



# Annual National Conference (ANC22) Orlando, FL

*Registration Opens: Friday, July 8*

*Pre-Conference Sessions: Saturday, July 9*

*Main Conference: Sunday, July 10 – Tuesday, July 12*

*EXPO: Monday, July 11 – Tuesday, July 12*

# Today's Speakers



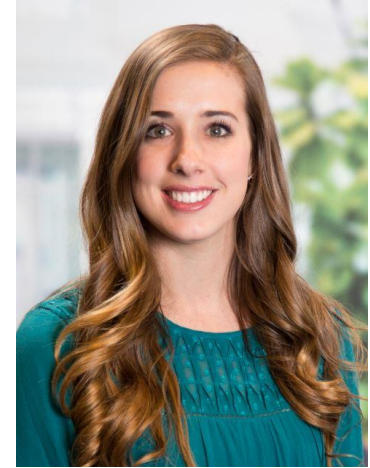
**Danielle Duran Baron, CAE**  
**Staff VP of Marketing,**  
**Communications & Industry**  
**Relations**  
**SNA**



**Crystal Harper Pierre,**  
**CEM**  
**Exhibit Sales Manager**  
**SNA**



**Erin Hegarty, Sr. Client Relations Manager**  
**Alyssa Steriotti, Sr. Business Development Manager**  
**GES – Global Experience Specialist**



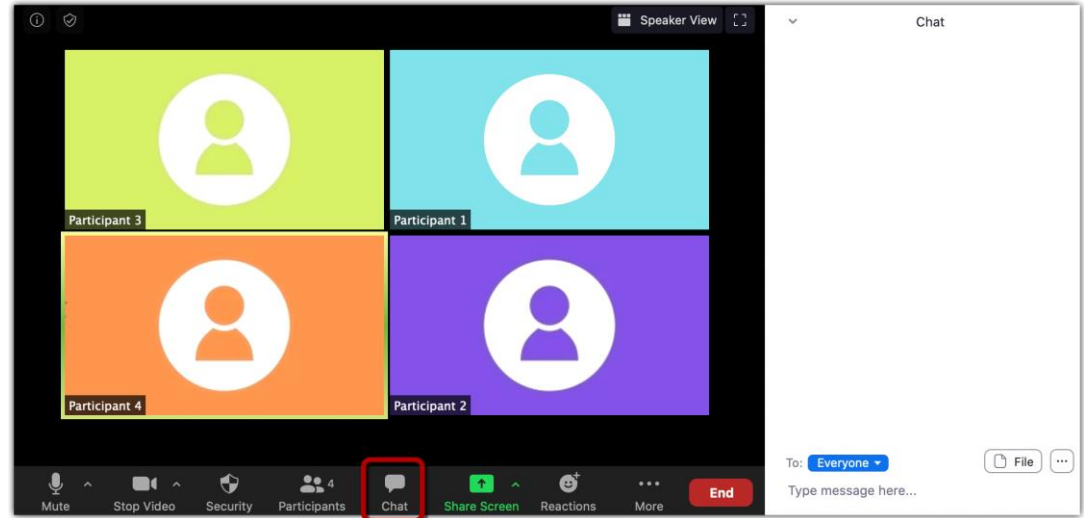


# Today's Webinar

- Review important information to get you ready for ANC!
- Shipping materials to the convention center
- Certificate of Insurance
- Food Safety
- SNA Vendors
- Answer any questions

# QUESTIONS & ANSWERS

- Type your questions into the “CHAT” box at any time during the webinar.
- Questions will be addressed during the webinar and at the end as time allows.





ANC22 Orlando  
Orange County Convention Center: West Concourse A1 – A3



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#ANC22

Orlando, FL

# Event Health & Safety Protocols

- Attendees will not be required to be fully vaccinated or to show proof of a negative COVID test to attend #ANC22.
- Following local guidance, at this time, masks are not required. For those who choose to wear masks, we suggest that you bring your own. SNA will not provide testing onsite, and we strongly encourage attendees who need to get tested to do so before arriving in Orlando.
- We would like to remind attendees that everyone attending this in-person event must agree to comply with all health, safety and distancing guidelines in place at the time of the meeting. Attendees who decline to comply with event health and safety guidelines or related instruction from hotel, event center, or SNA staff and volunteers will be asked to leave the event.

## ANC22 at a glance (As of June 22):

- **ANC22 to date:**

- 2,934 Operators
- 2,252 Exhibitors
- **5,186 Total Attendees**
- 300 Exhibiting companies
- 41 new companies
- 826 of Booths

- **ANC22 by Demographic:**

- 1,210 Directors (DD/MCD/State Agency)
- 1,428 Managers/Employees
- 185 Other (Govt/Ret./Press/Family, etc.)
- 111 Industry (non-exhibitors)
- **2,934 Foodservice attendees**

***Attendee Roster will be emailed to all exhibitors on Monday, June 27 (PDF format only!)***



# Exhibitor Registration & Housing

All Exhibitors must register for badges before they will be provided access to the SNA housing system and the discounted rates at the official ANC 2022 hotels.

