



Elevate Your ANC Event Experience: Affiliate Event Guidelines & Private Exhibitor Meeting Rooms

Are you planning an event during the School Nutrition Association's (SNA) 2024 Annual National Conference (ANC)? We're here to help you make it a success!

1. Seek SNA's Assistance To ensure a seamless and enjoyable conference experience for all attendees, SNA's approval is required for all events, even those hosted at unofficial venues, such as hotels in the SNA block; o hotels outside the block, or special venues. We're dedicated to upholding the quality of every ANC-related gathering.

2. Affiliation for Enhanced Networking: Events organized independently from ANC fall under the category of affiliate events. These gatherings offer exceptional opportunities for industry peers to come together, connect, and engage in fruitful networking.

3. Unleash the Power of Collaboration: We understand the significance of having numerous members convene in one place. Therefore, SNA wants to support our corporate/industry members, allied partners and government agency partners in hosting meetings and events throughout the conference. ANC is all about fostering collaboration and knowledge exchange.

4. Streamlined Planning for In-Conjunction-With (ICW) Events: If you're considering an In-Conjunction-With Event where you will assume 100% responsibility for logistics and planning, refer to Exhibit A for a comprehensive guide.

5. Exclusive Meeting Space: Are you in need of a Private Exhibitor Meeting Room for a specific day and time slot? SNA has allocated dedicated meeting spaces in both the HQ hotel, the Westin Boston Seaport District, and the Boston Convention & Exhibition Center to cater to exhibitors' unique requirements.



Streamlined Event Guidelines and Fees for Your Convenience

When it comes to your event requests, understanding the guidelines and fees is essential. We've categorized them for your convenience:

Affiliate/ICW (In Conjunction With) Events

- **Hospitality Suites:** Organized and financially supported by corporate/industry groups and government agencies, these suites are ideal for social gatherings. Securing a hospitality suite must be done through the hotel.
- **Social/Networking Events:** Whether it's a reception, dinner, or any social affair, these events are sponsored and financially supported by corporate/industry groups and government agencies.

Private Exhibitor Meeting Rooms (if requesting space held by SNA)

- **Board/Committee Meetings:** Small, intimate gatherings with 25 people or fewer, sponsored and financially supported by corporate/industry groups and government agencies.
- **Focus Groups:** Targeted gatherings of 30 attendees or fewer, designed to gather specific data, assess services, or test new ideas.
- **Staff Meetings:** Closed-door meetings exclusively for corporate/industry/government staff. These meetings should remain private and cannot include SNA attendees unless they are full-time employees of the sponsoring company. Not held on a 24-hour basis.
- **Other Events:** If your proposed event doesn't neatly fit the above descriptions, don't worry; we're still here to help. Please know that your event request will be subject to approval.

Administrative Fees: Please note that there is a non-refundable administrative fee for each approved application. Refer to the fee schedule on the last page for detailed information. Government agency-sponsored events, however, are exempt from this administrative fee. We're committed to making your event planning process as straightforward as possible, ensuring your event aligns with our guidelines. Let's work together to create remarkable gatherings that leave a lasting impact.



Affiliate/ICW (In Conjunction With) Events

Timetable Restrictions and Approvals

The schedule for the ANC2024 has been thoughtfully designed to ensure that attendees can fully engage with the conference's exhibit floor and educational program. As a result, the availability and timing of affiliate events are subject to some limitations. To provide clarity, here are the approved and restricted time slots:

Friday July 12	Saturday July 13	Sunday July 14	Monday July 15	Tuesday July 16
Unrestricted	Unrestricted	6:00am – 8:00am After 5:30pm	6:00am – 8:00am After 5:30pm	6:00am – 8:00am

All restricted times are reserved for SNA programs, meetings, and functions. SNA is protective of its attendees' time, energy and attention and strongly objects to third party initiatives scheduled outside of established guidelines.

Corporate Industry/Exhibitor Staff Meetings are permitted during restricted hours ONLY if they do not involve attendees other than company staff members. We encourage our exhibitors to attend education sessions and General Sessions, and the Closing Event.

Reserving a Space:

- All affiliate event applications must be submitted by **June 14, 2024**, and will be reviewed in adherence to our outlined guidelines.
- An administrative fee is applicable to each approved application, with space confirmation, approval, or release contingent on the receipt of this fee. Please note that this fee will be waived for government agencies.
- Meeting coordinators are not authorized to reserve meeting rooms directly through the convention center or SNA-contracted hotels until their event has received approval.
- Space is limited and will be allocated on a first-come, first-served basis.
- To submit your affiliate event application, kindly email Markita Bullock at m.bullock@schoolnutrition.org.

Alternate Venues: For those considering offsite event hosting in Boston, we are committed to ensuring a seamless planning process. Reach out to Markita Bullock, Meeting Planner at m.bullock@schoolnutrition.org, with your needs and completed application. We'll connect you with our preferred Destination Management Companies (DMC) and venue contacts to facilitate your logistical arrangements.

