

ANNC 2024
**ANNUAL NATIONAL
CONFERENCE**



EXHIBITOR PROSPECTUS

#ANC24 | JULY 14-16, 2024 | BOSTON, MASSACHUSETTS

#ANC24



SNA's 2024 Annual National Conference (#ANC24) in Boston, Massachusetts, is the place to be for K-12 foodservice professionals. As an #ANC24 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 #ANC24 theme, "Shaping Tomorrow Together" focuses on how school nutrition professionals can do their best work in advancing school meal programs when they do it together—and industry members are a key part of that work.

**SHAPING
TOMORROW
TOGETHER**

During the two days of ANC's unparalleled Exhibit Hall, you'll have pivotal opportunities to showcase your products and/or services, make important first impressions and strengthen your existing customer relationships.

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 at anc.schoolnutrition.org/exhibit-hall.

Be front and center at #ANC24—it's a great investment!

PROJECTED ATTENDANCE

4,000 SCHOOL NUTRITION OPERATORS

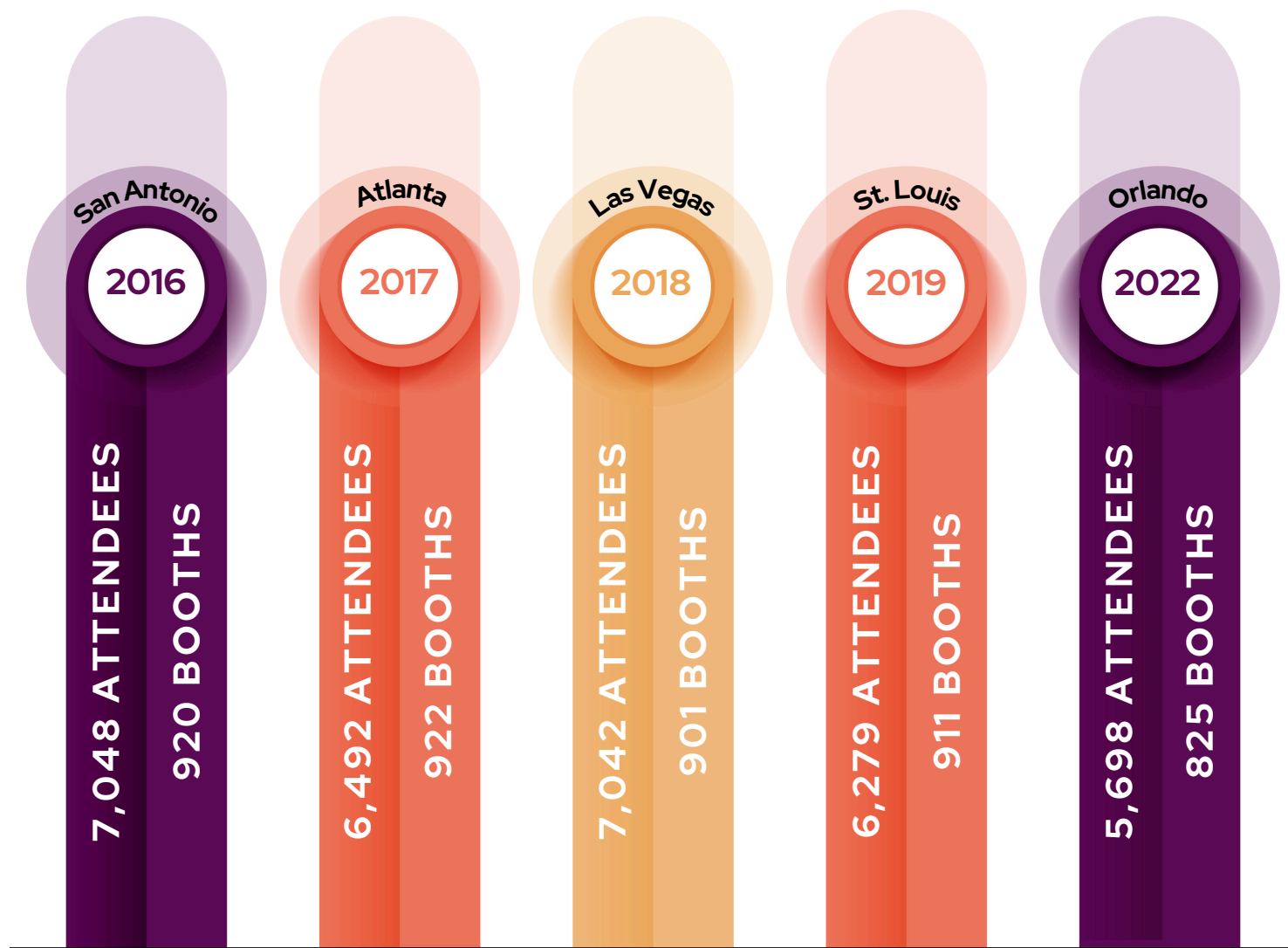
PROJECTED EXHIBITORS

850 BOOTHS, REPRESENTING **300** COMPANIES

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 (2016-2022)

EXHIBITOR BOOTH PACKAGE BENEFITS



As an ANC Exhibitor, your Booth Package includes these exclusive exhibitor benefits:

1

Exceptional brand exposure through unique opportunities to showcase new products and gain customer feedback.

