

school nutrition event of the year



**Secure
Your
Spot
On
Their
Tray**

 **2016 exhibitor prospectus
annual national conference | san antonio, tx
july 10-13, 2016**

welcome to san antonio

How do you secure your spot on 30.3 million* school lunch trays every day (and 13.5 million* breakfast trays)? By attending the School Nutrition Association's 70th Annual National Conference (ANC) in 2016, that's how! Recognized as the "School Nutrition Event of the Year"—you'll have access to more than 3,000 K-12 foodservice decision makers all under one roof!

With over 200,000 square feet of exhibit space, it's not surprising that every year ANC attendees line up to make their way into the Exhibit Hall. This destination is where school nutrition directors, managers and employees, comb through aisles, looking for that perfect product or service to boost their program's menus and efficiency. In fact, the Hall is packed with school representatives eager to meet with you face to face, learn about your company and build a business relationship that can last for years to come.

ANC is an ideal exhibiting opportunity for companies with a focus on K-12 school nutrition operations, with the majority of exhibitors returning year after year in support of this specialty segment. You not only benefit from the opportunity to generate and close sales leads, strengthen and build relationships and gain valuable feedback, but also demonstrate your support for feeding the nation's school children, a commitment cherished and valued by school nutrition professionals.

**USDA FY2014*

Secure your spot on the meal trays of America's school children. Reserve your space in the Exhibit Hall today!

2016 Conference Location

Henry B. Gonzalez Convention Center
200 E. Market Street, San Antonio, TX 78205
(877) 504-8895, www.sahbbgcc.com

To learn more about ANC 2016, visit the SNA website at www.schoolnutrition.org/anc.



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SNA Contacts

BUSINESS DEVELOPMENT & MEETINGS

Sherry Carrigan, CAE
Staff Vice President, Business
Development & Meetings
(301) 686-3151
Fax: (301) 686-3115
scarrigan@schoolnutrition.org

EXHIBITS

Crystal Harper-Pierre
Exhibit Sales Manager
(301) 686-3140
Fax: (301) 686-3115
charper@schoolnutrition.org

For more information on SNA, membership, exhibiting, sponsorship opportunities, SN Marketplace and our other annual meetings, contact Sherry Carrigan or visit SchoolNutrition.org.

by the numbers

13.5 mil*
breakfasts
served
daily

200,000
square
feet of
exhibit
space

30.3 mil*
lunches
served
daily

3,000+
decision
makers in
attendance

800+
exhibit
booths

*mil = million

exhibit hall general information

Featuring more than 800 booths and 360+ companies, the ANC Exhibit Hall is simply the biggest and best in school nutrition. It is continually cited in post-conference evaluations as one of the most valuable elements of the annual conference. With 11.5 hours of exclusive, non-competing exhibit time, your company will gain maximum exposure to this important audience. Your exhibitor benefits include:

- Five complimentary badges to the Exhibit Hall for each 10'x10' booth space purchased;
- Exceptional brand exposure through unique opportunities to showcase new products, demonstrate innovative solutions and gain first-hand feedback from current and potential customers;
- Company profile listed in the *ANC Program Guide*, a resource used by attendees throughout the year;
- Access to 100+ educational sessions and three general sessions;
- Expanding your customer base by connecting and communicating face-to-face with more than 3,000 school nutrition professionals; and
- Enhancing your credibility by earning continuing education units (CEUs) toward your SNA Certificate and SNS Credential.

Exhibit Hall Hours

- Monday, July 11: 10:00 am – 2:00 pm
- Tuesday, July 12: 9:00 am – 11:30 am ***
- Tuesday, July 12: 11:30 am – 2:00 pm
- Wednesday, July 13: 10:15 am – 1:15 pm

***This exclusive, non-competitive Exhibit Hall time is for Directors only.

Exhibitor Service Kit

In Spring 2016, exhibitors will receive notice when the Kit is available online. All booth payments, membership fees, sponsorship and advertising fees must be paid in full in order to gain access to the Kit.

