




2023 Annual National Conference

JULY 9-11, 2023 | DENVER, COLORADO
COLORADO CONVENTION CENTER

Exhibitor Prospectus





SNA's 2023 Annual National Conference (ANC) in Denver, Colorado, is the place to be for K-12 foodservice professionals. As an #ANC23 exhibitor, this is the perfect opportunity to connect with school meal program operators and introduce them to the services and solutions that will improve their school meal programs.

The #ANC23 theme, “**Reach Higher**” will focus on how school nutrition professionals can build on best practices, share ideas and reimagine their school meal operations.

The sky's the limit when you exhibit at ANC, the largest annual gathering of school nutrition operators! In a two-day streamlined Exhibit Hall schedule, showcase your products and/or services, make important first impressions and strengthen your existing customer relationships, too.

In these fluid times, being a part of ANC has never been more important. **Bottom line:** It's one of the most cost-effective ways for your company to generate visibility and profitable leads. Reserve your exhibit space today. Be front and center at ANC—it's a great investment!

ANC 2023

PROJECTED
ATTENDANCE

3,500

SCHOOL NUTRITION
OPERATORS

PROJECTED
EXHIBITORS

850

BOOTHS, REPRESENTING

350

COMPANIES

Reserve your space today | Visit anc.schoolnutrition.org/exhibit-hall

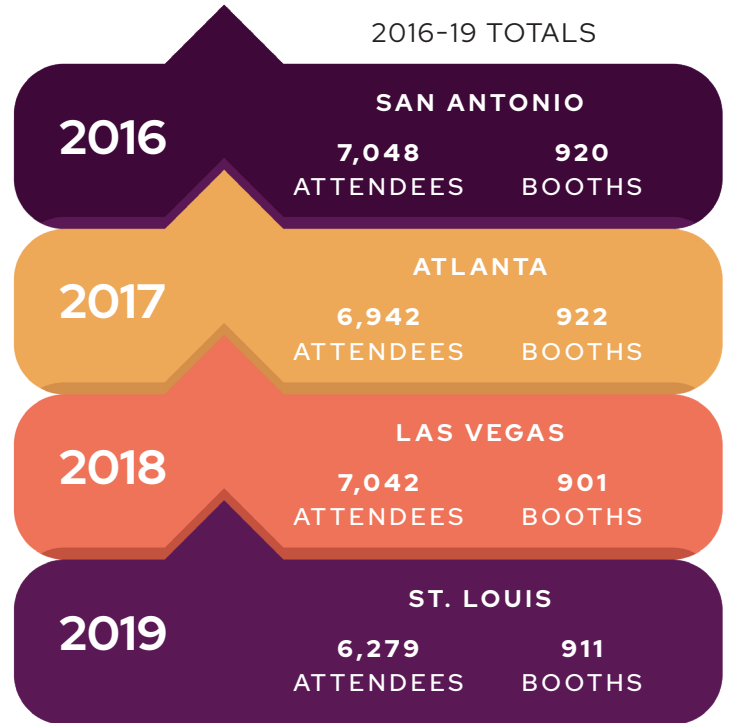
Why Exhibit?

SNA's Annual National Conference has consistently delivered:

- » The largest annual gathering of K-12 school nutrition professionals
- » Access to the most active and engaged decision-makers, buyers and influencers
- » The potential to reach millions of students enrolled in SNA member districts

ANC ATTENDEE & EXHIBITOR TOTALS

2016-19 TOTALS



Exhibitor Booth Package Benefits



As an ANC Exhibitor, you will enjoy exceptional brand exposure through unique opportunities to showcase new products and solutions and gain direct customer feedback. Your exclusive exhibitor benefits include:

- » Connecting face-to-face with 3,500+ school nutrition professionals
- » Five complimentary exhibit hall badges for each 10x10 booth space purchased
- » Company profile listed in both the official ANC publication and the ANC mobile app
- » Access to 120+ accredited educational sessions and two general sessions
- » Opportunities to earn CEUs toward your SNA certificate or SNS credential

ANC 2023 Exhibit Booth Fees*

*MEMBER RATES RESERVED ON OR BEFORE 9/30/22

10x10 Inline	\$2,900
10x10 Corner	\$3,100
10x20 Inline	\$5,800
10x20 (I/C)	\$6,000
10x20 Corner	\$6,200
20x20 Island	\$12,400
20x30 Island	\$18,200
20x40 Island	\$24,000
20x50 Island	\$28,900
30x30 Island	\$26,900
30x40 Island	\$35,600

* Rates listed are for SNA corporate members who reserve a booth on or before 9/30/22. For non-member rates or rates for booths reserved after 9/30/22, contact charper@schoolnutrition.org.

*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 paid fees will be returned to the applicant.

*Notice | The price of the booth rental does not include additional services such as: storage, placement, shipment or reshipment of exhibit materials, special lighting, booth furnishings, tables, chairs, electrical supplies, carpet, individual booth cleaning or any other special services, which are the financial responsibility of the exhibitor.