- Register for your badge with Convention Data Services (CDS)
- CDS will forward you a confirmation notice that will contain a number and the link to the housing site.
- Click on the housing link within the confirmation receipt and you will be able to reserve your hotel rooms. **Deadline to register for badges is June 30.**
- **Questions, please contact: CDS (774) 247-4018 or [ANC@xpressreg.net](mailto:ANC@xpressreg.net)**
- **Questions, please contact: Conference Direct (housing bureau): 877-440-7549 or email [sna@conferencedirect.com](mailto:sna@conferencedirect.com)**





## Connected to Convention Center – West Concourse

### Pedestrian Walkways

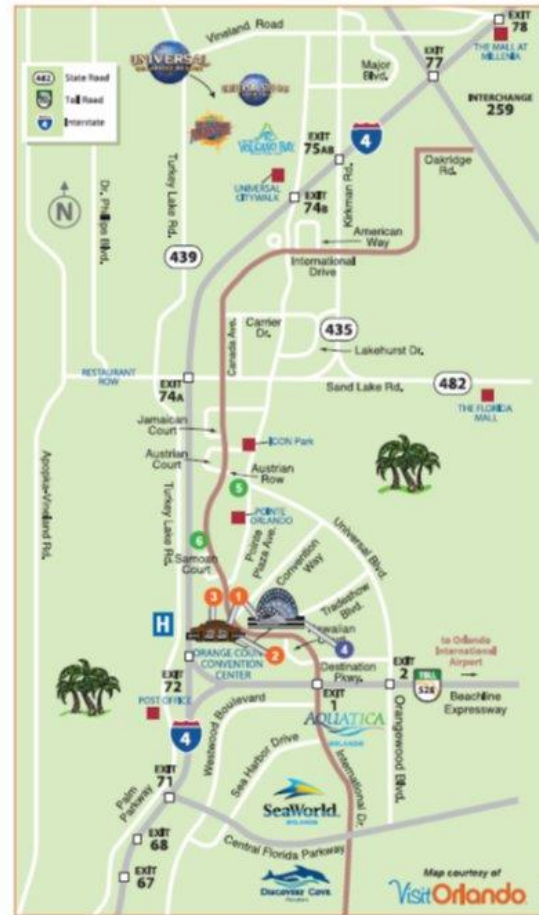
1. Hyatt Regency Orlando (West & North/South)
2. Rosen Centre Hotel
3. Rosen Plaza Hotel

## Connected to Convention Center – North/South Concourse

4. Hilton Orlando

## International Drive & Convention Center Area

5. Residence Inn by Marriott Orlando Convention Center/International Drive Area
6. Rosen Inn at Pointe Orlando



# Shuttle Service:

- Hotels within walking distance to the OCCC:
  - Hyatt Regency Orlando
  - Rosen Centre
- Route 1:
  - Hilton Orlando
  - Residence Inn
- Route 2:
  - Rosen Inn
  - Rosen Plaza

## ANC 2022 ANNUAL NATIONAL CONFERENCE

### Shuttle Service

Shuttle service is provided between the Orange County Convention Center West Concourse and the official SNA hotels listed on this flyer. Please refer to the sign in your hotel lobby for changes and additional information.

### Shuttle Schedule

#### Saturday, July 9

7:00 am - 5:30 pm \*      Every 15-20 minutes

#### Sunday, July 10

7:00 am - 10:00 am      Every 10-15 minutes  
10:00 am - 2:00 pm      Every 15-20 minutes  
2:00 pm - 6:00 pm \*      Every 10-15 minutes

#### Monday, July 11

7:00 am - 10:00 am      Every 10-15 minutes  
10:00 am - 2:00 pm      Every 15-20 minutes  
2:00 pm - 6:00 pm \*      Every 10-15 minutes

#### Tuesday, July 12

7:00 am - 10:00 am      Every 10-15 minutes  
10:00 am - 1:30 pm      Every 15-20 minutes  
1:30 pm - 5:15 pm \*      Every 10-15 minutes

\* Last shuttle departs hotels coming to the convention center approximately 60 minutes prior to this time.

Shuttle frequency of service and travel time could be impacted by traffic congestion and weather conditions - always allow for extra travel time in case of unforeseen delays.

