



NEW PRODUCT SHOWCASE

The New Product Showcase is a large display of the newest and most exciting products ever assembled in one venue! This is a quick and effective way to promote your products, services and equipment to the 6,000+ ANC attendees.

RULES & REGULATIONS:

All 2026 ANC Exhibitors are eligible to participate in the New Product Showcase. You must be exhibiting to participate in the New Product Showcase.

This is defined as a product that has been introduced by your company to the school food market **from August 2025 through July 2026**.

Each participant will receive approximately **1½-ft. length x 1½-ft. height (18"x18")** of display space. If the products and/or pictures are larger than this, they will not be displayed.

Note: The display cases are manned. This showcase is for viewing and informational purposes only. Do not touch or move the displays.

SET UP & TAKE DOWN:

- All materials must be SET UP between the hours of 8 a.m. - 5 p.m., Friday, July 10 - Sunday, July 12.
- The display case is available for VIEWING from Friday, July 10 - Tuesday, July 14.
- All materials must be TAKEN DOWN between 3 - 6 p.m. on Tuesday, July 14.

Note: If the products are not claimed before 6 p.m., they will be discarded. If your company cannot be present at these times, please let SNA know to make alternative arrangements.

FEES:

BASIC | \$650 PER PRODUCT

- Placement on bottom shelf
- Company & booth ID number ID card
- ANC website & related materials listing

ENHANCED | \$1,250 PER PRODUCT

- Placement on top & middle shelves
- Company & Booth number ID card
- ANC website & related materials listing

FEATURED | \$1,800 PER PRODUCT

- Entire display case (all 3 shelves)
- Company logo on the display case
- Company & Booth number ID card
- ANC website & related materials listing

**PLEASE RETURN YOUR APPLICATION
NO LATER THAN MAY 29, 2026 TO:**

Crystal Harper-Pierre, Exhibits Sales
Manager at charper@schoolnutrition.org or
(800) 877-8822.

NEW PRODUCT SHOWCASE APPLICATION

COMPANY NAME: _____

BOOTH NUMBER: _____

CONTACT NAME: _____

PHONE: _____

EMAIL: _____

ADDRESS: _____

PRODUCT NAME: _____

FEES:

Basic: \$650 Enhanced: \$1,250 Featured: \$1,800

PAYMENT METHOD (CHECK ONE):

Check: Make payable to School Nutrition Assn.
 Credit Card: A secure link will be sent separately via email to pay online

**For check payments, please mail
check with completed application to:**

SNA Depository
PO Box 719297
Philadelphia, PA 19171-9297

**For credit card payments, send
completed form to:**

charper@schoolnutrition.org or
fax to (703) 824-3015
Attn: Crystal Harper-Pierre

I, THE UNDERSIGNED, DO HEREBY CERTIFY THAT THIS PRODUCT IS A "NEW PRODUCT," AS
DEFINED IN THE RULES AND REGULATION GOVERNING THE "SNA NEW PRODUCT SHOWCASE."

Company Representative

Date