



# *Exhibitor* **PROSPECTUS**

SAN ANTONIO, TX

JULY 13-15  
2025





## ANC25

**SNA's 2025 Annual National Conference (ANC25) in San Antonio, Texas, is the place to be for K-12 foodservice professionals. As an ANC25 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 ANC25 theme, ***It's Your Moment***, celebrates the journey of school nutrition professionals, honoring their resilience and vision for the future. This conference has a clear purpose: to unite these mission-driven individuals, providing an opportunity to reflect on their careers, foster personal and professional growth, and build a supportive community.

It's a moment to shine, share experiences and shape the next chapter of the essential work in advancing school meal programs. ANC25 is guaranteed to be an inspiring experience that will empower and connect attendees with fellow professionals committed to making a difference, one meal at a time

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](https://anc.schoolnutrition.org/exhibit-hall).

**Be front and center at ANC25—it's a great investment!**



### PROJECTED ATTENDANCE:

**4,000** School Nutrition Operators



### PROJECTED EXHIBITORS:

**900** Booths | **300** Companies



### ANC24 BOSTON:

**+ 7,000** registrants | **+900** booths

# WHY EXHIBIT?

SNA's Annual National Conference has consistently delivered:



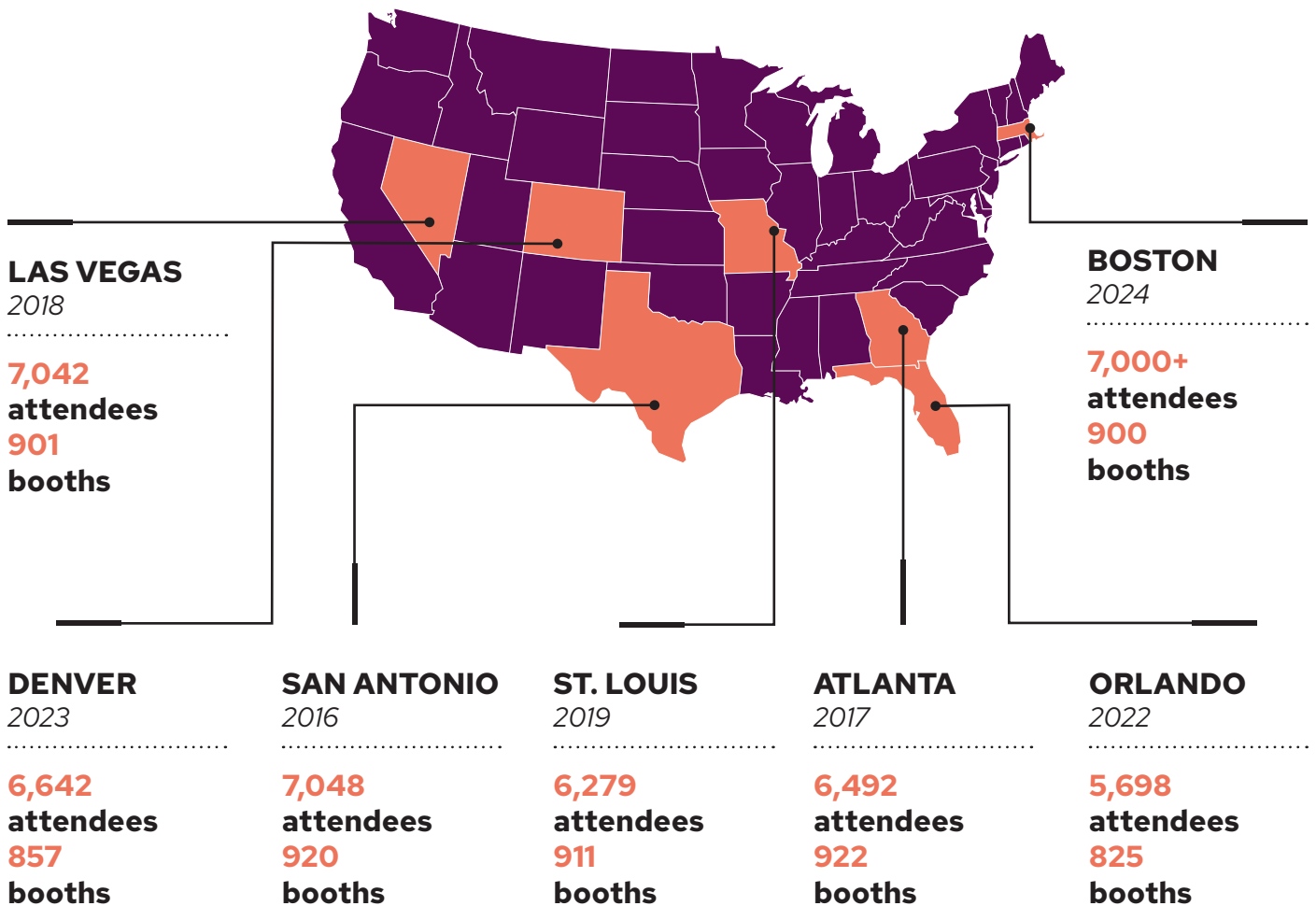
The largest annual gathering of K-12 school nutrition professionals.