Scan QR code for digital copy of this flyer

QR  
Code  
TBA

#### Wellness Event

Tuesday, July 12

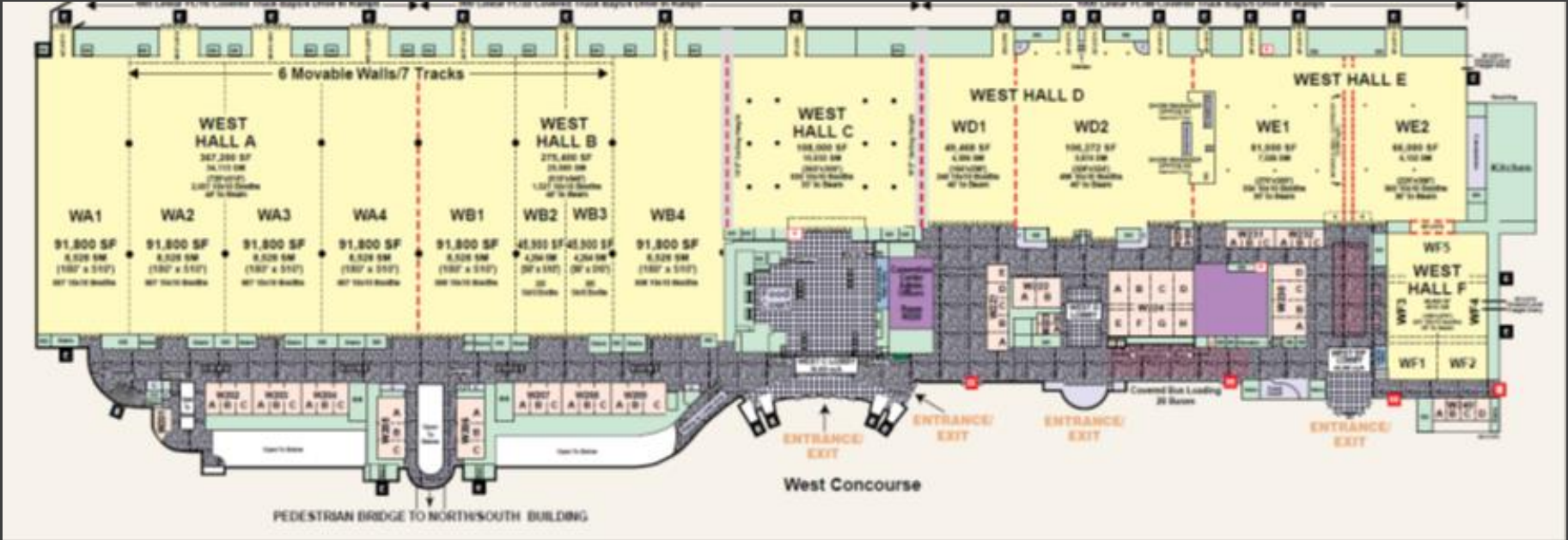
**Time** One-time departure from Routes 1 & 2 to the convention center

