



SNA Industry **BOOT CAMP**

Fall | Oct. 31- Nov. 1, 2018

WHY SHOULD I ATTEND?

- As an industry representative, it's important to fully understand the school nutrition market. At Industry Boot Camp, you'll receive the answer to the following questions and many more. Who are your customers and key stakeholders? What are their challenges? What are the hottest trends in school foodservice? What is the future of school nutrition programs?
- Learn how indirect costs, meal charges and reimbursement levels affect how a school district budget is developed.
- Gain valuable insights into the latest school nutrition guidelines and regulations.
- Benefit from an engaging panel discussion featuring school foodservice directors describing their challenges and successes.



SNA's Industry Boot Camp is a twice-yearly, intensive educational seminar designed for industry representatives. Whether you're new to school nutrition or a seasoned veteran—this one-of-a-kind experience will help you better understand the ins and outs of this complex foodservice segment.

TESTIMONIAL

"The SNA Boot Camp was very educational and eye opening. In two days I learned more about selling to schools than I had thought was possible. The speakers were very knowledgeable and the visit to an actual school cafeteria was perfect. I would recommend this to anyone who is new to the K12 segment."

Adam Finehout
K12 Operator Specialist
Idahoan Foods



School Nutrition Association
120 Waterfront St, Suite 300
National Harbor, MD 20745-1142
For information, visit:
www.schoolnutrition.org/BootCamp/



SNA Industry Boot Camp Registration

Oct. 31 – Nov. 1,
2018



National Harbor MD

Contact Information

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Segment

Food Manufacturer Food Distributor Food Broker Software

Manufacturer Broker Representative Food Service Equipment Other

Registration

SNA Patron Member \$1,500 SNA Corporate Industry Member \$2,000

Non-Industry Member \$2,400

Note: Your registration fee is non-refundable. If you cancel, SNA will apply your registration fee toward the Spring 2019 Boot Camp only. SNA reserves the right to cancel this meeting if minimum attendance is not met by September 28, 2018. Companies sending more than two attendees will receive a 20% discount on each additional registration after their first two registrations.

Payment

Visa MasterCard American Express Check – payable to SNA

Credit Card #: _____ Exp. Date: _____

Name on Card: _____ Total \$: _____

Fax your completed registration form to Heide Voss at (301) 686-3115 or email
hvoss@schoolnutrition.org

Hotel Reservations

The Alexandrian, Autograph Hotel - \$199.00 Traditional King per night
480 King Street, Alexandria, VA 22314
Hotel Reservation Phone: (703) 549-6080

You must identify yourself as a member of the School Nutrition Association/Boot Camp when making the reservation. To obtain the discounted room rate, your reservation must be made by September 28, 2018. Reservations received after September 28th will only be accepted on a space available basis, at the best available rate.