

Electrical hook up? No Yes (You must bring your own power cord) **Internet Access?** No Yes (You must arrange for this with the hotel).

DOOR PRIZES (optional): Item(s) or service(s) to be donated _____ and value: _____

STAFFING: The following personnel will staff my exhibit table(s) at the conference : _____

Applications are due August 1, 2016. Make checks payable to the California Food Policy Advocates [CFPA] c/o Chris Clark, 530 Los Angeles Ave, #115-341 Moorpark, CA 93021



Re Cap for Exhibitors/Advertisers/Sponsors

Child Care Food Program Roundtable's 25th Annual Conference
October 17-19, 2016-Rancho Las Palmas Resort and Spa, Palm Springs, CA

CCFP ROUNDTABLE CONFERENCE DATE AND LOCATION:

Exhibitor Day is Tuesday, October 18th, 2016 at the Omni Rancho Las Palmas Resort and Spa in Palm Springs, CA and will be the CACFP education event of the year! It will be a great place to showcase your materials, services and ideas through exhibits and advertisements in the Final Program. Omni Rancho Las Palmas Resort and Spa - 41000 Bob Hope Dr, Rancho Mirage, CA 92270.

EXHIBITING REGISTRATION: A completed application form and payment is due **August 1, 2016.**

CONFERENCE FRIEND – EXHIBITOR SPECIAL:

One reserved exhibit table (a \$75 value) • One conference registration (a \$225 value, includes lunch) • Company name in conference special edition of *Roundtable News* (\$150 value) • Free 1/4 page B & W ad in conference program (a \$200 value) • One Promotional Item in Conference Bag (\$15 value)

MAIL APPLICATION TO: Exhibitors should send their application and payment to California Food Policy Advocates [CFPA] c/o Chris Clark, 530 Los Angeles Ave., #115-341, Moorpark, CA 93021.

SHIPPING—Don't forget to mark boxes appropriately. Refer to Exhibitor Instructions, [page 6 in Exhibitor Packet.](#)

ADVERTISING DEADLINE: July 31, 2016

DON'T FORGET THE DOOR PRIZE: Plan your Door Prize ahead of time; This is a fun opportunity for additional publicity for your company product . Exhibitors who donate a door prize will be recognized at the drawing.

Exhibitor Questions: Contact Debbie Zaragoza at dzaragoza@cdasandiego.com

Sponsorship: For questions concerning sponsorship, contact Chris Clark at 805-551-7226 or ccfpconference@gmail.com

Join Us At the Roundtable