Access to the most active and engaged decision-makers, buyers and influencers.



The potential to reach millions of students enrolled in SNA member districts.



# EXHIBITOR BOOTH PACKAGE BENEFITS

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



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



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



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



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



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



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 2025 to present a demo. (Four demos available for \$4,000 each.)

## Become an ANC25 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. (\$650 / \$1,250 / \$1,800 each)

**FOR MORE  
INFORMATION ON THESE  
OPPORTUNITIES, CONTACT:**

**Nita Artis, CMP, DES,**  
Senior Corporate Sales, Industry  
Success & Patron Program.  
[nartis@schoolnutrition.org](mailto:nartis@schoolnutrition.org)

**Crystal Harper-Pierre, CEM,**  
Senior Corporate Sales &  
Industry Specialist.  
[charper@schoolnutrition.org](mailto: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 Markita Bullock, Meeting Planner, [m.bullock@schoolnutrition.org](mailto:m.bullock@schoolnutrition.org)***



### Exhibitor service kit

In Spring 2025, 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.

***Available in Spring 2025 (mid-April)***



# 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 28, 2025.

## ANC25 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

## Advertise in official ANC25 publications

Ask about big savings when you advertise in both School Nutrition magazine's ANC issue (May/June 2025) and the official ANC publications!

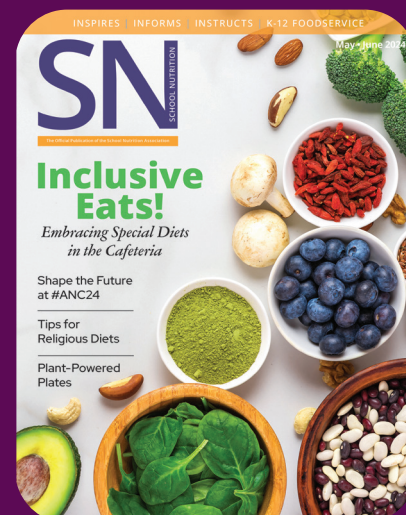
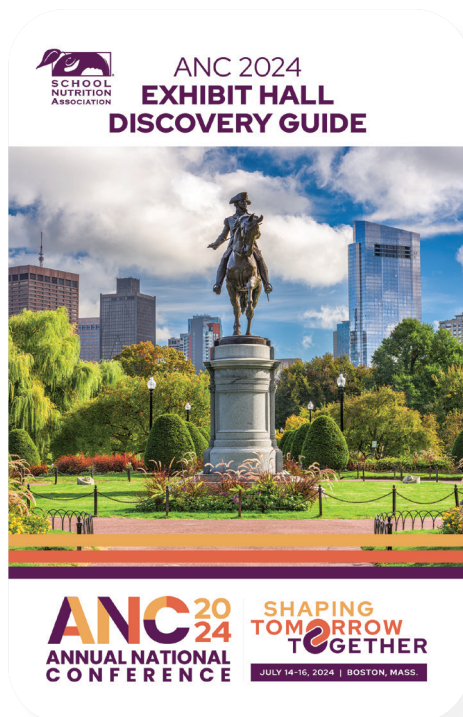
Also inquire about digital advertising opportunities, including the ANC website, pre-show e-blasts and ANC dailies. **For more information contact your MCI sales representatives:**

