



# NEW PRODUCT SHOWCASE

## *Sign up Now for ANC 2020*

The New Products Showcase is a large display of the newest and most exciting products ever assembled into one venue! A quick and effective way to **promote** your products, services and equipment to the 6,800+ ANC attendees! Don't Miss out!

### **Fees** *(for each new product display)*

• **Basic: \$550** • **Enhanced: \$1,100** • **Featured: \$1,600**

*(see specific descriptions on reverse side)*

### **Rules & Regulations**

All 2020 SNA Exhibitors are eligible to participate in the New Product Showcase. You must be exhibiting to participate in the New Product Showcase. This is defined as a product that has been introduced by your company to the **school food market from August 2019 through July 2020**.

**Each participant will receive approximately 1½ft length x1½ft height (18"x18") of display space.** If the products and/or pictures are larger than this they will not be displayed.

**Note:** An icon will appear next to your company name in the ANC2020 attendee *Program Guide*. The *Program Guide* gives the audience an overview profile about your company. This icon will indicate to attendees that your company is participating in the New Product Showcase.

**Note:** The display cases are manned. This showcase is for viewing and informational purposes only. Do not touch or move the displays.

### **Setup & Take Down**

The display case is available for **VIEWING** starting July 12-14, 2020. All materials must be **SET-UP** between the hours of 8:00 am-5:00 pm, Friday, July 10 - Sunday, July 12; **TAKEN DOWN** Tuesday, July 14, 3:00 pm-6:00 pm.

If the products are not claimed before 6:00 pm they will be discarded. If your company cannot be present at these times please let SNA know to make alternative arrangements.

***Please return your application to the Meetings Center no later than May 31, 2020.  
Email: [charper@schoolnutrition.org](mailto:charper@schoolnutrition.org) or Fax number: (703) 824-3015***



# NEW PRODUCT SHOWCASE APPLICATION

Company: \_\_\_\_\_

Booth No.: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

Product: \_\_\_\_\_

**FEES:** (for each new product display)

**BASIC: \$550**

- Placement on bottom shelf
- Company & Booth number ID card
- ANC webpage & attendee *Program Guide* listing

**ENHANCED: \$1,100**

- Placement on top & middle shelves
- Company & Booth number ID card
- ANC webpage & attendee *Program Guide* listing

**FEATURED: \$1,600**

- Entire display case (all 3 shelves)
- Company logo on the display case
- Company & Booth number ID card
- ANC webpage & attendee *Program Guide* listing

**PAYMENT TYPE:**    Check       VISA       MC       AMEX

Credit Card #: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_ Exp \_\_\_\_\_

I, the undersigned, do hereby certify that this product is a “New Product” as defined in the Rules and Regulations governing the “SNA New Product Showcase”.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_