



## Exhibitor Priority Points

SNA established the Exhibitor Priority Point system to provide a mechanism for Annual National Conference (ANC) exhibit booth selection and provide a benefit to industry members who support SNA through sponsorships, attending SNA meetings, advertising and donations to the School Nutrition Foundation. The cumulative number of priority points determines the time and date a company is given to choose exhibit space for the following year's conference (ANC 2021 Chicago). Exhibit space is assigned in the order of priority points during the pre-sale appointments held during ANC. Exhibitor Priority Points are tracked from June 1, 2019 – May 31, 2020 based on the level of financial support to the Association and overall donations to the Foundation.

### Exhibitor Sign-up for ANC2021 Chicago will take place:

- Monday, July 13: 7:30 am – 9:30 am
- Monday, July 13: 2:30 pm – 5:00 pm
- Tuesday, July 14: 7:30 am – 9:30 am
- Tuesday, July 14: 2:00 pm – 3:00 pm

### Priority points are earned from June 1, 2019 – May 31, 2020 and the points are compiled based on the following criteria:

- 1 point for each booth purchased
- 1 point for exhibiting at the current year's Annual National Conference.
- 1 point for exhibiting the previous year (consecutive)
- 1 point for presenting a Culinary Demonstration
- 1 point for Sponsoring Equipment at a Culinary Demonstration
- 1 point for presenting an Innovative Solution Session
- 1 point for participating within the Tabletop Showcase at SNIC 2020
- 1 point for exhibiting at 2020 Virtual Expo
- 1 point for each person that a company sends to 2019 Fall / 2020 Spring Industry Boot Camps
- 1 point for being a Friend of the Foundation
- 1 point for being a Corporate Industry Member
- 2 points for sponsoring a Webinar for Webinar Wednesdays
- 4 points for sponsoring the National School Breakfast Week Campaign
- 4 points for being a Patron member (*includes 1 point for corporate membership, 1 point for Friend of the Foundation, and 2 points for Patron*)

*We strongly encourage companies to support both organizations and improve their selection opportunities. Points for sponsorship and advertising are awarded based on the total financial support each year, up to a maximum of ten (10) points. Points accumulate every year.*

### SNA Advertising, Sponsorship & SNF Donations

### Point Value

\$0 - \$2,999	1 point
\$3,000 - \$9,999	2 points
\$10,000 - \$49,999	3 points
\$50,000 - \$99,999	4 points
\$100,000 - \$149,999	5 points
\$150,000 - \$199,999	6 points
\$200,000 - \$299,999	7 points
\$300,000 - \$399,999	8 points
\$400,000 - \$499,999	9 points
\$500,000+	10 points

### **Other Important Information to Know**

**Mergers/Acquisitions:** Points will not be combined for companies that merge. The company with the highest point total will prevail. Priority points are neither property nor a license and cannot be transferred, sold or assigned by an Exhibitor.

**Split/Sale:** If a company splits to form separate companies, the parent company retains the points and the new company will begin the point accumulation process as any other new exhibitor. SNA has the final approval on all revised point split decisions.

**Penalties:** The SNA Exhibitors Rules and Regulations serve to protect the integrity of the exhibition; ensure compliance with laws, codes, ordinances, and contracts with the exhibition facility and ensure all exhibitors are treated fairly. If an exhibitor fails to comply with these rules and regulations, the exhibitor may be penalized, including loss of points, charged a higher exhibit space rental rate, and/or assessed a penalty fee.

SNA will work with vendors to resolve any areas of conflict or disagreement regarding the vendor point policy decisions or the booth selection process. However, SNA retains the authority to make the final decisions and rules.

***Thank you for your continued support of the School Nutrition Association and the School Nutrition Foundation.***

### **Contact the following Centers to show your support and to increase those points at 800-877-8822:**

- Meetings (exhibits/booths): Extension 140
- Business Development (membership & sponsorship): Extension 173 or 151
- Communication (advertising): Extension 112
- School Nutrition Foundation (donors): Extension 131