



SEE THE POSSIBILITIES
EMBRACE THE FUTURE

JULY 12-15 • 2021 • #ANC21 #VIRTUAL

Virtual ANC
**Exhibit, Sponsorship
& Engagement**
OPPORTUNITIES

CELEBRATING
75 YEARS
OF INNOVATION
SCHOOL NUTRITION ASSOCIATION

SNA's first ever Virtual Annual National Conference (ANC) provides an unparalleled opportunity for industry to showcase the latest and greatest products for the K-12 school foodservice segment, to network with school nutrition professionals from around the country and to attend dynamic education sessions.

Increase your visibility by exhibiting and sponsoring one of the key components of Virtual ANC 2021 with new opportunities designed especially for this premier school nutrition digital event!

Need ideas on how to maximize your budget and market share? SNA's Business Development team will work with you to create a profitable partnership and transform your ideas into marketing solutions that resonate with our members, achieve your objectives and connect our members with the valuable products and services that they want, and you provide.

Sponsorship opportunities are available at many price points so you can find the best fit for your marketing budget. Take time now to carefully review this array of opportunities to maximize your company's visibility at ANC 2021! We look forward to assisting you in achieving your marketing goals.

Note: Sponsorship opportunities are available to contracted ANC 2021 exhibitors only. See page 3 for more information on exhibiting.

ANC 2021 Exhibit Opportunities

Premium Virtual Exhibit Booth

\$1,800

(member rate)

\$3,000

(non-member rate)

Save \$225 on an #ANC21 exhibit booth when you become a corporate member of SNA. Corporate membership is \$975.

Includes all items listed below:

- Header Image (logo)
- Pre-recorded Video
- Company Description
- Contact Information
- Five (5) Complimentary Booth Staff Profiles (registrations)
- Products & Services listing (photo) - Limited to 5-8 resources
- Document(s) listing- Limited to 5-8 resources
- Social Media Links
- Live Chat function
- 1:1 Meeting Scheduling (video)
- Event and Company Experience Page Analytics
- Lead Captures
- AI-Powered Matchmaking
- Ability to Search Attendees
- Opportunity to Provide Giveaways/Prizes
- Platform Concierge and Technical Support

SNA Patron Members

\$1,800



All items listed above, plus:

- Complimentary Digital Banner on company booth page
- Seven (7) complimentary Booth Staff profiles (registrations)
- Products & Services listing (photo) - Limited to 8-10 resources
- Document(s) listing - Limited to 8-10 resources
- Special placement on the "Exhibitor Booths" listing: all patron members will be recognized with the SNA Patron logo and appear within a special designated "PATRON" area

ADDITIONAL SERVICES/BOOTH UPGRADES:

- Additional Registration(s) - \$99 each
- Digital Banner on company booth page - \$250 each
- Background Image Branding - \$250 each

For more information on Virtual ANC 2021 exhibit booth sales, contact Crystal Harper-Pierre, Exhibits Sales Manager, at charper@schoolnutrition.org.

For more information on SNA Membership, contact Nita Artis, Business Development Manager, at nartis@schoolnutrition.org

Sponsorship Opportunities and Benefits

Branding: Sponsorship Opportunities

Digital Banners on #ANC21 Portal Homepage

LIMITED TO 4 SPONSORS AT \$2,000/EACH

SOLD OUT Conference messaging through advertising on digital banners available on the homepage of SNA's virtual conference platform. Banners will rotate and be visible on the homepage each day of the conference and analytics will be available after the conference showing who viewed or clicked on your digital advertisement.

Registration Website & Confirmation Emails

EXCLUSIVE OPPORTUNITY AT \$3,500

SOLD OUT Image of this exceptional marketing tool that will be received by every attendee by sponsoring the registration confirmation emails and website. Your marketing message/image will appear on the registration website and the registration confirmation emails.

SNA GEM Club

Increase your brand awareness at #ANC21 and join the popular GEM Club! This club enables SNA to book top-notch speakers, offer additional education sessions and host memorable meetings for all attendees. Your company logo/name will be prominently displayed during the conference as well as through a premier listing on the homepage of SNA's virtual platform, eblasts and conference workbook.

- ▶ **DIAMOND Level: \$2,500**
(company logo will be visible—top)
- ▶ **RUBY Level: \$1,000**
(company name will be visible—middle)
- ▶ **PEARL Level: \$500**
(company name will be visible—lower)

Note: All digital artwork must be approved by SNA in advance.

Education/Professional Development: Sponsorship Opportunities

Education Sessions/Tracks

■ Best of #ANC21

EXCLUSIVE OPPORTUNITY AT \$12,000

The conference may be over July 15, but your sponsorship can help keep the learning going.