#### Closing Event at SeaWorld

Tuesday, July 12

6:30 pm - 8:30 pm  
Every 15-20 minutes from hotels going to SeaWorld

8:30 pm - 11:30 pm  
Every 15-20 minutes from SeaWorld returning to hotels

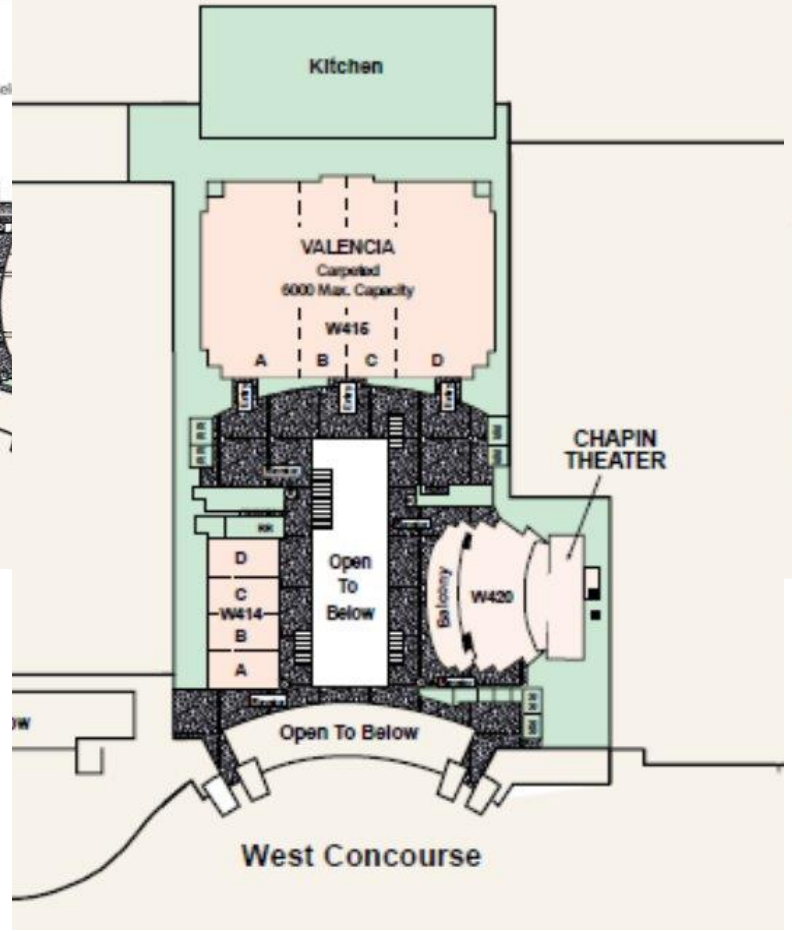
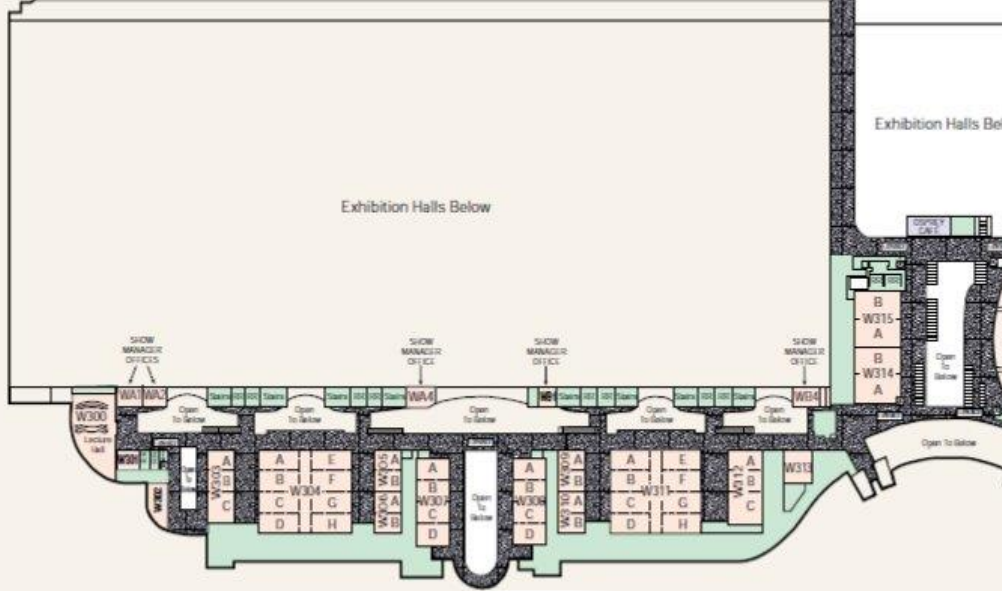


## OCCC West Concourse – Level II

Registration: West Lobby A – Level I

- Opens Friday, July 8 @ 2pm – 6pm
- Saturday, July 9 – Tuesday, July 12 from 7:30am – 5:00pm

Exhibit Hall: West Hall A1 – A3 – Level II



**Education Sessions: West Level III**

**General Session: Valencia Ballroom  
– Level IV**



# Special Events

## Saturday, July 9

Pre-conference Sessions:

8:00am – 5:00pm

School Nutrition Specialists (SNS) Credentialing Exam:  
1:00pm – 5:00pm

## Sunday, July 10

Opening General Session:

3:30pm – 5:15pm

## Monday, July 11

***Exhibit Hall Opens: 9:30am – 2:30pm***

***West Halls A1 – A3***

## Tuesday, July 12

STEPS Wellness Event:

6:15am – 7:00am

***Exhibit Hall: 9:15am - 12:00pm; Directors Only***

***Exhibit Hall: 12:00pm – 2:00pm***

***West Halls A1 – A3***

Closing General Session:

3:00pm – 4:15pm

Final Event: Sea World (Cost: \$125)

7:00pm – 11:00pm



Download the App  
Search “SNA Conferences” in App  
Store, or go to  
[login.swapcard.com](https://login.swapcard.com)



Sponsored by:



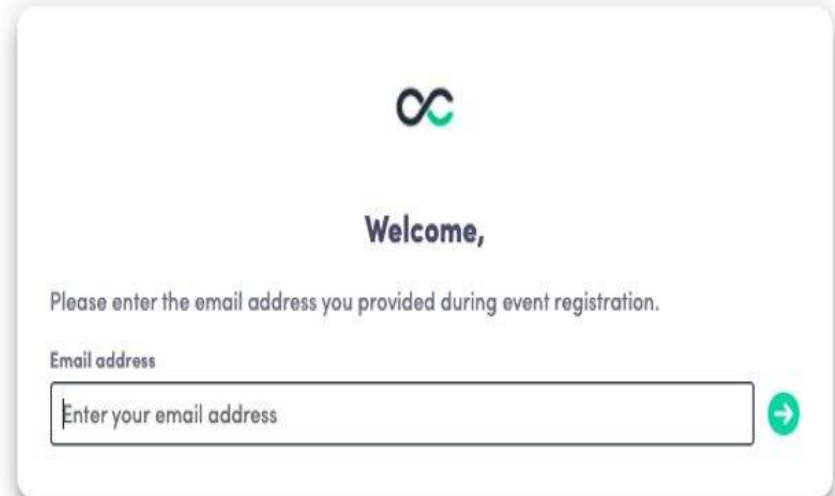
# Logging in when you already have an account


Access your account by going to [login.swapcard.com](https://login.swapcard.com)

Enter the email you used to register to the event, then enter your password. Click the arrow to connect.