Traffic & Brand Builders

Raise your profile with ANC attendees, build traffic to your booth and gain greater brand exposure through traffic- and brand-builder opportunities. **Exhibiting at ANC is required to take advantage of these opportunities.**

HOST A CULINARY DEMO

Be a part of one of the highlights of ANC! Culinary Demonstrations provide an opportunity to showcase your latest food products, recipes, techniques, nutrition to enhance school meals and increase participation.

» *Four demos available for \$3,700 each*

NEW PRODUCT SHOWCASE

Showcase new products, services or equipment in display cases located in a high-traffic area. This introduces and promotes your product(s) to the 3,500+ ANC attendees.

» *\$600 each*

BECOME AN #ANC23 SPONSOR

SNA offers a broad range of sponsorship opportunities to choose from with multiple price points that allow every company to raise awareness, showcase their latest innovations and support school nutrition professionals.

For more information on these opportunities, contact:

» **Nita Artis, CMP, DES, Business Development Manager, nartis@schoolnutrition.org**

» **Crystal Harper-Pierre, CEM, Exhibit Sales Manager, charper@schoolnutrition.org**



Official ANC Publication



ADVERTISE IN SNA PUBLICATIONS

Ask about big savings when you advertise in both *School Nutrition's* ANC edition and the official ANC publications!

Also inquire about SNA's conference learning journals and digital advertising opportunities. For more information, contact SNA's Vice President of Marketing, Communications & Industry Relations **Danielle Duran Baron** at dbaron@schoolnutrition.org.

**Note: To include your ad in the official ANC publication, you must be a current exhibitor.*



Gain additional exposure for your company in the listing of exhibitors by category.

- » DAIRY
- » DESSERTS/SNACKS
- » FRUITS/VEGETABLES
- » GLUTEN-FREE/GRAINS
- » INFORMATION & RESOURCES
- » INGREDIENTS & EXTRAS
- » LARGE EQUIPMENT
- » PROCESSED/PREPARED FOODS
- » PROTEIN
- » SMALL EQUIPMENT
- » SUPPLIES
- » TECHNOLOGY

**Note: The Product Category list is subject to change and the number of categories exhibitors may select will be limited. Exhibitors will be notified of details in Spring 2023.*

Exhibitor Information

PRIORITY POINT SYSTEM

SNA uses a Priority Point System to determine the order in which exhibitors sign up for the next year's booth space. Points are determined by dollars spent on advertising and sponsorships, number of total and consecutive years exhibiting, membership and other factors.

HOSPITALITY SUITES, ENTERTAINMENT & PRIVATE MEETING SPACE

SNA must approve all hospitality suites, meetings and/or events sponsored by exhibitors during ANC. No function may be scheduled to compete with conference hours. *For a Meeting Request Form, please contact **Sara Kilkenny, CAE, Director of Meetings**, at skilkenny@schoolnutrition.org.*

EXHIBITOR SERVICE KIT

In Spring 2023, exhibitors will receive notice when the link to the Kit is available online. All booth payments, membership fees, sponsorships and advertising fees must be paid in full to gain access to the Kit.

MAXIMIZE YOUR EXHIBITOR LISTING

The official ANC Publication is a valuable onsite tool and future reference guide for attendees. To include your Exhibitor Listing, complete the "Program Description Form," available online, which must be submitted by February 28, 2023.

ANC 2023 Dates & Exhibit Hall Hours

Conference

July 9-11, 2023

Tradeshow

July 10-11, 2023

Monday, July 10: 9:30 a.m.–2:30 p.m.

Tuesday, July 11: 9:15 a.m.–12:00 p.m.*

Tuesday, July 11: 12:00 p.m. –2:00 p.m.

** Directors Only
Hours subject to change*

Membership Information & Exhibitor Contacts

SNA industry membership fees are:

- » **Industry/Corporate:** \$995/year
- » **Industry Patron:** \$13,500/year.

SNA STAFF

» **Danielle Duran Baron**

Vice President, Marketing, Communications & Industry Relations

dbaron@schoolnutrition.org

» **Nita Artis, CMP, DES**

Business Development Manager

nartis@schoolnutrition.org

» **Crystal Harper-Pierre, CEM**

Exhibit Sales Manager

charper@schoolnutrition.org

» **Sherry Carrigan, CAE**

Industry Relations Advisor

scarrigan@schoolnutrition.org



Conference Location

Colorado Convention Center

700 14th Street

Denver, Colorado 80202

303.228.8000

www.denverconvention.com

Plan Ahead!

Future ANC Dates

- | | | |
|------------|-----------------|------------|
| » ANC 2024 | Boston, MA | July 14-16 |
| » ANC 2025 | San Antonio, TX | July 13-15 |
| » ANC 2026 | Charlotte, NC | July 12-14 |
| » ANC 2027 | Phoenix, AZ | July 11-13 |



2023 ANC Exhibitor Contract

ARE YOU A FIRST-TIME EXHIBITOR?

