2022 Annual National Conference
JULY 10-12, 2022 | ORLANDO, FLORIDA
ORANGE COUNTY CONVENTION CENTER

Exhibitor Prospectus
SNA’s 2022 Annual National Conference (ANC) in Orlando, Florida is the place to be for K-12 foodservice professionals. A perfect time to reconnect in-person and the opportunity to explore what’s new and what’s hot in school nutrition.

The #ANC22 theme, “Powered by Imagination,” will focus on how fresh ideas and creativity will best equip attendees to reimagine their school meal operations. Now, let your imagination take flight—how will you unlock inspiration for more than 4,000 engaged attendees?

The skies the limit when you exhibit at ANC, the largest annual gathering of school nutrition operators! In a two-day streamlined Exhibit Hall schedule, showcase your products and/or services, make important first impressions and strengthen your existing customer relationships, too.

In these fluid times, being a part of ANC has never been more important. **Bottom line:** It’s one of the most cost-effective ways for your company to generate visibility and profitable leads. Reserve your exhibit space today. Be front and center at ANC—it’s a great investment!

Reserve Your Space Today!  
Visit www.schoolnutrition.org/ANCexhibitors
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 ATTENDEE & EXHIBITOR NUMBERS
2016-19 TOTALS

**SAN ANTONIO 2016**
- 7,048 Attendees
- 920 Booths

**ATLANTA 2017**
- 6,942 Attendees
- 922 Booths

**LAS VEGAS 2018**
- 7,042 Attendees
- 901 Booths

**ST. LOUIS 2019**
- 6,279 Attendees
- 911 Booths
As an ANC Exhibitor, you will enjoy exceptional brand exposure through unique opportunities to showcase new products and solutions and gain direct customer feedback. Your exclusive exhibitor benefits include:

- Connecting face-to-face with 4,000+ school nutrition professionals
- Five complimentary exhibit hall badges for each 10x10 booth space purchased
- Company profile listed in both the ANC program guide and the ANC mobile app
- Access to 120+ accredited educational sessions and two general sessions
- Opportunities to earn CEUs toward your SNA certificate or SNS credential

### ANC 2022 Exhibit Booth Fees*

<table>
<thead>
<tr>
<th>Industry Member Rate</th>
<th>Non-Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>10x10 Inline</td>
<td>$2,950</td>
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<tr>
<td>10x10 Corner</td>
<td>$3,150</td>
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*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.
Raise your profile with ANC attendees, build traffic to your booth and gain greater brand exposure through these traffic and brand builder opportunities. **Exhibiting at ANC is required.**

### 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*

### New Product Showcase

Display new products, services or equipment in cases located in a high-traffic area. This introduces and promotes your product(s) to the 4,000+ ANC attendees.  

*$550 each*

### Become an ANC 2022 Orlando Sponsor

SNA offers a broad range of sponsorship opportunities to choose from with multiple price points that allow every company to raise awareness, showcase their latest innovations and support school nutrition professionals.

For more information on these opportunities, contact Nita Artis, CMP, DES, Business Development Manager, nartis@schoolnutrition.org, or Crystal Harper Pierre, CEM, Exhibit Sales Manager, charper@schoolnutrition.org
ANC 2022 Program Guide List of Possible Product Categories*

Gain additional exposure for your company in the guide’s listing of exhibitors by category.

- DESSERTS/SNACKS
- FRUITS/VEGETABLES
- GLUTEN-FREE/ ALTERNATIVE 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 details in Spring 2022.

ADVERTISE IN SNA PUBLICATIONS

Ask about big savings when you advertise in both School Nutrition’s ANC edition (June/July) and the ANC Program Guide*. Also inquire about SNA’s conference learning journals and digital advertising opportunities. For more information, check out the SN Media Kit online at www.schoolnutrition.org/SNMediaKit or contact Barbara Boyce, National Sales Manager, 303.337.6854, bboyce@rmi.net.

*Note: To include your ad in the ANC Program Guide, you must be a current exhibitor.
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, please contact Sara Kilkenny, CAE, Director of Meetings, at skillkenny@schoolnutrition.org.

EXHIBITOR SERVICE KIT
In Spring 2022, 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, complete the “Program Description Form,” available online, which must be submitted by February 28, 2022.

ANC 2022 Dates & Exhibit Hall Hours

**Conference**
July 10 – 12, 2022

**Tradeshow**
July 11 – 12, 2022
Monday, July 11: 9:30 a.m.–2:30 p.m.
Tuesday, July 12: 9:15 a.m.–12:00 p.m. *
Tuesday, July 12: 12:00 p.m.–2:00 p.m.
*Directors Only
SNA industry membership fees are **Industry/Corporate:** $995/year; **Industry Patron:** $12,500/year. For more information on membership, please contact:

**Nita Artis, CMP, DES**  
Business Development Manager  
nartis@schoolnutrition.org

**Sherry Carrigan, CAE**  
Staff Vice President,  
Business Development & Meetings  
scarrigan@schoolnutrition.org

For exhibit sales information, please contact:

**Crystal Harper-Pierre, CEM**  
Exhibit Sales Manager  
charper@schoolnutrition.org

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**Conference Location**  
Orange County Convention Center  
9800 International Drive  
Orlando, FL 32819  
800.345.9845  
www.occc.net

**Plan Ahead!**  
Future ANC Dates

- **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