



Innovative Solutions Showcase

Description and Purpose

As an industry representative, are you looking for ways to showcase your product, service, or piece of equipment to Directors and decision-makers in the K-12 school feeding industry? If so, you will not want to miss this opportunity to do just that through SNA's Innovative Solutions Showcase.

The Innovative Solutions Showcase will be similar to the Innovative Solution Sessions we offer at SNIC; however, these would be offered virtually. School Districts still need to place orders for product, services, and equipment for not just the coming school year, but potentially to meet the need of continuing to feed kids throughout the summer. The unique advantage of this format is you can make your presentation your own. For example:

- For Food companies – you can do a demo of using your product in a recipe or two; or if you have IW products, which are what many schools are searching for, this would be a perfect opportunity to show what you have to offer.
- For Equipment companies – rather than having to ship heavy pieces of equipment, you can show participants one or more pieces of equipment and what they have to offer by doing a pre-recorded or live demo.
- For Technology companies – you can share your screen and walk through what your platform has to offer and show the capabilities some people might not have realized.

How It Works

We will be using the Zoom Platform for this exciting opportunity and the showcases will be hosted in 3-hour blocks, 2 days a week (Monday and Tuesday) beginning Tuesday, February 16th.

Interested companies can purchase a day, **(first come, first served)** which would then allow you to pitch a product, service and/or demo equipment. Companies will have 30 minutes total to include Q&A– it is up to you how you want to use those 30 minutes: you could present for 20 or so minutes and then leave 5-10 minutes for Q&A, allow for more Q&A, show a pre-recorded video and then go to Q&A...how you want to do it is completely up to you; just as long as it works within the Zoom capabilities and timeframe. SNA also encourage you to incentivize attendees to attend your presentation.

Timeline would be as follows (*Eastern Standard Time*):

3:00-3:05 pm: Intro and Welcome

3:05-3:35 pm: 1st Innovative Showcase

3:35-3:40 pm: Break

3:40-4:10 pm: 2nd Innovative Showcase

4:10-4:15 pm: Break

4:15-4:45 pm: 3rd Innovative Showcase

We will be opening this up to 6 companies per week: 3 companies the first day and 3 different companies the second day, so attendees have a total of 6 different presentations to sit in on. All attendees will be in one room and each company will present one at a time.

Sessions will be recorded so we can offer them to other members on our web site, as well as provide them to you to post the recordings on your own marketing/social media platforms.

Primary Audience

The target audience is managers and directors, though all members are invited to participate. Operators are looking for new products and solutions and we know that you, our industry members, are seeking ways to share information in a virtual-centric environment.

Timeline

Our next set of Innovative Solutions will be offered through this Showcase starting Tuesday, February 16, 2021 and will run over until the end of March. The first set of showcases ran from August-October 2020. A total of 29 companies participated and over 1,500 attendees registered to attend! All previous showcase recordings can be viewed on SNA's [website](#).

Fees

Cost for one day is \$4,000 and includes the recording, saved chat, attendee roster and participation list.

Receive a 50% discount (\$2,000) for each additional presentation.

If you have any questions or would like to discuss further, please contact Nita Artis at nartis@schoolnutrition.org or Crystal Harper-Pierre at charper@schoolnutrition.org