Sponsorship benefits for the “Best of #ANC21” include the opportunity to introduce three of the best sessions (based on attendee evaluations) in webinar format in the year ahead and the opportunity to present a fourth webinar featuring thought leaders from your organization.

■ Ideas@Work Session Track (total of 3-4 sessions)

EXCLUSIVE OPPORTUNITY AT \$7,000

These popular 25-minute fast-paced learning sessions are focused on singular innovations. They trace the path of a big idea from concept to implementation, identifying the steps to put the idea to work in school nutrition operations. Sessions include:

▶ Make Your Food Photos Fantastic!

(Chris Burkhardt, SNS)

Beautiful food photography can dramatically boost a department's social media presence, promotional materials and employee trainings. Attendees will learn about the right equipment for the job and glean tips and tricks to make their photos worthy of any magazine page.

▶ Interactive Wellness Fair Stations

(Karen Olsen, RDN, LD)

Attendees will learn about fun and innovative ideas for Back to School Nights and wellness fairs through examples to increase foot traffic and effectively promote their program and nutrition education as well as share ideas or stations they have used successfully at their events.

Sponsorship benefits include: the opportunity to introduce the speakers. Your company name and logo will be strategically built into virtual production for additional recognition and visibility. Session will be linked to sponsor's exhibit booth to increase visibility. Your company will also have the option to "continue the conversation" through a roundtable following the meeting.

Membership Section Meetings

■ District Directors/Supervisors Section Meeting

EXCLUSIVE OPPORTUNITY AT \$5,000

SOLD OUT
TUESDAY, JULY 13, 11:00 AM-12:00 PM

S.L.A.Y. Your Way Back After COVID!

SPEAKERS: Kantrell Brown; Audrey Hamilton; Kokeeta Wilder, Alyssia Wright, EdS

Back by popular demand, four Georgia school nutrition program directors, "The Quartet Slayers," will share their technique — **Successful, Logical, Accurate, Yielding Positive Results** (S.L.A.Y.) — to guide programs that have taken a financial loss as a result of COVID-19 back to pre-pandemic financial stability.

■ Major City Directors Section Meeting

EXCLUSIVE OPPORTUNITY AT \$5,000

SOLD OUT
TUESDAY, JULY 15, 11:00 AM-12:15 PM

Creating the Optimum Procurement Model for School Nutrition

SPEAKERS: Moderator Jill Kidd MS, RD, SNS,
PANELISTS: Brian Hofmeier; Sean Leer; Mallory Reeves; Michael Rosenberger, MBA

Attendees will learn how their decisions contribute to the overall cost of food and supplies and be introduced to key factors to optimize current procurement decision making processes to ensure maximum efficiency and savings. Includes a Q&A session for further insights.

■ Employee/Manager Section Meeting

EXCLUSIVE OPPORTUNITY AT \$5,000

TUESDAY, JULY 13, 4:00 PM-5:00 PM

The Stress Club: Take Your Power Back!

SPEAKER: Tami West, PhD

Not the same old stress-management advice, the fun and energizing Stress Club session, based upon Tami's research, is guaranteed to make attendees laugh and forever change the way they think about stress in a COVID-19 world while teaching them how to disconnect from stress in a fresh, new way.

Sponsorship benefits include: the opportunity to introduce the speakers. Your company name and logo will be strategically built into virtual production for added recognition and visibility. Session will also be linked to sponsor's exhibit booth to increase visibility. Your company will also have the option to "continue the conversation" through a roundtable following the meeting.

Keynotes

■ Opening Keynote Speaker

EXCLUSIVE OPPORTUNITY AT \$15,000

SOLD OUT
TUESDAY, JULY 13, 1:00 PM-2:00 PM

KEYNOTE SPEAKER: Ben Nemtin

A #1 *New York Times* bestselling author of *What Do You Want to Do Before You Die?* and a star of MTV's top-ranked show "The Buried Life," Nemtin is the co-founder of The Buried Life movement. Its message of radical possibility has been featured on news outlets nationwide and television programs including "The Today Show" and "The Oprah Winfrey Show."

■ Closing Keynote Speaker

EXCLUSIVE OPPORTUNITY AT \$15,000

SOLD OUT
TUESDAY, JULY 15, 1:00 PM-2:00 PM

KEYNOTE SPEAKER: Crystal Washington

A technology strategist and certified futurist, Washington takes complex social media, app, and web topics, and makes them easy to understand and accessible for everyday people. Her clients

comprise Fortune 500 companies including Google, Microsoft, and GE and she has appeared in numerous publications including *Entrepreneur*, *Bloomberg Businessweek* and *Forbes*.

