See the POSSIBILITIES

#anc

2020

Nashville, TN | July 12-14

In 2020, it’s all about vision, and for 74 years, SNA’s Annual National Conference has had the vision to deliver:

- The largest annual gathering of K-12 school nutrition professionals
- Access to the most active and engaged decision-makers, buyers and influencers
- The potential to reach millions of students enrolled in SNA member districts

Exhibitor Prospectus
RESERVE YOUR SPACE TODAY: schoolnutrition.org/ancexhibitors
Gaylord Opryland Resort & Convention Center
See the POSSIBILITIES

2020: It’s a year of perfect vision! And as an exhibitor at the School Nutrition Association’s 74th Annual National Conference (ANC), you’ll bring the 2020 conference theme, “See the Possibilities,” to life for K-12 foodservice professionals—by sharing your amazing new products and services!

Exhibiting at ANC offers you the opportunity to be a vital part of the largest annual gathering of school nutrition professionals. In a two-day streamlined Exhibit Hall schedule, you will reach more than 4,000 decision-makers who are focused on advancing their school meal programs—and who are looking to you for the answers.

Hundreds of companies have discovered why ANC is the place to grow their business and capture the attention of new customers, as well as strengthen relationships with current customers. There is no better opportunity for face-to-face time with the ANC attendees who select, recommend and approve purchases. At ANC, your badge is your full-conference registration—so be ready to network on and off the Exhibit Hall floor.

Get ready to increase your visibility in the school nutrition marketplace: Reserve your spot today in the ANC 2020 Exhibit Hall. We look forward to seeing you in Nashville!

ANC Attendee & Exhibitor Numbers: 2015-18 Totals

<table>
<thead>
<tr>
<th>Location</th>
<th>Attendees</th>
<th>Booths</th>
</tr>
</thead>
<tbody>
<tr>
<td>SALT LAKE 2015</td>
<td>5,680</td>
<td>832</td>
</tr>
<tr>
<td>SAN ANTONIO 2016</td>
<td>7,048</td>
<td>920</td>
</tr>
<tr>
<td>ATLANTA 2017</td>
<td>6,942</td>
<td>922</td>
</tr>
<tr>
<td>LAS VEGAS 2018</td>
<td>7,042</td>
<td>901</td>
</tr>
</tbody>
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Future ANC Dates

- ANC 2021 Chicago, IL July 11-13
- ANC 2022 Orlando, FL July 10-12
- ANC 2023 Denver, CO July 9-11
- ANC 2024 Boston, MA July 14-16
- ANC 2025 San Antonio, TX July 13-15
- ANC 2026 Charlotte, NC July 12-14
See the **BENEFITS**

As an ANC Exhibitor, your **Booth Package** includes these exclusive exhibitor benefits:

1. **EXCEPTIONAL BRAND EXPOSURE** through unique opportunities to showcase new products and solutions and gain direct customer feedback;
2. **FIVE COMPLIMENTARY BADGES** to the Exhibit Hall for each 10x10 booth space purchased;
3. **COMPANY PROFILE** listed in both the **ANC Program Guide** and the ANC mobile app;
4. **CONNECT FACE-TO-FACE** with more than 4,000+ school nutrition professionals;
5. **ACCESS** to 120+ accredited educational sessions and two general sessions;
6. **ENHANCED CREDIBILITY** through opportunities to earn CEUs toward your SNA Certificate or SNS Credential; and
7. **EXCLUSIVE EXHIBIT OPPORTUNITY** in the SNA Virtual Expo during February and March 2020 (additional charges; limited space available)

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**Exhibit Booth Fees**

**EARLY BIRD** (rec’d on or before Sept. 30, 2019)

<table>
<thead>
<tr>
<th>Industry Member Rate:</th>
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<tbody>
<tr>
<td>10x10 Inline: $2,600</td>
<td>10x10 Corner: $2,800</td>
</tr>
<tr>
<td>20x20 Island: $11,200</td>
<td>20x30 Island: $16,400</td>
</tr>
<tr>
<td>20x40 Island: $21,600</td>
<td>30x40 Island: $32,000</td>
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</table>

<table>
<thead>
<tr>
<th>Non-member Rate:</th>
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<tbody>
<tr>
<td>10x10 Inline: $3,575</td>
<td>10x10 Corner: $3,775</td>
</tr>
<tr>
<td>20x20 Island: $15,100</td>
<td>20x30 Island: $22,250</td>
</tr>
<tr>
<td>20x40 Island: $29,400</td>
<td>30x40 Island: $43,700</td>
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**REGULAR** (rec’d after Oct. 1, 2019)

<table>
<thead>
<tr>
<th>Industry Member Rate:</th>
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<tbody>
<tr>
<td>10x10 Inline: $2,950</td>
<td>10x10 Corner: $3,150</td>
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<table>
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<tr>
<th>Non-member Rate:</th>
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<tbody>
<tr>
<td>10x10 Inline: $3,925</td>
<td>10x10 Corner: $4,125</td>
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*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.

*Notice*

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

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*The Trade Show News Network (TSNN) named ANC 2018 in Las Vegas among the top trade shows of 2018.*
Focus on Exhibiting

PRIORITy POINT SYSTEM:
SNA uses a Priority Point System 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 total and consecutive years exhibiting, membership and other factors.

HOSPITALITY SUITES, ENTERTAINMENT & PRIVATE MEETING SPACE:
SNA must approve all hospitality suites, meetings and/or events sponsored by exhibitors during ANC. No function may be scheduled to compete with conference hours. For a Meeting Request Form, please contact:
  • Melony Bildhauer, CMP
    Meetings Manager
    mbildhauer@schoolnutrition.org

EXHIBITOR SERVICE KIT
In Spring 2020, exhibitors will receive notice when the link to the Kit is available online. All booth payments, membership fees, sponsorships, and advertising fees must be paid in full to gain access to the Kit.