***Note: If you have forgotten your password after entering your email, click on send me a magic link.***

You'll receive an email to reset your password. If you need any help, please contact support here.






**Welcome,**

Please enter the email address you provided during event registration.

Email address





**ANC** 20  
22  
ANNUAL NATIONAL  
CONFERENCE



# What You Need to Know!

## GES:

- Move-in Schedule
- Delivery of Shipment
- Other tips!



## Orange County Convention Center

- Certificate of Insurance
- Sampling Authorization Form

## Best Practices

- Food Safety
- Hand-Washing Station

# GES Expresso

## What information is available on Expresso?

- Dates & deadlines
- Show information
- Order products & services
- Print shipping labels
- Show site work rules
- EACs

Go to **ordering.ges.com** or click on the following link:

<https://ordering.ges.com/052601371>

The screenshot displays the GES Expresso website interface for the School Nutrition Association Annual National Conference. The header includes the GES logo, navigation links (Log In, Create Account, Search Shows, Get Help), and the event title: "School Nutrition Association Annual National Conference" at the Orange County Convention Center, running from Monday, July 11 to Tuesday, July 12, 2022. A banner promotes ordering services by Friday, June 17 for best pricing. Below the header is a search bar and a navigation menu with links for Show Information, Order for My Booth, Ship Exhibit Freight, and Exhibitor Resources. A prominent banner advertises a "SAVE OVER 25%" discount on furniture, carpet, padding, accessories, and labor, with a "DON'T MISS THE DISCOUNT DEADLINE." The main content area is titled "WHAT'S INCLUDED IN THE STANDARD BOOTH" and lists specifications for a standard booth (10' x 10', 8' high backwall, 3' high sidewalls, and one 11' booth ID sign). It also notes that the facility is not carpeted and that exhibitors are responsible for their own carpeting. A "Need Help?" link is visible at the bottom of the page.

# We are here to help!

## Pre-Show Support

Monday – Friday

6:00 AM – 4:00 PM PST

9:00 AM – 7:00 PM EST

Phone: (800) 801-7648

Live Chat:

<https://www.ges.com/exhibits/exhibitor-support>



# We are here to help!

## Onsite Support

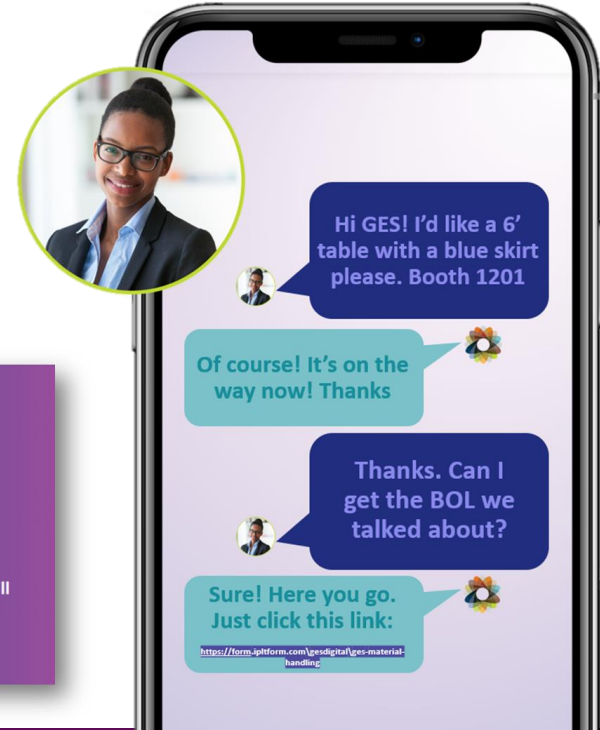
### GES Servicer

Location: Right side of exhibit hall behind 1600 aisle

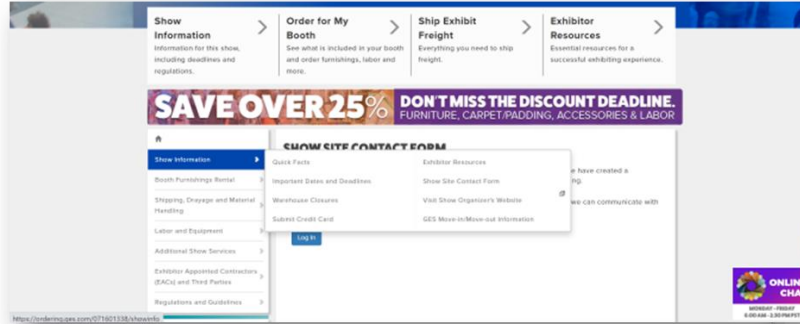
**Text us from your booth: (407) 759-3572**

