

EXHIBITOR PROSPECTUS

#ANC21

CHICAGO



JULY 11-13, 2021 • MCCORMICK PLACE • CHICAGO, ILLINOIS

FEEDING THE FUTURE

CELEBRATING
75 YEARS
OF INNOVATION
SCHOOL NUTRITION ASSOCIATION



JULY 11-13, 2021 • #ANC21 Chicago, Illinois

JOIN US IN CHICAGO AS SNA CELEBRATES 75 YEARS IN 2021!

COVID-19 has changed the way we do business, and 2020 will go down as the most challenging year in the history of school nutrition. The 2020 Annual National Conference may have been cancelled, but now is the time to set your sights on #ANC21—where we will regroup and pivot to **FEED THE FUTURE!**

Get ready
to **FEED**
THE FUTURE:
reserve your
spot today in
the **Annual**
National
Conference
Exhibit Hall!

Be a part of history and equip school nutrition professionals for the challenges of tomorrow by sharing your new products and services live and in person in the largest K-12 food-service exhibit hall. There is no better opportunity to connect with operators who recommend, influence and make purchasing decisions.

Reach engaged decision-makers who are focused on advancing their school meal programs—and who are looking to you for the answers in the new COVID-19 landscape. Hundreds of companies return year after year to ANC as the place to grow their business, capture the attention of new customers and strengthen relationships with current customers.



*We look
forward to
seeing you in
Chicago!*

WHY EXHIBIT?

SNA's Annual National Conference has consistently delivered:

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

ANC Attendees are Decision-Makers, Buyers and Influencers:



37%

37% of attendees consider themselves to be the final decision-maker for purchases within their school nutrition department.



65%

65% 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.



1/3

One-third of attendees consider themselves an influencer in buying decisions for their school nutrition program.

Source: ANC 2019 Attendee Survey

Directors visit the Exhibit Hall to gather information (**83%**), learn about new products (**82%**) and/or to test out products (**70%**). 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.
- **84%** of SNA member districts use online payment systems, **46%** use social media and **31%** use mobile apps to communicate with parents and students.

Sources: SNA 2018 Operations Report and SNA 2019 Little Big Fact Book, both available for purchase at www.schoolnutrition.org/bookstore.

ANC 2021 EXHIBITOR BOOTH PACKAGE BENEFITS

Your booth package includes these exclusive exhibitor benefits:

Connecting face-to-face with **2,300** school nutrition decision makers

Five complimentary exhibit hall badges for each 10x10 booth space purchased

Access to **100+** accredited educational sessions and two general sessions

Company profile listed in the **ANC Program Guide** and mobile app

Opportunities to earn CEUS toward your SNA certificate or credential

Additional opportunities to build your brand and increase booth traffic.

Take advantage of additional exposure for your company in the ANC 2021 Program Guide Listing of Exhibitors by Category. Must be a current exhibitor.



List of Possible Product Categories*

- Dairy
- Desserts/Snacks
- Fruits/Vegetables
- Gluten-Free Alternatives 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 the details in fall 2020.

ANC 2021 EXHIBITOR BOOTH PACKAGE INFORMATION

Exhibitor Service Kit

In Spring 2021, 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 28, 2021**.

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, contact **Nita Artis**, Business Development Manager, at nartis@schoolnutrition.org.



ANC 2021 DATES & EXHIBIT HALL HOURS

July 11 - 13
Conference

July 12 - 13
Exhibit Hall

Monday, July 12
9:30 am - 2:30 pm

Tuesday, July 13
9:15 am - 12:00 pm*

Tuesday, July 13
12:00 pm - 2:00 pm

* Director's Only

EXHIBIT BOOTH INFORMATION

Exhibit Booth Fees*

EARLY BIRD (rec'd on or before Sept. 30, 2020)

INDUSTRY MEMBER RATE

10x10 Inline	\$2,600
10x10 Corner.....	\$2,800
20x20 Island	\$11,200
20x30 Island	\$16,000
20x40 Island	\$21,600
30x40 Island	\$32,000

NON-MEMBER RATE:

10x10 Inline	\$3,575
10x10 Corner.....	\$3,775
20x20 Island	\$15,100
20x30 Island	\$22,250
20x40 Island	\$29,400
30x40 Island	\$43,700

REGULAR (rec'd after Oct. 1, 2020)

INDUSTRY MEMBER RATE:

10x10 Inline	\$2,950
10x10 Corner.....	\$3,150

NON-MEMBER RATE:

10x10 Inline	\$3,925
10x10 Corner.....	\$4,125

***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.

ANC Attendee & Exhibitor Numbers: 2016-19 Totals



TRAFFIC AND BRAND BUILDERS

Raise your profile with ANC attendees, build traffic to your booth and gain greater brand exposure through these value-added opportunities! Exhibiting at ANC is required.

Advertise in SNA Publications



- *School Nutrition Magazine* ANC edition (June/July); distributed onsite, circulation 55,000+
- *ANC Program Guide*—onsite program book and yearlong desk reference
- *Conference Learning Journals*—distributed to every attendee to take daily notes
- Digital advertising opportunities in e-newsletters and the SNA website



For more information, including big savings when you advertise in both the magazine and the guide, check out the SN Media Kit online at www.schoolnutrition.org/SNMediaKit or contact Barbara Boyce, National Sales Manager, at 303.337.6854 or bboyce@rmi.net.

74%

of ANC 2018 attendees indicated that they were very likely to try a new product or recipe that they learned about in a culinary demo.

Host A 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 while offering ways to enhance school meals and increase participation. (Four demos available for \$3,500 each)

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TRAFFIC AND BRAND BUILDERS

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Showcase Your Product

Display new products and services in visible cases located in a high-traffic area through the New Product Showcase. (\$550 each)

Become an ANC 2021 Sponsor

SNA offers a broad range of opportunities to choose from at multiple price points that allow every company to show their support. Sponsorship opportunities include the general sessions, mobile app, conference wi-fi, culinary skills labs, hotel key cards, banners, lanyards and much more!



CONFERENCE DATES & LOCATION

July 11-13, 2021

McCormick Place • 2301 South King Drive • Chicago, IL 60616
312-791-7000 • www.mccormickplace.com



For more information, please contact:

INDUSTRY MEMBERSHIPS AND SPONSORSHIPS

SNA industry membership fees are Industry/Corporate: \$975/yr.; Industry Patron: \$12,500/yr.

Nita Artis, CMP

Business Development Manager
nartis@schoolnutrition.org

Sherry Carrigan, CAE

Staff Vice President, Business Development & Meetings
scarrigan@schoolnutrition.org

EXHIBIT SALES INFORMATION

Crystal Harper-Pierre

Exhibit Sales Manager
charper@schoolnutrition.org



SCHOOL NUTRITION ASSOCIATION

2900 SOUTH QUINCY STREET, SUITE 700
ARLINGTON, VA 22206
800.877.8822 • WWW.SCHOOLNUTRITION.ORG

PLAN AHEAD!

Future ANC Dates

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