MAXIMIZE YOUR EXHIBITOR LISTING
The official ANC Program Guide includes all sessions and event information, as well as an in-depth buyers’ guide section. It is a valuable onsite tool and future reference guide for attendees. To include your Exhibitor Listing, the “Program Description Form” is available online and must be submitted by February 29, 2020.

MEMBERSHIP & EXHIBITOR CONTACTS
SNA industry membership fees are Industry/Corporate: $975/yr; Industry Patron: $12,500/yr. For more information, please contact:
  • Nita Artis, CMP
    Business Development Manager
    nartis@schoolnutrition.org
  • Sherry Carrigan, CAE, Staff Vice President, Business Development & Meetings
    scarrigan@schoolnutrition.org

For exhibit sales information, please contact:
  • Crystal Harper-Pierre
    Exhibit Sales Manager
    charper@schoolnutrition.org

Exhibit Hall Hours
Monday, July 13; 9:30 am-2:30 pm
Tuesday, July 14; 9:30 am-11:30 am*
Tuesday, July 14; 11:30 am-3:00 pm
*Exclusive, Exhibit Hall time for Directors only.
See the OPPORTUNITIES

Build traffic to your booth and raise your profile with ANC attendees through these value-added opportunities:

ADVERTISE IN SNA’S PUBLICATIONS
Ask about big savings when you advertise in both School Nutrition’s ANC edition (June/July) and the ANC Program Guide. Also inquire about SNA’s conference learning journals and digital advertising opportunities.

For more information, check out the SN Media Kit online at www.schoolnutrition.org/SNMediaKit or contact Barbara Boyce, National Sales Manager, 303.337.6854, bboyce@rmi.net. (Note: To include your ad in the ANC Program Guide, you must be a current exhibitor.)

PARTICIPATE IN THE SNA VIRTUAL EXPO
Showcase your new products in February and March 2020 before ANC and before the current bid season ends. You must be a 2020 exhibitor. Contact Nita Artis, (703) 824-3073, nartis@schoolnutrition.org. ($1,800; limited space)

TRAFFIC BUILDERS
Enhance your visibility and take advantage of more opportunities to gain greater exposure among ANC attendees. Exhibiting at ANC is required.

- CULINARY DEMO—Be a part of one of the highlights of ANC! Culinary Demonstrations provide an opportunity to showcase your latest food products, recipes, techniques, nutrition resources and food presentation skills, and offer ways to enhance school meals and increase participation. You must be exhibiting at ANC 2020 to present a demo. (Four demos available for $3,500 each.)

- NEW PRODUCT SHOWCASE—Display new products, services or equipment in cases located in a high-traffic area. This introduces and promotes your product(s) to the 4,000+ ANC attendees. ($550 each)

- BECOME AN ANC 2020 NASHVILLE SPONSOR—SNA offers a broad range of sponsorship opportunities to choose from with price points that allow every company to generate awareness, showcase their latest innovations and support school nutrition professionals.

ANC 2020 List of Possible Product Categories*
Below is a list of potential categories that can provide additional exposure for your company in the ANC Program Guide listing of exhibitors by category.

- DAIRY
- DESSERTS/SNACKS
- FRUITS/VEGETABLES
- GLUTEN-FREE/ALTERNATIVE BITES
- GRAINS
- INFORMATION & RESOURCES
- INGREDIENTS & EXTRAS
- LARGE EQUIPMENT
- PROCESSED/PREPARED FOODS
- PROTEIN
- SMALL EQUIPMENT
- SUPPLIES
- TECHNOLOGY

*Note: The Product Category list is subject to change and the number of categories exhibitors may select will be limited. Exhibitors will be notified of details in Fall 2019.
Focus on ANC 2020

Reserve your booth today to secure your space at the school nutrition event of the year in 2020—SNA’s 74th Annual National Conference.

WHY EXHIBIT?
ANC attendees visit the Exhibit Hall to gather information (87%), learn about new products (85%) and/or to test out products (79%). As an ANC exhibitor, you will have direct access to the largest group of the most active and engaged professionals in the school nutrition marketplace:

- Of the top 100 school districts in the United States, 92% have directors who are SNA members. These districts collectively enroll 10.7 million students.
- Nearly 30% of SNA member districts reported having completed a new foodservice-related construction project in the past two years and 22% are in the planning stages of some type of construction.
- Nearly 82% of SNA member districts planned to purchase new equipment in the last two years.
- 84% of SNA member districts use online payment systems, 46% use social media and 31% use mobile apps to communicate with parents and students.

ANC ATTENDEES ARE DECISION-MAKERS, BUYERS AND INFLUENCERS:
- Nearly one-third of attendees consider themselves to be the final decision-maker for purchases within their school nutrition department, with an additional 30% taking part in the decision-making process.
- 61% of director attendees describe their role as the final decision-maker, and more than half (56%) say they visit the Exhibit Hall to make buying decisions.
- 88% of major city directors and managers and 80% of district directors would be highly likely to recommend ANC to a school nutrition colleague.


CONFERENCE LOCATION
Gaylord Opryland Resort & Convention Center
2800 Opryland Drive
Nashville, TN 37214
615.889.1000
www.gaylordhotelsnews.com

School Nutrition Association
2900 South Quincy Street
Suite 700
Arlington, VA 22206
800.877.8822
www.schoolnutrition.org