Exhibit Booth Fees

EARLY BIRD BOOTH SIGN UP

Contracts received on or before September 30, 2015 will receive the following rates:

Industry Member Rate:

10x10 Inline: \$2,400	10x10 Corner: \$2,600
20x20 Island: \$10,400	20x30 Island: \$15,200
20x40 Island: \$20,000	30x40 Island: \$29,600

Non-member rate:

10x10 Inline: \$3,300	10x10 Corner: \$3,500
20x20 Island: \$14,000	20x30 Island: \$20,600
20x40 Island: \$27,200	30x40 Island: \$40,400

REGULAR BOOTH SIGN UP

Contracts received after September 30, 2015 will receive the following rates:

Industry Member Rate:

10x10 Inline: \$2,650	10x10 Corner: \$2,850
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Non-member Rate:

10x10 Inline: \$3,550	10x10 Corner: \$3,750
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Membership Fees

Industry/Corporate: \$900 annually

Industry Patron: \$11,000 annually

For more information about SNA Industry membership, please contact Nicolette Daleske, Business Development Associate, (301) 686-3173 or Sherry Carrigan, Staff Vice President Business Development & Meetings, (301) 686-3151.

Future Conference Dates

- ANC 2017: Atlanta, GA/July 9–12
- ANC 2018: Las Vegas, NV/July 8–11

marketing, advertising, sponsorship opportunities

ANC Industry Marketing/Advertising Sponsorship Opportunities

ANC offers a broad range of sponsorship opportunities with various price points allowing every company to increase awareness, show their latest innovations and support school nutrition professionals. For more information about sponsorships, contact Nicolette Daleske, Business Development Associate, at (301) 686-3073; ndaleske@schoolnutrition.org.

Market Your Message with Impact!

Advertising through SNA print and other media is a smart investment and plays an important role in your promotion strategy. Take advantage of opportunities to advertise in *School Nutrition* magazine, the *ANC Program Guide* and online at SN Marketplace. For more information about these publications, special conference distribution and combo rates, please contact Lisa Turner, (305) 671-3763; lisaturner@LMTmedia.com (East Coast) or Barbara Boyce, (303) 337-6854; bboyce@rmi.net (Midwest and West Coast).

Traffic Building Features

To enhance your visibility and take advantage of the opportunities below, contact Crystal Harper-Pierre, Exhibit Sales Manager at (301) 686-3140; charper@schoolnutrition.org or Nicolette Daleske, Business Development Associate, at (301) 686-3073; ndaleske@schoolnutrition.org.

• Big Reveal

Spotlight your company's new product or service with an exclusive 30-minute launch on the "Big Reveal" stage. Strategically located on the Exhibit Hall floor for maximum exposure, this is a can't miss opportunity to reach ANC attendees. Exhibiting at ANC is required in order to present at the "Big Reveal." (limited to two at \$7,500 each)

• Culinary Demo

Culinary Demonstrations provide an opportunity to showcase your latest food products, recipes, techniques, nutrition and food presentation skills, and offer ways to enhance school meals and increase participation. These demos take place in

the Exhibit Hall. Exhibiting at ANC is required in order to present a Culinary Demo. (limited to six at \$3,300 each)

• New Product Showcase

Display your new products, services or equipment in the high-traffic Marketplace area. This is an effective way to introduce and promote your product to the 3,000+ ANC attendees. Exhibiting at ANC is required in order to participate in the New Product Showcase. (\$550 each)

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.

Additional Services

The price of the booth rental does not include storage, placement, shipment or reshipment of exhibit materials; special lighting, booth furnishings, tables, chairs, electrical supplies, carpet, individual booth cleaning or any other special service are the financial responsibility of the exhibitor.

Hospitality Suites, Meeting Space and Entertainment

SNA must approve all hospitality suites, meetings and/or events sponsored by exhibitors. No function may be scheduled to compete with conference hours. Contact Nita Artis, Meetings Specialist at (301) 686-3127, eartis@schoolnutrition.org for a Meeting Request Form.