YES NO

Return signed contract along with check to:

School Nutrition Association
2023 Annual National Conference
Denver, CO • July 9-11, 2023

SNA Exhibit Operations
P. O. Box 719297
Philadelphia, PA 19171-9297
exhibits@schoolnutrition.org
anc.schoolnutrition.org/exhibit-hall

1. INFORMATION FOR SHOW PROGRAM: (Please print)

EXH

Company Street Address _____

Company City, State, Zip _____

Telephone _____ Email _____

Company Website _____

Correspondence should be sent to:

Name (Trade Show Organizer) _____

Title _____ Email _____

2. PREFERRED BOOTH SIZE: (Based on single 10x10)

	On or Before 9/30/22		On or After 10/1/22	
Corporate Member Rates:	\$2,900 inline	\$3,100 corner	\$3,250 inline	\$3,450 corner
Non-Member Rates:	\$4,100 inline	\$4,200 corner	\$4,450 inline	\$4,550 corner

If preferred location and/or booth type is not available, a comparable booth will be assigned. Please view the most current floor plan on the Website before making this decision.

1st choice _____ \$ _____ 3rd choice _____ \$ _____ 5th choice _____ \$ _____

2nd choice _____ \$ _____ 4th choice _____ \$ _____ 6th choice _____ \$ _____

3. PAYMENT Check enclosed Mastercard Visa Discover Amex

Contracts must be accompanied by a 50% deposit. **Final payment is due by December 2, 2022.**

Total Amount \$ _____ (Credit card will not be charged if left blank)

Card Number _____

Exp. Date _____ Cardholder's Name _____

Billing Address _____

City _____ State _____ Zip _____

Authorized Signature _____

OFFICE USE ONLY

Date _____ Booth Assigned _____

Booth Size Inl Crnr Isl

Patron CMI NM

Total Booth Cost _____

Note: Please retain a copy of this Exhibit Hall Contract for your records



2023 ANC Exhibitor Contract

4. PAYMENT POLICY: Contracts must be accompanied by a partial payment equal to 50% of the total rent for booth space requested. **Space will not be held without a deposit.** All payments are non-refundable, except as specifically set forth in Section 5 below. **Full payment for all space is required by December 2, 2022.** If full payment is not received by December 2, 2022, the Association shall have the right to cancel the booth reservation and retain all payments made or owed as liquidated damages; space may be reassigned to another exhibitor at the option of the Association without refund of payments. **Contracts received after December 2, 2022, must be accompanied by nonrefundable full payment.**

5. CANCELLATIONS: All cancellations or reductions must be submitted **in writing to Exhibit Sales Manager, email: charper@schoolnutrition.org.** If and only if notice of cancellation or reduction is received prior to December 31, 2022, a refund limited to 75% of the total cost will be issued. **Please note that after December 31, 2022, NO REFUNDS WILL BE ISSUED UNDER ANY CIRCUMSTANCES** on space that is canceled or reduced for any reason. The Association will be entitled to all monies paid and owed as liquidated damages. Any space not occupied by the opening of the conference may be reassigned by the Association without obligation to make any reduction or refund whatsoever. **Space reductions are considered cancellations.**

6. MEMBERSHIP AND OTHER FEES DUE: Exhibitors who reserve space at the Corporate Member rate **must be active members** at the time of the show or pay the difference between the Corporate Member rate and the Non-Member rate. Any payments, sponsorships, advertising, membership or other fees owed to the Association must be paid in full prior to the show dates. Any exhibiting firm with outstanding payments, sponsorships, advertising, membership or other fees owed to the Association will not be permitted on the show floor. Exhibitors will not be permitted to set up their booth until full payment has been received.

7. DESCRIPTION OF WHAT YOU WILL EXHIBIT AT ANC: This information will appear in the official ANC publication. Copy will be edited at SNA's discretion. **No more than 25 words will be printed.** All descriptions must be submitted electronically by **February 28, 2023, or they will not be included in the publication.** Exhibitors will receive an email notification when descriptions are being accepted. **Please do not attach copy to this Contract.** SNA will also feature your company's Product Categories in the official ANC Publication. Visit anc.schoolnutrition.org/exhibit-hall to submit a full description.

8. EXHIBITOR SERVICE KIT: Any exhibiting firm with an **outstanding payment will not receive access** to the Exhibitor Service Kit until payment is made in full. In **Spring 2023**, exhibitors will receive notice when the Service Kit is available online.

9. USE OF SPACE, SUBLETTING OF SPACE: No exhibitor shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from SNA. One 10x10 space can never be occupied by more than one company. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, or agents in the exhibitor's display; parent or subsidiary companies excepted.

10. RULES & REGULATIONS: It is understood that this document will become a binding Contract upon acceptance by SNA, and incorporated into this Contract are the terms, conditions, rules and regulations contained herein. **Please retain a copy of this Contract for your records. NOTE: Please view the Rules & Regulations on the SNA website at anc.schoolnutrition.org/exhibit-hall. Your signature is acceptance of the Rules & Regulations. The Application will be returned to you if not properly signed and space will not be assigned until the Contract is executed properly and/or the appropriate payment is received.**

Authorized Applicant Signature

Date

Name

Title

SNA Representative Signature

Date

For more information, visit anc.schoolnutrition.org