Dan Kaste: [dan.kaste@wearemci.com](mailto:dan.kaste@wearemci.com)

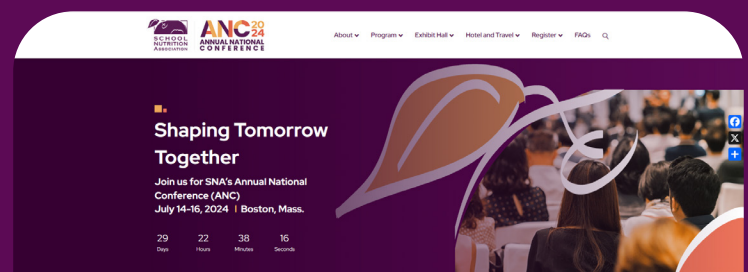
Brian Marks: [brian.marks@wearemci.com](mailto:brian.marks@wearemci.com)

Christina Kardon: [Christina.kardon@wearemci.com](mailto:Christina.kardon@wearemci.com)

**\*Note:** To include your ad in an official ANC publications, you must be a current exhibitor.



*\*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 2025.*







## ADDITIONAL INFO

### ANC25 Dates & Location

July 13-15, 2025

Henry B. González Convention Center

900 E Market St, San Antonio, TX 78205

[www.sahbgcc.com](http://www.sahbgcc.com)

### Exhibit hall hours

Monday, July 14: 9:30 a.m.-2:30 p.m.

Tuesday, July 15: 9:15 a.m.-12 p.m.\* and 12 p.m.-2 p.m.

*\*Directors only*

### Key contacts

**Danielle Duran Baron, MA, MBA, CAE, FASAE**

Vice President, Marketing,

Communications & Industry Relations

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

**Crystal Harper-Pierre, CEM**

Senior Corporate Sales, Industry Specialist &  
Exhibit Sales

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

**Nita Artis, CMP, DES**

Senior Corporate Sales,

Industry Success & Patron Program

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

### Membership information

SNA industry membership fees are:

- **Industry/Corporate: \$995/year**
- **Industry Patron: \$15,000/year**

### Future ANC dates

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

**School Nutrition Association**

**2900 South Quincy Street, Suite 700, Arlington, VA 22206 800.877.8822**

[www.schoolnutrition.org](http://www.schoolnutrition.org)

## 2025 ANC Exhibitor Contract

ARE YOU A FIRST-TIME EXHIBITOR?

YES

NO

**Return signed contract along with check to:**

School Nutrition Association  
2025 Annual National Conference  
San Antonio, TX • July 13-15, 2025

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)

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 9/30/24

**Corporate Member Rates:** \$2,950 inline \$3,150 corner  
**Non-Member Rates:** \$4,150 inline \$4,250 corner

#### On or After 10/1/24

\$3,300 inline \$3,500 corner  
\$4,500 inline \$4,600 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

Credit card: Please email payment link to: \_\_\_\_\_  
(We will send an online credit card payment link from our Clover system to the email address listed )

Check: Make payable to SNA—P.O. Box 719297, Philadelphia, PA 19171-9297

ACH Payment: Please forward instructions.

Total amount due: \$ \_\_\_\_\_

#### OFFICE USE ONLY

Date \_\_\_\_\_ Booth Assigned \_\_\_\_\_

Booth Size Inl Crnr Isl

Patron CMI NM

Total Booth Cost \_\_\_\_\_

**Final payment is due by Friday, December 6, 2024**

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

**4. PAYMENT POLICY:** All payments are non-refundable, except as specifically set forth in Section 5 below. **Full payment for all space is required by December 6, 2024.** If full payment is not received by December 6, 2024, 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 6, 2024, 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](mailto:charper@schoolnutrition.org). If and only if notice of cancellation or reduction is received prior to December 31, 2024, a refund limited to 75% of the total cost will be issued. **Please note that after December 31, 2024, 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 of the booth. 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, 2025, 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](http://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 2025 (mid-April)**, 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](http://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.**

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Authorized Applicant Signature

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Date

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Name

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Title

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SNA Representative Signature

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Date

**For more information, visit [anc.schoolnutrition.org](http://anc.schoolnutrition.org)**