Priority Point System

The Priority Point System is used 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 years exhibiting (and consecutive years), membership and other factors. Contact Exhibit Sales Manager Crystal Harper-Pierre at (301) 686-3140 or email charper@schoolnutrition.org for more information.

exhibitor information

Booth Space Application and Rules

Please complete the enclosed Exhibit Space Contract and return it along with payment to SNA Headquarters. All exhibitors are entitled to the Early Bird Rate by sending their applications and payment on or before September 30, 2015. A 50% partially refundable deposit must accompany your contract to secure your booth. Booth space will not be held without a deposit. If full payment is not received by December 4, 2015, it will result in the release of your reserved booth space for general sale and forfeiture of deposit. Booths may be canceled and/or decreased until December 31, 2015, with a refund of 75% of the total booth payment. No refunds will be issued after December 31, 2015.

NOTE: No exhibitor shall assign, sublet or share the space allotted with another business or firm unless approval has been obtained in writing from SNA.

ANC 2016 Call for Proposals

SNA invites industry to help make the ANC 2016 education program as informative and valuable as possible for attendees by submitting an education session proposal. The ANC Program Committee is seeking speakers to present on key topics in the areas of Nutrition, Operations, Administration and Marketing & Communications. The Call for Proposals is open only to industry members registered to exhibit at ANC 2016. Proposals will be accepted through the SNA website only between July 20 and September 30, 2015. For more information email: Education@schoolnutrition.org.

Maximize Your Exhibitor Listing

The official *ANC Program Guide* includes all session and event information, as well as an in-depth buyers' guide section. It is a valuable onsite tool and future reference guide for attendees. The "Program Description" form is available on SNA's website and should be submitted by February 29, 2016.

List of Exhibitor Product Categories

DAIRY

Cheese, Ice Cream, Milk, Yogurt

DESSERTS/SNACKS

A la carte, Beverages/Water, Cookies/Cakes, Crackers, Puddings/Desserts, Snack Foods

FRUITS/VEGETABLES

Canned/Dehydrated, Fresh, Frozen, Juices

GLUTEN FREE/ALTERNATIVE BITES

Bread, Beverages, Cereal, Pasta, Snacks

GRAINS

Breads/Related Products, Cereals, Pasta, Rice

INFORMATION & RESOURCES

Commodity/Grower Groups, Consultants, Marketing/Promotional Materials, Nutrition Education, Staff Training, Miscellaneous, Purchasing Cooperative

INGREDIENTS & EXTRAS

Baking Ingredients, Dressings, Gravies/Sauces/Bases, Spices/Seasonings/Herbs, Sweeteners

LARGE EQUIPMENT

Disposers/Waste Handling, Fryers, Kiosks/ Bars/Servers/Dispensers, Ovens/Warmers/

Broilers, Refrigerators/Freezers, Steam Cooking Equipment, Storage/Shelving, Tables/Furniture, Transport Cabinets/Carriers, Vending Machines, Warewashing, Miscellaneous

PROCESSED/PREPARED FOODS

Chinese, Italian, Mexican, Pizza, Sandwiches, Soups, Miscellaneous

PROTEIN

Beef, Eggs, Fish/Seafood, Nuts and Beans, Pork, Poultry, Soy, Vegetable Protein

SMALL EQUIPMENT

Blenders/Food Processors, Cookware, Cutlery/ Servingware/Choppers, Menu Boards/Signage, Scales/Timers/Thermometers, Miscellaneous

SUPPLIES

Cleaning Products/Cloths/Mops/Brooms, Disposable Serviceware/Paper Products, Trays/ Utensils/Flatware, Uniforms/Aprons/Gloves, Miscellaneous

TECHNOLOGY

Computer Hardware, Computer Software, Point of Sale, Registers, Web Services/Suppliers, Miscellaneous



2016 Exhibit Space Contract

ARE YOU A FIRST-TIME EXHIBITOR? YES__ NO__

School Nutrition Association
70th Annual National Conference
San Antonio, TX • July 10-13, 2016

Exhibit Operations, SNA
P.O. Box 759297, Baltimore, MD 21275-9297
E-mail: exhibits@schoolnutrition.org

Return signed contract along with check to:

Website: www.schoolnutrition.org/exhibits

1. INFORMATION FOR SHOW PROGRAM: (please print)

EXH

Complete Company Name (Firm name will be listed exactly as shown on all SNA publications.)