Sponsorship benefits include: the opportunity to introduce the keynote speaker. Your company name and logo will be strategically built into virtual production for added recognition and visibility. Session will also be linked to sponsor's exhibit booth to increase visibility.

Engagement: Sponsorship Opportunities

■ "Catch the Moment" Virtual Photo Booth

SOLD OUT

EXCLUSIVE OPPORTUNITY AT \$7,000

Attendees will have the opportunity to take photos, GIFs and boomerang videos in a unique conference memorabilia setting at the Catch the Moment virtual photo booth. Each guest will be able to enter their email to get their photo with the option to share their experience via social media. This is an excellent opportunity to highlight your company brand and provide user engagement, fun, and shareable moments. An added feature to bring participants together includes an integrated Digital Mosaic built in real time using each attendee's photo, to create a larger master picture with an SNA/ANC logo or message. Mosaics are downloadable and printable upon completion.

Sponsorship benefits include:

- Photo booth user interface is 100% customizable and will include your company logo and the SNA/ANC branding.
- User data collection for lead generation of name, email, job title, and school district, plus the option for your company to add one (1) customizable field.
- Option to customize and brand one of the photo frames, virtual background, and/or digital props/stickers.
- Tech support and admin oversight during the conference.

■ Directors' Digital All-Access Pass

LIMITED TO 20 SPONSORS AT \$2,000/EACH

SOLD OUT

WEDNESDAY, JULY 12, 10:00 AM-3:00 PM

SNA will allow school nutrition directors the opportunity to schedule ten-minute "lightning session" appointments with each official Digital All-Access Pass sponsor ahead of time. During these hours, directors will be eager to visit each sponsor's virtual booth for the chance to win a FREE 2022 SNA Conference Registration Package. The package includes a complimentary registration to attend the School Nutrition Industry Conference (SNIC), Legislative Action Conference (LAC) and Annual National Conference (ANC). Ten lucky directors will be eligible to win! Directors must attend each scheduled appointment to be entered into the random drawing.

■ Virtual Exhibit Booth Scavenger Hunt

LIMITED TO 15 SPONSORS AT \$1,200/EACH

TUESDAY, JULY 13—THURSDAY, JULY 15,
2:00 PM-3:00 PM

The #ANC21 virtual scavenger hunt encourages attendees to have fun and interact with exhibitors while touring the virtual exhibit booths. SNA will supply the prizes, ranging from \$100 gift cards to room upgrades or special prizes in Orlando for #ANC22. [Contact us](#) for more details.



Additional Virtual Engagement & Networking Opportunities

Note: These are separate from sponsorship opportunities.

■ Exhibitor Roundtables/Focus Groups

LIMITED TO 50 COMPANIES AT \$2,000/EACH

Through the #ANC21 virtual platform's artificial intelligence capabilities, attendees matching certain criteria will be identified to invite to a roundtable session and/or focus group. You can also opt to open it up to anyone and have them sign up ahead of time. This is a great opportunity to gather industry data to launch a product, idea or service or improve existing products or concepts. [Contact us](#) for more details.

■ Culinary Demonstrations

20 SLOTS AVAILABLE AT \$3,500/EACH

Be a part of one of the traditional 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.

■ What's New, What's HOT Showcase

\$500 PER PRODUCT/SERVICE FEATURED

Display new products and services located in a high-visit area on the virtual platform. Products/services must have been launched within the last two years to be included. Packages available for companies with three or more products to showcase.

For more information on Virtual ANC 2021 sponsorship and engagement opportunities, contact **Nita Artis, Business Development Manager, at nartis@schoolnutrition.org.**



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2900 S. Quincy Street
Suite 700
Arlington, VA 22206-2233



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Virtual ANC21 Exhibitor Booth Contract

Please return this form with payment to:

Crystal Harper Pierre, Exhibit Sales Manager, at charper@schoolnutrition.org.

Exhibitor Information

COMPANY NAME

STREET ADDRESS

CITY, STATE, ZIP

CONTACT

TITLE

PHONE

EMAIL

Payment Information

- Virtual Expo Booth:**
 ___ \$1,800 (member)
 ___ \$3,000 (non-member)

Digital Banner: \$250

**Background Image
Branding: \$250**

TOTAL DUE: _____

- Applied Credit Balance Check Enclosed
 Invoice My Company
 Visa Mastercard Amex Discover

CARD NUMBER

CVV CODE

CARDHOLDER'S NAME

EXP. DATE

SIGNATURE

General Terms: I understand that this application becomes a contract when signed and accepted by SNA. I agree to pay 100% of the total amount due today unless I request to be invoiced. I understand that all balances must be paid in full by **June 30, 2021**.