Transportation: SNA approval is required for bus staging. Organizations providing transportation to and from the convention center, participating hotels, and event venues must contact SNA by June 14, 2024. We are happy to connect you with our bussing partner for a transportation quote.



Marketing Activities:

Onsite marketing collateral materials for affiliate events are limited to the sponsor's exhibit booth (if applicable) and one sign outside the assigned room just before the event starts. Promoting the event in other areas of the convention centers or hotels within the SNA block is only permitted with prior approval from SNA.

Trademark Usage: The names, logos, and acronyms of the ANC2024 are exclusive property of SNA and may not be used without express written permission. The approved terminology for use is "**while attending ANC2024.**" Any other phrasing is not acceptable.

Disclaimer: All printed materials promoting the affiliate event (including emails and online publications) must prominently and legibly feature the statement: "**This is not an official function/event of the School Nutrition Association.**" We appreciate your cooperation in adhering to these guidelines.

NEW*:

This year, we are rolling out additional benefits for those planning to host ICW events at ANC2024. We believe that by enhancing your experience, we can collectively take your event to new heights. Here's what's in store for you:

1. Amplified Visibility: SNA is stepping up its game by offering a space on our ANC website for your event listings. What's more, your event details will be prominently featured in our event app, reaching a wider audience, and generating buzz for your event. We're committed to promoting your event on your behalf!

2. Access to Exclusive Discounts: In our efforts to support you, we're excited to assist you in connecting with the right people in Boston. This way, you can tap into any special discounts that may be extended to SNA and its partners. It's all about helping you make the most of your event experience.

3. Strengthening Our Collective Impact: By gaining insights into SNA's overall expenditure in a city, along with our partners, we are positioning ourselves to secure better deals for everyone. Negotiated room rates, rental fees, and more can be optimized to benefit all of us.

4. Earn a Priority Point: Your company will receive one priority point for each approved event. Priority points determine the order of booth selection for the following year.

Your Commitment Matters:

Adherence to SNA Rules and Regulations: All affiliates organizing events are expected to comply with SNA's rules and regulations. It's not just about you; it's about upholding the integrity of our community.

Consequences of Violations: Violations of SNA rules and regulations can have repercussions, potentially impacting future exhibiting status and affiliate event requests. Let's work together to ensure a successful and seamless experience for all.



Event Approval Required: Regardless of whether you need space from an SNA venue, approval is mandatory for all affiliate events. Please review the approved event start times before submitting your request. To facilitate this process, we've outlined an administrative fee schedule below:

SNA Administrative Fees Schedule:

Received on or before May 10, 2024	Received after May 10, 2024
\$100.00	\$200.00

It's important to note that space at the convention center and hotels is limited. Submitting a request for space does not guarantee approval or placement, so make sure to act promptly.

We're thrilled to provide you with these enhanced opportunities and services. Don't miss out on making your ICW event an even greater success this year. Submit your application today and let's embark on this journey together.

Join us in making ANC2024 unforgettable!



Affiliate/ICW (In Conjunction With) Event Application

Return forms by June 14, 2024 to: Markita Bullock at m.bullock@schoolnutrition.org

Event Name/Title/Description (Please attach agenda): _____

Planning Company: _____ Planning on behalf of: _____

Supporter Contact Name: _____ Supporter Contact phone: _____

Planner Contact Name: _____ Title: _____

Planner Email: _____ Planner Phone: _____

Address: _____

City: _____ State: _____ Zip Code: _____ Country: _____


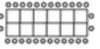




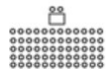
Type of Group: Corporate/Industry Government Other: _____

Target Audience: _____

Registration Fee Required: YES NO Amount: _____

Transportation Required: YES NO Amount: _____

Set up Style:

- Classroom 
- Conference 
- Hollow Square 
- U-Shape 
- Reception 
- Rounds 
- Theater 
- Other _____



Preferred Location: Westin Boston Seaport District (HQ Hotel) Aloft Boston Seaport Element Boston Seaport Hyatt Place Boston Seaport District Boston Marriott Copley Place Omni Boston Seaport Renaissance Boston Waterfront Hotel Seaport Hotel Westin Copley Place Yotel Boston Convention & Exhibition Center

Other/Offsite: _____

Date: Fri 7.12.24 Sat 7.13.24 Sun 7.14.24 Mon 7.15.24 Tues 7.16.24

Event Begin Time: _____ **Event End Time:** _____ **Expected Number of Attendees:** _____

Space Assignment Information and Logistics:

Once your application is approved and you receive your confirmation, contact information will be provided for the venue selected and you can contact them to make further arrangements. Menus will be provided by the facility. A food and beverage minimum and room rental may apply.