We can help with:

- Last minute ordering
- Preliminary invoice review
- Outbound shipping



# Designate Your Show Site Contact



## SHOW SITE CONTACT FORM

In an effort to focus on the health and safety of exhibitors and GES team members, we have created a contactless and paperless show site experience for you using email and text messaging.

Submit this form with the show site contact cell phone number and email address so we can communicate with you effectively.

First Name

Last Name

Email

Phone

1. Go to Show Information
2. Click on "Show Site Contact Form"
3. Submit the form with your show site contact's cell phone number and email address so we can communicate with you effectively.

# Onsite Exhibitor Hours

## GES Service Desk Hours Onsite

Friday, July 8 – Wednesday, July 13  
8:00 am - 5:00 pm

### Installation Hours

Friday, July 8: 8:00 am – 9:00 pm  
Saturday, July 9: 8:00 am – 9:00 pm  
Sunday, July 10: 8:00am – 9:00 pm

## Dismantling Hours

Tuesday, July 12:  
2:30 pm–10:00 pm

Wednesday, July 13:  
8:00 am–3:00 pm

**Second Harvest Food Bank will have a team onsite collecting donations.**





# Target Floor Plan

## TARGET DATES & TIMES

- FRIDAY, JULY 8, 8AM - 9PM
- SATURDAY, JULY 9, 8AM - 9PM
- SUNDAY, JULY 10, 8AM - 9PM


## TARGET MOVE-IN SCHEDULE FOR FREIGHT DELIVERIES

This schedule refers to the time your freight carrier has been assigned to check-in at the Convention Center and placed in line for unloading. The schedule is for the freight move-in of your exhibit and display equipment only. You are not required to begin setting up your display at this time. If you elect to ship your freight to the GES Advance Receiving Warehouse, that freight will be delivered to your booth by 7am on your assigned Target Move-In Day/Time so that you can begin setting up your display on your assigned Target Move-In day.



# Refrigerated & Frozen Products

<b>F</b>	<b>RUSH!</b> FROZEN DIRECT
<b>FROM:</b> GES 6800 Santa Fe Drive Hodgkins, IL, 60525 United States of America	
DIRECT SHIPPING	
<b>TO:</b> GES Exhibiting Company	
<b>School Nutrition Association Annual National Conference</b>	
Name of Exhibition	052601371
1	
Booth Number	
<b>C/O GES</b> 9800 International Dr. Orlando, FL, 32819-8111 United States of America	
CERTIFIED WEIGHT TICKETS ARE REQUIRED FOR ALL SHIPMENTS. Drivers must check in by 2:00 PM to be guaranteed same day unloading.	
Number <u>1</u> Of <u>1</u> pieces	
	

<b>R</b>	<b>RUSH!</b> REFRIGERATED DIRECT
<b>FROM:</b> GES 6800 Santa Fe Drive Hodgkins, IL, 60525 United States of America	
DIRECT SHIPPING	
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CERTIFIED WEIGHT TICKETS ARE REQUIRED FOR ALL SHIPMENTS. Drivers must check in by 2:00 PM to be guaranteed same day unloading.	
Number <u>1</u> Of <u>1</u> pieces	
	

# Marshaling Yard

## Marshaling Yard Address:

**7945 Mandarin Drive**

**Orlando, FL 32819**



- All delivering carriers and privately owned vehicles **MUST** check in at the Marshaling Yard prior to show site deliveries.
- Driver will be dispatched to the appropriate docks as space is available.
- After unloading, all vehicles should return to the Marshaling Yard with a completed GES Receiving report.
- Please advise your carrier of the Marshaling Yard information to better facilitate your direct shipment.

# Refrigerated | Frozen Product Shipping & Handling

## Cold Storage Delivery:

- Schedule deliveries and pick ups in advance to ensure availability
- Delivery time begins at 6:00 AM on show days
- Please confirm labor by 2:30 PM the day before your requested delivery date

## Online Delivery Request Form:

[https://ordering.ges.com/052601371/ref\\_froz\\_delivery](https://ordering.ges.com/052601371/ref_froz_delivery)

### IMPORTANT INFORMATION

Exhibitors are highly encouraged to schedule cold storage deliveries (to and from the booth) in advance of the show to ensure delivery time availability and avoid excessive costs. There are a finite number of deliveries made per hour "window" -- orders will be processed in the order received.