Cancellation Policy: Cancellations must be received in writing. No refund will be given after **June 15, 2021**.

Contract and payment must be received by June 30, 2021, to participate.

TERMS & CONDITIONS: The School Nutrition Association (SNA) is not liable for any loss sustained by the participant because of the participant's or any third party's failure to access the conference website or because of any breakdowns, software errors, incomplete or inaccurate transfer of information. The parties agree that this agreement (and any other agreement referred to herein) contains the complete agreement between the parties and supersedes any prior understandings, agreements or representations by or between the parties, written or oral, which may have related to the subject matter hereof in any way. The person signing the application on the exhibitor's behalf shall be deemed to have full authority to do so and shall have no right to claim against SNA that such person or persons did not have such authority.

The exhibitor is responsible for creating and providing booth content to the Swapcard platform. If the exhibitor fails to respond in a timely manner for content or otherwise fails to deliver content, SNA shall be under no obligation to change the dates of the event or provide a refund. SNA reserves the right to prohibit, limit or discontinue the distribution of gifts, giveaways or similar promotions. SNA will not promote an exhibitor's contests, drawings or winners during the Virtual Annual National Conference 2021 (ANC21). Exhibitors can host these types of events within their booth and are responsible for their own promotion.

The exhibitor hereby agrees to indemnify and hold forever harmless SNA, its officers, agents and employees against all costs, claims, demands, proceedings, liability, losses and expenses (including reasonable legal fees) whatsoever made against or incurred by SNA as a result of, related to or arising in connection with (i) a breach of these terms by exhibitor, and/or (ii) any acts or defaults of exhibitor, exhibitor's employees or agents in connection with the event and/or (iii) any claim brought against SNA that the content or any services or software supplied by exhibitor infringe, violate or trespass or constitute the unauthorized use or misappropriation of any intellectual property of any third party. Exhibitors will only promote products and services regularly sold by them. No products and/or services will be directly sold from within the conference platform. No virtual booths may be shared or sublet. Failure to comply is deemed cause for cancellation of the space.

CANCELLATION: The cancellation of exhibit space will be accepted up to June 15, 2021, with a cancellation fee of \$300 applied. Cancellation of exhibit space after June 15 will not be eligible for refund.

FORCE MAJEURE: Neither party shall be held responsible for delays or nonperformance caused by activities or factors beyond its reasonable control, including without limitations, or Virtual ANC21 cannot be virtually conducted because of a software or issue with the hosting platform (not including problems with the user's personal internet connection or equipment), action by any governmental or quasi-governmental entity, war, epidemic or pandemic, insurrection or riot, weather, fires, explosions, strikes, lockouts or lockdowns, terrorism, acts of God, cancellation of the Event or any other activities or factors beyond its control, whether similar or dissimilar to any of the foregoing. If the Virtual ANC21 is cancelled through no malfeasance of the Exhibitor, the Exhibitor shall be entitled to a refund of any fees paid. It shall not, however, be entitled to reimbursement for out-of-pocket expenses incurred in connection with the Event.

CODE OF CONDUCT: Exhibitors are expected to conduct themselves in a professional manner and treat others with respect. In agreeing to the terms and conditions of the SNA's Virtual ANC21 Exhibit Booth Contract, all participants agree to adhere to the SNA Virtual Code of Conduct. If SNA determines behavior is disruptive or abusive, the Exhibitor will receive one written warning. Any further conduct of this nature will result in the removal of the offending company's booth. At its discretion, if at any time SNA deems a virtual exhibit or an exhibit's contents objectionable, SNA reserves the right to remove and/or cancel the exhibit booth or any portion thereof at Exhibitor's sole expense. This reservation includes persons, things, conduct, printed matter, signs, products or any item of poor character, which, in the sole judgment of SNA, is detrimental to or unsuitable for the Virtual ANC21 or jeopardizes the conference's safe operations. This right may be exercised by SNA at any time, regardless of whether it is before, during or while Virtual ANC is open for attendees to access. In the event this right is exercised during the Virtual ANC21, SNA shall not be liable for refund of exhibit booth fees, or any other expenses incurred by reason of SNA's removal of objectionable content or any portion thereof. In addition, Exhibitors who are removed from participating in the Virtual ANC21 will have two (2) priority points deducted from the exhibiting firm. Exhibitor hereby expressly waives all rights and claims, actions and demands for damages, costs and expenses, including without limitation, legal fees, lost profits and costs of goods sold, against the virtual hosting platform, SNA, their directors, officers, agents, employees and/or servants for such removal and/or cancellation.