



SNA Membership List Rentals

You can rent SNA's membership list, and SNA's ANC pre-registered attendees list for a direct mail campaign to help boost traffic to your exhibit at ANC, or to improve general awareness of your company.

SNA's lists are made available on a 'one-time-use' rental basis, subject to approval of the mailer (you) and the mail piece you wish to send. This means you pay a fee in order to use the list once. If you wish to use the list more than once, this is possible, by payment of an additional fee.

INFOCUS MARKETING—a dedicated list management company administers this service on behalf of SNA. INFOCUS MARKETING can provide information about the list to the inquirer, such as individual counts for the various ways that the Membership data may be segmented, e.g. by job title and geographical distribution. As the exact demographic of our membership can change over time, it is always a good idea to call INFOCUS MARKETING and get exact 'counts' before finalizing a campaign plan.

As a broad guide, SNA's membership list has over 48,000 members, of whom:

- 5,000 are School Foodservice Directors
- 17,000 are Nutrition or Foodservice Managers, and
- 24,000 are Foodservice Employees

SNA's ANC pre-registered attendee list is made available approximately 6-8 weeks before the ANC and is a great way to reach your conference audience. Counts for this list depend on the number of attendees registered. Please call for information on this valuable tool.

Patrons, members and non-members who wish to take advantage of SNA's list rental service should contact **INFOCUS MARKETING** at **800-708-5478** / customerservice@infocuslists.com or visit <https://www.infocusmarketing.com/lists/sna> for more information.