



Press Registration Policies for School Nutrition Association Meetings

Thank you for your interest in attending School Nutrition Association's (SNA) meetings. SNA meetings are not open to the general public and require an attendance fee. As such, these events are not automatically open to media outlets. Those requesting a complimentary press registration must meet the following media credentialing policies for each meeting. SNA reserves the right to refuse media credentials at its discretion.

Eligibility:

Registrants must be working members of the media, currently employed by a well-established news organization (newspaper, magazine, television, radio or news website) that publishes original content. Specialty outlets will be considered on a case-by-case basis. Registrants must have an editorial role and be on assignment to cover SNA's meeting. Freelance writers must submit a letter of assignment.

Registrants must complete a press registration form and may be asked to provide copies of press credentials. **Contact SNA's Director of Media Relations at media@schoolnutrition.org or 301-686-3124 to request a registration form.**

Personal blogs, forums, communities and user groups or YouTube, Facebook and Twitter platforms will not be considered for complimentary press registration. In addition, marketing, advertising, public relations, account and sales representatives; publishers, consultants, authors, analysts, researchers or others not working as news media, are not eligible.

Access:

Credentialed media attending SNA meetings must be accompanied by an SNA representative at all times. Exceptions may be approved on a case-by-case basis.

Press registration provides access to press events, general sessions and exhibit areas during published hours.

Admittance to education, roundtable or breakout sessions is at the discretion of the session's host. Attendance at pre-conference sessions, ticketed events, or special functions that require pre-registration and/or a fee to attend must also be requested in advance and will be considered on a case-by-case basis. **Contact SNA's Director of Media Relations to request access to these sessions and to all other activities not detailed above.**

Rules:

When arriving on site, press registrants must immediately contact the Director of Media Relations to obtain a press badge. This badge must be worn at all times while attending SNA meetings.

SNA requests that media introduce themselves and ask permission of attendees and exhibitors prior to interviewing/photographing/recording/filming them.

With the exception of press events, question and answer sessions during SNA meetings are reserved for paying attendees. Media is asked to reserve questions for presenters until after sessions are complete, or contact SNA's Director of Media Relations to arrange an interview. Reproduction of materials such as abstract data,

posters, presentation slides, etc., requires first obtaining permission from the listed author(s) and/or presenter(s).

Media are not allowed to distribute or promote their publications or solicit advertising while attending our meetings or visiting the exhibit hall. Anyone doing so will be required to leave the meeting.

SNA requests that reporters send copies of any stories generated as a result of their attendance at our meetings.

Credentialed media violating these rules may have their access withdrawn.

Please contact SNA's Director of Media Relations at media@schoolnutrition.org or 301-686-3124 with any further questions.