Delivery time on show days begin 6:00 AM. Please confirm cold storage labor by 2:30 PM the day before the date requested. Please have an authorized company representative present at the time of delivery to your booth to inventory the items. Exhibitors wanting product delivered to their booth on "NEED DATE", must have their cold/frozen product arriving at the Cold Storage Warehouse no later than "NEED DATE".

Any product left in cold storage after 7:00 PM on "NEED DATE" will be donated to the food bank. Please be sure to make arrangements for your carrier/shipper to arrive by 10:00 AM on "NEED DATE", to pick up any product stored on the refrigerated/freezer trucks.

Note: Label your product so you know what product is for a specific day. Create a coding system to minimize access fees and help you get the product you need correctly, the first time. Deliveries will be suspended between 9:00 AM - 10:00 AM on show days.

The minimum charge for storage labor is one (1) hour per man per delivery and it is inclusive of delivery equipment. Gratuities in any form, including cash, gifts, or labor hours for work not actually performed are prohibited by GES. New orders placed onsite are subject to schedule availability.

#### Delivery / Pickup Information

Delivery/Pickup Date:	Description of Delivery/Pickup:
<input type="text"/>	<input type="text"/>
Estimated Delivery/Pickup Time:	Delivered to Booth or Picked up from Booth:
<input type="text"/>	<input type="text"/>
Number of Workers:	Refrigerated or Frozen:
<input type="text"/>	<input type="text"/>
Number of Hours:	Estimated Labor Cost (Workers x Hours):
<input type="text"/>	<input type="text"/>

Delivery/Pickup Date:	Description of Delivery/Pickup:
<input type="text"/>	<input type="text"/>
Estimated Delivery/Pickup Time:	Delivered to Booth or Picked up from Booth:
<input type="text"/>	<input type="text"/>
Number of Workers:	Refrigerated or Frozen:
<input type="text"/>	<input type="text"/>
Number of Hours:	Estimated Labor Cost (Workers x Hours):
<input type="text"/>	<input type="text"/>

# Move Out as Easy as 123

1. Fill out your electronic Bill of Lading (BOL) form. **The sooner the better!**

- Please be sure to include the piece count.
- If you need shipping labels, stop by the GES Servicenter after your form is submitted. We encourage you to do this before the show closes.

2. Pack up your materials.

3. Text us "**Ready – company name & booth number**" when you are all packaged up and ready to head out. We will pick up everything from your booth.



GES Material Handling

A screenshot of a complex form titled "GES Material Handling". The form includes a header with the GES logo and a "CHECK AND SIGN" box. Below the header, there are several sections with text and tables. A green arrow points to the right at the bottom of the form, with the text "START FILLING →".

START FILLING →

# Planning Tips

- Always bring your shipping information with you including tracking numbers and carrier contact information.
- Review your invoices while on show site for accuracy. We are happy to review them with you!
- Provide a GES Bill of Lading for every outbound destination.
- If you are using a carrier other than GES Logistics, please ensure they are scheduled to pick up your shipment and know where to check in at the convention center.
- Electrical, plumbing and rigging services are provided by the Orange County Convention Center. Order these services and provide specific details on the locations within your booth space in advance to save time on site.





# Certificate of Insurance

The Orange County Convention Center requires the following coverage be listed on your Certificate of Insurance (COI):

- General Liability: \$1,000,000 million
- Automobile Liability: \$1,000,000 million
- Excess/Umbrella Liability: \$1,000,000 million
- Workers Compensation: \$500,000 thousand
- Description: 2022 Annual National Conference, July 10-12, 2022, Orange County Convention Center, GES – Global Experience Specialist,
- Holder: School Nutrition Association – 2900 S. Quincy St. Suite 700 Arlington, VA 22206
- If Rainprotection Insurance (SNA contracted vendor) doesn't receive your COI by **June 30**, your organization WILL NOT gain access to the Exhibit Hall.
- **Contact *RainProtection, Inc.* at [Sales@rainprotection.net](mailto:Sales@rainprotection.net) or (800) 528-7975 for assistance.**





# Sample Sizes:

All items are limited to SAMPLE SIZE and must be dispensed / distributed as follow:

- Food items are limited to maximum of **6 oz.** sample size
- Non-Alcoholic Beverages limited to maximum of **8 oz.** sample size



**MUST** complete the Sampling Authorization Form – Centerplate Catering, return to:

- Kelsey Kercado, Exhibition Catering Sales Manager
- Email: [Kelsey.Kercado@centerplate.com](mailto:Kelsey.Kercado@centerplate.com)
- Phone: 407-685-5760



# Food Safety – serving food & beverage samples

If your organization plans to serve food or beverage samples, the Food Handlers **MUST** follow these food safety measures:

## Always Wear a Mask, Gloves & Hair restraints!

- Hair restraints (hairnet, hat or baseball cap) - should be worn at all times when handling food.
- Hands - Wash hands frequently. Use disposable paper towels, as much as possible, for drying hands. Disposable gloves should be worn at all times when handling food.