2

Five complimentary badges to the Exhibit Hall for each 10x10 booth space purchased.

3

Company profile listed in both the ANC Discovery Guide and the ANC mobile app.

4

Face-to-face connections with 4,000+ school nutrition professionals.

5

Access to 120+ accredited educational sessions and two general sessions.

6

Enhanced credibility through opportunities to earn CEUs toward your SNA Certificate or SNS Credential.

EXHIBIT BOOTH FEES

10 x 10 Inline	\$2,950
10 x 10 Corner	\$3,150
10 x 20 Inline	\$5,900
10 x 20 (I/C)	\$6,100
10 x 20 Corner	\$6,300
20 x 20 Island	\$12,600
20 x 30 Island	\$18,500
20 x 40 Island	\$24,400
20 x 50 Island	\$30,300
30 x 30 Island	\$27,350
30 x 40 Island	\$36,200
30 x 50 Island	\$45,050
30 x 60 Island	\$53,900
40x 50 Island	\$59,800



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 show services such as: storage, placement, shipment or reshipment of exhibit materials, special lighting, booth furnishings, tables, chairs, electrical, internet, carpet, individual booth cleaning or any other special services, which are the financial responsibility of the exhibitor.

BOOTH ASSIGNMENT

The Association reserves the right to use its sole discretion in reassigning space in cases where competitive products have adjacent exhibits or floor reconfiguration is needed. Prior exhibitors are given the first opportunity to reserve space for the following year at the current show. Booths will be assigned to those companies and others exhibiting at the current show according to the established priority point system. All contracts received thereafter will be assigned on a first-come, first served basis.

TRAFFIC BUILDERS



Enhance your visibility and take advantage of more opportunities to gain greater exposure among ANC attendees. Exhibiting at ANC is required.



CULINARY DEMOS

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, and offer ways to enhance school meals and increase participation. You must be exhibiting at ANC 2024 to present a demo. (Four demos available for \$4,000 each.)



BECOME AN #ANC24 SPONSOR

SNA offers a broad range of sponsorship opportunities to choose from with price points that allow every company to generate 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. (\$600 each)

For more information on these opportunities, contact:

- > Nita Artis, CMP, DES, Senior Corporate Sales, Industry Success & Patron Program, nartis@schoolnutrition.org
- > Crystal Harper-Pierre, CEM, Senior Corporate Sales & Industry Specialist, charper@schoolnutrition.org



EXHIBITOR INFORMATION

PRIORITY POINTS 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

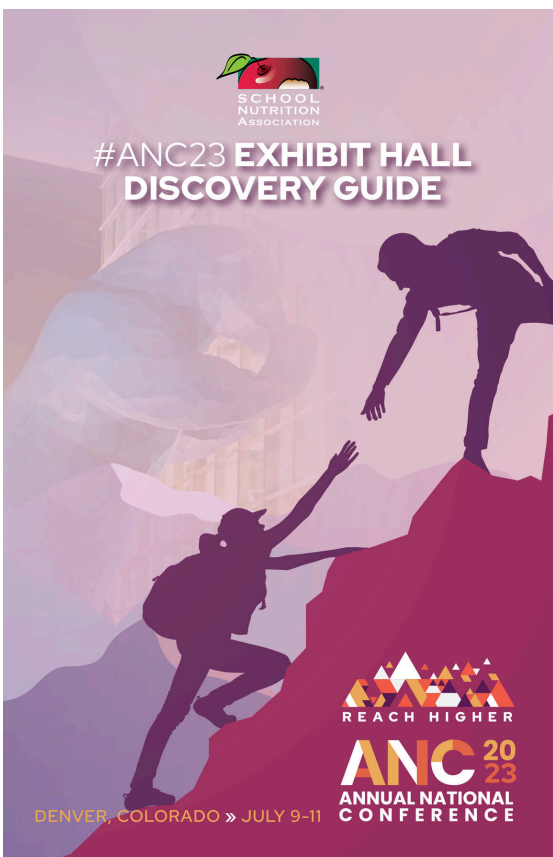
SNA must approve all hospitality suites, meetings and/or events sponsored by exhibitors during ANC. No function may be scheduled to compete with conference hours. For a Meeting Request Form, please contact Sara Kilkenny, CAE, Director of Meetings, skilkenny@schoolnutrition.org

EXHIBITOR SERVICE KIT

In Spring 2024, 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.