Company Street Address: _____

Company City, State, ZIP: _____

Telephone: () _____ (800) _____

FAX: () _____ E-mail: _____

Company Website: _____

Correspondence Should Be Sent To-Name: (Trade show organizer) _____

Title: _____

E-mail: _____

Product Category: (must be completed) _____

2. PREFERRED LOCATIONS: (based on single 10x10) Produce Pavilion Dairy Way Gluten-Free Aisle

ON/BEFORE 9/30/15

AFTER 9/30/15

CORPORATE MEMBER RATES: \$2,400 inline \$2,600 corner \$2,650 inline \$2,850 corner

NON-MEMBER RATES: \$3,300 inline \$3,500 corner \$3,550 inline \$3,750 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: Check enclosed (*payable to SNA*) MasterCard VISA DISCOVER AMEX

Contracts must be accompanied by a 50% deposit. **Final payment is due by December 4, 2015.**

Total Amt. \$ _____ (*credit card will not be charged if left blank.*)

Card Number: _____ CV Code: _____

Exp. Date: _____ Cardholder's Name: _____
(please print)

Authorized Signature: _____

NOTE: PLEASE RETAIN A COPY OF THIS EXHIBIT SPACE CONTRACT FOR YOUR RECORDS.

OFFICE USE ONLY	
Date: _____	Booth Assigned: _____
Booth Size: <input type="radio"/> Inl <input type="radio"/> Crnr <input type="radio"/> Isl	
<input type="radio"/> Patron <input type="radio"/> CMI <input type="radio"/> NM Total Booth cost: _____	

4. DESCRIPTION OF WHAT YOU WILL EXHIBIT: This information will appear in the official *ANC Program Guide*. Copy will be edited at SNA's discretion. **No more than 25 words will be printed.** Prospective exhibitors expressly agree that articles and material exhibited in the show shall be confined to what is described on the website, and that the Association shall have the right to exclude from the exhibit space, booth and floor of the Exhibit Hall any article or product not specifically and clearly stated. The prospective exhibitor is asked to make a full statement of the nature of proposed exhibit, listing materials or products. All descriptions must be submitted by **February 29, 2016**. Exhibitors will receive an e-mail notification when the site goes live. Please do not attach copy to this contract. SNA will also print your companies Product Categories in the official *ANC Program Guide*. Visit www.schoolnutrition.org/ancprogramlisting to submit a full description.

5. BOOTH SIGN-UP PROCEDURE:

A. PAYMENT POLICY: Contracts must be accompanied by a partial payment equal to **50%** of the total rent for each booth requested. **Space will not be held without a deposit.** All payments are non-refundable, except as specifically set forth in Section 5 B below. **Full payment for all booths is required by December 4, 2015.** If full payment is not received by **December 4, 2015**, the Association shall have the right to cancel the booth reservation and retain all payments made or owed as liquidated damages; booth space may be reassigned to another exhibitor at the option of the Association without refund of payments. **Contracts received after December 4, 2015 must be accompanied by nonrefundable full payment.**

B. CANCELLATIONS: All cancellations or reductions must be submitted in writing to Exhibit Operations. If and only if notice of cancellation or reduction is received prior to **December 31, 2015**, a refund limited to 75% of the total cost of the booth will be issued. **Please note that after December 31, 2015, NO REFUNDS WILL BE ISSUED UNDER ANY CIRCUMSTANCES on booth space that is cancelled 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. Booth space reductions are considered cancellations.

C. 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. Any booth payments, sponsorships, advertising, membership or other fees owed to the Association and Foundation must be paid in full prior to the show dates. Any exhibiting firm with outstanding booth payments, sponsorships, advertising, membership or other fees owed to the Association will not be permitted onto the trade show floor. Exhibitors will not be permitted to set up their booth until full payment has been received.

D. EXHIBITOR SERVICE KIT: Any exhibiting firm with an outstanding booth payment will not receive access to the Exhibitor Service Kit until payment is made in full. In **Spring 2016**, exhibitors will receive notice when the Service Kit is available online.

6. 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. 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.

7. 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 www.schoolnutrition.org. 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.**

Authorized Applicant Signature

Date

Name

Title

SNA Representative Signature

Date