# Temporary Hand-Washing Station & Other Services



Example handwashing station.

## OCCC Exhibitor Services (*electrical, plumbing, rigging, etc.*)

- Call: (800) 345-9898
- Email: [exhibitor.services@occc.net](mailto:exhibitor.services@occc.net)

## SMART City – Internet service

- Call: (888) 446-6911
- Email: [customerservice@smartcitynetworks.com](mailto:customerservice@smartcitynetworks.com)
- Customer ID #2022-075-509

# Health Dept. Inspectors

**BOOTH INSPECTION WILL TAKE PLACE ON  
MONDAY, JULY 11 @ 9:00AM**



**The Health Dept. Inspectors will be present on the Exhibit Floor to evaluate your booth. If your booth is not in compliance, you will not be permitted to exhibit at the tradeshow until ALL violations are corrected.**

# Checklist and Deadlines

## June 6 – July 5

**GES:** Accepting shipment at the Advance Warehouse; *the GES Advanced Warehouse CAN NOT accept refrigerated or frozen items.*

## June 30:

**CDS-Registration:** Deadline to register for Badges & make changes.

**Certificate of Insurance is due;** if SNA doesn't receive your COI you WILL NOT gain access to the Exhibit Hall. For assistance, please contact **RainProtection Insurance** for assistance.

## July 8 – 10:

**GES:** Accepting refrigerated/frozen items; direct shipment to the OCCC.

## Don't wait...ORDER NOW!

- **CDS:** Lead Retrieval machine/scanner
- **GES:** furnishings, carpet, labor, refrigerated/frozen storage, food deliveries, porter services, etc.
- **Conference Direct – Housing:** making or modifying reservations
- **Centerplate Catering:** supplies, ice, personal (booth attendant/servers/chef),etc.
- **SMARTCity:** Internet service
- **ONServices:** Audio Visual equipment & services
- **Photography:** Jim Ezell – EZ Event Photography
- **Videography:** Dave Spalding – Livd+Produced

*All this information can be found within the Exhibitor Service Manual*

# SNA Vendors

As we are committed to providing you with the most value and highest quality, we have vetted these partners carefully. According to our rules and regulations, no outside photography or videographer will be allowed on the show floor, conference facilities, meeting rooms or education sessions without explicit permission from SNA.





MULTI-MEDIA CREATOR

# EZ EVENT PHOTOGRAPHY

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# Suitcasing & Outboarding

- **SUITCASING** refers to those non-exhibiting companies or persons who go to conferences as an attendee but “work the aisles” and solicit business in the aisles of the exhibit floor.
- **OUTBOARDING** is defined by the International Association of Exhibitions and Events (IAEE) as the creation of an event that is related to an existing exhibition or event but that is not sanctioned by the conference organizer, and which seeks to benefit from the audience the organizer attracts. refers to non-exhibiting companies that set up exhibits or events outside of the exhibit hall.

**ANC** 20  
23  
ANNUAL NATIONAL  
CONFERENCE



# Exhibitor Sign-up: ANC23 Denver Colorado Convention Center

**ANC** 20  
22  
ANNUAL NATIONAL  
CONFERENCE

## Patron Sign-up:

Tuesday, June 28 & Wednesday, June 29

9am – 4pm / phone appts.

## Onsite Exhibitor Sign-up / Booth 1669

### Monday, July 11:

Exhibitor Sign-up for 2023: 7:30am – 9:00am

Exhibitor Sign-up for 2023: 2:30pm – 4:30pm

### Tuesday, July 12

Exhibitor Sign-up for 2023 7:30am – 9:30am

Exhibitor Sign-up for 2023: 2:00pm – 3:00pm

*Your Appointment time is based on Priority Points*





# Have More Questions?

## **SNA Contacts:**

**Crystal Harper Pierre, CEM**  
[charper@schoolnutrition.org](mailto:charper@schoolnutrition.org)

**Nita Artis, CMP**

[nartis@schoolnutrition.org](mailto:nartis@schoolnutrition.org)

**Danielle Duran Baron, CAE**  
[dbaron@schoolnutrition.org](mailto:dbaron@schoolnutrition.org)

**Sherry Carrigan, CAE**  
[scarrigan@schoolnutrition.org](mailto:scarrigan@schoolnutrition.org)

## **GES Contact:**

**Customer Service:**

**(800) 801-7648**

**Monday - Friday**

**6:00 AM - 4:00 PM PST**

**9:00 AM – 7:00 PM EST**



# Thank you!

*Your help in making this conference successful & enjoyable is very much appreciated by everyone in the SNA Family.*

*We look forward to seeing you in Orlando!*