ANC DISCOVERY GUIDE



The official ANC Discovery Guide is a complete Exhibit Hall resource for attendees and features a full buyers' guide. It is a valuable onsite tool and future reference guide for attendees. To include your Exhibitor Listing, the “Program Description Form” is available online and must be submitted by February 29, 2024.

#ANC24 POSSIBLE PRODUCT CATEGORIES*

Alternative Bites

Dairy

Desserts/Snacks

Fruits/Vegetables

Gluten-Free

Information & Resources

Ingredients & Extras

Large Equipment

Processed/Prepared Foods

Protein

Small Equipment

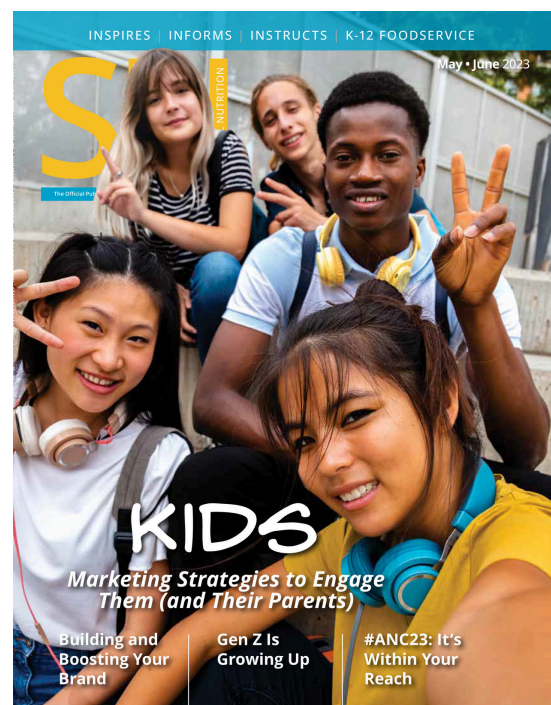
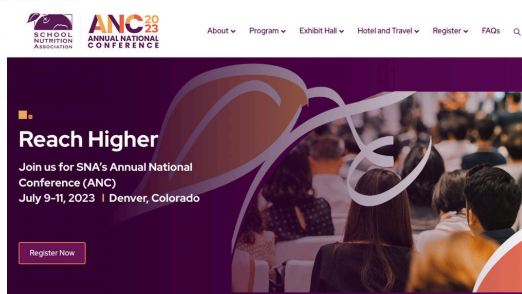
Supplies

Technology

*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 2024.

ADVERTISE IN OFFICIAL #ANC24 PUBLICATIONS

Ask about big savings when you advertise in both School Nutrition magazine's ANC issue (May/June 2024) and the official ANC publications! Also inquire about digital advertising opportunities, including the ANC website, pre-show e-blasts and ANC dailies. Contact your MCI sales representative, Dan Kaste at dan.kaste@wearemci.com, for more information. Note: To include your ad in an official ANC publications, you must be a current exhibitor.



ADDITIONAL INFO

#ANC24 DATES & LOCATION

July 14-16, 2024

**Boston Convention & Exhibition
Center (BCEC)**

415 Summer Street

Boston, MA 02210

877-393-3393

www.signatureboston.com/bcec

EXHIBIT HALL HOURS

Monday, July 15

9:30 a.m.-2:30 p.m.

Tuesday, July 16

9:15 a.m.-12 p.m.*

12 p.m.-2 p.m.

*Directors only

KEY CONTACTS

Danielle Duran Baron, MA, MBA, CAE

Vice President, Marketing,

Communications & Industry Relations

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Crystal Harper-Pierre, CEM

Senior Corporate Sales & Industry

Specialist

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Nita Artis, CMP, DES

Senior Corporate Sales, Industry

Success & Patron Program

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Sherry Carrigan, CAE

Business Development Advisor

scarrigan@schoolnutrition.org

MEMBERSHIP INFORMATION

SNA industry membership fees are:

> Industry/Corporate: \$995/year

> Industry Patron: \$15,000/year

FUTURE ANC DATES

ANC 2025

San Antonio, TX

July 13-15, 2025

ANC 2026

Charlotte, NC

July 12-14, 2026

ANC 2027

Phoenix, AZ

July 11-13, 2027

ANC 2028

Nashville, TN

July 9-11, 2028

ANC 2029

Chicago, IL

July 8-10, 2029