Payment Method:

Credit Card – Please email payment link to: _____

(We will send an online CC payment link from our Clover system to the email address listed on the line above)

Check (make checks payable to SNA –P.O. Box 719297 Philadelphia, PA 19171-9297)

Total Amount Due \$ _____

SNA Administrative Fees Schedule:

Received before May 9, 2024	Received after May 9, 2024
\$100	\$200

* Space at the convention center and/or hotels are limited. A request for space does not constitute approval or guaranteed placement.

<p>For SNA Meetings Office Use Only (Accounting):</p> <p>SNA Administrative Fee to charge: \$ _____</p>
--



Private Exhibitor Meeting Rooms Application (complete if requesting space held by SNA)

Return forms by June 14, 2024, to Markita Bullock at m.bullock@schoolnutrition.org

Event Name/Title/Description (Please attach agenda): _____

Planning Company: _____ Planning on behalf of: _____

_____ Supporter Contact Name: _____

Supporter Contact

phone: _____ Planner Contact Name: _____ Title: _____

_____ Planner Email: _____

Planner Phone: _____ Address: _____

_____ City: _____

State: _____ Zip Code: _____ Country: _____
Type of Group: Corporate/Industry Government Other: _____

Meeting Name: _____

Type of Event:

- Board or Committee Meeting
- Hospitality Suite (Hotel Suite, not meeting space)
- Social Event/Reception
- Focus Group
- Office
- Staff Meeting (Internal Meeting)

Preferred Location: Boston Convention & Exhibition Center Westin Boston Seaport District (HQ Hotel)

Date: Sat 7.13.24 Sun 7.14.24 Mon 7.15.24 Tues 7.16.24 Wed 7.17.24

Rental Fees:

Fees for rental will be: \$2,000/day or \$500 per 2-hour slot. If more than 16 hours are reserved, a 10% discount will be applied to your total rental fee. As noted previously, any additional needs such as food & beverage, AV, and/or specialty furniture will be the responsibility of the company renting the meeting space.

Saturday, July 13	Sunday, July 14	Monday, July 15
<input type="checkbox"/> Full Day <input type="checkbox"/> 8:00am-10:00am <input type="checkbox"/> 10:30am-12:30pm <input type="checkbox"/> 1:00pm-3:00pm <input type="checkbox"/> 3:30pm-5:30pm	<input type="checkbox"/> Full Day <input type="checkbox"/> 8:00am-10:00am <input type="checkbox"/> 10:30am-12:30pm <input type="checkbox"/> 1:00pm-3:00pm <input type="checkbox"/> 3:30pm-5:30pm	<input type="checkbox"/> Full Day <input type="checkbox"/> 8:00am-10:00am <input type="checkbox"/> 10:30am-12:30pm <input type="checkbox"/> 1:00pm-3:00pm <input type="checkbox"/> 3:30pm-5:30pm

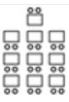




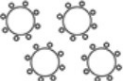

Tuesday, July 16 <input type="checkbox"/> Full Day <input type="checkbox"/> 8:00am-10:00am <input type="checkbox"/> 10:30am-12:30pm <input type="checkbox"/> 1:00pm-3:00pm <input type="checkbox"/> 3:30pm-5:30pm	Wednesday, July 17 <input type="checkbox"/> Full Day <input type="checkbox"/> 8:00am-10:00am <input type="checkbox"/> 10:30am-12:30pm <input type="checkbox"/> 1:00pm-3:00pm <input type="checkbox"/> 3:30pm-5:30pm	Total number of Hours: _____ Total Rental Fee: _____
---	---	---

Expected Number of Attendees: _____

Audiovisual Required: YES NO **Comments:** _____

Food and Beverage Require YES NO **Comments:** _____

Set up Style:

<input type="checkbox"/> Classroom		<input type="checkbox"/> Conference		<input type="checkbox"/> Hollow Square		<input type="checkbox"/> U-Shape	
<input type="checkbox"/> Reception		<input type="checkbox"/> Rounds		<input type="checkbox"/> Theater		<input type="checkbox"/> Other _____	

Space Assignment Information:

Space will be assigned based upon availability on a first-come, first served basis, and on date application is received. Space assignments will be confirmed via email by SNA. Once space is assigned and you receive your confirmation, you can contact the meeting facility to make further arrangements. Menus will be provided by the facility. A food and beverage minimum and room rental may apply.

OnServices is the official audiovisual company for the 2024 ANC and their services are available for your affiliate event. All arrangements for audiovisual equipment and support, including billing, must be made directly with OnServices, and not through SNA.

Payment Method:

Credit Card – Please email payment link to: _____

(We will send an online CC payment link from our Clover system to the email address listed on the line above)

Check (make checks payable to SNA –P.O. Box 719297 Philadelphia, PA 19171-9297)

Total Amount Due \$ _____

For SNA Meetings Office Use Only (Accounting):

SNA Administrative Fee to charge: \$ _____