

### 2022 Annual National Conference

JULY 10-12, 2022 | ORLANDO, FLORIDA ORANGE COUNTY CONVENTION CENTER



Exhibitor Prospectus





NA's 2022 Annual National Conference (ANC) in Orlando, Florida is the place to be for K-12 foodservice professionals. A perfect time to reconnect in-person and the opportunity to explore what's new and what's hot in school nutrition.

The #ANC22 theme, "Powered by Imagination," will focus on how fresh ideas and creativity will best equip attendees to reimagine their school meal operations. Now, let your imagination take flight—how will you unlock inspiration for more than 4,000 engaged attendees?

The skies 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!



Visit www.schoolnutrition.org/ANCexhibitors



PROJECTED ATTENDANCE

4,000

SCHOOL NUTRITION OPERATORS

PROJECTED EXHIBITORS

850

BOOTHS, REPRESENTING

350



### 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 NUMBERS**

2016-19 TOTALS



**SAN ANTONIO** 2016

7,048 920 ATTENDEES BOOTHS

LAS VEGAS 2018

7,042 901 ATTENDEES BOOTHS

ATLANTA 2017

6,942 922 ATTENDEES BOOTHS

**ST. LOUIS** 2019

6,279 911 ATTENDEES BOOTHS



**ANC 2022 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 4,000+ school nutrition professionals
- Five complimentary exhibit hall badges for each 10x10 booth space purchased
- Company profile listed in both the ANC program guide 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 2022 Exhibit Booth Fees\*

### **Industry Member Rate**

10x10 Inline | \$2,950 10x10 Corner | \$3,150

#### **Non-Member Rate**

10x10 Inline | \$3,950 10x10 Corner | \$4,125

\*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.



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

### **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 resources and food presentation skills while offering ways to enhance school meals and increase participation.

Four demos available for \$3,500 each

## BECOME AN ANC 2022 ORLANDO 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.

#### **NEW PRODUCT SHOWCASE**

Display new products, services or equipment in cases located in a high-traffic area. This introduces and promotes your product(s) to the 4,000+ ANC attendees.

\$550 each



For more information on these opportunities, contact Nita Artis, CMP, DES, Business Development Manager, nartis@schoolnutrition.org, or Crystal Harper Pierre, CEM, Exhibit Sales Manager, charper@schoolnutrition.org





# ADVERTISE IN SNA PUBLICATIONS

Ask about big savings when you advertise in both School Nutrition's ANC edition (June/July) and the ANC Program Guide\*. Also inquire about SNA's conference learning journals and digital advertising opportunities. For more information, check out the SN Media Kit online at www.schoolnutrition.org/SNMediaKit or contact Barbara Boyce, National Sales Manager, 303.337.6854, bboyce@rmi.net.

\*Note: To include your ad in the ANC Program Guide, you must be a current exhibitor. Gain additional exposure for your company in the guide's listing of exhibitors by category.

- DESSERTS/SNACKS
- FRUITS/VEGETABLES
- GLUTEN-FREE/ ALTERNATIVE BITES/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 2022.



### 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 skillkenny@schoolnutrition.org.

# ANC 2022 Dates & Exhibit Hall Hours

**Conference** July 10 – 12, 2022

**Tradeshow**July 11 – 12, 2022

Monday, July 11: 9:30 a.m.–2:30 p.m.
Tuesday, July 12: 9:15 a.m.–12:00 p.m. \*
Tuesday, July 12: 12:00 p.m. -2:00 p.m.
\* Directors Only

### **EXHIBITOR SERVICE KIT**

In Spring 2022, 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 Program Guide includes all sessions and event information, as well as an in-depth buyers' guide section. It 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, 2022.





SNA industry membership fees are **Industry/Corporate:** \$995/year; **Industry Patron:** \$12,500/year. For more information on membership, please contact:

### Nita Artis, CMP, DES

Business Development Manager nartis@schoolnutrition.org

### Sherry Carrigan, CAE

Staff Vice President, Business Development & Meetings scarrigan@schoolnutrition.org

For exhibit sales information, please contact:

### Crystal Harper-Pierre, CEM

Exhibit Sales Manager charper@schoolnutrition.org

### **Conference Location**

Orange County Convention Center 9800 International Drive Orlando, FL 32819

800.345.9845

www.occc.net

### Plan Ahead!

### **Future ANC Dates**

● ANC 2023 Denver, CO July 9-1

● ANC 2024 Boston, MA July 14-16

◆ ANC 2025 San Antonio, TX July 13-15

ANC 2026 Charlotte. NC July 12-14